

A DOLLAR DREAM

They wanted him to buy a town a thousand miles remote,
In regions that were full of charm, the proud promoter wrote.
The more he thought and thought of it the more he liked the scheme;
To think of it he used to sit—and then he had a dream.

(Now, dreams are very foolish things undoubtedly, it's true—
Your brain puts on its fairy wings and flies away from you;
And yet it seems that some of us our cash would never keep
Unless we learned a lesson, thus, by falling fast asleep.)

He had a dream a dollar came, with tears its features wet;
A dollar came and called his name in anger and regret.
The coin was shedding silver tears from out its silver eye.
He asked the reason for its fears; the dollar made reply:

"They tell me you intend to send me many miles away,
They tell me you intend to spend in speculation gay
The dollar that has been to you a servant many years,
To send me to some region new—and hence these silver tears.

"I've lived in this community almost as long as you;
I've been in ev'ry family, I guess, but one or two—
But one or two who, sad to say, had such a scheme in mind
And sent their hard-earned cash away some other land to find.

"I am the dollar that was paid to Johnson for his wheat,
That Johnson gave again in trade to Murphy for his meat,
That Murphy gave to Smith, you see, for furnishing a knife,
That Smith left at the grocery for candy for his wife.

"The grocer gave me up to Jones, who runs the dry goods store,
And that the doctor set his bones this Jones can thank me for.
The doctor paid me out for oats to feed his dapple gray,
The feedman paid me on some notes fell due a certain day.

"The banker bought a book or two, and so the thing went on—
Each night I had an owner new, a new one at the dawn.
A welcome waited when I came, a godspeed when I went,
In fact, a thousand ways the same on errands I was sent.

"But now you say that I must go, a wanderer to be,
Afar from all the friends I know who know and honor me.
I wonder that you dare to look me fairly in the face;
And in your empty pocketbook, oh, who will take my place?"

The speculator then awoke, the dollar in his hand,
And softly to himself he spoke, "At last I understand."
He gave it to the druggist's clerk and bought a brush and comb—
He found a dollar does its work the best right here at home.

Douglas Malloch.

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.



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.

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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.

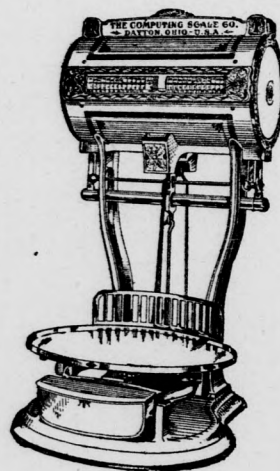
Use the attached coupon and send for full particulars *now*—before your eyes wander from this announcement. Address

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



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



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

How much SNOW BOY have you in stock?

Lautz Bros. & Co.

Buffalo, N. Y.

Quick Profits



SNOWBOY
Won't hurt
your hands



SNOWBOY
Weighs more

SNOWBOY
Good profits



SNOWBOY
Washing powder

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 26, 1911

Number 1453

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EXPANDING THE MARKET.

The outside furniture manufacturers—exhibitors in this market—have organized an association the purpose of which is to promote the interests of this city as a furniture market and to develop its possibilities. The manufacturers who become members of the Association will pay \$25 each a year and the salesmen will pay \$5 and the money thus raised will be spent in advertising Grand Rapids to the trade, with a view to securing a larger attendance of buyers at the semi-annual sales. The Association will endeavor to secure concessions from the railroads whereby those who attend the sales may come at reduced fares, and another thing that will be looked after will be that of better hotel accommodations. Upon the two last propositions the Association will have the active and cordial co-operation and assistance of the Grand Rapids Board of Trade and of the local Furniture Manufacturers' Association. It is not so set forth in the constitution adopted, but the new Association will, no doubt, exercise a salutary regulative influence upon trade methods and practices in such directions as experience shows the need. The Association will not boost any particular exhibitor or line of goods, but its whole effort will be to attract visitors to the whole show.

The need for such an association as this has long been realized and the surprise is that something has not been done about it long ago. It may seem strange to some that the movement did not originate with the Grand Rapids manufacturers, instead of with the outsiders, but, as a matter of fact, it will be the outsiders who will receive the first and greatest benefits and the desired increase will be of far greater value to them than to the local manufacturers. The Grand Rapids trade calls for high grade goods and this trade comes here already. Any material increase in the number of buyers will be from the small dealers, who will

place most of their orders with the outside exhibitors. The Grand Rapids manufacturers appreciate, however, that they will get some of the benefits from an increase in the number of buyers in the market, even although they be small dealers, and will co-operate with the Association in its efforts.

An important result of the organization of the outsiders will be to strengthen Grand Rapids as the great furniture market of the country. Chicago, New York and at times other cities make claims as furniture markets and do what they can to draw the trade from this city. This exhibitors' association will make Grand Rapids invulnerable to the attacks of envious rivals. The outsiders will join with the local manufacturers in upholding this market.

The development of Grand Rapids as a furniture market has been interesting, and in this connection it can be said that the market has "just growed," with none to direct its development or promote its growth. Following the Centennial Exposition in '76, buyers began coming here and, as they increased in numbers, manufacturers began to send their salesmen to meet the buyers in an endeavor to intercept some of the trade. The salesmen first brought photographs and then began bringing samples of their goods and then rented such vacant stores and office rooms as they could find for show rooms. The Blodgett building was finally leased by Charles P. Limbert and Philip J. Klingman and it was subdivided into spaces for the outside manufacturers to use as show rooms. The erection of the Klingman exposition building was the next step and it was looked upon as a marvel of enterprise and nerve. The Manufacturers' building and then the Exchange were added to the exposition buildings, and a year ago the Leonard building was devoted to exposition purposes. This season the Clark building on North Ionia street has been used for the display of furniture samples. All these buildings have been filled as rapidly as they have been offered. Next January will find the new Furniture Temple, nine stories, and the new Keeler building, seven stories, available and there is every reason to believe that they, too, will be filled. It is known that several exhibitors at the Chicago Exposition will send their samples here. The manufacturers of office desks and furniture who have not been very strong in this market will, it is expected, make a better showing. Only three or four brass bed lines have been shown here and the display of goods of this character may be largely increased. Manufacturers of house furn-

ishing accessories may also get into the game to a larger extent. There is opportunity for development in still another direction. Many of the manufacturers who exhibit here come to Grand Rapids semi-annually to get in touch with trade and to see how their lines are going. Exhibits of wood working machinery, factory appliances and furniture making supplies would interest them. One local company arranged a small display of this character last January and met with much success and, no doubt, it will be taken up on a larger scale in the future.

At the July opening there were between 250 and 300 outside lines shown here, a substantial increase over former seasons. The number of buyers in the market fell short of 1,000. The increase in the number of buyers has not been in proportion to the increase of exhibitors, and it is this lack of proportion that makes the organization of exhibitors desirable.

How the hotel problem will be solved is not yet announced, but that it will be solved may be set down as a certainty, and soon. The Old National Bank owns the Pantlind Hotel property and last spring "squared" it by the purchase of the Weston property adjacent. It is understood that the plan was to organize a hotel company to take over the property and, razing the old buildings, use it as the site for a modern, up-to-date, fire-proof hotel of ample capacity to serve the city for many years to come. The expectation was that the furniture manufacturers would be liberal subscribers to the financing plans, but the strike put them out of the game. Now that the strike is practically ended the building plans will, no doubt, be taken up again and put through. During the summer the organization plans, it is understood, have been receiving attention and building plans have been considered. When the project is revived the preliminaries will have been arranged and all that will remain will be to provide the funds. Under the most favorable conditions the new hotel can not be built in time for the January sale and some temporary arrangements will have to be made for the accommodation of the visitors. There will be a greater number of salesmen in the city in January than ever before, and if the efforts of the new Association avail more buyers will come than ever before.

GROWING IN DISFAVOR.

The Tradesman gives place this week to an open letter from a St. Louis manufacturer to the Outlook, which tends to show the growing disfavor with which that publication is

viewed by business men generally. The Outlook has long been noted for its fairness in discussion and its breadth in handling civic and economic subjects, but for some months past it has seemed to be running amuck in its anxiety to commend murderous union labor leaders and palliate crimes committed under the auspices of union labor.

Although its attention was repeatedly called to the inaccuracy of its statements relative to the employment of union pickets as special policemen during the furniture strike here, it now blindly re-states its position and re-affirms its belief in the theory that such action was defensible on the part of the city and commendable on the part of the men. Despite the fact that its attention was called to the truth that the appointments were due to a conspiracy to continue the reign of terror by converting pickets into policemen, so that they might act as spies and intimidators and sluggers in an official capacity, the Outlook blandly assures its readers that the action was highly commendable.

Supposing the Outlook employed a force of fifty printers and the printers struck for something or other. Supposing the fifty printers stood out in front of the Outlook office as pickets and shouted "scab" and "rat" to anyone who entered the office, with a view to interfering with the business of the Outlook. Supposing the Outlook went into court and secured an injunction against these fifty printers, prohibiting them from undertaking to destroy the business of the publication and threaten its customers with bodily injury. Supposing the police department of New York appointed these fifty pickets as special policemen, ostensibly to guard the office of the Outlook, but really to continue to act as spies, intimidators and sluggers. Would the Outlook applaud the actions of its former employes as commendable and lavish praise upon them for their unselfish devotion to the cause of union labor and civic righteousness and human brotherhood?

Not much. The Outlook would be as strong in condemning such tactics as the Tradesman and every good citizen of Grand Rapids has been. It would call upon the courts to annul the action of the city government. It would hurl anathemas on every officer of the law who was responsible for such a travesty on justice. It is nearly a thousand miles from New York to Grand Rapids, but distance ought not to obscure the vision and distort the imagination of an editor to that extent as to clothe plain sluggers with the garb of cherubims and angels.

HOUSEHOLD PROBLEMS.

They Are Gradually Being Solved by Co-operation.

Written for the Tradesman.

One by one the great problems are being solved. Note the progress being made in electrical science. See what is being done in aerial navigation. Even that greatest of all problems, the most perplexing, the problem that comes nearest to us all, the servant girl question, seems in a fair way to solution.

The servant girl problem is being solved not by making over the girls, nor by bringing up the mistresses in the way they should go, but by co-operation. The old idea of co-operation is for two or more families to bunch their hits in the matter of exchanging work, and sadly we know that this system will not work. The modern, up-to-date co-operation—the kind of co-operation that does work—is purely commercial. We work and earn in the usual way and exchange the good coin that is brought home in the yellow envelope for the services we want rendered. In other days, before the hired girl became so exalted in her ideas, the family washing used to be done at home, followed by the family ironing, and the mere matter of the laundry used to take two days' time and put a frayed edge on the most angelic temper.

But with the modern laundry, why have the washing done at home? This city has five laundries, including the one put out of commission temporarily by fire last week, and another is being established, and it is remarkable how cheap these institutions will do the work. For what is known as "flat work," which means washing, drying and running through the mangle, the charges are for sheets, 3 cents; pillow slips, 3 cents; napkins, handkerchiefs and hand towels, 1 cent each; tablecloths, counter-pains and cotton blankets, 5 cents each, and other things in proportion. When starch and ironing are required the charges are from 10 to 15 cents for shirts, 3 cents for collars, 6 cents per pair for cuffs, 10 cents for nightshirts, and so on down the list. At these prices it is actually cheaper for a small family to have the work done at the laundry than to muss up the house with suds and fuss up the girl with extra work, and because this is so explains the rapid growth of the laundries. As now conducted they represent co-operation. The laundry employs the girls and do one part of the housework, not at home but outside, and they do it to everybody's satisfaction. The girls do not object to work in the laundry, while they would balk at domestic service; the housekeeper likes it with total freedom from muss and bother and the expense is little, if any, more. The laundries are steadily growing in size and capacity and more of them are being established, which indicates that the time is not far distant when the family wash tub will be an unknown household utensil.

Then there is co-operation in the preparation of foods. In the old days canning was a regular and rec-

ognized part of the summer's work, and this work came when the days were hottest and work the most tiresome. But where there used to be a hundred cans of fruit put up in the home, now there is scarcely one, and yet more canned fruit and canned vegetables are used than ever before. The difference is that instead of doing it in the home it is now done at the cannery. Hundreds of women and girls are employed in the cannery and they make a summer business of preparing the fruit and vegetables and, when prepared, they are processed for winter consumption. Nobody cans fruit now. They buy it, and the cost is actually less and the quality better than when home made. The commercial cannery uses scientific processes and is as scrupulously clean as any kitchen, and by buying in quantity when the fruits and vegetables are cheapest and making a business of it they can discount the home in the matter of cost.

Cooking is one of the great problems of the home. Commercial co-operation has removed this terror or at least greatly mitigated it. Breakfast foods in variety solve the problem of the first meal of the day, with a bag of pancake flour for variety. For luncheon there are baked beans, salads, cold roast, canned and pickled meats—all to be purchased at the grocery or delicatessen store. Dinner may be more of a problem, but even this is greatly simplified by commercial co-operation. Canned soup is good and all that it needs is to be warmed up. Smoked and canned fish will serve for the second course. Unless cold meat is thought to be good enough the meat problem may be a sticker, but prepared potatoes and canned vegetables will be helpful. For dessert the factory can be telephoned for to send up the ice cream and pie and cake can be ordered from the bakery, and they will be good pie and good cakes, too, better than the average hired girl will make. Nearly everything that is desired to eat can be bought these days for those who want to eat at home, and those who want to be free from all responsibility can go to the hotel or restaurant and be well served. The hotel and restaurant enter into the plan of commercial co-operation with the laundry and cannery.

Ready to wear dresses for the women and clothes for the men and children represent another branch of modern commercial co-operation and still further relieves the housekeeper. This co-operation is not confined to things to wear, but all sorts of sewing can be purchased now instead of being done at home, and in most instances as cheaply or cheaper. The ready made may not be as fine as the made to order or self made, but it is easier.

There is now co-operative effort in the matter of house cleaning. A telephone message will summon the man with the vacuum cleaner. Having the windows washed is only a matter of sending for a man. Building the kitchen fire is merely to set a match to the range that receives its fuel from the gas works several miles away

Instead of pumping the water we turn the faucet and the supply comes from the city mains. For light, instead of the old oil lamps we have gas or electricity with no work or bother attached to their operation. And these represent co-operation, and they make housekeeping easier and render the housekeeper less dependent on the hired girl. No way has yet been found for having the dishes washed or the beds made outside the home, and until some genius solves this phase of housekeeping it is likely the hired girl will still have a place, if she can be found and be prevailed upon to stay. But nevertheless the hired girl problem is not nearly as serious as it used to be and time no doubt will still further simplify it. The laundry, the cannery, the packing house, the bakery, the public utilities and private enterprise are all agencies to make housekeeping easier, and they are all co-operative on a business basis, with greater comfort for those who enjoy them and a margin of profit for those who provide.

How To Care For the House.

Simple furnishings and systematic weekly cleaning do away with the old time "house cleaning." There need never be a time when the house is torn up from attic to cellar. Decorating and repairs may come at easy intervals, if one chooses.

The items below are suggestions as to order and method in the weekly cleaning of a room:

Dust and roll up shades.

Remove smaller rugs and clean them.

Brush, dust and cover larger pieces of furniture.

Brush higher woodwork and walls

Dust picture frames and wipe backs of smaller pictures.

Shake out window and other large draperies and pin up.

Sweep heavier rugs and roll up.

Dust gas fixtures.

Clean the floor.

Up to a certain point a feather duster is allowable; when the dust has settled it should be removed by using a slightly dampened cloth. As ordinarily performed dusting simply whisks the lint from one place to another. Ideas of dusting are many and varied; some dust only what is in sight, others what might be seen, and a few dust everywhere. They never fail to wipe the window sashes where they meet and lock. They open all doors and clean them on top and two sides, as well as back and front. More than that, they dust the casing where the door touches when closed. One never finds a solid black line down their door casings.

Sometimes it is necessary to polish as well as dust. The unbeaten white of an egg stirred into cold water cleans polished surfaces well. Work in small sections, dry quickly and rub until bright. Cloths must be soft and clean. Woodwork that has been stained only should be cleaned with a cloth slightly oiled, and dusted with a dry cloth. White spots made by water or heat on varnished furniture are removed by rubbing with spirits of camphor. A good furniture reno-

vator should always be at hand and used for polishing.

Bare floors are cleaned like any other woodwork. Waxed floors should be washed before rewaxing, but rarely at other times. Floor brushes or brooms covered with cotton flannel, fleecy side out, are best for cleaning them. Bits of damp paper or damp tea leaves scattered over a floor catch the dust in sweeping. Ingrain carpets are brightened by scattering cornmeal or dry salt before sweeping. The digging required to remove these insures a thorough cleaning. As soon as a section of a room is done the dirt should be taken up.

One should notice whether she is using the best method in sweeping. She should give short, quick strokes, bearing down on the broom and lifting it back instead of dragging.

After the woodwork come the picture frames and gas fixtures; next the larger pieces of furniture; then the large rugs are spread out, furniture brought in and arranged and draperies and bric-a-brac put in place.

Windows may be cleaned at any convenient time when in the shade. A little alcohol in the water keeps it from freezing on the glass in cold weather. Rose Marvin.

Another Snap.

In the mail this a. m. came a circular gem and a letter that filled us with pleasure that showed us the way to get rich in a day and have money and all kinds of treasure. Some stranger to us he has written us thus (to do people good his ambition), has showed us the snap and has sent us a map and the facts on the whole proposition.

This is the thing that he wants us to buy: A peach orchard in the Sahara so dry.

This promoter can take the Sahara and make it appear like a region romantic. He declares that the sand raises crops that are grand and is damp as the distant Atlantic. There were liars, no doubt, who were roaming about in the days of old Caesar and Pompey, but not until now lived a man who would vow that the sandy Sahara is swampy.

The circular sings a most beautiful song and yet that promoter is possibly wrong.

Ink Eradicating Pencil.

Such a pencil may be made, according to Merck's Report, by very cautiously fusing oxalic acid in a porcelain dish provided with a lip, and pouring the melted mass into glass tubes which have previously been greased with paraffin or oil. This allows the pencils, when cold, to be readily pushed out from the tube and cut into suitable lengths. The pencil is used by simply moistening the end with water and gently rubbing the ink spot with it. It is always advisable to follow the application by moistening the spot with a little dilute chlorinated lime solution, and then washing thoroughly with water.

To think of success in the joy that it gives to a friend is to drink one's nectar in a golden cup.

INDIANA ITEMS.

Business News From the Hoosier State.

South Bend—The Monroe Baking Co., which has in this city one of the largest baking plants in northern Indiana, has passed into the control of C. J. Gaskill, and Stephen L. Monroe, the former proprietor, will move to Indianapolis. Mr. Gaskill is a wholesale flour dealer. He will enlarge and improve the bakery.

Columbus—On account of the law requiring eggs to be candled an egg famine is threatened here. Two local grocers were arrested and fined on charges of handling bad eggs. They pleaded guilty, but said they were not aware that the eggs were bad. Another grocer bought three cases from local dealers, instructing them to candle every egg. He sold three dozen of these to a hotel here and when they were broken only eight good ones were found. Farmers, afraid they will get into trouble if eggs are found to be bad, have stopped bringing them to the city. One farmer had a bushel basket full of them. When he read that the law was being enforced here, he said he "did not have time to monkey with all those eggs," and he dumped them into the hog lot. Other farmers say they can not take time to candle eggs. A Columbus grocer, who gets an average of three hundred dozen eggs every Saturday, received only twenty-five dozen last Saturday. He says he is not going to sell eggs any more. "I will not take a chance of being arrested," he said. "I can not guarantee the eggs." Grocers say that the consequent scarcity of eggs will send prices up.

Fiatt—L. S. Lawson has engaged in general trade.

Portland—Herbert Long has sold his drug stock to Cull Whipple, who will continue the business.

Indianapolis—Business men from the various commercial bodies, who are seeking ways and means to consolidate these Indianapolis organizations, have obtained a quantity of information from the Detroit Board of Commerce on what has been accomplished in that city through one central organization instead of half a dozen or more. It is found that the business element in Detroit is doing much work that is already being done in Indianapolis, but with less duplication of effort and expense. Reports sent from the Detroit Board of Commerce show that city has grown amazingly in the last ten years because it had one united force of business men behind its development. In 1900, the report shows, Detroit had 38,481 wage earners. In 1910 the number had increased to 100,000. In 1900 the manufactured products of that city amounted to \$88,640,000 and in 1910 reached \$280,000,000. In population Detroit is about twice the size of Indianapolis. One thing that the business men of Detroit have accomplished which has not been brought about in Indianapolis is a successful campaign for good roads throughout the county. With the Board of Commerce behind the campaign the voters last fall indorsed a \$2,000,000 bond

issue providing that every road in the county be made of concrete.

Last year the Board of Commerce amalgamated with the Detroit Traffic Association, which gave it additional strength, and a bureau is now in operation to facilitate the movement of freight in and out of Detroit. Although less than a year old, the bureau has eliminated half of the old difficulties by operating a car tracing service. The bureau has also established a package car service between Detroit and a number of important trade centers. The Board of Commerce conducts "booster" trips into adjacent trade territory, as the Trade Association does for Indianapolis. The Detroit board has recently closed an enterprise which, it is thought, could be started in Indianapolis to marked advantage. It was a big industrial exposition, to "teach Detroit to know herself." The exposition was open from June 20 to July 6. It was made up of the products of the factories of the city to show the scope, variety and importance of the city's industries. It is thought that such an exposition in Indianapolis would open the eyes of the people to the many lines of manufactured products which come from home industries, of which the public now knows little. It is expected that such an exposition as this will be one of many new ideas which will come from a consolidation of Indianapolis commercial organizations. Among the questions with which the Detroit organization has successfully dealt are playgrounds, sanitary milk, housing and industrial training for high school pupils. The Board of Commerce is now undertaking the erection of a home of its own, which is expected to be one of the finest buildings of its kind in the country.

Portland—Morris & Co., of Bluffton, have opened a bazaar store.

South Whitley—That the Vail mills are lost to South Whitley is now an assured fact, this being confirmed Thursday morning, when the first carload of saws and other machinery was shipped to Laporte, where they will operate in the future. The loading of the outfit was superintended by George Cook, a representative of the Vails, and he informed the business men of this town that they had slept too long on their rights and that the Vails had in the meantime received a better offer and had accepted the same. It seems that the business men of South Whitley, after hustling for several weeks, could not raise more than \$750, and they could not meet the demands of the Vails, that of giving them a bonus of \$1,000, hence the move. The loss of these factories will be a hard blow to the business men of South Whitley, as they were dependent to a great extent on the mill hands for a big portion of their business, and, as these men will follow the factories, the business men will suffer. The Vail mills employed 100 men.

Kendallville—E. C. Buren has purchased the grocery stock of Julius Krenning.

As the world goes, it is easy enough to get around.

As It Was in the Old Days.

John D. Rockefeller's recent remark that he owed his millions to the wisdom of his wife has elicited much comment. There is no reason to suppose that Mr. Rockefeller merely "played to the gallery" in the statement. If the Rockefeller millions were founded with the aid of a woman they are not unlike the millions of most of the early American millionaires. History records that most of these women were not averse to aiding the men of their respective families not only with their brains but with their minds, and in this manner were co-workers in the building of great financial temples.

In those earlier days it was not a social sin to work. The woman who kept her husband's books or did the family washing in an effort to help place the family's finances on a firm footing was respected above the woman who lolled in silks while her husband went in debt. To-day the woman who "stoops" to labor discredits not only herself but her husband in the eyes of the multitude. It is a social sin for woman to work.

Mrs. Rockefeller was a young wife in the privileged days when woman could be the real working helpmeet of her husband—not just the bit of lace to garnish further the velvet coat of his success. As a result she stands out to-day as a sensible American mother—not as the society weathervane announcing the success or failure of the family's Wall street operations.

No doubt if Mr. Rockefeller could have taken the time or had the desire to go into further detail he would have added that not only in her early efforts of work or the business sagacity she showed, but in the fact that always she was the ballast, never the burden, did she help in the making of the family's fortune.

There is something wrong in the social system which demands of the wife that she add to the weight of her husband's financial cares rather than aid in the lightening of them. It is not the fault of woman more than it is the fault of man. Rather it is the fault of the aristocracy of the riches themselves—the snobbery of the next generation who finds in the meaning of aristocracy only the abolishing of all that has gone before in their lives. Therein rests the difference between the old world aristocracy and that of the new.

The old builds upon the bravery of its members in the past. Often that is the only thing which commends its title to the wearers of the present, but that does not change the foundation. In the new world aristocracy in the society of money is a process of elimination—of eliminating all that has gone before. And all that has gone before means work—the labor of getting the money of now. Here also woman founds the aristocracy.

There is no doubt that Mrs. Rockefeller was more than an inspiration in the work of her husband. Many of the successful men of Mr. Rocke-

feller's generation can say as much of their wives. But their wives were not seekers after society fame.

Ink Proof Against Chemicals.

Eight years ago a newspaper printed a statement given by some banking authority to the purport that \$30,000,000 in frauds were perpetrated annually on banks and business concerns. Most of these speculations were to be traced to forged, altered and raised checks, altered wills and documents, etc. Down in Covington, Ky., Dr. E. E. Schmidt, a medical practitioner, read the statements and began a series of experiments for the purpose of developing an ink that could not be altered or erased. Dr. Schmidt was a chemist along with his medicine and understood readily enough that practically all the market inks can be erased neatly by simple chemicals. He knew, moreover, that even those inks now generally called water-proof and non-erasable can be deleted by means of chlorine gas and acids and that there is, in fact, no thoroughly secure ink.

So he went to work. Eight years of attempts with various preparations failed to yield anything that other chemicals would not dissolve. Finally the physician was struck with the idea that chemicals entered into the manufacture of paper from wood pulp. Investigation disclosed what these chemicals were and there followed within a few days an indelible writing compound founded on a new principle. The idea is a chemical ink which forms a reaction with the chemical constituents of the paper, so fastening itself that it can not be erased or dissolved without destroying the paper itself.

When I talked to the originator of the new ink the other day he pulled out a bank check and asked me to fill it out. I used the ordinary writing fluid on the desk and made a check for \$1. It was blotted and dried. Immediately afterward the inventor wrote over my script in his own ink \$8. A few drops of a transparent liquid (chloride of lime with a small admixture of acetic acid) were poured on the check. My \$1 written in the ordinary ink vanished and his \$8 remained clear and strong, although written over my ink.

"In this way," said Dr. Schmidt, "thousands of checks are raised annually. The only difference is that where the crook operates he first erases your ink with this fluid or some other, lets the check dry and then fills in with his own figures. The fraud, if neatly done, absolutely can not be detected."

If the claims of the inventor are not mistaken there is no known means by which the new chemical ink can be washed out or erased without destroying the paper. The Government has made experiments in support of this claim and various banks are using the ink to safeguard checks.

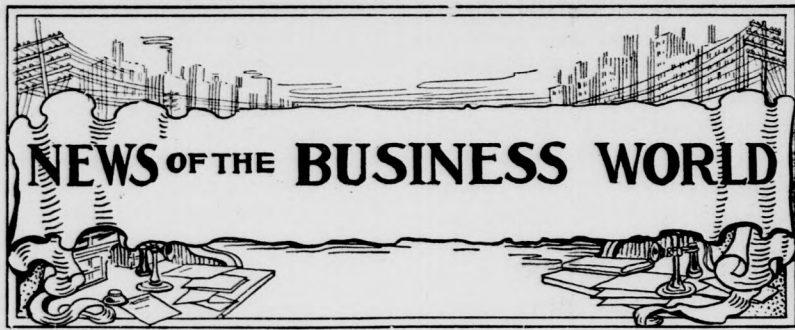
E. H. Smith.

Distinguished.

"Reggy is the most prominent member of our Golf Club."

"Why, he can't play golf at all."

"No; but he always pays his dues."



Movements of Merchants.

Charlotte—Mrs. Dora Campbell will engage in the bazaar business.

Lansing—Leland R. Barger succeeds James Vance in the grocery business.

St. Joseph—The Gast Drug Co. succeeds Schaeffer & Gast in the drug business.

Linden—Hetchler Bros. & Co. are succeeded by William Dooley in the dry goods business.

Detroit—The Dime Savings Bank has increased its capital stock from \$500,000 to \$1,000,000.

Ishpeming—Stephens & Verrant succeed W. J. Locher in the confectionery and ice cream business.

Standish—Wellington Pomeroy is succeeded by Pomeroy & Son in the implement and vehicle business.

Amy—Punant & Son, who recently suffered a total loss of their general stock by fire, will not resume business.

Paw Paw—The capital stock of the Wolverine Co-operative Nursery Co., Ltd., has been increased from \$15,000 to \$25,000.

Coldwater—Geo. H. Baker has purchased the meat business of the Eaton Grocery Co. and has already taken possession.

Detroit—The A. E. Wood Co., wholesale and retail dealer in millinery, has increased its capital stock from \$30,000 to \$100,000.

Rockford—The clothing stock of N. A. Close and the men's furnishing stock of F. W. Mochmar have been purchased by Arden Bromley.

Detroit—The Michigan Fish Co. has been organized with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in cash.

Hudson—M. R. Jackman is succeeded in the drug business by Frank D. Phelps & Co., of Grayling, who will continue the business at the same location.

Charlotte—C. O. Scott, who has conducted a department store in this city for several years, is closing out his stock of goods and will remove to Houghton.

Detroit—The Eaton-Clark Co. has been incorporated with an authorized capital stock of \$200,000, of which \$182,000 has been subscribed and \$20,000 paid in in cash.

Otsego—Tucker & Longcor, grocers, have dissolved partnership. Frank S. Tucker taking over the interest of his partner and continuing the business at the same location.

Dryden—The Farmers Elevator Co. of this place, has been incorporated with an authorized capital stock of \$20,000, of which \$14,000 has been subscribed and paid in in cash.

Detroit—The Art Millinery has been incorporated with an authorized capital stock of \$5,000, of which \$3,510 has been subscribed, \$510 being paid in in cash and \$3,000 in property.

Battle Creek—Jacob Weickgenant will materially enlarge his dry goods establishment, and will occupy the store adjoining him on the east, as soon as it is vacated by the Clifford J. Thayer Co.

Durand—A. N. Brock has sold his dry goods stock and business to S. H. Smith, of Mt. Clemens. Mr. Smith comes here as an experienced dry goods man and intends to give the people of this place a first-class store.

Hart—Fisher & Fuller have sold their meat market to Demsey & Bothe. Mr. Fuller will give his attention to his Pentwater market and Mr. Fisher will continue the general store at the old Williams and Rhodes stand.

Westphalia—J. Arens & Co. are building a two-story addition to their already large store which, when completed, will give them a regular department store with separate sections for dry goods, clothing, shoes, groceries, etc.

Benton Harbor—George H. Campbell, of St. Louis, Mo., will open a book store in the building now occupied by the Farmers & Merchants' Bank as soon as the bank moves to its new building, which will probably be about August 15.

Detroit—John J. Antezak & Co. has been incorporated to deal in dry goods and notions, with an authorized capital stock of \$8,000 common and \$8,000 preferred, all of which has been subscribed, \$4,000 being paid in in cash and \$12,000 in property.

Durand—Frank D. Tubbs has sold his cigar store to Homer Allen and Mr. Allen has taken possession. He has been an engineer on the Grand Trunk for a couple of years. Mr. Tubbs will go on the road as agent for the Travelers Insurance Co.

Muskegon—After many years running a grocery at the corner of Pine and Myrtle streets, Dirk Mulder, proprietor of the "Uno" store, closed his place of business this morning. It is the intention of Mr. Mulder to sell the stock of goods as soon as possible.

Coldwater—Fire Saturday night practically wiped out the dry goods stock of the New York store, owned by J. G. Waddell. The fire originated in the millinery department on the second floor. The loss on the building is \$2,500, insured. The loss on the stock is not known. It is insured for \$1,000.

St. Clair—William Shaw, representing the firm of Edson, Moore & Co., of Detroit, has rented the store in the Hubel block formerly occupied by the Moore grocery for the purpose of starting a dry goods store here. Mr. Shaw expects that his store will be limited strictly to a dry goods business, for which he believes St. Clair furnishes a good field.

Onaway—Firebugs tried to burn this place when they set fire to the confectionery store of Jerry Clements. The store was totally destroyed, together with two adjoining buildings, William Durtie's restaurant and Fred Tuff's soft drink place. The flames threatened the whole town. Good water protection and heroic work are all that saved the business district.

Casnovia—F. E. Lewellyn, of Shelby, has formed a partnership with C. F. Martin, the firm name to be known as the Martin Produce and Lumber Co., who will do business here. They announce that they will build an elevator, coal and hay sheds and buy hay, grain, potatoes, fruit, etc., and sell lumber and coal. They will also build a flouring mill if the citizens of Casnovia feel interested enough to pay a fairly liberal bonus.

Owosso—The opening Saturday of a new 10 cent store here was signaled by the most strenuous bargain rush ever known here. Women emerged from the scramble with their hair disheveled and dresses torn. Two women were carried out in a swoon. Two others paid \$35 and \$5 respectively for trivial bargains, their handbags being cut from their arms by a deft hand in the rush. A heavy jardiniere knocked from a shelf in the scrimmage struck Verne White, a small boy, on the head and five stitches were taken in a resultant scalp wound.

Port Huron—Diebolt & Gray will move their entire stock of heavy hardware to Port Huron and will also handle a line of carriages, wagons, blacksmith supplies and agricultural implements. E. F. Percival has leased the building at 33 Water street, together with the building in the rear, formerly occupied by the Benjamin-Dixon Printing Co., to the company for a term of years. The new firm is composed of Mr. Diebolt, Maxwell H. Gray, W. C. Robinson and John Stouffer, all gentlemen who have been formerly connected with this line of business. They will take possession and start doing business on August 1.

Manufacturing Matters.

Manistee—A petition in bankruptcy has been filed against the Manistee Watch Co.

Detroit—The Detroit Oval Manufacturing Co. has increased its capitalization from \$7,000 to \$21,000.

Lansing—The capital stock of the Atlas Drop Forge Co. has been increased from \$100,000 to \$200,000.

Delwin—The Delwin Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which \$7,000 has been subscribed and paid in in cash.

Detroit—The General Motors Truck Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Sebewaing—The Sebewaing Electric Co. has been organized with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Benton Harbor—The Spread Eagle Hoe Co. has been incorporated with an authorized capital stock of \$1,000, of which \$510 has been subscribed and \$340 paid in property.

Traverse City—The Smith Aero Engine Co. has been incorporated with an authorized capital stock of \$100,000, of which \$93,000 has been subscribed and paid in in property.

Escanaba—The Thomas A. Cleary Trouser Rack & Cabinet Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Correct Hat Shop has been incorporated with an authorized capital stock of \$5,000, \$4,000 of which has been subscribed, \$1,000 being paid in in cash and \$3,000 in property.

Lansing—The Beck Power & Hand Sprayer Co. has been organized with a capital stock of \$50,000, of which \$25,000 has been subscribed, \$2,000 being paid in in cash and \$3,000 in property.

Detroit—The R. & S. Tire Co. has been organized with an authorized capital stock of \$115,000, of which \$80,000 has been subscribed, \$15,000 being paid in in cash and \$50,000 in property.

Perry—The Perry Glove and Mitton Co. has called all its help in on account of a rush of orders, which required the assistance of the knitters again who expected to have two weeks more vacation.

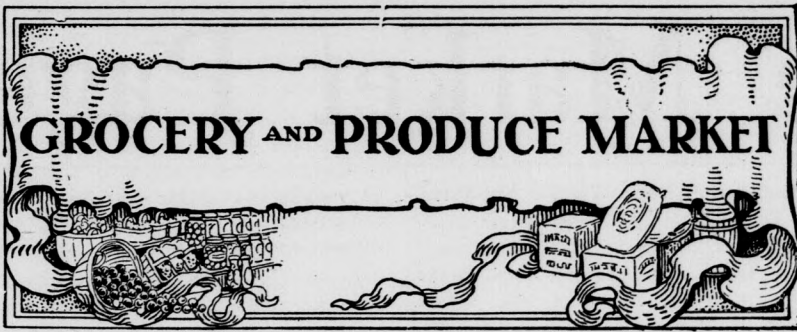
Detroit—The National Gas Water Heater Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$100 being paid in in cash and \$24,900 in property.

Detroit—The Eckliff Automatic Boiler Circulator Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$4,000 being paid in in cash and \$1,000 in property.

Detroit—The Midland Machine Co. has been incorporated with an authorized capital stock of \$75,000 common and \$25,000 preferred, of which \$85,000 has been subscribed, \$4.46 being paid in in cash and \$84,995.54 in property.

Charlotte—The Wolverine Chemical Co. has purchased the soft drink manufacturing plant operated in this city for the past two years by Mr. and Mrs. C. R. Leverich. The purchaser will enlarge the present plant and branch out in business.

Coldwater—C. A. McCally, who has been conducting a canvas glove business in the city for some time, has sold the same to F. B. Kennedy and M. L. Evens. They will establish the plant in the rear of Chas. F. Howe's law office and intend to push the business.



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—The market holds firm, receipts being about of the same size as during the past two or three weeks. The demand is only fair and advances are hard to establish, as they meet with little success from the consuming trade. Most dealers seem to think that present prices will be maintained for some time. There is a good demand from the bakery and confectionery trade for low grades which are sweet, clean and fresh. Local dealers hold fancy creamery at 24½c. They pay 21c for No. 1 dairy and 16c for packing stock.

Butter Beans—\$2 per bu. for home grown.

Cabbage—\$2 for small crate and \$3 for large.

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—50c per doz. for hot house.

Currants—\$1.25 per crate for red.

Eggs—If the cool weather continues it is expected there will be an improvement shown in the quality of eggs, but they are very poor at the present time, which is thought to be partly caused by the extremely hot weather. The range of prices is about the same as quoted a week ago. Prices on strictly fresh are 3c per dozen less than a year ago in the latter part of July. There is a fair demand for strictly fresh eggs for table use, which are not very plentiful at the present time. 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 Telephones.

Green Peppers—\$1.60 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, \$5@5.25.

Peaches—Home grown will begin to come in next week.

Pieplant—75c per box of about 45 lbs.

Plums—Burbanks 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., 15@16c.

Radishes—15c per doz.

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

Spinach—\$1 per bu.

Tomatoes—Home grown hothouse, \$1 per 8 lb. basket.

Veal—Local dealers pay 6@9c.

Watermelons—Georgia command \$2.50 per bbl.

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

Pink Canned Salmon Goes Up.

Prices for pink canned salmon have gone up until they rank with the best selling prices of red Alaskas in previous years, the summer demand having virtually cleaned up a market already nearly barren as a result of a short pack last year.

The high prices have curtailed business to some extent, but the demand still exceeds the supply. Red Alaskas are also getting into small compass.

Some jobbers on the coast who bought new pack pink salmon for August delivery at a price around 85c, Seattle or San Francisco, are said to be "willing" to let go of their 1910 stocks on a basis of \$1.07½@1.10 f. o. b. coast for July shipment.

There is a fair demand for the new pack Columbia River salmon, on which prices are being firmly maintained in sympathy with the strong position of red Alaskas and pinks.

Leland—William Stanley, of Grand Rapids, is manager of a new boat factory and repair works established here this week and is making arrangements to build a plant on the banks of Leelanau River. An old boat storage house will be used by the company until the new building is completed.

The Van-L Commercial Car Co. has been organized with an authorized capital stock of \$50,000, of which \$25,700 has been subscribed and paid in in property.

The Grocery Market.

Sugar—All grades were marked up 10 points Monday, placing granulated on a 5.35 basis. Advices from New York to-day are to the effect that both the raw and refined markets are firm and strong.

Tea—The Japan markets hold firm and prices have been universally advanced by the importers and jobbers of the United States, with no prospects of a decline for this season. The crop is coming in well, but some of the grades are not up to last year. The Formosa market opened nearly two weeks earlier than usual, with higher prices and marked activity, showing the highest record of settlement for early buying in many weeks. U. S. Consul Reat, of Tamsui, reports unusually good character of standard teas, with cup quality decidedly better, although the lead is coarser. Congous are very firm, prevailing prices being 2@3c higher than last year. Colored Gunpowders are being held at 6@8c higher than three months ago and are almost unobtainable. Ceylons are firm and sales are active.

Coffee—All grades of Rio and Santos have shown a little weakness during the week, probably amounting to ¾c, but the market undertone is no less strong. Milds are about unchanged and in fair request. Mocha and Java are unchanged and in light demand; Java being very scarce.

Canned Fruit—Prices on California fruits are firm and much higher than a year ago. Most packers on the coast have named prices on the 1911 pack, which average about 25c per dozen higher than opening prices of 1910 and many of the wholesalers do not look for any lower market. Eastern strawberries which are arriving now are fully 25c per dozen in advance of last year's prices. The demand for spot goods continues very good. Pineapple prices are unchanged as yet, but stocks are said to be all sold up of the 1911 pack.

Canned Vegetables—The market is firm on nearly every item in the line. The pack of corn will not be nearly as large as was reported some time ago according to information received during the present week, from some of the largest packing centers. Tomato prices are firm and spot stocks are not large, but the packing season on tomatoes is so long that it is very hard to tell just what may happen.

Dried Fruits—Raisins are unchanged, both spot and future, and the demand is quiet. Currants and all other dried fruits are unchanged and in light demand. Spot prunes are hardly quotable. They bring simply what holders can get for them. Futures show no change and no special demand. Spot and future peaches are unchanged on the previously quoted basis; demand light. Future apricots show a weaker tendency as prices have been so high that nobody has bought to amount to anything. Spot apricots are scarce and quiet.

Cheese—Receipts have shown some falling off, as the make has decreased. The result is an advance of ¼@½c during the week. The weather has been favorable to the production of

cheese, and no further advance seems at this writing likely.

Olives—Prices are firm, but unchanged since a week ago. There is a fair demand for both bulk and bottled pickles and prices are firm as supplies are smaller than usual at this time of year.

Syrup and Molasses—Glucose has advanced another 5 points since the last report, due to the high and advancing price of corn. Compound syrup moved up ½c with it. The demand is light. Sugar syrup is dull and unchanged, and so is molasses.

Provisions—The market is firm and some lines have been advanced ¼c. Stocks are about normal for the season, and there is not likely to be any change in the next few days. Pure lard is firm, with an active consumptive demand, and there may be a slight advance at any time. Compound is barely steady, with a reduced consumptive demand. Barrel pork is in fair demand at unchanged prices. Canned meats firm and unchanged: fair demand.

Fish—Cod, hake and haddock are unchanged and dull. Spot salmon is unchanged, being high and only moderately active. Prices on new Alaska salmon have not yet been named. Domestic sardines are firm, owing to continued light pack, but occasionally a packer will interrupt his firm talk to make a sale at a slight concession. The demand is light. Imported sardines quiet and unchanged. Mackerel shows no special change during the week and no particular movement. New shores are unchanged at the recently quoted decline, but the demand is light. Irish fish, which as stated, have been very low, are perhaps a little better.

It is a matter of congratulation on the part of the business public that the local labor leaders have decided not to issue any blackmail program in connection with their labor day celebration this year. Whenever the unions have issued a program in this city they have adopted tactics which smack very strongly of blackmailing. Whenever they farmed out the work of soliciting to a local printer, they permitted him to insinuate that anyone who did not advertise in the program might be expected to be discriminated against. It seems to be almost impossible for union labor leaders to do anything that is not permeated with graft. The whole game is a graft, because it involves the idea of getting something for nothing; of securing more pay than a man is worth and restricting the output to a point where there is no profit in employing union labor.

The Michigan Potato Sorter Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$300 being paid in in cash and \$2,600 in property.

The Snyder & Fuller Furniture Manufacturing Co. has increased its capital stock from \$10,000 to \$15,000 and removed its main office to Lake Odessa.

Detroit Produce Market Page

Detroit Butter and Egg Board.

Detroit, July 24—Butter receipts, 288 packages.

The tone is steady.

Extra creamery, 24c.

First creamery, 23c.

Dairy, 18c.

Packing stock, 17c.

Eggs—Receipts, 1,488 cases.

The tone is steady.

Current receipts, 14½c.

Egg receipts are very irregular in quality and plenty of stock can be bought at 1¢@2¢ below quotations.

Butter is steady and receipts are fully up to requirements, but with continued dry weather prices no doubt will be higher.

F. J. Schaffer, Secretary.

Several Excellent Uses for Lemons.

Perhaps few housewives have ever realized all the usefulness of the lemon; its peel, if grated and bottled, then stored in a dry cupboard, will provide delicious flavoring for cakes and curries all the year round; thinnest slices of the outer peel, dropped into a thick boiling syrup or loaf sugar and water, will become crystalized after being spread out to dry upon trays; and serve to ornament the top of cakes or puddings; sections of lemons, with the peel on, may be boiled a few minutes in a similar syrup, then dried, and become delicious wholesome sweetmeats of pretty appearance. Lemon pulp, boiled or fresh, used instead of milk to moisten a cake mixture, gives a rich flavor.

Lemon marmalade requires a pound and a quarter of sugar to every pound of fruit; it can be sliced thin or cut into the finest shreds, and half a cupful of sago to six pounds weight of fruit gives a softer taste and more transparent jelly. It is an admirable plan to use half lemon pulp and half that of vegetable marrow in making clear jelly, which can either be spread on bread as jam or turned out in a shape for a sweet, garnished perhaps by glace cherries cut in halves reposing on leaves of angelica.

Lamb, whether baked, roasted or fried, is improved by being sprinkled with lemon juice. Tea that has an unpleasant scented flavor can be rendered palatable if a slice of lemon peel is placed in the pot, or three or four drops of juice are put in at the last. A drink that nearly all young folks like can be made by dissolving two lumps of castor sugar in as much lemon juice as will cover them, then filling up the glass with boiling water.

Fried potatoes, whether in quarters, slices or chips, gain in flavor

by being dipped, when nearly cooked, in lemon juice, or having a little added to the fat used in cooking. The strong taste of dripping, when employed for puddings, cakes, pastry or frying fish, is quite removed by the addition of a few drops of the juice of this valuable fruit. A real tonic "pick-me-up," sure to promote appetite, if taken a quarter of an hour before a meal, can be made by squeezing the juice from one lemon into a tumbler, sweetening by a teaspoonful of honey or golden syrup, filling up with really boiling water and then adding three or four drops of essence of ginger.

A cure for indigestion can be made by pouring a pint of boiling water over the fresh outer peel of a lemon, letting it stand for an hour or two, then adding a pennyworth of essence of peppermint, obtainable from any chemist. This should be sipped cold, ten minutes after each meal, a small quantity at a time.

Lemon juice, in the proportion of four parts to one part of pure glycerine, is excellent to sip when the throat is sore, or a cough is troublesome. Many persons find that the same mixture cures chilblains and chapped hands when rubbed on nightly.

In household work lemon juice will clean Benares brass and silver perfectly; for polishing tarnished copper a paste should be made with the juice and crushed bathbrick; grease marks in wood are quickly removed if rubbed with a cut lemon. A sunburnt white straw hat can be made like new if painted over with a mixture of lemon juice and flour of sulphur, then rinsed in cold water.—London Daily News.

Easy Way To Keep Butter Cool.

A convenient and easy way to keep butter cool is by applying the principle of cooling by evaporation, as used in the wet bulb of the wet and dry bulb hygrometer. The butter is placed in a closed receptacle (butter dish with lid), and after this has been placed in a soup plate containing water a wet cloth is put over the dish with its ends in the water. Evaporation goes on at the surface of the cloth, and more water is supplied to the cloth from the plate below. This keeps the cloth and dish inside at a few degrees below the atmospheric temperature, and by this means butter can be kept firm in the hottest days.

Remember, there is more money talking to a customer about his affairs than telling him about your own affairs.

Mammoth Cheese To Be Exhibited.

At the National Dairy Show to be held in Chicago at the international live stock amphitheater, Oct. 26 to Nov. 4, a cheese which will weigh over 10,000 pounds and will take sixty-five tons of milk and cream from 6,500 cows milked by 1,350 men, will be exhibited. Eighteen expert cheese-makers and twenty-five assistants will

be employed in the construction of the cheese. The entry comes from N. Simon, of Wisconsin.

When superior men are mistaken, they are superior in that as in all else. They see more falsely than small or mediocre minds.

Some people are so timid that they are never impudent except to friends.

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092

347 Russell Street, near Eastern Market—Telephone Main 3762

DETROIT, MICH.

ESTABLISHED 1891

F. J. SCHAFFER & CO.

BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

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

Detroit, Mich.

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F. L. Howell, Vice-Pres.

B. L. Howes, Sec'y and Treas.

SPENCER & HOWES

Wholesale and Commission Dealers in Butter, Eggs and Cheese

26-28 Market Street, Eastern Market

Branch Store, 494 18th St., Western Market

TELEPHONES } Main 4922
City 4922

Detroit, Mich.

Egg Cases and Fillers

Direct from Manufacturer to Retailers

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

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

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

L. J. SMITH

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Eaton Rapids, Mich

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Highest Price for Eggs
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SWAT THE FLY.

He Mixes Typhoid Germs With Our Butter.

Written for the Tradesman.

If at first you don't hit him, swat again. If you hit, but only maim him, swat, swat again.

They are showing some new and nifty features in fly-swats for 1912. They are a great improvement on some of our current modes in fly-swats.

Fly-swat salesmen, just in from the road, tell us that business has been good. Many merchants throughout the country bought heavily in fly-swats. In spite of this circumstance, however, many of them are re-ordering. Fly-swats are becoming more and more popular. One enterprising dealer reports that a patron of his who has seven stalwart sons and three buxom daughters bought eleven fly-swats last Saturday afternoon. The eleventh swat was for grandmother, who has come to spend the summer with the family. Everybody including father swats in that household.

Swatting flies is a popular diversion.

Looking at the matter from a sportsman's point of view, I think there is something really fascinating in stalking a fly to the top of the sideboard, the upper part of the kitchen cabinet or the polished pedestal of the diningroom table, and there swatting him good and proper.

Scientists tell us that the eye of the common household fly is a very complex and highly sensitized organ; that it is composed of multitudinous hexagonal facets; that the surface or cornea of the fly's eye can see fore and aft, coming or going, right or left.

A few experiments will convince you that the naturalist who has specialized on flies is probably correct.

At any rate he's hard to slip up on.

No use trying it; just swat him.

Naturally with such cleverly constructed eyes the fly is wary. That puts him in the class with game creatures. There's no fun catching a catfish, for he's so droll and sluggish. He won't fight back. But the small mouth bass will fight to a finish. Therefore we anglers like to catch a "small mouth." The reason people like to chase the fox is just because he is so cunning. He'll back track on his trail, make for the water to throw the hounds off the scent, and do all kinds of difficult stunts. A good old seasoned fox enjoys the sport just about as much as the dogs and the men. As a matter of fact they have often been known to prowl around at unusual times and in unusual places just to egg the dogs on and start something. But what hunter would hunt an opossum. He's too slow.

Now the fly is quick. Often when

you swat, you swat the place where the fly was—but not the fly.

This makes you more determined to swat to better purpose the next time.

We have fish clubs, clubs of fox hunters, clubs of mountain-climbers. I submit it is about time for all ardent and expert wielders of the fly-swat to get together into an organization for the promotion of this highly edifying sport.

We ought to have a "medium," a high-grade, well edited paper devoted exclusively to those themes in which we are interested.

Fly-swat manufacturers could run full-page advertisements in our "medium" so as to make it a profitable venture; also enable us to pay a good salary to editorial staff, for it takes money nowadays to hire really efficient staff men.

We could have feature articles showing half-tone cuts of prominent members of the cult.

We could give full reports of our annual convention of the Association of Operative Fly-Swatters of America.

We could introduce city ordinances into towns and cities throughout the length and breadth of the land. We could get state legislatures to pass bills providing for means to help us in our festive swatting. We could bring pressure to bear upon the house and the senate, until they would be only too glad to accede to our request, and appoint us a federal inspector to aid and abet us in this glorious work of exterminating the fly.

We could have a national statistician to gather facts and figures about the destructiveness of the fly, about the number of people killed per annum, here and elsewhere, through the propagation of infectious diseases by flies. This would have a two-fold effect; it would make us more enthusiastic in our work of swatting and it would enormously increase the membership of the Association of Operative Fly-Swatters of America.

Down in Hubbard City, Texas, there is a large and enterprising body of operative fly-swatters; and, thanks to the benefits of concerted activity, they have actually swatted the fly out of existence insofar as that city is concerned. They have swept the streets of the city, removed garbage and filth, filled up stagnant pools, paraffined the surface of water in rain barrels and prohibited the dumping of decaying vegetables in out-of-the-way places about the town, and have swatted so industriously with seasonable and effective fly-swats that a fly in Hubbard City has come to be an unusual sight. The presence of a fly is thought to be an almost unusual enough to merit mentioning in the city locals.

All honor to Hubbard City! If we had the "medium" which I describ-

ed, we could get a cabinet photo of the Mayor of Hubbard City, and have a statement from him and from other prominent citizens there, telling us how they went about it.

It would make a bully good article. And it would have the effect of making other cities perk up and emulate Hubbard City's good example in the matter of fly-swatting.

Now is the time to swat, and this is the time when swatting is most effective. Swat, and spare not!

Yet I recall a quaint little lad sitting with an old-fashioned school book on his knees, spelling out the hard words in a story—highly prized in those days—about a naughty spider that sat, dragon-like, on the periphery of his web, waiting for the innocent little fly to glide into the texture of the web and get his dainty and sensitive little wings all crumpled up in his mad efforts to escape the impending doom. When the tragic thing happened, the lecherous, blood-thirsty spider—and how I hated his mottled ugliness—suddenly darted out and seized the tremulous fly and bore him triumphantly to his dining-room. The author of that absurd screed must have loved flies; for he certainly aroused my juvenile sympathy in behalf of the pesky insect. He taught me to loathe and despise spiders; and thus indirectly made himself responsible for the murder of myriads of spiders and for the multiplication of flies beyond all calculation.

But I have grown wiser now. And there is nothing I regret more than the juvenile sympathy that I squandered on the fly. He is not worth any sympathy. His feet have a way of mixing typhoid germs with the butter! There he is—Swat him!

If at first you don't hit him, swat again. If you hit, but only maim him, swat, swat again! Chas. L. Philips.

Only the fact of our life makes us think. The rest of thought is philosophy—a hole made with a corkscrew in a cloud.

In things where the heart is not, the hand is never powerful.

Groceries and Produce by Weight.

The new Thomas law of Ohio, which provides for the sale of groceries, fruits, vegetables and other produce except berries, and also excepting bread, by weight or numerical count which passed the Legislature of that state May 18, and was signed by Governor Harmon on June 8, is now effective. In accordance with the law grocers, hucksters and other dealers in the stipulated commodities are required to cast aside dry measures in favor of scales. The new law in full is as follows: All articles hereinafter mentioned, when sold, shall be sold by avoirdupois weight or numerical count, unless by agreement of the contracting parties, viz.: apples, peaches, pears, plums, quinces, cranberries, prunes, raisins, dates, figs, dried apples, dried peaches, apricots, beans, green beans, carrots, onions, parsnips, Irish potatoes, sweet potatoes, turnips, beets, sugar beets, peas, green peas, cabbage, cauliflower, endive, lettuce, spinach, barley, bran, buckwheat, rye, oats, popcorn on ear, shelled popcorn, bluegrass seed, broom corn, castor oil bean, pine tree products and vegetables, oils, clover seed, timothy seed, hemp seed, Hungarian grass seed, malt, millet, onion sets, orchard grass seed, grape seed, red top seed, English walnuts, black walnuts, hickory nuts, Brazil nuts pecans, almonds, filberts, coal, coke, cheese, butter, oleomargarine, lard, fresh and salt meats, fish, game, fowls, flour, corn meal, chopped feed, peper in bulk and candy in bulk. Nothing in this section shall apply to seed in packages. Whoever sells or offers for sale any article in this section enumerated, excluding car-load lots, in any other manner than herein specified, shall be deemed guilty of a misdemeanor and upon conviction thereof shall be fined no less than \$10, nor more than \$100, for the first offense, and not less than \$25, nor more than \$200 for the second offense, or imprisoned not more than three months, or both.

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Entered at the Grand Rapids Postoffice
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E. A. STOWE, Editor.

July 26, 1911

THE WANING STRIKE.

Every furniture factory in Grand Rapids is now in operation, some of them with as many men as can be conveniently used, the others are rapidly gaining in working force and efficiency. Men are coming in from other points to take the jobs the Grand Rapids men do not seem to want, but many of the strikers are getting back and more would return if they had the courage. One of the old hands at one of the factories returned to work Monday and that night a three inch rock came smashing through his front window. These incidents may not be frequent, but they happen often enough to make men afraid and to keep their wives and children in terror. The intimidation of workmen coming in from outside by strikers who congregate at the union station for that purpose is still going on, but the remarks of Judge McDonald in court Tuesday, it is reasonable to believe, will put a stop to this sort of thing. The court's warning to the men to beware of bad leadership and the court's very direct intimation as to who constituted this bad leadership will also have a salutary effect and bring the issue to a quicker close.

The Council Monday night adopted a resolution condemning the importation of men to take the places of strikers and also offering its services as a board of arbitration and mediation between the strikers and the manufacturers. This, of course, is intended as a vote catcher and is pure political buncombe and will have no effect. It is possible nothing else could be expected from the Council, but it is to be regretted that Grand Rapids should have aldermen who have no higher sense of civic patriotism than was expressed in some of the discussion which the resolution evoked. The aldermen seem to think that the furniture manufacturers should be put in the thief and cut throat class, that they are grinders of toil, oppressors of labor, the harshest and worst of task masters. As a matter of fact, the Grand Rapids manufacturers are of the highest type of Grand Rapids citizenship. Many of them rose from the ranks as work-

ers at the bench to employers. None of them have become wealthy from the enterprises they have built up, which is a pretty good evidence that they have divided the profits pretty fairly with their employes. Other times the manufacturers are given credit and the public has confidence in the statements they make, but under the influence of unionism what the manufacturers may say is no longer considered, in the eyes of the aldermen, as worthy of belief and all credence is given to the vaporing of the labor leaders imported from Buffalo, New York, and Louisville, Kentucky—men who were never known here until they came on their trouble-making mission a few months ago and who will never be known here again when they go away. The manufacturers have lived here for years and expect to continue to make their homes here, but the labor leaders are mere transients, and yet it is the aldermanic opinion that the latter should be taken as guides and counselors. That this is the condition is not a credit to the city or to the intelligence of the people.

If the aldermen and some of the people think the manufacturers are such public enemies, they ought to look back a few years when virtually there were no factories. In '95 the old Nelson & Matter Furniture Co. went down in bankruptcy, the Widdicomb went into a trusteeship, what is now the John Widdicomb became bankrupt, the Oriel had to give bonds and have a trustee and all the others were on the thinnest kind of ice and uncertain when a plunge into bankruptcy would come. The public attitude then was not that the factories were places that should not exist, that the manufacturers were enemies of the people. The same situation may come again, and if it should the strikers and agitators will be important factors in bringing it about.

CRIMINAL LEADERSHIP.

What a pity it is Judge McDonald could not have his wish. In the Circuit Court Tuesday, with half a dozen strikers before him, cited for contempt in violating the strike injunction, without condoning their offense or excusing them, he very properly took pity upon them as men who had been ill advised and misguided and expressed the earnest wish that he had their leaders before him.

If the leaders in this strike could have been properly dealt with at the beginning the long and costly strike would never have occurred. Could they have been held legally responsible—as they certainly were morally, for the acts of violence that have been committed during the last three months, the assaults, the threats of murder, the intimidation of those who wanted to work—could the leaders have been reached there would have been peace in Grand Rapids instead of turmoil and the constant menace of riot.

The labor of Grand Rapids ranks high in intelligence, but as in all industrial centers there are a few who are ignorant and reckless and

vicious. It is the latter class that respond most promptly to the call of the professional friend of labor, the organizer, the men of the MacFarlane, the Shea and the Beattie stripe. They become the sluggers who have made the union a reproach to American labor, a menace to honest industry, an object of dread to legitimate enterprise. A few sluggers working in the dark or springing out from ambush upon the worker returning home will keep a thousand peaceful men in awe, and terror, and from the employment they need for the support of their families. Sluggers are an important, in fact, an essential part of the labor organization as conducted to-day by the MacFarlane type of leaders.

But there is another class, not ignorant, not reckless, not naturally vicious, but easily susceptible to bad leadership. It is this class that makes up the mob when a riot is on, that joins with the sluggers in acts of violence, that does as it is bid when told to frighten those who want to work. This class of its own accord would not violate the law but under leadership will do almost anything.

Still another class is not naturally vicious but is ignorant and its passions can be worked up to almost any pitch by the leaders who know how to appeal to their greed, their envy or their selfishness.

This city has its sluggers, it has its susceptible class, it has its ignorant ones, and there is every reason to believe that the leadership of this strike has exerted itself to the utmost to get them into action, and to use them for the suppression of honest labor by intimidation and menace, and the other methods known and practiced by the unions. The leaders may not directly and openly advise the knocking down of a 70 year old worker on his return home by a gang of half a dozen lusty bruisers, they may not give positive orders to the easily persuaded or the ignorant to do acts of violence or to practice black hand tactics. The leaders do not do this openly, for in so doing conditions might arise to make them legally responsible, but by suggestion, by intimation, insinuation and hinting they urge their followers on. It is the followers who must bear the punishment if caught. But it is the leadership that is morally responsible; the actual doers are merely poor dupes.

It is a pity Judge McDonald could not deal with the principals in this strike instead of their unfortunate and misguided instruments. It is a pity he could not have the MacFarlanes, the Sheas, the Beatties, the Ellises and the Wesseliuses before him to deal with as they deserve. The story of the strike would then have been far different. In fact, without this leadership, selfish, greedy, grafting, unscrupulous and political, there would have been no strike.

It never pays for a man to figure out why he should be satisfied with himself. His totals are apt to be wrong, either because he uses the wrong multiplier or because he forgets to subtract.

THE CHOLERA SCARE.

The presence of cholera in New York and Boston is by no means an indication that the disease is liable to become epidemic. Its methods in the Old World, where sanitary precautions are almost unknown, are not a test in comparison with rules which are rigid and a rational study of the nature of the disease and its methods of dissemination.

The quarantine rules give very little cause for danger of the germs getting beyond the limits prescribed. It is now known that they do not taint the air and that only through food or drink which has been contaminated can the disease be contracted. Of course, the sewage problem is a most important one. Pure water must be supplied to maintain health. Clean food, banishment of the public drinking cup and war upon the fly are the war slogans.

In scarlet fever, diphtheria and smallpox it is possible for the disease to be carried far and wide through the winds. With cholera we are in no such danger. Attendants feel little fear of contracting the disease by adhering to the rules of washing the hands every time after touching the patient and neither eating nor drinking in the sick room.

Every immigrant from Russia or other suspected regions is detained long enough for the germs, if present, to develop. The battle is on in earnest and while the patients may appear from time to time at Hoffman Island, they are bound to be detained there. The management is but another illustration of the success of science. For that it can stay the deadly epidemic there is no question.

Meantime we may rest assured that we are in no more danger than if it were in Russia instead of in New York quarantine, remembering that our duty to ourselves is to observe the general rules of hygiene; and that protective measures against cholera are equally protective against many other ailments.

RIGHT IN LINE.

A few years ago the trades unions declared war on the National Guard and adopted stringent resolutions prohibiting any union man from serving in the militia of the country. This is in keeping with the theories of trades unionism, because a union man is necessarily a disturber of the peace and an enemy to law and order.

Now the unions have declared war on the Boy Scouts, because anything that tends to make a boy manly, truthful and self-reliant is contrary to the tenants of trades unionism. Anything that tends to make him a sneak and a liar is hailed with joy by union leaders, because such qualities render him eligible to union membership and also tend to make him a worthy member of an organization whose chief emblems are the torch of the incendiary and the bludgeon of the murderer.

Can any good come from an organization which thus openly and secretly arrays itself on the side of disorder and bad citizenship—which stands for all that is untruthful and disloyal?

PANICS PAST AND FUTURE.

Ours is the only great commercial and industrial country with unlimited natural resources, with a great and intelligent population, with the greatest aggregated wealth ever known and paying to its laborers the highest wages in the world that is subject every ten or a dozen years to financial panics, which overwhelm and put a stop to business, paralyze enterprise and stopping the wheels of industry, turn out to idleness and to the risk of starvation hundreds of thousands of honest, reliable workmen, who have perhaps in the aggregate a million people dependent upon them.

Not to go back beyond the memory and experience of people now living, it is only needed to mention the panic of 1873, caused by excessive railroad building and other business expansion, and the panic of 1884, caused by excessive speculation and undue inflation of prices, and that of 1893, when the entire National Government was in the hands of the Democrats, that being the beginning of President Cleveland's second term, both houses of Congress being Democratic. That panic was attributed to the expectation that the tariff on imports was to be revolutionized, unsettling all business, an apprehension which was realized, but the realization of which was aggravated by the fact that the immediately preceding Republican administration of President Harrison had left the National treasury bankrupt.

Everybody remembers the panic of 1907, attributed to various causes, one of which was the locking up of all available funds by the great trusts and corporations for the purpose of wreaking revenge on President Roosevelt for his radical movements against the trusts. That the agitation of the tariff problem, which was commenced from the first moment of President Taft's induction into the presidency of the United States and is still on hand, with the prospect of continuing some years longer, has not brought on another panic is largely due to the fact that the financial and industrial convulsion of 1907-08 had not entirely passed away, and the business of the country was to a greater or less extent contracted in all probability by 1920 conditions will be so restored that another convulsion will be due.

There is no desire to recall the misfortunes of the past, save for such instruction as they may furnish for future guidance and in repeating the statement that ours is the only great country, the richest of all, that is subject to these periodical and frequent disastrous overwhelmings of its business in every part of it, and since other countries are free from such visitation it should be possible for our people to learn some useful lessons in the premises.

Congressman Vreeland, vice-chairman of the National Monetary Commission, in an article in a recent issue of the New York Independent, urges that while we have no lack of money, which is backed up with gold, we have no means of making it available in a time of great busi-

ness stress, and the result is that not only is it impossible to obtain it on any security whatever, but depositors can not get their own money out of the banks, but are forced to use "clearing house" scrip or nothing, with no assurance that such scrip will pass current with any save those persons who are unable to get any other funds and have no choice but to accept it.

Mr. Vreeland, discussing the conditions which existed at the time of and during the panic of 1907-08, sets forth that there are fourteen billions in dollars, or, stated in figures, \$14,000,000,000 on deposit in the banks of the United States, which means a cash reserve of \$1,400,000,000, scattered about in small sums and by law and conditions made utterly useless in time of trouble.

During the panic of 1907 we had in the treasury of the United States nearly \$1,000,000,000 in gold—the greatest and most useless store of gold in the world. Under any proper system of the central issue of bank notes we had gold enough right there to supply all of our needs many times over, but in spite of it and of the billion and a half dollars stored in the vaults of the banks we were obliged to turn in dire distress to the little nation across the sea for help and raw gold from the Bank of England to save us. The gold reserve in the Bank of England, which is the reserve of all the great banks of the country, was only \$165,000,000. The rest of the banks carry only till money in their vaults. The \$165,000,000 was not only the reserves for all the deposits of Great Britain and the deposits of the banks' own customers, but it included the gold upon which the bank notes were issued.

With all the millions upon millions locked up by law in the treasury and the bank vaults of the United States we had to draw \$100,000,000 in gold from the Bank of England to help us out of the distress. The people of England knew it, and they knew that their individual banks had only till money in their vaults. But did it start a run on any of those banks? Did the holders of those notes rush to present them, to see if they could get them redeemed? Not in the least. The Bank of England, as the official leader, responsible to the people for the credit of the country and the stability of its banking system, simply began raising its rates of discount—bids for gold—until it finally reached 7½ per cent. and gold flowed into the Bank of England from twenty-four countries glad to take advantage of the opportunity.

The \$100,000,000 which we imported during the panic was in gold, but it was worth no more to us than so many greenbacks. It did not bring quite so high a premium in New York as bank notes. Under a proper system, that gold, in a central bank of issue, would have been the requisite basis for the issue of nearly three times the amount in notes—or one-third of it, held as a central reserve, would instantly have served the purpose of the whole, without waiting for the panic to spread.

Deprived of any such mechanism that will operate to expand or contract the money supply, the paper currency, at need, we must see it all shut up in the bank vaults at the time it is most needed, and at other times money goes begging for employment at the lowest rates. As every bank, as we have them organized, must take care of itself, there can be no safe and definite combination among them for any purpose of preventing a financial panic, and as for the treasury, it closes its vaults, as is its proper duty and function, and lets the vast business of the richest and greatest country in the world go to the "demnition bowwows." And this will be the case for many years to come, until the American people shall become sufficiently advanced to provide a proper remedy.

THE QUESTION OF HATS.

It has been wisely noted that if a person's shoes and hat are correct in style and condition the remainder of their dress attracts very little attention. What is correct seems to be another matter, if we are to judge by the way some cling to the stiff, tight hat in the sweltering days of summer.

It may be from a sense of economy for those with limited means for numerous changes in attire; although even in these cases the fallacy of wearing a thick hat when one of straw at not half the cost is the custom should be apparent.

Women have of late decided the question largely by banishing it; although to their discredit it must be admitted that when they do don a head covering it is of such huge dimensions as to fully make up for the previous abandonment.

Be it fad or fancy, the banishment of hats has for the thoughtful a serious aspect, for we can not but wonder if the bald headed men would not become extinct were they to throw away their stiff head coverings. Our earliest recollection of the grandmothers was as bald headed women, the defect being observed only when the lace cap was removed for the purpose of combing the hair; for at night the head was carefully protected by the nightcap. To-day a bald headed woman is rare, although what she may be to-morrow if present styles in coiffure are persisted in remains to be seen.

The fashion of going bareheaded, indulged in by both sexes, is entitled to our respect and consideration. The aborigine was not addicted to baldness. Surely there is a reason for pressing the sale of the cool, comfortable hat which reaches beyond that of mere moneymaking.

TAKE TIME TO LIVE.

With due credit to the laudable habit of saving time, the break-neck speed with which the present generation is rushing is becoming of an appalling nature. A few years ago it was bicycles, and the speed with which they were run almost relegated them to oblivion, as it threatened to do to their riders. While a reaction is coming, it will take much

time to restore to public trust the means of transportation which lost prestige solely through abuse.

Now a similar complaint is heard against the auto. Barring the fatalities which have come to be of almost daily occurrence, there is the constant jar from fast riding which is in too many instances undermining the constitution of the rider. Moderation is a necessary adjunct in recreation as well as in occupation. The man who tempts the rapids of Niagara with his airship may be victor many times and yet lose in the end through lack of moderation. The woman who ran when completing her ordinary household tasks lost rather than gained in the strife for speed. The racer through all history has not been noted for longevity.

There are too many shattered nerves and too many prematurely broken constitutions in this greed to get there quick. Morally and physically, it may be classed with the other get-rich-quick schemes, equally certain to ditch at last.

The automobile, in the hands of the careful driver, is one of the greatest of modern inventions. When it does not leave beautiful memories of passing scenes behind but only a cloud of stifling dust, we are not making the most of opportunity. We must take time to live if we would prove life worth living.

DRESS AND COMFORT.

The surrender at Appomattox by no means eliminated slavery from this continent, and the subjects of the tyranny of fashion are at this season entitled to special commiseration: that is, they would be were there not plenty of railroads not underground which offer an escape.

Just why so many people will be bound down by the conventionalities of style, it is hard to explain, but that they do submit is manifest on every side. One of the best evidences that the masculine side of the house has the greatest mental superiority is their greater independence in this matter. When zero weather prevails they adopt the light textured garb for no social function; and when mercury is soaring in the nineties, they are equally firm in an appeal to comfort in dress.

There are places where the woman of to-day seems almost equally unhampered, yet without in the least detracting from neatness. Some people of means keep this feature of dress in view when choosing the summer resort, not so much as a matter of economy, although it certainly is such, as of comfort. The place where the cool linen suit may be worn all day is given for this reason alone a preference over the more aspiring resort.

Thousands of women spend large sums trying to keep cool and yet keep up the physical strain—and, incidentally, the bodily heat—in dressing to keep up with their equally foolish associates. The plain laundried muslins are more appropriate, as well as more hygienic, than the elaborate silks. Simplicity and plainness bid for comfort without the least sacrifice in neatness or good taste.

Financial

Relation of Banks To Building and Loan Associations.

The annual meeting of the United States League of Building and Loan Associations will be held in this city next week Wednesday and Thursday, and the convention will be of much interest in financial circles. It may be suggested that the banks will not be particularly concerned in what the convention may do or who may come to it, and to a certain extent this is true; but the enlightened banker looks upon the associations as promoters of thrift, the saving habit, the home owning spirit and good citizenship generally, and, as such, looks kindly upon them, certain that in the final result they, too, will get a share of the good. Besides, in this city, financial interests can not be considered as relating exclusively to the banks.

The convention will be attended by delegates from nearly every state in which building and loan associations have been established, and a distinguished visitor will be Dr. Charles Pranard, Deputy Chief of the Bureau of Assurance and Social Province of Paris. He is a noted author on building and loan work and thrift encouragement and his address on "Co-operation as Applied to Home Purposes in Europe" will be one of the strong features of the convention. Other addresses will be made on various phases of the work by speakers from New York, New Jersey, Louisiana, Ohio, Indiana, Nebraska, Kentucky, Illinois, Pennsylvania, North Carolina and Michigan. The list of speakers alone gives some idea of the scope of the Association. The convention will not be all work. Wednesday an automobile sight-seeing tour will be given, with a complimentary dinner in the evening. There will also be various social functions for the entertainment of the visitors.

Building and loan associations date back about a century, the first being established in England. The first association in this country was founded in Philadelphia in 1831. Philadelphia now has 796 associations, with 189,000 members and a capitalization of \$90,000,000. The reports show that in the United States there are 5,713 associations, with a total membership of 2,016,411, and the number of associations and members is steadily gaining. Michigan has sixty-three associations, with a capitalization of \$20,000,000, and the strongest association in the State is located at the mining town of Hancock, with miners as its chief patrons. It has a paid in capital of \$2,250,000. This city has five associations and two of them have capitalizations of \$1,250,000 each. The local associations date back to 1867, when the Valley City was organized. This form of co-operative home building was slow to take hold here, but in recent years it has had

rapid growth. It is estimated that the five local associations have been factors in the buying or building of homes to a value of over \$3,500,000. The associations in Michigan are under strict regulation and supervision and in Grand Rapids there has never been a failure or default. The associations weathered the panics of '93 and '07 and the hard times that followed, and the three months' furniture strike apparently offered no check to their progress.

President James R. Wylie, of the Grand Rapids National City, has returned from a month's trip in Northern Wisconsin, the Copper Country and around Petoskey. He was accompanied by his wife and son. At Hancock the Superintendent of the mine is John Knox, and meeting him Mr. Wylie observed that the name was a good old Scotch name, and thereupon ensued a great clavering over ancestors, pedigrees and birthplaces, in the course of which it developed that Mr. Wylie's father and Mr. Knox were born in the same highland parish, and Mr. Knox recalled some of the old scenes and Mr. Wylie related some of the experiences and observations of his trip to the old country last summer. Mr. Wylie allows he had a very enjoyable afternoon.

The engagement of H. W. Curtis, Cashier of the Grand Rapids National City Bank, and Miss Jean Sinclair, the charming daughter of Dr. M. C. Sinclair, is announced. Mr. Curtis has been in Grand Rapids but a few months and it is apparent that he has made excellent use of his time.

Paul Hollister, eldest son of Clay H. Hollister, of the Old National, is doing newspaper work during his summer vacation from college. He is covering a beat for the News, and is doing it well. He has not yet decided whether to take up newspaper work as a life vocation, but he is finding the experience interesting and will stick to it through the summer.

Willard and Darwin Barnhart, sons of Roy S. Barnhart and grandsons of Willard Barnhart and of D. D. Cody, are inclined to adventure seeking. They started this week on a pedestrian tour to Whitehall by way of Grand Haven and Muskegon in company with Reginald Franchot and Charles Stuart, boys of their own age. They took sleeping bags and rubber blankets along, about ten pounds for each to carry, and plan to sleep on the hay mows of friendly farmers along the way.

William H. Anderson, E. D. Conger and Robert D. Graham had a busy day or two last week as a result of the burning of the grand stand at Comstock Park. The grand

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Grand Rapids, Mich.

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

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6 Million Dollars

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Capital \$1,000,000
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City Trust And Savings Bank

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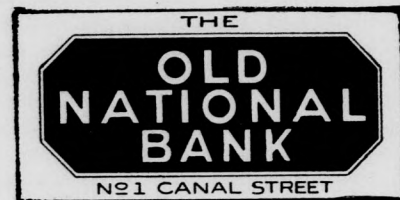
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OF GRAND RAPIDS, MICHIGAN

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%

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UNITED STATES DEPOSITORY

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

Financial

stand burned Thursday and Friday the contract was awarded for the building of a temporary grand stand for the grand circuit races this week, and the grand stand was completed and ready for the crowds Tuesday when the races opened. This is believed to make a new record for grand stand building.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Manton will entertain the annual reunion of the Soldiers' and Sailors' Association Aug. 23-25.

The Big Rapids Board of Trade has petitioned the Grand Rapids & Indiana Railroad to countermand its recent order transferring the headquarters of its work train from Big Rapids to Cadillac. This order, if carried out, will mean the removal of about twenty-five men and their families to Cadillac.

A Michigan land show will be made a special feature of the industrial exposition held at Saginaw this fall.

Port Huron is in good shape, industrially, with factories busy and scarcely a decent house in town to rent. The Young Men's Business Association has already secured nine big conventions for the city during 1912.

The Commercial Club of Charlotte is negotiating with two furniture concerns of Grand Rapids for removal to that city.

Saginaw and Bay City are promised cheap hydro-electric power when the Au Sable River has been harnessed.

Reed City will vote Aug. 8 on propositions for \$5,000 each for sewers and water.

Kalamazoo has 9,310 school children, or a gain of 537 over last year. According to these figures the city's population is close to 45,000.

The Manistee Board of Trade considers the time ripe for developing the resort business at that point and a resort association will be formed to build a few cottages and assist in the movement to attract summer visitors.

The Pere Marquette Railway will issue a booklet advertising the advantages of Muskegon and vicinity.

Kalamazoo celery growers are rejoicing over the reduction in express rates, which becomes effective Aug. 1. Most of the celery is forwarded by express.

Cadillac will entertain the Western Michigan Press Club Sept. 12 and 13, or during the week of the Northern District Fair in that city, which is conducted by Cadillac newspaper men.

Pennants bearing the word "Nomininee" have been ordered by the Advertising Committee of the Commercial Club of that city and owners of touring cars will be asked to secure these pennants and assist in giving the city publicity.

Almond Griffen.

SOME OLD ONES.

Peaslee, Mapes, Lindemulder, Lacey and Putnam.

Written for the Tradesman.

The first business house opened on South East street was a grocery, owned by James M. Peaslee. It was located on the southwest corner of Sherman and South East streets in the year 1873. The community was a poor one and the great panic of that year made the condition worse than usual. During the following year Peaslee purchased a lot located on the southwest corner of Wealthy avenue and Henry street and moved his building from East street to that point. He continued in business many years, but died in 1908 in Portland, Oregon. The building he owned is occupied at present by Denison, Dykema & Co., dealers in hardware.

In the year 1874 A. Lindemulder purchased a lot on Logan street near East street, erected a small house and placed a small stock of groceries in the front room. His wife attended to the wants of customers while he drove a one horse peddling outfit in the country. He exchanged tinware, brooms and like goods for country produce, which his wife sold to the customers of the store. Lindemulder prospered and a year or two later retired from the road to give his entire attention to the store. He remained in business a quarter of a century and, having acquired a competency, sold the store to two of his sons, who are still in the trade at the old stand.

Forty years ago S. H. Mapes was engaged in selling jewelry and repairing watches at 9 Canal street. He conducted a gift enterprise in connection with his sales business. A prize was given with every purchase. The principal prize was a grand piano worth \$500, which was never drawn. Mapes' method of conducting the distribution of gifts was as follows: A box was filled with envelopes containing numbers corresponding to numbers attached to the articles offered for prizes. In later years, after the distribution had been declared illegal and discontinued, Mapes explained to the writer that the reason the piano was never drawn was owing to the fact that the envelope containing the number corresponding to the one attached to the instrument lay flat in the bottom of the box, where it could not be seen or reached readily by customers participating in the drawings, which were held daily. The articles sold were priced high and Mapes transacted a profitable business.

Stevens & Lacey sold drugs and medicines at 60 Canal street forty years ago. Later Mr. Lacey retired and joined Charles W. Mills in a partnership that succeeded James Gallup at 8 Canal street. S. B. Jenks purchased Mr. Lacey's holding in the Stevens store and several years later purchased the latter's interest. Mills & Lacey brought out an embalming fluid and the instruments for using the same and gained a fortune. Later Mr. Lacey engaged in the business of buying and selling timber land and is rated as a millionaire.

Benjamin and Joseph D. Putnam commenced the sale of confectionery in a small way in the Lyon building on Monroe street four decades ago. They prospered from the start and a few years later commenced the manufacture of candies in the Mills building, adjoining Heyman's, on Canal street. The Putnam branch of the National Candy Co. is the outgrowth of their enterprise.

The building on Monroe street adjoining the Ira Smith store, recently vacated by James Pennell, was occupied by Judge Jefferson Morrison many years with a stock of groceries. Judge Morrison was the first Probate Judge of Kent county.

H. Leonard & Sons occupied a small frame building adjoining the Fremont block, on Monroe street, many years, dealing in crockery and chinaware. After the death of Mr. Leonard, his sons erected the building now occupied by the Higgins Book Co. Arthur S. White.

Queen Mary as a True Reformer.

The world has been saying a lot about Queen Mary's disregard for good clothes. It even is keeping tally on the numbers of times she wears the same hat or the same dress. It finds its score card mounting higher and higher, for the Queen has been quoted as saying she means to put a check upon the rivalry of gowning in England. Had the Queen been a man in the day of wars she'd have led her armies without fear!

The Queen does not believe in extravagances while people suffer from

poverty in other portions of her realm, but fundamentally the Queen believes there are higher ambitions and higher duties than rivalry in gowns and hats.

For long years the world has been crying out against these evils. The press and pulpit and lay world have indulged in many moanings over the extravagant outlay with which wealth and position flaunts its advantages in the face of poverty. Why not uphold the Queen of England in her present sincere effort, then? Why not give her a helping hand—two of them, if necessary? Why not regard the idea and the ideal rather than the hat worn many times and applaud? It takes a brave woman to institute such a campaign. Jane English.

Obliging.

Her Dad—No, sir; I won't have my daughter tied for life to a stupid fool.

Her Suitor—Then don't you think you'd better let me take her off your hands?

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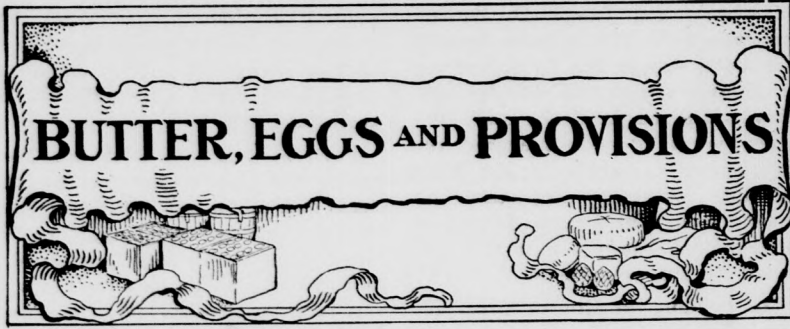
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Picking Out Good Dairy Cows.

There were some strong addresses at the recent annual session of the Vermont dairymen's Association. That of Prof. Cook, of New York, on the dairy type was especially well received. A cow from the university stables was brought on the platform and the discussion thoroughly illustrated. The speaker opened the address with the statement that there are different opinions as to the ideal type of a good cow. Not all good cows would be of the same conformation for the one selected for the demonstration. After an experience of a lifetime, Prof. Cook believes the only sure way to tell a good cow is to bring out the scales and Babcock test.

One cow that came pretty near being eligible for the booby prize had to her credit 500 pounds butter for the year. Prof. Cook mentioned this to show how impossible it is to judge a cow entirely on her looks. As a man looks the dairy cow in the face, she should show a good head and a fine eye, not too prominent. The lips should be strong and the nostrils large with good openings; should be wide between the front legs and have a good length of body. My experience is, a good dairy cow has good, heavy shoulders, not beefy for, in fact, there should not be a bit of fat on the dairy cow.

The Udder and Milk Veins.

The ribs should be far apart. The mammary veins do not always indicate what the cow will produce, but they come pretty close. Milk veins should be prominent and many of them. This indicates a good blood circulation. Contrary to the impression of many, there is no milk in the milk veins. They are filled with blood returning from the udder to the heart. I always like large milk wells or openings. I like to see milk veins on the udder.

The skin of the animal should be loose, and snap back when released. Watch out for a thin-skinned, papery hide; such an animal is likely to have poor digestion and unable to reproduce herself. I never saw a hide too thick if it snapped back on quick release. I do not want a thin, small tail, and do not take much stock in an extra long one. Many make a sad mistake in feeding cows too heavily before they freshen. They should be placed on a diet two weeks before parturition. It is a terrible shock to the cow when the blood flows from the fetus to the udder.

Use great care in selecting bulls to head the herd. The bull should have the opposite conformation of the dairy cow. If he has thin, peaked

hams his heifers will be sure to have the same. As to the cow's udder, much can be told by the texture as to what will be done inside. It is a great mystery to know just why, how and when one cow does remarkable stunts at the pail, while another does little or nothing. Some men wearing a No. 6 hat will turn out more work and results in one day than a man wearing a No. 7 hat will in one year. No one knows just why.

So it is with the udder of the dairy cow. There seems to be a peculiar functional activity with the udder of some cows to turn out a lot of work. They have the peculiar ability to take a lot of nourishment from the blood as it passes through the udder. That is why we urge farmers to select the cow with extra good circulation. If the milk veins are prominent on the abdomen and udder it indicates a good circulation, and the probability that a lot of nourishment is being utilized through the udder. A soft, velvety or silky udder is as good an indication as I know of what is going on inside.

Danish Treatment of the Cows.

The million dairy cows of Denmark are confined almost exclusively to two breeds—the Danish red or Zealand and the islands, and the Jyske, or black and white cow of Jutland. Both of these have been developed within the last thirty-five years from the native stock of the country by careful selection for milk production.

The development of the breeds to such a high degree in twenty-five to thirty years has been due to the farmer's skill, intelligence and common sense in selecting and breeding for milk production alone, and the efficiency of these cows is a most striking example of what may be accomplished in a short time if good, systematic work is done and common sense and judgment are exercised.

While many of the bulls used are young and untried, they are always individuals of merit, and from cows with large records. Only the best heifers are raised, and with the record of the dam and the qualities of the sire known, their selection is comparatively simple, and better cows can be raised than can be bought on the open market. The price of the cows is from £16 to £18, some of the best averaging as high as £20, so that it is also profitable from the financial standpoint to raise the young stock to replenish the herd. Heifers drop their first calf at from two to two and a half years of age, and if they prove to be good producers, are usually kept in the dairy until twelve

years old, when they are fattened for beef.

The cows are treated with kindness and every effort is made to have them comfortable at all times. On many farms the cows are generally groomed. Tethering the cows on the grass is usually commenced the fore part of May, for a portion of the day at least.

Many of the dairymen on the small farms milk three times a day, having ten cows to the milker. On the large farms they usually milk but twice a day, having from fifteen to twenty cows to the milker, requiring two and a half hours night and morning to do the milking.

The cows are allowed to go dry from six to eight weeks. To supply the Danish export trade of butter, an even flow of milk is required the year round and most of the cows freshen from September to May. The male calves and any heifers not needed for future cows are sold for veal at from three to four weeks old. Calves are not allowed to suckle their dams. They are fed whole milk for the first week. After this it is gradually changed to skim milk, and this is fed to the heifers until they are four to six months old. From this time on they are raised on pasture during the summer and in the winter are given hay, straw and roots and sometimes a little oil cake.

Don't Talk

Just do a thing and don't talk about it. This is the great secret of success in all enterprises. Talk means discussion; discussion means irritation; irritation means opposition and opposition means hindrance always, whether you are right or wrong.

If you want to lose a customer just hire his son to work for you.

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 19c
to retail at 25c

Fine Central America Coffee 22½c
to retail at 30c

Pure Mocha and Java 28c
to retail at 35c

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If in need of seeds for summer sowing such as Turnips, Rutabaga, Dwarf Essex, Rape, Sand Vetch, Alfalfa, etc., ask for prices.

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Brick, Limburger in 1 lb. Bricks, Block Swiss

Write for prices.

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Headquarters for

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Oranges, Lemons, Etc.

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Scours and Other Calf Questions.

In raising pure bred calves from cows, who give a high test of butter-fat, has it come within your observation, that if these calves are allowed to suck from birth, scours occur in nearly every case. Will you please give me detailed advice on the following points:

1. Should a calf be allowed to suck a cow at all? If so, how long?
2. Should a calf be given treatment to counteract the scours in the event of their being allowed to suck?
3. If the calf is not allowed to suck, should it receive the mother's milk, or should it receive milk not containing colostrum?
5. If the calf be allowed to suck for several weeks, is there any effect on the milk production of the cow after the calf is taken away?
6. Is there any difference in the growth, stamia and health of a calf raised by hand, than the one that is allowed to suck a cow for several weeks, not only in the near future, but in the development of the calf to maturity.

Ans. There has been more or less complaint of scours in all breeds but probably more of this malady in breeds and herds noted for high per cent. of fat in the milk. And this is no more than could reasonably be expected when due consideration has not been given to the circumstance that such milk contains a much larger amount of total solids. For example, in 10 lbs. of milk carrying 3.5 per cent. fat there are approximately 1.2 lbs. of total solids. Whereas in 10 lbs. of 5.5 per cent. milk there are about 1.5 lbs. total solids, or 25 per cent. more. Hence 7¼ lbs. of the richer milk contains more nutriment than 10 lbs. of the 3½ per cent. and if fed in equal amounts will almost invariably produce indigestion, the common forerunner of scours.

This may well account for the greater proportion of the cases of scours, but we confess that it is quite common among dairymen and veterinarians to attribute the cause simply to the inability of the calf to take care of the larger fat globules in the richer milk. But since the over-feeding of skimmilk will produce the same kind of scours, we are inclined not to accept in full the theory that it is only the fat itself in the rich milk which causes scours.

Passing to the specific questions we are inclined to answer as follows:—

1. Our personal practice is to let the calf suck from three to five days but other dairymen practice taking the calf away as soon as dropped and feeding it the fresh colostrum milk from its dam.
2. If unfortunately scours develop the first thing to do is to cut down sharply on the amount of milk. A mild dose of castor oil may be given to help expel the fermenting undigested food in the digestive tract. There are many other remedies proposed, but in a general way it may be said that the treatment may follow almost without variation such as would be given a young child in the same condition.
3. See answer to the first question. The colostrum should not be omitted.

5. The cows will give much less milk during the remainder of the lactation period, and with some cows during subsequent periods.

6. If properly fed there will be no appreciable difference, except for the first few weeks. The nursing calf usually overtake the calf that has more glossy appearance, but later when the milk diet is withdrawn, the hand-raised calf does better and will usually overtake the calf that has run with its dam. And for the dairy purposes the hand-fed calf on skimmilk is to be preferred.—E. K. B. in Hoard's Dairyman.

Cause of Poor Milk.

A week does not pass in which we do not receive a number of enquiries in which is asked the cause of poor milk—that is, milk which has objectionable odors and flavors. Among the number of causes the following may be enumerated:

Improper Feed.

Garlic, wild onions, certain weeds which are common in some pastures, musty hay, straw, fodder or grain, decayed silage, all cause objectionable odors to the milk. It is claimed by some that even properly preserved silage will cause the milk to taste for some time when it is first fed to the cows. Too much of any one kind of feed, such as corn, barley or corn fodder, will cause flavors that may be considered objectionable to those who were not used to them.

Dirty Drinking Water.

It is admitted by a large number of dairy authorities that dirty drinking water will cause objectionable flavors. Waters from pools and ponds, especially when the supply has run so low that he water is dirty and smells, will contaminate the milk with odors that are objectionable, if not dangerous to the health of the consumer. Dirty water used in washing the dairy utensils is a source of a great deal of contamination and, consequently, detrimental odors.

Foul Air.

One of the prime sources of odors and flavors in milk is in the impure air in the cow stables. While the milk is being drawn the organisms which cause these odors enter the milk and multiply rapidly till they produce the flavors if not the odors.

Lack of Cleanliness.

This is one of the principal causes of these troubles. From the time the milk is drawn till the cream is skimmed there is a continuation of opportunities for impurities to enter the milk. If the udder is allowed to crust over with filth it can be seen that a large amount of the filth will fall into the pail when the milk is being drawn. If the hands are covered with even a limited amount of dirt much of the dirt will drop into the milk. If the pail is not clean or the utensils in the dairy house are only partially clean, or if the dairy room is not clean and the air is filled with odors from filth, decaying vegetables or improperly fermented milk, the fresh milk will become contaminated with objectionable odors.

Diseased Animals.

If the cow is suffering from any derangement of the system, especially any trouble that affects or is seated

in the udder, the milk will possess flavors and odors which are both objectionable to the taste and smell and are decidedly injurious to the health of the consumer.

Preventing the Troubles.

The proper way to prevent odors and flavors is to feed pure and wholesome feed, give the cow nothing but pure water from deep wells, see that the barn is clean and the ventilation perfect, keep the utensils clean and weed out all the diseased animals from the herd.

Lice Remedy.

Tobacco tea has been found to be an excellent remedy for lice on dairy cattle. Its preparation and application may be made as follows:

Take a pound plug of any brand of tobacco and boil it for two or three hours in two gallons of water. Then set it off and add two gallons of fresh water. Apply this liquid to the cow affected with lice with a heavy fiber horse brush. This rubs the medicine well under the hair. Those who have tried this preparation say that one or two applications are enough to destroy the worst case of lice in existence. The remedy is certainly a simple one and should be tested by those who have lice on their cattle. Young stock especially may receive the treatment with beneficial results.

Th' only time some fellers dig in th' garden is jist before they go a-fishin'.—Abe Martin.

Wanted—Butter, Eggs, Veal, Poultry and Huckleberries
F. E. Stroup, Grand Rapids, Mich.
 References:—Commercial Agencies, Grand Rapids National Bank, Tradesman Company, any wholesale grocer Grand Rapids.



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"BUFFALO MEANS BUSINESS"
 We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.
 REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.
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Huckleberries and Blueberries
 Want to arrange for regular shipments
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S. M. ISBELL & CO. :: Jackson, Mich.

We do printing for produce dealers Tradesman Company
 Grand Rapids

TRAPS FOR THE UNWARY.**Never Sign a Paper You Do Not Understand.**

Beware of phoney contracts

It seems strange that in this enlightened age, when every new fake on the part of the rascally schemer is heralded over the land, putting others on their guard against the fraudulent methods of the faker, that there are still those, even in large cities and towns, who do not get wise to the traps which have been sprung on their neighbors.

That there are still those who are prey to the cheat is proven by the fact that some very old dishonest practices have been worked with success in recent weeks. Several merchants have been loaded up with stocks which they did not know they were ordering, simply because they had been duped into signing contracts which they had not carefully read, or did not thoroughly understand when they did read them, and were compelled to pay for stock they did not want.

An old game, often played, is to go to a farmer, and get him to order some inexpensive farm implement, signing an order for it, which turns out afterwards to be a contract to accept something much more expensive as well, the contract being in the form of a judgment note, which comes back to disconcert, inconvenience and even bankrupt him. The same practice has been put into operation against retail merchants by slick salesmen who have taken advantage of the innocent dealer.

There are too many people who sign papers presented to them by bland strangers with oily tongues, without carefully reading or really understanding the purport of the contracts to which they place their signatures. This is not only true of storekeepers but other individuals as well, who repose too much confidence in the smooth talker who seems to be such a good fellow.

Along comes the unscrupulous representative of a dishonest firm, with smiling countenance and genial manner. He usually begins by ingratiating himself into the favor of the merchant by well-chosen words of flattery, and congratulatory expressions of appreciation of his store and its appearance. Or he sympathizes with him because he has been humbugged, as he calls it, by some one else who has loaded him up with unsalable merchandise. He deplores the fact that there are people in the world who will take advantage of the unwary by making them the dumping ground for merchandise they can not dispose of elsewhere, without regard for the merchant's real needs. Of course he never does anything like that, for he wishes to establish a friendship which will be lasting, as he intends to see him regularly and take good care of his wants. He soon finds out the assailable side of the dealer's character, and plays upon it with all his art. In this way he gets his confidence, and tells him he only wants him to purchase a small order for the purpose of beginning pleasant busi-

ness relations, feeling assured this will lead to larger operations in the future.

If this does not work he tries another tack. He tells the storekeeper that he, the salesman, has been up against it, and has not reached the usual amount of new business the firm expects him to secure, and his value is reckoned not by the amount he sells but the number of new accounts he opens. So just to give him a lift he wants a trifling order for a half dozen of this, or a dozen of that, which can easily be sold, and will be of real importance to him. He will take it off the merchant's hands himself if he gets stuck on it, and although there is really no chance for that.

In either case the transaction is

This refusal, however, worries the selling concern very little, as the bottom of the contract which the merchant signed is either a note or an accepted draft. The note is sold to a third party, who is an innocent holder, in the eye of the law, unless collusion can be established, which is something very hard to prove, and means an expensive lawsuit at best. So the merchant is stung hard.

Of course the bland and smiling salesman has dropped out of the transaction as his part is done, and he never attempts, naturally, to sell goods to the same man again, but departs for new pastures to find other lambs to fleece.

These tricks are as old as many years, but they are still being pushed

can gentleman hidden in the woodpile.

Well, if the order blank is at all cloudy in its phraseology, the best plan is for him to throw the burden upon the seller. Let him take one of his letterheads and write out the order as he understands it himself, stating the amount purchased, the price, discount and terms of payment. Let him write plain facts. No long collection of words is necessary. Simple, plain language, setting forth the terms of the sale, is all that is needed, and, if the selling house is straightforward, it will be glad to accept it.

Fortunately this not often necessary, for there is little that is abstruse or hard of interpretation in the usual business contract. It is the unusual that the merchant must be on his guard against, and the refusal of the seller to accept a contract written in the way suggested will be fairly good evidence that he is only after a signature to a paper with a string tied to it.

The whole substance of the matter is that the retail merchant, as well as every other man, should positively refuse to affix his signature to anything he fails to clearly comprehend. It is the only way to be safe. When a legal document is necessary he should consult his attorney, or some one else who has had experience and is competent to give him advice, or he will be caught, in the majority of instances.

Character Doll To Supplant the Old Style.

Marshall Field & Co., in their weekly trade review of the dry goods trade, say:

"Retailers are already ordering lines of toys and goods for the holiday season. Sample lines are now ready for inspection and a number of orders were received during the week.

"Among the holiday goods and toys that are now on display there are a number of new and interesting items that have not been on the market in previous years.

"Character dolls that appeared last season for the first time are now being shown in anticipation of a large demand. German manufacturers are of the opinion that character dolls will be the only type of dolls on the market within ten years' time. These dolls are made from a mould of a real baby.

"Toy aeroplanes that actually fly, made after models of machines that have been making aeronautic history during the past years, are destined to have a heavy run this season. Electric toys, while not a new feature, are improved much, and they are so adjusted that they can be operated by electric current in the home.

"The agitation in late years for early holiday buying on the part of the consumer is bearing results in lengthening the holiday season. The spread of playgrounds and vacation schools is also having its effect in making the toy business an all the year round proposition."

If Judas were alive he would be prime minister.

THRIFT

THRIFT is the latest born of all the Virtues, the daughter of Prudence.

She had no share in the primitive life of our early progenitors, for they lived near to Nature, and Nature is ever extravagant.

Her sisters are Temperance and Self Control; and while she is still young, she must depend upon them for support.

Yet she is very strong and powerful, and soon we shall all be obliged to depend on her.

Thrift is the plainest of the Virtues. She is not lovable, because she demands too much.

But though she may let us suffer today, she is certain to provide for tomorrow.

She looks forward a long, long way, and safeguards children yet to be.

She lays her heaviest burdens on the young; and those who do not know her in their youth may fail to win her sternly conditioned prizes.

She is none too generous; but she has no quarrel with Generosity. She merely conserves what the other Virtues will spend.

She is enamored of Health, and presides over the continent heart and mind, the reserved energies.

She will be honored of all nations in the days that are to come.

Verily she is the latest born and the plainest of all the Virtues; but she shall bear two beautiful children, whose names are Security and Peace.

Marguerite Ogden Bigelow.

made, the whole bill, as the buyer supposes, amounting to but a few dollars, and he unhesitatingly affixes his name to the order prepared by the salesman who keeps up a running fire of talk while writing it.

The unimportant part of it is read to the merchant before he signs it. Then the salesman goes away and the trouble begins.

Before long large quantities of merchandise arrive which the merchant never ordered, so far as he knows. He corresponds with the house shipping it, and is informed that they have his order for the quantity shipped, and a copy of his order is enclosed. The merchant attempts to get the goods taken back, but unsuccessfully. Then he refuses to pay the bill.

upon the unwary with, of course, some modifications, as the sharper grows wiser, and schemes out more attractive propositions. That they can be worked has been shown in the past month, and the bitten storekeeper lays up a grudge against human nature on account of his own negligence in transacting business.

How shall the innocent man be secure against such depredations? Some merchants admit their inability to understand the wording of contracts which are given them to sign by reputable houses with whom they have had honorable dealings. Occasionally they wish to make purchases, from those who are unknown to them, and are growing fearful of signing an order of any kind, for fear of the Afri-

MURDER SYSTEM.

How It Is Conducted by Union Labor.

If anyone has any doubts as to the exact position of union labor on the subject of the murder of non-union men, he can readily dispel such doubts by reading the confession of Mrs. Anna Wenzel in the Chicago Tribune of July 23, which shows very plainly that murder is carried on at wholesale by unions generally. The Tradesman herewith reproduces the confession entire, as follows:

Walter Pinderski, labor slugger and ex-convict, is held by the police for a brutal attack upon Mrs. Anna Wenzel, his former wife, who divorced him two years ago.

Mrs. Wenzel is lying at her home, 8852 Wrightwood avenue. Her nose is broken in two places. Her ribs are fractured. Her body is black with bruises, and physicians fear that her heart may give way under the terrific beating and kicking she was given.

In spite of her suffering, however, she yesterday related a story of union labor sluggers and union labor slugging which should be material for grand jury action. She says she was beaten because she knew so much and that she wants it made public now so that there will be no reason for beating her again.

Tells System of Pay to Sluggers.

In the running narrative of her unwilling connection with the conspiracy Mrs. Wenzel made the following specific charges:

That sluggers get a regular salary of \$30 a week as a retaining fee, and that for "big jobs" they get bonuses.

That murder has been systemized and commercialized with a fixed "head money" rate of \$500 a victim.

That two detectives from the central station each receive \$100 a month for aiding sluggers when they get in hot water.

That Pinderski accompanied Altman when the latter shot Lyle McArthur and that policemen called at her home to return a hat dropped by the former.

That each of the sluggers is given a union card certifying he is a member of a number of labor organizations and that the cards are part of an elaborate alibi system.

That she was offered \$1,000 to leave the city without disclosing these and other secrets.

Mrs. Wenzel said that most of her knowledge of the conspiracy had come from overhearing the plottings of the sluggers while she lived with Pinderski.

Says Husband Tried to Kill Her.

"Walter Pinderski, my former husband," she said, "has tried to kill me on three occasions because I know all the secrets of the Chicago labor sluggers. He and several others offered me \$1,000 to leave the city immediately.

"They made this offer about six months ago and I refused. I knew what a refusal meant. Pinderski was arrested after that and for a time I felt comparatively secure. I felt that if the task of 'fixing' me was given to any one it would be to him. They

knew he had beaten me often while we lived together and that I stood in deadly terror of him.

"Five weeks ago I was warned that he had been released from the bridewell and I felt sure that sooner or later I would hear from him.

"When Walter Pinderski was my husband I tried to make a better man of him. Louis Pinderski, who is an assistant in the State Attorney's office, and a brother, John Pinderski, a bailiff in the Municipal Court, did all they could to help me.

"The sluggers' rates were \$30 a week. For big jogs they got as much as \$200 extra and for a killing they got \$500. They had their schedule of prices made out in union style, and they used to laugh and joke over their system.

Home Sluggers' Headquarters.

"After our marriage I entered into a new, strange life. Our home, I found, was the headquarters for the entire labor slugging crew of which my husband and 'Vince' Altman were the leaders. Altman, 'Moss' Enright, Billy Chambers, John Noland and a little, slender chap called Charlie Miller were nightly visitors.

"They would get in about 2 or 3 o'clock in the morning and sit for hours discussing their professional labors of the day. There, in my little sitting room, they would plan the work mapped out for the next day by their employers.

"It wasn't long before I became aware of what was going on—knew almost as much about it as the sluggers themselves. Many a morning I stood at the head of the stairs in my bare feet listening to tales that made my blood run cold.

Watched the Bombs Made.

"I never will forget the terrible things I saw in that house. I have watched Altman and Pinderski make the bombs that were to destroy property. They would sit for hours beside a burning candle, timing it for their infernal machines.

"Then they would cut candles to correspond in length to the one that burned long enough. In this way they would time their escapes so as to have an alibi. I have seen them cut one candle into four quarters so as to save money.

"They would stand their candles up in kerosene or gasoline, even in powder. They would then light the candles and run away. When the candle burned down to the oil or powder the fire or explosion would take place."

Tells Who Did the Jobs.

"Pinderski, Chambers and a man named Kennefick did the Otis elevator job on May 10. I heard them planning their attack, followed them and watched the slugging.

"On March 16 Pinderski and several others shot up John Young at the Helsen building, Harrison and Dearborn streets. It was what they called a 'bad job.' Pinderski planned to finish it, I learned, as soon as he was released from the bridewell.

"Pinderski was the leader of the gun men in the public library jobs. He, Altman and Miller did the work against the telephone company. The Winslow Bedstead Co. job was done

by Pinderski. I followed him that night but learned nothing.

"He is a shrewd man at his own game, and manages to wriggle out of trouble much more easily than he falls into it. On a dozen occasions he has escaped with a light fine and returned home to brag about his 'pull with the police and the judges.'

Two Policemen in Sluggers' Pay.

"Shortly after Lyle McArthur, organizer for the International Brotherhood of Teamsters, was shot, Feb. 7, two detectives from the central station called at my home. They had brought Pinderski's hat. My husband had been with Vincent Altman, McArthur's assailant. When he ran from McArthur's office after the shooting Pinderski dropped the hat. The light haired man who hurried from the place, according to the newspaper reports, was Walter Pinderski.

"That hat the policeman gave me I knew was Walter's, for I had bought it myself. Pinderski and others have told me repeatedly that the two detectives are on the pay roll of one of the unions at a pay of \$100 a month each. I don't know the names of the officers, but I am absolutely sure that I can recognize one of them.

"The gang has an alibi system that works to perfection and it is seldom that the police can get the 'goods on them.' Each slugger is given a working card in the various unions.

Sluggers Given Union Cards.

"The card shows, apparently, that he is a regularly initiated member of that particular organization. Pinderski carried cards of this kind from the carpenters' union, the structural iron workers, the steamfitters, the plumbers and several other labor organizations.

"Now he never was a mechanic of any kind. He couldn't drive a nail for a prize, and he knew as much about plumbing, or steamfitting, or ironworking, or any of the rest of it, as a small boy.

"As an auxiliary of the working cards each slugger carries a memorandum book, in which he jots down the time he is supposed to have put in on imaginary jobs. This time covers the hours occupied with his purely professional duties—slugging, slaying and dynamiting."

Mrs. Wenzel exhibited a memorandum book she said had been kept by her former husband. The dairy contained a record of five days' work on the city hall as a carpenter. Time was computed at the rate of 60 cents an hour. Pinderski, Mrs. Wenzel asserted, never worked a minute in the city hall. She also said that she was forced to pay the piper for many of her husband's slugging escapades.

Black as the confession appears, even on the face of it, it simply describes a condition which prevails in every city where union labor undertakes to carry out its theories. It stops at nothing and defies every law, human and divine. The moment a man joins a union he leaves honor behind and necessarily becomes a sneak, a liar and a perjurer—a cohort of the bartender and the slugger and

an accomplice of the incendiary and the murderer. There can be no exceptions to this statement, because any one who has ever read the oath taken by the applicant for union membership will readily concede that union men can not be Christians or good citizens, because in taking the oath they bind themselves to place union supremacy and union domination ahead of every other influence or interest.

Strange Are Fancies of the Inventor.

Necessity may be the mother of invention, although of this there is recurring doubt, but evidently that stern goddess concerns herself only limitedly with patents. Among the 970,000 patents at present registered, the Patent Office Gazette finds numerous examples whose conception no necessity could be brought to foster.

Here is a strange one that was actually patented—a scheme for controlling horses by electricity. If the animal balks, a powerful and well placed shock will make him spring forward in spite of himself. If he tries to kick, his muscles will be cramped by a paralyzing charge of electricity. Instead of bridle and reins, the all powerful current may be used to give him a shock on the left cheek in order to turn into the right fork of the road, or on the right to make him take a left turn. Instead of sawing away at the lines, the driver may sit back in comfort and, by means of push buttons, "type-write" the beast into submission.



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.



BETTER EDUCATION.

Teaching the Boy To Be a Bread Winner.

Washington, D. C., July 25—I take the liberty to enclose to you herewith copy of a bill which I have introduced with a view to Government aid to the states in promoting a better system of education along agricultural and industrial lines and in home economics.

I believe the people of a great majority of the states in the Union are ripe for a beginning of the work on this great problem, but before they will take the initiative to any considerable extent the details must be worked out and the trail blazed by the General Government, either in the way suggested by my bill or some other having the same objective points, as was done in providing education of college grade along these lines, and as was done in state experiment station work.

The high school, the academy and the college are taking excellent care of those boys who are financially able to avail themselves of their advantages, but it requires only a superficial examination to show that the average boy, on arriving at the age when he must begin, because of lack of means, to be a bread winner for the family, is neglected by the state and in far too many cases, following the lines of least resistance, drifts into a cheap manhood.

That Germany is now outrunning us in the race for commercial supremacy is universally conceded. In my judgment this is due in a large measure to the fact that when the German boy reaches the age of 12, 13 or 14 his characteristics, his physical equipment, the bent of his mind—his idiosyncracies so to speak—are carefully ascertained and he is given a training which equips him for the life work which he decides to follow.

Not so with the American youth of the great middle class, especially in our villages and cities. He is turned adrift and the question presented to his mind is, not "what will my future life work be?" but rather, "Where can I get a job that will furnish me the wherewith to buy my clothes and pay my entrance with my best girl to the moving picture show?" If he can find a position as boot-black, newspaper vender or messenger boy, he is content. In any event he follows the lines of least resistance and takes the work nearest at hand with little or no thought as to growing up into a well-rounded manhood. If he be a farm boy, he works along without specific training and becomes another of that great number who secure from the soil only half the profits they should.

We spend ten or twelve million dollars to build and equip a single battleship. The same sum spent for the benefit of these boys who are to be our farmers and industrial workers, and for those girls who are to be our homemakers, would change the whole course of their lives and thereby materially benefit the nation.

I believe that the expenditure of one cent per capita per month by the National Government—and that is what my bill calls for—if expended under the wise direction of a properly organized force, would put in motion the entire machinery which is outlined by my bill and which I feel confident will bring about the results so absolutely essential to the welfare of the great mass of the boys—and girls, too—of our land.

May I not have your valuable assistance in this matter, not only by such criticisms and suggestions as occur to you upon reading the bill, but by editorially bringing the matter to the attention of your readers, that a campaign of education extending throughout the length and breadth of our land may be commenced at once?

It is going to be no easy matter to bring about the passage of this bill, but if the stronger agricultural and industrial papers of the country will aid in educating the public and in leading it to consider this matter from a broad, liberal and patriotic standpoint, I believe we can win out.

Carroll S. Page.

Mr. Carroll S. Page is a prominent member of the United States Senate and the line of action he has undertaken will certainly meet the approval of right thinking men everywhere.

The Tradesman has carefully read and digested his proposed measure and feels strongly inclined to commend it to the attention and co-operation of business men generally.

The amount required to carry out this programme is so small, compared with the amount we are spending for other matters of much less importance to the future of the country, that there should be no question as to the necessity of putting this innovation into effect at the earliest possible moment.

The Tradesman trusts that every Michigan senator and representative will be found in line with progressive and patriotic endeavors of this character.

Not For Him.

"By thunder!" exclaimed the man who had been reading his newspaper on the open car, "but these things make me furious!"

"Murders?" asked the man on his right.

"Murder? No. It's graft."

"Oh, I see. Lots of it around, eh?"

"Why, it's everywhere. It's in every department at Washington, and in every state and city department in the country. It seems that no man occupying a public position can be honest."

"I guess that's the way of it."

"Of course it is. Graft, graft, graft!"

"But how are you going to stop it?"

"I can't. I know that well enough."

"Then what's the use in letting it affect you?"

"But it's this way, man. Every other person of our ninety million population is grafting, and I'm not getting a blamed cent out of it! I've just got to be honest because I have no chance to graft!"

"Mind Your Own Business."

Theatrical grace and a languid droop of manner are as much out of place in an office as the coarse jokes of the alley hoodlums are out of place in the parlor.

If certain outraged managers have not overdrawn their grievances, many office girls are still woefully short of good business manners.

"I employ three stenographers," said one manager, "and they all have been giving me fits, or the next thing to it. The newest and youngest of them has that soft dallying way that might distinguish an actress in a bon-bon seance, but never a new hand at a typewriter. You feel that she needs an impetus so bad that you'd like to give it to her then and there. Her letters, it is true, are neat and clean cut, but I never could endure a graceful poke. I'll get rid of that beauty sure."

"The other two are worse in a different way. I grant the biggest one is a hustler, but her high pitched voice and abrupt way of breaking into your privacy is enough to make a saint jump. She chews gum as naturally and regularly as she takes her breath, and she doesn't show a bit of judgment about butting in when I'm talking with a customer. After the beauty's place is properly filled, this one shall go too."

"My third assistant, who was there before I came and who seems to be about twenty years older than she says she is, has an offensive way of listening to private conversation. She always appears on the qui vive when others have their heads together, as if she were afraid some one was backbiting her. She lingers in the office at night when I have a visitor, and is always looking for a private conversation about points she does not understand—generally when I am enjoying an exquisite breathing spell during the luncheon hour, or when I am in a deuced hurry to get away. When she is not supplied with work she occupies her time manicuring her nails or surreptitiously glancing into a hand glass, of which she seems to have several sizes in her desk. All three girls will have to go before I can start to cultivate peace of mind in this office."

Perhaps this manager ought to be pitied much for his sensitiveness, but not more than the girls for their dull perceptions and lack of common sense.

It can not require much study to see what is and what is not good form in the office. The manager's face alone would serve as an indicator.

First of all, eliminate the bovine characteristic. If the wise dyspeptics are right, gum chewing may have a healthy effect on the juices of the stomach. But when you are trying to do the hundred a minute stunt, gum chewing too evidently implies a loss of energy and a bar to concentration. Chew gum in the privacy of your own room, if you must, but do not compromise your business character by annoying others with the sight and the sound of it.

Frequent giggling and loud and ex-

uberant chatting are included under bad business form every time. The boss still believes that an empty wagon rattles loudest, and unless you can doubly redeem yourself with good work, your gushing propensity will put you down a notch.

The girl who is always ready to bombard the boss with a why, when and wherefore concerning every little difficulty that hops along also violates good form in the office. Ask questions if necessary at the right time and place, but do not be a nuisance by bringing in many of the Simple Simon variety.

When everybody else is quietly engaged in minding his own business, do not tramp across the office floor with a dray horse racket. When there is a lull in the work avoid whispering and visiting. The boss may thank you for it when he tussles with a problem that requires concentration.

"Mind your own business," embodies a whole lot of office etiquette. When misunderstandings arise the boss and all the others will respect you more for your quiet resignation until the fault becomes plain than they would for a turbid outbreak of heated arguments.

A Peaceful Night.

"I have some relatives in New York City," said the villager, "and recently I went into town and spent a night at their house. In the first place, we did not get to bed until 11 o'clock at night, and this is what happened between that and daylight:

"I did not sleep a wink, and their telephone was rung up five different times.

"The number of chugging autos that passed the house was 230.

"The number of roosterers that came along singing or whistling or shouting was over 300.

"The number of milk wagons passing that block was sixty.

"The number of fights was four.

"The number of fire engines was five.

"The number of toots on auto horns was about six hundred.

"The number of ash and garbage carts was eight.

"It was a foggy night, and the number of tots from vessels on the rivers was thousands.

"The number of skeeters in my room could only be estimated.

"At breakfast time my niece cheerily said to me across the table:

"Well, Uncle James, did you get a good sleep last night?"

"Of course I lied and said I did, and she continued:

"Yes, I think you must have, as it was the most peaceful night we have had for a month!"

Candid Confession.

The Boarder—Look here! I must not be disturbed at night. Why, last night a rooster sat on the window sill and flapped his wings for hours.

The Farmer—Gosh, neighbor, that wa'n't a rooster. Why, that was just a plain mosquito that got caught in the window screen, that's all.

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.



Foolishness of Misnaming and Misbranding Goods.

Written for the Tradesman

The pernicious habit of exaggeration in advertising is one of the worst evils of modern publicity.

The boastful style of some otherwise good advertisers has a bad effect on the prospective purchaser.

The interested reader who has scanned the "comparative price" argument in the newspaper and who has been attracted by the "\$25 article now sold for \$12.50" will be a mightily disappointed person. He finds that not only have the values been inflated, but the quality has likewise been misrepresented.

The advertisement which dwells upon "all wool" merchandise, which is in reality only part wool, mercerized or, perhaps, almost all cotton, is a bad mistake.

Nowadays the manufacturer has been forced into cheapening his product rather than putting up the price, consistent with the advance in the cost of raw materials, increased wages and higher operating expenses.

It therefore behooves the buyer to acquaint himself with the real conditions and not buy the misbranded goods. After having bought a factory cheapened article, it is wrong to advertise it as the original unadulterated "Simon Pure." These are the goods advertised in the sale as "pure linen, madam." Of course, if it is a plain case of cotton goods, as frequently happens, the clerk has but little defense when confronted by the customer who understands the value of goods and who may be and often is a much better judge of quality than the clerk.

You simply can not afford to put your salespeople on the defensive. Any kind of fraud will be discovered. It always will be found out in spite of shrewdness.

Much has been said and written about misbranding and misrepresenting merchandise. The modern merchant is too far-seeing to allow any of his clerks to deliberately falsify about the grades and qualities of the goods he sells; but the average store announcements are not gotten up with the same degree of accuracy.

It is very easy to describe a piece of furniture as genuine mahogany, when, in fact, it is only a good veneer.

Brother merchant, did you ever think of this? We are not careful enough about these things. We say that a certain line of shoes is patent leather, but we do not go on to say

that we are not guaranteeing patent leather.

We leave too much for the sales force. We forget that on busy days the clerks do not have the necessary time to explain all these things. The pure food laws have done a great deal of good in restricting the canners and factories which put out grocers' supplies, but there is a vast field for further improvement.

A great many things are put out with the lawful analysis printed on the label which are injurious and never ought to be sold or used by the human family. People do not stop to read of what the article is composed which is handed out to them.

The Government is using greater precaution to inspect and regulate the sale of such things as meats, medicines, etc., but the retail dealer should not forget that he is the man who stands between the manufacturer and the consumer. The duties of the retailer are plain and his judgment must be used to discriminate between the good and the bad. He must post himself on the goods he buys. He will not be forgiven if he buys an inferior article and sells it for a first class one. No matter if he did buy it and pay the price of a No. 1 article, it is up to him to see that he gets what he pays for, just as much as it is the duty of the guardian to protect his protegee.

A great deal of this misrepresentation of advertised goods is caused by careless buying. The dealer may be putting out mercerized goods for pure worsted, not through duplicity, but through carelessness in the buying.

I do not like to think that a good store would allow half wool blankets to be advertised and sold for all wool, but we must acknowledge that it is done and it is not a rare case either.

These "little discrepancies" are a source of annoyance to the buyer of first-class goods.

The person who buys a pure linen handkerchief and pays the price does not want anything else.

This applies to everything. You know that when you buy anything for your own use you are apt to get very much out of sorts if you find that you did not get what you paid for.

It is a bad thing to advertise anything and then have the clerk hand out a substitute.

The store which lives up to its advertisements can always be reasonably sure of making a success on any of its special announcements.

The "bargain sale," which is the long arm of up-to-date stores, will

always draw a crowd if the bargains are genuine.

The store which is not in the habit of living up to its advertisements—strictly to the letter—is bound to make a fizzle of its "special sales," while the store which carries out its advertised contracts will "blossom like the rose."

The trade soon finds who is the honest advertiser. I don't think people pay much attention to or venture a second reading of the advertisements which promise more than they perform.

This is the key to the success of such great stores as Wanamaker, Jordan, Marsh & Co. and others who do not handle anything but dependable merchandise.

A man tells me that he buys his suits of a certain maker. For instance, he knows that "H. H. M." clothing is always all wool and that this firm does not make anything else. He knows that a certain brand of shoes is always made over a comfortable last and that nothing but strictly first-class leather enters into the construction. He knows that the workmanship on a brand of goods is equal to custom made. He gets in the habit of asking for these things and, while we know that a man is a much easier customer than a woman, we must not disappoint him.

Modern storekeeping realizes and takes into account the woman shopper and her great love of bargains, but we must be very careful to see that she gets what she buys. One woman who is disgruntled can do

your store more harm than half a dozen advertisements can patch up.

So it is to our interest to watch with all the care we can possibly exercise and see to it that "our store" does not misrepresent the advertised article we want to sell.

We can not be responsible for our neighbor. If he wants to keep it up all well and good. It is his funeral, let him go ahead.

We must be in the vanguard. "Our store" must and will stay in the lead and we can only hope to set the pace and keep in the front of the procession by honest, upright methods.

Our methods must, of necessity, undergo changes which will perfect our system and make shopping and buying a pleasure and a satisfaction to the customer.

We must push our store to the front rank and keep it there by our ability to inspire our trade with absolute confidence and by our untiring efforts not to break faith, but to weld it into a lasting reality which will bind our customers as with hoops of steel. Charles M. Wiener.

Perhaps you are one of those unfortunates who "don't have to work for a living." It is a pity to be condemned to a predigested existence.

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

Buy Sweater Coats Now

Its a profitable item and placing an order at this time will secure the pick of an exceptionally fine line. Its the biggest we have ever shown.



Mens—Byron collar or V neck at \$4.50, \$9.00, \$12.00, \$13.50, \$18.00, \$21.00, \$24.00, \$30.00 and \$36.00 per dozen in White, Oxford, Brown, Tan, Cardinal or Maroon.

Mens—Turtle neck at \$15.00 and \$21.00 per dozen in Maroon or Silver Grey.

Boys—Byron collar or V neck at \$4.25, \$9.00 and \$13.00 per dozen in Oxford, Cardinal or Tan.

Ladies—Byron collar or V neck, single or double breasted at \$13.50, \$18.00, \$21.00, \$24.00 and \$36.00 per dozen in Oxford, Cardinal, White or White with Tan trimming.

Misses—Byron collar or V neck at \$9.00, \$10.50, \$12.00 and \$13.50 per dozen in White, Oxford, Cardinal or fancy striped.

Childs—Military or V neck at \$4.50 and \$9.00 per dozen in fancy striped, Oxford with Red trimming or Red with Oxford trimming; packed ½ dozen assorted sizes 22-24-26 in a carton.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

::: Grand Rapids, Mich.

We close Saturdays at one o'clock

Weaving an Ancient Art, With Little Modern Improvement.

Weaving is so old an art that its early history is unknown. Basket-making, which is a form of weaving, is older than history, and has been practiced by savage tribes from the earliest times until now, and indeed the uncivilized people excel at it. The reeds, or strips of bark or fiber, used in basket work, soon took the shape of mats, which were used as aprons if not for clothing; for an apron is all the clothing known by some tropical races, who even can dispense with that. School children are taught to tie the splints together like a star and then interweave their "raifit," or other material, the splints serving the place of the warp threads. This work differs very little from the primitive frame, on which, in early days, tapestries and carpets were made, as indeed the Oriental rugs are to this day.

The warp or longitudinal threads are fastened firmly in the frame, and the filling, or weft, is passed across, like darning with a needle or bobbin. It was discovered, as an early improvement, that if alternate threads were lifted the bobbin could be thrown all the way across the fabric, and soon a simple device was fixed, by which these threads were raised and lowered alternately by foot power.

Looms for weaving rag carpet in this manner are still to be found, in most old settled communities, in this country. The reader is recommended to seek out such a place, if he sees a sign, "Carpet Weaving," and he will see weaving done on a loom that has changed little, if any, in pattern and mechanism in over two thousand years.

The alternate threads for plain weaving or any other arrangement of threads for fancy weaving are raised and lowered by being passed through the eyes of a set of wires in a frame called a "heald" or "heddle." Raising these threads leaves an open space between them and the others called the "shed." Through this the shuttle passes from side to side, "paying out" thread, as you would unwind a spool of cotton; for a shuttle holds a "bobbin" of yarn for the filling. The threads pass through another frame, built like the tooth of a comb, and at each passage of the shuttle this swings back and forth, and "beats up" the thread tight against the fabric as fast as woven. This frame is called a "reed," the interstices between the teeth being called the "dents."

This is the loom as it has existed for thousands of years, little changed. It has been improved, been made to work by steam or water power, been made to do a great variety of fancy weaves and patterns; but its principle has never been changed, and there is a great opening for an inventor who can discover a better way of doing the same work. It ought to be possible to make cloth as paper is made, or fabrics knit on a knitting frame, by a continuous motion, and not by knocking a shuttle back and forth across a loom shed, building up

cloth one thread at a time! In the old carpet weaver's shed, or cellar, you will see the whole principle of the modern loom: The warp threads slowly unwinding from the great beam, or spool of warps, set behind the loom. Then each warp threaded through the eye of its respective heddle. After the warp has been threaded, the heddles go bobbing up and down in their turns, responsive to the action of the harnesses, or straps, that pull them up and drop them back.

Then the shuttle flying from side to side of the growing piece of cloth, knocked first one way and then the other by the jerk of a "picker stick," as one would knock a hockey ball. Then the reed, battening up the filling threads to the rest of the already woven fabric. Finally the "take-up" roll on which the cloth, or carpet, is rolled out of the way as woven, and by which the warp threads are kept at a firm tension for the weaving.

In a modern power loom, in a woolen mill, the warp is "compressed" on the beam by machinery, so that it will hold a longer warp; but the warp threads are "drawn in" to the heddles by hand. The heddles and harnesses are worked by a device regulated by flat chains, a cam or protrusion on certain links of the "chain stuff" giving the changes for making different patterns in the weaving. Various other changes in the chain regulate the changes in the shuttle, so that differences in color can be made in the crossings, for plaid effects, and so on. (The hand weaver could pick out his different colored yarns by looking at the shuttles.) Another cam pulls a strap that jerks the picker stick just at the right time to knock the shuttle to right or left; a clumsy and noisy device. All of this is done by power from belting, or in the latest built mills by electricity, and practically this is the only difference between a Knowles or Crompton loom and those used in Egypt or Arabia two or three thousand years ago.—Apparel Gazette.

Being Neighborly.

"Oh, yes," replied Smith, "I like suburban life far more than I thought I should. You have real neighbors out there, you know. One of the nicest families in the world on my left."

"Ready to borrow or lend, eh?"

"Oh, more than that. He was keeping two dozen chickens when I moved out there. The crowing of the roosters was a nuisance and I complained of it. He told me to shoot the fowls if I wanted to, and I went ahead and killed a dozen and he sold the rest."

"But there were hard feelings?"

"Not a bit. Pretty soon he complained about my children gawping into his diningroom windows, and I told him to go ahead and stop it. He put a fence twenty feet high."

"And you didn't get mad?"

"Why, man, I smiled over it. Then I objected to his hired girl's red hair and he fired her. Then he objected

to my dog and I traded the animal for a goat."

"Anything else?"

"Oh, lots of things. The other week they objected to my daughter playing the piano, and I sent her to bed. To-night he gives a party and I shall go over and win about ten dollars at poker and then kick about the soft ice cream. Oh, it's suburban life for me every day in the week. Something doing every time you get home from town, if it's only to find a window broken."

Incidental.

"Swift takes in all of the ball games, prize fights, bowling matches and, in fact, everything in the sporting line."

"Isn't the old reprobate married?"

"Yes, he is, but he doesn't let it interfere with his pleasures. It is just a side line."

Occasionally we meet a man whose train of thought reminds us of a row of flat cars.

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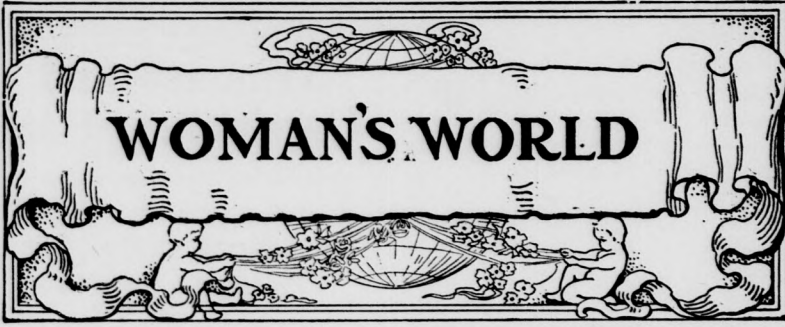


We announce with pleasure that we have completed arrangements with the makers of the celebrated FLEXIBONE brand of corsets which enable us to offer great values on garments that are correctly cut, beautifully made, right up to the minute in style and doubly guaranteed for durability. We are very enthusiastic regarding the new models and know you will be too, when you see them.

The corset which we illustrate here is made of strong, fine, cambric batiste, of standard quality; boned with a light, resilient, non-rustable boning; trimmed with fine Nottingham lace and baby ribbon. Draw string in bust. It has six separate elastic hose supporters, strongly stitched. It imparts beautiful lines; comes well down over the hips and encases top of limb. The soft extension is fastened by patented grommet hook and eye.

Do not place orders for corsets with anyone until our man has seen you. We positively can give you the greatest values.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.



Liberty in the Pursuit of Happiness.

Written for the Tradesman.

The time of vacation is upon us. For weeks, maybe for months, we have been looking forward to our vacation and have built anticipatory castles of pleasure in the air concerning it. Alas! that in realization we so often find the delights we have yearningly pictured are heavily discounted; sometimes we even manage to involve ourselves in so many wretched little experiences that the whole thing is painful to look back upon.

One great trouble is that so many of us do not have the courage of our convictions. We do not quite dare to take our good time in our own way. An enthusiastic friend fills our ears with praises of some resort where he or she has been and claims to have found happiness unalloyed. In meek obedience we buy a ticket and go there, when what we are wanting is a long trip on the lakes. Or some one urges us to join a camping party and we weakly yield to their importunities and consign ourselves to the miseries of hard beds and mosquitoes, when camping out is not our idea of pleasure at all.

A very good resolution regarding the summer outing would run like this: Seeing it is my own vacation and no one's else, this year I am going to boss the job myself. If I settle my mind on Yellowstone Park, no one shall lure me off to go to Niagara Falls and the Thousand Islands instead.

There are same natures that simply can not rest easy unless they are inflicting their ideas and opinions upon other people. Hanley keeps books for a manufacturing concern and takes his two weeks off early in August. Since the first of April he has been laboring to persuade his near neighbors and all the boys in the office who get away at the same time he does to go with him. Most of them are likely to regret it if they do.

Here is a family in which the grown daughter is the commanding officer. Marie issues an edict that they spend a month at Atlantic City and Forward! March! they all set out; when father would far rather go to some lake in the woods and fish to his heart's content and mother would greatly prefer to visit her own folks in the State of Vermont.

Ideas of what constitutes a good time differ widely with different people. Tastes, education and previous experiences all cut an important figure. Much depends upon mental and physical condition. A person who is

exhausted requires entire rest; one who is merely fagged with monotony and routine needs change of scene with a wholesome degree of activity.

Benson is a physician with a very large practice. Day in and day out, sometimes night in and night out, he hears the account of pains and ailments, and with his keen, experienced eye he sees, as it were, an endless panorama of disease and suffering. When Benson takes his vacation he has as little to do with people as possible. "What do I want of folks now?" he says. "I am tired to death with folks." So he arranges a canoe trip on Canadian rivers with no one near him but his guide, who knows only a few words of English and whom he instructs to talk as little as possible. Thus this man, who spends eleven and one-half months of the year healing others, for a fortnight's time lets old Mother Nature bring to himself her incomparable healing of woods and stream. There is sense in a vacation so nicely adjusted to one's needs as is Benson's.

In planning a vacation one has a right to be a bit selfish, only instead of being called selfishness it may more properly be named self-preservation. Self-denial should have a period of relaxation. During the remainder of the year one is giving out his or her energies to others; now one should take the opportunity to recruit one's own strength.

I know a family who own a cottage near a beautiful sheet of water and there they spend several weeks every summer. I have heard the young people speak with enthusiasm of the good times they have there, but the mother tells a different story. Idlease, as they call their lodge, is so nice a place to go to and such free and easy hospitality abounds there that they always have "just dead loads of company," as the mother puts it. They are in very moderate circumstances and do not employ help. The young people are thoughtless and the guests are mainly friends of their own age, so the burden of cooking for the happy throng whose appetites are whetted by long days in the open air falls on the mother. The cottage has few kitchen conveniences, so work has to be done by the hardest ways, and the mother comes back from the outing more tired out than when she went. Still the daughters prattle on about the restful delights of their summer home at Idlease.

It is a risky piece of business to persuade a number of people to take their vacation together. Two men chums or two women who know each

other thoroughly may take their outing at the same time and find that pleasure is greatly augmented by companionship; but when you try a larger number than two the mathematical probabilities that the party will not be perfectly congenial to one another increase with astounding rapidity. When several go together, there are quite sure to be some who are so positive in their likes and dislikes that they can not make necessary adaptations and concessions. A man of the party will insist that every living soul belonging to it must take time to visit some point which is of special interest to him alone. A woman will stop the whole crowd for an hour at a stretch while she searches in dinky little shops for souvenirs to take home. One will have plenty of money and want to spend it freely; the rest know they can not afford so much outlay but try to keep the pace. Some member of the party is likely to have "nerves" that must be humored, while another may be so sour-tempered and cross as to destroy the comfort of all. So it goes. People who thoroughly enjoy one another's society for an evening may be heartily sick and tired of one another's presence inside of a week's time.

Shall husband and wife take their outing together? That all depends. If they both want to go to the same place and see the same things—in other words, if their tastes in the matter of recreation are very similar—then doubtless the simplest and most natural way to do is to go together. But suppose such is not the case. A pair may be very happily mated and have much in common and still she prefers to take hers at some nice place in the country, and he likes better to have a long automobile trip or wait until fall and go shooting. Country life bores him, while an extended motor trip is a weariness to her, and a hunting ex-

pedition she can not abide. In this case, in every case where one or the other must yield decided preferences if the vacation is taken jointly, why should not he take a good time in his way and she in hers?

A few years ago I knew a worthy elderly couple who displayed a marked disparity of tastes. She was intellectual and preferred to go where a Chautauqua was held. He, poor old dummy, knew nothing about such things and cared less. Well, they went to Bay View, where she, notebook in hand, took in every lecture, he sometimes attending as a mere escort, entirely inattentive to what was said or done. She never ceased to lament his lack of appreciation of the many advantages offered by the famous Assembly.

In this age of the independence and advancement of women, there

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

still are many of the sex who are reluctant to take even a little journey alone. If such a one wants to go a few hundred miles to see an old friend, perforce she must drag her unwilling husband along with her. This is all nonsense. When an immigrant who can not speak a word of our language and who looks as if he scarcely knew which way was up, can come from Europe or Asia and find his way unaided to any far corner of the United States, it seems as if a smart American woman ought to be able to take a little trip unattended.

The best and most faithful husband in the world does not enjoy spending fourteen precious days just as a bodyguard to his wife. No more does he care to have her tagging him on an expedition she cares nothing about. So when your watchful eye detects symptoms of weariness of your presence and conversation on the part of your spouse, and you see that the little ever so necessary wifely discipline and restraint which are never exercised but for his benefit and welfare are becoming slightly irksome, why then just go to some place you want to go, and let the good man depart and live on hotel fare or the "any old cooking" of a men's camping trip for a couple of weeks. He will return with his appreciation of your excellent meals and many virtues greatly sharpened by the brief absence. Quillo.

Sleeve of the Moment.

There can be no question that simplicity will not be the distinguishing feature of the sleeve of the moment. A few weeks ago nearly all our bodices and blouses were made with the Asiatic sleeve—i. e., cut in one piece with that garment, and minus seams. In the new modes the sleeves are put in separately with just a little fullness and nearly all sleeves have a bit of black velvet trimming applied in the bandings, pipings, panelings or buttons. Perhaps the smartest and newest sleeve is the "Breton," which will be much exploited.

It reaches below the elbow, is straight and wide, and is often made of different material from the bodice. In evening gowns we see this feature effectively carried out in beaded and jetted nets embroidered tissues and in laces of all kinds.

With decollette bodies, sleeves are worn small, so small that sometimes they seem quite absent.

The question of what to wear and what not to wear in this matter is a difficult one to solve, and, with so much to choose from, surely something will be found for all tastes.

A Woman's Way.

"By throwing herself at Percy, Lula has finally succeeded in getting Arthur to propose."

"That's the way with a woman. She never hits what she throws at."

One Reason.

One of the reasons why women say such terrible things about one another is that few women will fight with their fists.

Is It Possible Smart Women Can Not Be Beautiful?

Some wit, or maybe it was a philosopher, after all, or at best a statistician, said once upon a time that there are only twelve ideas in all the world. If there were one reason more than another for believing the assertion, it would be the persistence with which woman, with a capital W, becomes the subject of masculine discussion. Not so long ago, for instance, the whole world, both masculine and feminine, was startled by a news item of international importance to the effect that women's mouths are losing beauty.

Under seas and over continents news of this latest disaster was sent by trembling wire. The blame was put upon civilization, but as yet no means have been taken to abandon civilization, even although the full extent of the calamity was summed up by the President of the Royal Miniature Society of Lnodon in the following portentous words:

"One seldom sees a perfect mouth nowadays. My ideal is the rosebud or Cupid's bow type, which is the only pure type of beauty. It may not show character, but that does not matter. Unluckily, woman is developing much character now, and the result may be that she will lose the beauty of her lips."

Aside from the fact that there are only twelve ideas in all the world could any greater misfortune befall the human race than that women should develop character and thus lose their greatest asset—beauty and tempting lips? Surely something should be done to rescue us! If there be no choice between rosebud mouths for women and character, then character must be abandoned. True, the rosebud mouth lasts but a few years, while character goes with us to the grave, yet what boots it if for a few short years we really live, basking joyously the while in the sunshine of masculine approval?

Therefore, eschew thought, abandon question of grave and moral issues if you will be beautiful, for intellect and character will spoil the charming contour of your lips. Think what a calamity would ensue should women strive to reach the plane where mere vulgar intellect reigns, where character counts and beauty is at a discount, although—whisper it gently—every man hopes that he is handsome and strives to make it so.

Unlucky be the day that woman thinks and spoils the beauteous rounding of her lips, or wrinkles up her pretty brow with knotty problems, for thus she may be forced to abdicate her rightful throne in the fickle heart of man. At all events her reign is brief who reigns by virtue of rosebud lips and smooth white brow. Soon, too soon, will she pass from her happy throne with its rosy light into the land of cool indifference, and from thence into long gray twilight of old age and ugliness.

Nor does she take her scepter with her. Long before she would relinquish it, her courtiers gently, sometimes rudely, ease it from her to thrust it into the eager hands of some

new and younger queen, and history repeats itself. Short is the reign and brief when beauty reigns. If you would be queens, beauty is your crown and youth your scepter. If you would be comrades, equals—Oh, well, the matter is different.

If, then, uneasy lies the head that wears the crown, why wear the crown? If beauty's reign be brief, why strive to reign? If bitter is the awakening, when beauty's reign is done, why ever dream?

After tons of paper have been used and gallons of ink have been spilled to prove that woman, she of the "undersized, narrow shouldered, broad hipped and short legged race," is thereby, because of these differences from man, inferior to him who, they would have us understand, is the opposite of all this, being large, broad shouldered, narrow hipped and long legged, and therefore superior, now comes another scientist and deplors that woman, owing to athletic exercises, is approaching the proportions of man—in fact, usurping the male prerogatives—and is, therefore, becoming degenerate!

It is hopeless. Why not confess it? Women, because they are unlike men in physical makeup, are, therefore, an inferior race. If, by proper exercises, they begin to approach man in physical characteristics, it is a sign of degeneracy. Which is proof positive, no doubt, that as a race women are doomed to be everlastingly inferior, and there is no use trying to be anything else.

There has recently departed this life, so it is said, an authority on women. He—note the pronoun—was a keen analyst of the sex and knew

all about them. His name—oh, what does his name matter, for the sum total of all his analyses was the absolute and ultimate unfitness of women for civil life. He argued, so it is further said, that women have always been failures as citizens every time they have been given a trial, yet he failed to note, apparently, that men, too, have shown a surprising unfitness for civil life and still are showing it—all of which may prove several things, whichever way you may want to look at it. Chiefly, though, it seems to show a lack of training in civic ideals and a general ignor-

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American Seating Company

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CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

ance that such training is absolutely necessary to a successful citizenship.

As for a democracy, this world of ours has none outside of barbarism. Once when the world was young, in the dim dawn of prehistoric times, when women were in truth free and untrammelled, when women held the reins of government by virtue of their motherhood, then democracy was the universal rule, but the critic who has just departed, the "authority on women," no doubt thought, in his wisdom and his innocence, that women at the present time are in a state of nature and ran amuck among his theories.

But stop! Soft! A champion has arisen for our sex. Prof. Wilson, of Columbia, of the department of biology, in a recent lecture declared that "man is a hybrid" and "only woman is complete and in harmony with creation." As a proof of his startling assertion he brought forward certain facts about color blindness as a sex affliction, confined mostly to the sons of Adam. Men are more prone to it than are women, and while a man may inherit it from either parent, it takes two parents similarly afflicted to transmit it to a daughter.

According to his assertion, if a color blind man marries a color blind woman all their grandsons will be color blind, but their granddaughters will be able to distinguish the hues of the rainbow and will not be color blind. The daughters will escape color blindness, but their "sons will know no difference between the colors of a crow and a parrot," while "the daughters of those sons will have a complete color sense."

Hardly had the echoes of applause for this gracious compliment died away when another professor, a writer about women, a professor of physical culture at Harvard, rushed into the intellectual arena in defense of his slandered sex, meeting the gentleman from Columbia apparently upon his own ground, for he asserts that "biologically woman is more of a barbarian than man," consequently has "a greater proportion of physical endurance" and "can endure many strains that a man can not."

This gentleman asserts that being in harmony with creation is proof positive that "woman is a lower type of organism than man," that women have been developing their muscles while men have been developing their brains, and that a woman's development is more primitive than a man's, just as an Indian is more primitive than a white man.

In the course of his investigations (and, by the way, it might be well to state that he is the head of a gymnasium for women, which gymnasium is named after himself, he has discovered a great fact, one that has seemingly been overlooked for centuries, perhaps) has never been known even by the most astute of ancient wise men—namely: that women are built primarily with a single fixed and definite purpose in view, and that is—the bearing of children. Remarkable discovery, profound, astounding! Truly, if it were not for these college professors we should

know nothing at all, so remarkable is their penetration.

Yet as a matter of fact, is it not true that we have been told long since that the reproduction of the species is the fundamental fact of all nature, and will any one assert that the pistil is inferior to the stamen, or that the lioness is more primitive than the lion? After all, who is wise enough to decide whether or not the mother principle is more important than the father principle, for surely this is what it resolves itself into—a statement that one or the other is the better or more important?

So might we go on indefinitely explaining this multitudinous life of ours, of which the human is but one manifestation, and, we trust, the highest. Only in so far, however, as we consciously direct our physical lives and develop the spiritual, mental and ethical sides of our natures, whether we be male or female, and only in so far as we grant economic, social, industrial, moral and political rights to all alike, regardless of mere accidents of birth, only in so far as we do this will we be truly the highest manifestation of life upon this globe of ours.

Why, then, will these men thinkers go on asserting that either of the two is better or wiser or fitter than the other? Men and women are humans. They are living beings, and the one astounding and remarkable fact concerning life here in this world of ours is the fact of sex, which is apparent in all life. Belle Squire.

Again the Question of Women Drinking.

The papers daily record the suit for divorce instituted by some well known woman on the grounds of the husband's intemperance. The fact that she knew he drank and was "a rounder" before their marriage does not keep the general public from exclaiming, "Lo, the poor woman!" To be sure, before their marriage she felt it indicative of smartness to drink with him, to discuss the merits of the different vintages, to do all the things which after marriage loom up as mountains of faults in the husband.

To be sure, also, they are faults, but if they are of sufficient importance to cause divorce, why were they not of sufficient importance to prevent marriage? Likewise, if they are faults in the husband, why not faults in the wife? She may not go to the lengths of intemperance in which he indulges, but she goes as far as she dares, and the spirit is there just the same. Moreover, if all this was "smart" and "good fun" before marriage, why isn't it "smart" and "good fun" after marriage?

As we have remarked before, all this is but a tangle of queries to the untrained mind. Not long ago a young woman told the story of a bachelor of 40 or thereabouts who became attracted to a pretty young girl. He began showering attentions upon her, and one evening she was permitted to dine with him at one of the city's fashionable eating places. He ordered wines. She asked for a mild claret instead of a stronger

drink, and when it came she put sugar in the glass.

A look of disgust passed over the face of the man, the look quickly changing to one of embarrassment as he glanced around the room to determine whether any of his friends were about. His attentions ceased with that dinner, and later, in explaining the drop in the temperature of his affections, he said:

"I really loved that girl. I wanted to win her. But I never could marry a girl who put sugar in her wines. That killed her for me. Too bad, isn't it, that there is always something wrong with the girl one wants to love?"

The friend who listened—a man of 50—merely smiled and said:

"Too bad, too bad. But, do you know, when I married my wife a quarter of a century ago, what we'd have considered the 'wrong' was that

she drank at all, sugar or no sugar. But then we were innocents who believed that marriage meant for all time, not just a few years, and it was kind of necessary for ourselves and the future generation that we were temperate. Those things are so easily adjusted nowadays."

Sarcasm was lost on the bachelor. "Well," he said, with a serious shake of his head, "it was too deuced bad she would sugar her wine."

No, Alonzo, there is not a particle of danger in going up in an air ship. It is the coming down that hurts.

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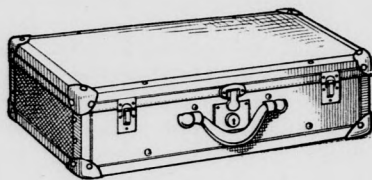
There are five thousand inhabitants and the surrounding territory is all that could well be desired.

There are openings for various lines of business—but particularly a Modern Grocery Store. If you or any of your friends are interested in finding such a place you will do mighty well to investigate this opportunity at once.

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

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"Sunbeam Goods Are Made to Wear"

What a Man Admires in Woman—a Masculine View.

Written for the Tradesman.

"Oh! to be sure," said a bright woman, in response to an observation of mine one time, "we women dress for men! Sex is the philosophy back of style; you men who conform to the accredited mode in the matter of dress, dress for us women; and we women dress for you men!"

Then she went on to say—and very frankly, I thought—something to the effect that, if women were to dress for an exclusively female function, and they had some way of going and coming so as not to be seen by any men, they would be vastly less solicitous about their appearances; and many of them would doubtless appear in a perfectly dowdy toilet.

Mrs. Ida Darling, known as one of America's most beautiful women, after eighteen years of married life, which ended with her divorce from James J. Darling (so reads the special), thus expresses her views on love and matrimony:

"I try hard not to be unhappy when I reflect on my married life, and I do not want to be cynical; but there is something about beauty's failure in holding a husband's love that would make almost anyone cynical. There is a tragedy in the heart of almost every beautiful woman. A man tires of beauty as he does of a fancy vest. A plain woman has more strong cards to play in the love game than has a beautiful woman."

Now if Mrs. Darling is correctly reported, we have in this articulate confession of hers a marvelous compound of philosophy and sophistry, of sense and nonsense.

Mere physical beauty can not "hold a husband's love"—unless the husband should happen to be one of those men who have a lasting penchant for doll-babies; and finds himself enamored of some pretty, fluffy, dimpled thing and makes her his wife.

I know a few men of that type. One of them particularly is a very prosperous business man. His time and energy are pretty well consumed by his large and varied interests; his little dimpled, inconsequential wife is a diversion.

She bores me to the point of exasperation in no time. Her cerebro-cellular structure is of such character as to preclude serious thought for the fractional part of a moment; and yet her frothy, frappe chatter runs on like Tennyson's Brook.

She is a beautiful woman—beautiful in form and feature; if she were content to look at you with those big, dark, owl-like-looking (but essentially inane) eyes of hers—and say nothing—she would impress you profoundly. But the minute she speaks the illusion is dispelled.

She is a beautiful woman; and you may take it from me, there is no tragedy in her heart. Not a wisp of a tragedy. She has no sensitized nerves that run down into those deep regions of the soul where tragedies dwell. Tell her something peculiarly touching and she will put on one of those daintily shocked little airs, and exclaim:

"Well, did you ever?" or "What do you think of that?"

Personally I shouldn't fancy being married to a "beauty" like that; and, candidly, the parallel Mrs. Darling is quoted as drawing between a man's fancy for beauty in a woman and his interest in a "fancy vest" really does the garment an injustice. If the "fancy vest" is made out of one of those classy and attractive fabrics in pearl-gray or snuff-brown—and your tailor has done his work well—you ought not to be so conspicuously inconstant.

For a woman to attempt to hold the love of an intellectual husband by sheer force of physical beauty would seem to be a task well calculated to make her cynical. From the beginning she ought to be able to discern that it is a losing game.

Man can not live on beauty alone; along with the outward semblance there must be the inner substance.

If there isn't any one of several things is likely to happen; the husband, missing the fortifying power of strong, sweet, heartening helpmeet, may retire within himself and live a life apart. I know men who are doing that. Purely physical relations have lost all inner significance; and the masculine spirit fares forth in desolate places, coveting companionship that never comes. Such men are apt to be true to their wives; but far away in some inner recess of the soul each man of them has reared him an altar, and thereon, both night and day, burns the sweet incense of loyal devotion to an intangible and immaterial woman—the queen of his heart, his loved and cherished ideal! One of the strongest and brightest men I ever knew is thus living a silent, voiceless tragedy. Loyalty (in the masculine interpretation of that term) would forbid his breathing even to himself a word of criticism anent the little woman to whom he is legally bound. Yet his martyrdom looks as if it had been deliberately planned by some Arch-fiend. Sometimes, alas! there is worse tragedy of a material affinity. And sometimes—and more and more frequently nowadays—divorce proceedings.

Mrs. Darling is right when she talks about the importance of a woman's having "strong cards to play in the love game." Every woman who contemplates wedlock—particularly if she is marrying an intellectual man—ought to sit down and take stock of her resources.

It takes a variety of charms—charms of person, charms of mind, charms of soul—to captivate forever more the masculine heart.

Frankly, a man is only a grown up kid. You women call us men. But really we are only boys. We get peeved over nothing. But you can wheedle our resentment out of us in no time—if you know how. We love to be petted. And we love to be flattered—with a sort of finesse that defies analysis; but be careful in administering our flattery! If we rise up and do something superlatively assinine—as we are apt to at any time—don't take it seriously. To use a tom-boy's expression (only in another sense), just "consider the source."

A woman has more common sense than a man has, broadly speaking. I will admit there are more masculine geniuses than female geniuses; but the vast body of common sense that keeps this old world running smoothly, inheres in you women.

That's a generous confession from "a mere man;" but I am willing to face facts.

Yes, indeed! Mrs. Darling is right on this point: it takes "strong cards" to play the game of love successfully.

But is physical beauty necessarily one of these strong cards? It is not. I appeal to history. Some of the most fascinating women that ever drew men even as the magnet draws iron-filings, could not truthfully be called beautiful. True, they were vigorous, red-blooded women—women in whose veins the currents of life were strong; but theirs were intellects that flashed like sapphires—and their interests were many and varied! They were women who were able to relate themselves to man sympathetically—in other words, to get the masculine point of view; and they understood the art of playing on masculine emotions just as the skilled musician plays on the keys of his musical instrument. When you see the wit and wisdom of a whole nation (practically) paying homage at the shrine of a woman (and such incidents have happened), it is worth while to turn aside and study the phenomenon.

There are cards that win. These winning cards are not all in the hands of physically beautiful women.

"A man's wooing," exclaims Mrs. Darling, "is like a spasm. It is fierce while it lasts, but he soon recovers and the permanent 'relief' which comes to him is of the kind that 'passeth understanding.'"

Here again, our cynical observer is partly right and partly wrong.

The love of a man's youth and the love of his maturer manhood are diverse things.

Youthful love—insistent, clamorous, impetuous and ardent to a degree—is spasmodic. It exhausts itself in time; and it is well it does—otherwise it would annihilate the man. I take it that the average woman wouldn't care to see her husband immaterialized—immolated on the altar of his own perverid devotion. She

would rather have a less impetuous, but a somewhat more substantial, lover.

And, honestly, isn't a mature woman's love somewhat more solid and substantial than that of the real young girl? Doesn't the eternally feminine also get gradually down to hard-pan in the matter of devotion?

I have a friend who contends that the only "platonic friendship" under the sun is that which exists between a well-mated husband and wife—after the glamor and hallucination of early wedlock has faded into the innocuous.

I think my friend is right in his hypothesis.

Call it friendship, call it sober second love, call it domestic tranquility—call it anything you please—it is better than the spasm of youthful wooing.

Finally Mrs. Darling says: "If the truth were known, nine out of ten beautiful women are starving at heart for real love and devotion."

If this be true, it is a sad commentary on nine husbands out of ten.

If a man has the capacity to love and appreciate a woman at all, his wife—if she is a resourceful wife—can have herself idolized forever. If she'll broaden her interests, enrich her mind, develop her faculties, maintain a sweet, sane, optimistic view of life; if she'll be a real jolly good friend to that big boy-husband of hers—no lodge, business, chorus girl, nor any other creature-thing shall separate them; and in his loyal devotion to her, the husband will move heaven and earth for her dear sake!

If you are in the love game, for your happiness sake, learn to play the strong cards. Chas. L. Garrison.

The only things that may be swallowed unchewed are water and ill considered words.

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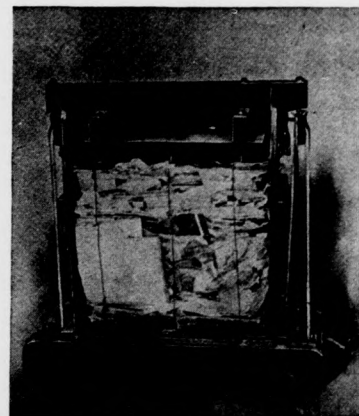
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IN BLOCKADE TIMES.

Remarkable Activity in Bermuda Half Century Ago.

The Bermuda Islands constitute the most charming winter resort imaginable. Everything about them is complete, neat, finished, refined and agreeable. There are no nuisances, nothing noxious, no snakes, no morasses, no disagreeable insects. The hotels are convenient and comfortable, society of a high order and the lower classes tractable, harmless and cleanly, as a rule. The tout ensemble is as if everything had been newly whitewashed, and was spick-span new and clean. No wonder it is the favorite resort of visitors who have become informed of its peculiar charms, who have enjoyed its balmy breezes, its fruits, its fishing and its drives.

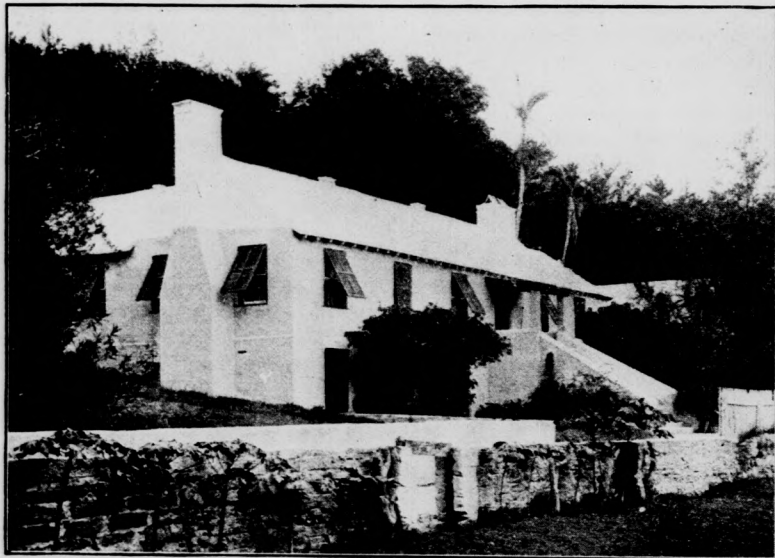
Some reminiscences of the islands in the old Confederate times can not fail to be interesting to survivors of that eventful period, especially to those who bore some active part in

and thriftless under the license of their freedom—and an occasional craft dropped into her landlocked bays to bear her vegetable tributes to the markets of the North. When the people of colder climes ate, in the early springtime, of her luscious bananas and those other luxuries so acceptable because so out of season, they thought kindly of Bermuda, and many an invalid went out to breathe the genial air of her winter months. Tourists, too, have sketched the charms of her cedar-covered islets, with their ever-changing outlines, and once the graceful pen of the romantic and now lamented Willis essayed the pleasing task; but his eyes were dazed by the glare of her white coral rock roads and snowy cottages and cliffs, and so he hastened home and never did full justice to Bermuda.

Suddenly a new era dawned upon the islands. A marvelous change came over the sleepy realm; the spell that bound the enchanted isle was broken. The war in America crowded her ports with shipping and awak-

captains, \$2,500 in gold per round trip, which never exceeded a month, and was sometimes made in a week; pilots, \$1,500; engineers, coal-heavers and seamen, in proportion. The capitalists who invested in the venture seldom failed to make fortunes, notwithstanding the large percentage of steamers lost or captured; for the gains were so immense that one successful voyage made up the loss of half a dozen failures. They fared sumptuously every day upon the profits which they sheared from the poverty and distress of those who bore the burden of the war. Their steamers were supplied with the luxuries of every clime. The cabin tables were spread with sparkling wines and choicest viands. The pinched Confederates, whom three lingering

years of war had reduced to rags or homely homespun, looked with envious eyes upon the sleek, well-dressed blockade-runners who sauntered through their streets at will, while they themselves were in constant dread of prevost-marshals and conscripting-officers. They gloated upon the glittering gold which strangers lavished and despised their own paper dollar, which would hardly buy a row of pins. The invalids who sweltered and thirsted in the hospitals were thankful for the boon of a little ice which they chanced to receive from some vessel's chest at Charleston or Wilmington. It seemed to the struggling South as if the steamers were the only link between their present world of despair and a realm of happiness beyond; and when, at in-




Home of Well-to-do Bermudian

its varying fortunes and enterprises.

Previous to the Southern Rebellion, Bermuda was comparatively unknown to the world, except as an important British naval station. No startling episode in the great concatenation of events had occurred for many years to disturb the tranquil repose of her many peaceful islands. Far out and alone in the broad Atlantic, like some beautiful recluse, she wooed the soft winds of summer, or bared her breast to the autumnal gales that wreathed her reefs and bald bluffs with foam. Monthly, the packet passing to and fro between St. Thomas and Halifax, and touching there, aroused her from her Rip Van Winkle sleep; and when the few hours' bustle at the wharf had ceased, when the mail coach that ran from the hither point to the extremity of the islands had dispensed its favors along the circuitous route, and the little budget of news and epistolary missives had been duly digested, she lapsed again into the quiet of her daily routine. Her small farmers cultivated arrowroot, onions and potatoes to a limited extent only—for her negroes had grown negligent


ened the echoes of busy trade and commerce, which frightened the hobgoblins from the caves which they had tenanted since Shakespeare sang the tale of "vexed Bermoothes" two hundred and fifty years ago. The blockade of the Southern ports threw into her lap rare treasures, to which her eyes had been unaccustomed before; and often upon her deep, transparent waters were seen what looked like clots of foam, but which were really stray waifs of cotton floating—cotton worth two shillings sterling per pound. What golden harvests were reaped, what mighty risks were run for this same cotton in those old blockading days! It seemed as though wealth came down in showers upon Bermuda. It blessed all in any way connected with the blockade. It blessed the adventurers of high and low degree who gathered there from the four quarters of the globe to speculate upon the national misfortune; it blessed the grasping Englishman, the Southern renegade, the deserter from the North and the mercenaries and sharpers of all colors and persuasions alike. The employes of blockade-runners received fabulous wages—



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Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

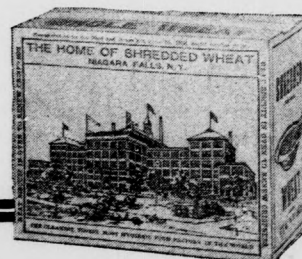
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Shredded Wheat



tervals, they steamed swiftly up to its deserted ports, their advent was always welcomed with delight.

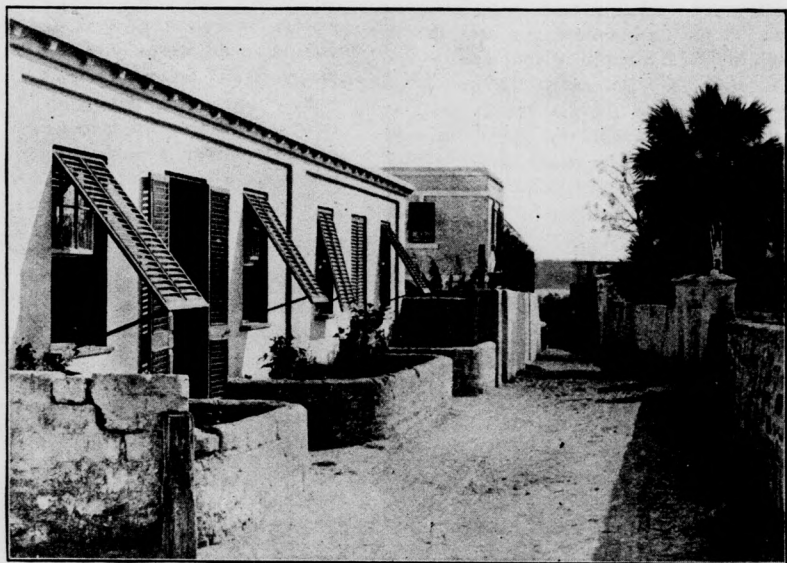
On such occasions there was some semblance in those same ports—of Charleston or Wilmington—of the commercial activity in the by-gone days of peace. Negroes bustled about the wharves and the incessant clatter of the donkey engines was heard discharging freight which long-tailed drays carted leisurely away. However, excepting these and the seamen, only a few old men and youngsters of various hues sauntered about the spot. The streets were quite deserted, except by the provost guard, an occasional female in mourning garb or a crippled soldier hobbling on his way. There was an oppressive sense of desolation everywhere, such as one feels in an old mill where the machinery, long since silenced, has gone to rust, with rank moss grown on the water-wheel and the weather-worn roof opening to the sky. In the market a brace of lean

Chattanooga. Cotton, which had been brought from its hiding-places in the interior, lay piled in vast quantities in sheds and in the open air. In places it was strewn knee-deep, where the bagging had burst open, rotted by long exposure. Huge masses of rosin, melted and run together and mingled with hoops and staves, were encountered on every side. What wealth lay wasting here, while the world was suffering for the want of it!

Such was the melancholy picture. At the steamers' offices, however, there was always some stir; and when an auction sale of blockade goods was advertised, something of a crowd was there from far and near, like flies around the bung of a sugar cask, wrangling with each other and scrambling for the prizes offered; these worthies owed no allegiance, except to Moses, and consequently were exempt from military service. Large prices were paid in Confederate scrip for coffee, medicines, shoes and the rest; and with the proceeds the

a bold act, worthy of brave men, to attempt that bristling cordon of Federal ships in an unarmed, inoffensive craft. Women often did it, too; but women can be brave even when men's courage quails.

We can imagine one of these long and rakish steamers lying in the stream opposite the cotton sheds where she has been loading; a jaunty craft with graceful lines, appointments all complete and color so like



Home of Family in Moderate Circumstances

fowl and a half-dozen slimy catfish patiently waited a purchaser. At Wilmington an old scow ferried occasional passengers over the river to the dilapidated buildings opposite. All around the railroad depot broken machinery, old cannons and merchandise were strewn. Three or four used-up locomotives were in perpetual hospital at the round-house and a wheezy old engine, with steam escaping at every joint, had just struggled in with the "express train" of half a dozen leaky cars at a maximum speed of five miles an hour. No smoke issued from the chimneys of the hamlet on the neighboring knoll, for its owner was long since killed in the war and the women of the family had moved away. Lean cranes flapped lazily up from among the rank weeds and cat-tails that grew in the abandoned rice fields. White people were out at their elbows and toes and the negroes wore fragments of Federal uniforms which had been stripped from battlefields. Buzzards seldom vouchsafed their once familiar presence, for they had long since followed their scents to the richer banquets near Chancellorsville and

blockade-runners purchased the coveted cotton at \$250 per bale. When the blockade business was at its climax, Confederate money was worth about \$14 for \$1 in gold; and as the cotton brought from 45 to 50 cents per pound in Bermuda, the profit on a single bale was \$230!

Sometimes as many as a dozen steamers were in the port of Wilmington at once. In general they loaded leisurely, because they had to wait their opportunity. It was only when the night was moonless and the tide full on the bar that they could hope to run the blockade with success. The "silvery moon" had no charm for blockade-runners; rather, come storm and angry wrack of wind and waves. Occasionally, three or four would run out together, dividing the attention of the ever-vigilant blockading cruisers; but, as a rule, each attempted the perilous gauntlet alone. Often they failed upon the very threshold of their adventure, and the anxious owners on shore received early intimation of their probable fate in the dull boom of guns that was wafted from Fort Fisher, thirty miles below. It was

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the dusk that at nightfall she seems like a doubtful shadow upon the water. The thin cloud of brown smoke that floats from her funnel and the merry "Heave-yo" at the windlass betoken that she is getting under way. Her flags are flaunting gayly—a Confederate at the stem, a British at the stern. There is a group of women and children on her quarter-deck and, but for the long rows of cotton bales that peer over her rails, one might imagine that she was engaged for a pleasure excursion down the river—only that it was not customary for officers in uniform to demand passports of mere excursionists. Male passengers are scarce, for the gates of the Confederacy are closed to such. Beside a couple of Jews, there are an invalid and a cripple; also two nondescripts, whom the provost guard, the shippers, the negroes on shore, their fellow-passen-

An ironclad, struggling against the current, is passed and left astern. The steamer picks her way through tortuous channels, successive obstructions of piles stretched across the river and labyrinths of torpedoes marked by flagbuoys. Down near the mouth of the river there is a battery, and from a cutter that has put out from shore a lieutenant, with his guard, clambers over the ship's side to search for stowaways and examine passports again. Every nook and corner, every locker and pantry is searched this time. Even the hold and coal-bunkers are fumigated to smoke out any who perchance may have concealed themselves there. When these trials have been endured, the steamer increases speed and proceeds on her course to the broad and placid sound that is sheltered by the bar. There she rests at anchor and awaits the protecting shades of

is enveloped with canvas. Telegraph lines are rigged fore and aft, to communicate from the pilot forward to the officer who directs the helmsman at the wheel. The lookouts, the captain and subordinate officers take their respective places. Presently a deep sigh comes from the ponderous engine and a tremor runs through the vessel as she gathers headway and snuffs the fresh breeze that comes from the ocean. Strictest silence is enjoined now. Not a whisper is heard. Even the splash of the patent paddle-wheels (never very noisy) is drowned by the monotonous sough of the breaking waves. The funnels emit no vapors or tell-tale sparks. The lights on shore change rapidly with the varying course. A red lantern flashes for an instant to starboard and then goes out, just where a glimpse was caught of a cloaked figure seated in a skiff. A pale, white light gleams on the larboard side. A brighter one blazes from Fort Fisher in the distance. Thus the course is laid over the bar. The speed of the vessel increases as the hour of trial approaches, and the lights afloat and ashore flit and intermingle with a rapidity that confuses the senses. Presently the swash and long swell of the sea denote that the bar is passed, and the lights, now grown faint and spectral, seem to keep pace with the vessel as she lays her course along the coast.

The novice sits aft with bated breath and his heart in his throat, a desperate grip upon some stanchion and his eyes straining far out into the



Home of Common Laborer—White or Colored

gers and the examining officers have repeatedly passed opinion upon as to whether they were deserters, Yankee spies, correspondents of the London Times, government officials or agents of the government departing on secret service. However, they are both thoroughly "papered," and no objection can be made. Their passports are from headquarters at Richmond, and duly vided by the commanding officer at Wilmington.

There is very little vivacity on board. A feeling of uncertainty pervades all. Friends part with tremulous hand-shakings. Those who command the craft know well the dangers that attend the voyage and the risk that hangs over their rich freight of half a million. Many a lady's bosom heaves with throbbing heart and breath suppressed, even while gliding securely past the rice fields, marshes and belts of timber that girt the river bank. Wilmington gradually fades from view. The sun settles down upon the red horizon

night. Here there is no danger. The bristling guns of Fort Fisher and the Mound Battery, and the shoal water on the bar afford double protection. The blockading fleet lies miles away outside. Perhaps from the masthead the outlines of one or two of them can be indistinctly traced—nothing more.

As dusk falls, a little boat puts out from land. This brings the indispensable pilot, who at once becomes grand master of the ship. Everything depends upon his skill and implicit obedience to his directions. He has the path before him all mapped out and can tell the number and latest position of every blockader off the adjacent coast. He has carefully noted the stage of water, marked the channel, set his signal lights and arranged the indispensable preliminaries of the trip. At length the last glimmer of twilight has vanished. A perceptible haze gathers upon the ocean. Every light in the ship is carefully extinguished. The binnacle

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 are prepared to make under cover sanitary shipment of any quantity and kind of our standard high grade goods the same day order is received.



JUDSON GROCER CO.

Wholesale Grocers

Grand Rapids, Michigan

gloom, while, with a sinking sensation like being twirled in a swing, he is hurried through space at a speed of twenty miles an hour, over billows of phosphorescence that roll off into the wake behind. The silence is oppressive and the suspense painful. Presently a new object of interest absorbs attention. Can you see nothing—there—just where the gleam of that brilliant star flashed on the foam? Pshaw! 'tis mere fancy. The shadows always fall deepest where the dull gray of the ocean blends with the sky. It is the loom of the mist, nothing more. Yet there is something that flits like a shadow, moving as we move—an undefined nebula without shape or substance, ever attendant, like an incubus that oppresses one in dreams. Ha! this is exciting! What tension of taut-drawn nerves! What if it should be one of them! We are drawing a little ahead of the thing now. Surely it is a blockader, and one of the fleetest, too. Her scent is keen. These

By day there are lookouts stationed aloft, and every craft like a steamer is carefully shunned; at night, again, lights are out as before; and so, day after day, until at length the tall beacon on Bermoethes flashes out its friendly blaze, the steamer runs in under the rocky shore and the rattle of the cable over the bows tells that she is safely anchored in the roadstead.

In the early morning, with a negro pilot on board, the vessel steams tortuously through narrow channels among picturesque islands—some bald and wave-worn and others crowned with snowy cottages nestling in groves of cedar, with weather stained ruins and grim martello towers from which great cannon bristle—and rounding a point abruptly comes at once in full view of the romantic port of St. George, with its crowded shipping, its white and yellow coral stone houses, its tropical trees, with their great broad leaves, its many skiffs and row-boats passing

trans-Atlantic ports were busily loading with the precious staple; gangs of stalwart blacks sweltered in the sun as they plied their cotton hooks. Then, if ever, the negroes of Bermuda had fallen upon "flush times." A crown was as easily earned as a shilling used to be. Boating seemed to be the favorite employment of both sexes. Fleets of skiffs and small craft of all descriptions thronged like bees around a newly arrived ship. Negroes of every size and hue clung to her sides and clambered up the

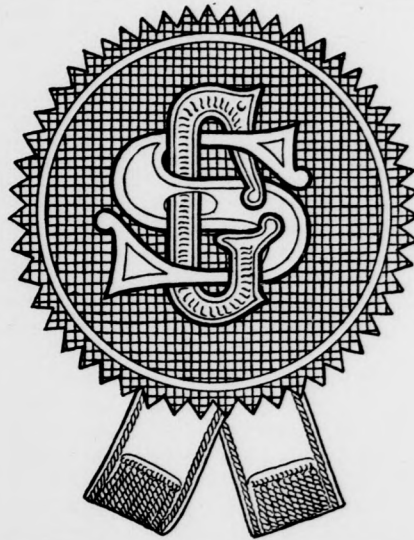
rigging, anxious to earn a sixpence by putting passengers ashore. Ebony Venuses, in short frocks and palm-leaf hats with enormous brims, vied with greasy and dilapidated Sambos for customers. Six boats insisted

G. J. Johnson Cigar Co.

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

The Cigar
Your father used to smoke
Green Seal
Ask for the Standard Size—
3 for 25 cents
or a REGALIA Straight Ten
Size

**Detroit Cigar
Manufacturing Co.**
Detroit, Mich.



Bird's Eye View of Hamilton

lights on shore betray us whenever we run between them and her. If we could only head her off now and stand out to sea! But not yet! See! she burns a blue light—and how it streams over the waves! And there goes a rocket! We can see her plainly enough now—as plainly as she can us—and so near, just on our port bow! We are lost beyond hope; yet the ladies are calm and motionless, and the children are sleeping quietly below. Ha! there it comes—a shot. "Take care!" There is a dazzling glare like a flash of sheet lightning, a deafening roar from the guns and all is gloom again. The blue light has burned out. "Anyone hurt? Were we struck?" "No." "All right; pitch in the rosin, engineer, and shove ahead! Hard-a-starboard there at the helm!" There is no occasion for further silence now. It is simply a question of superior speed. The swift craft doubles on her track like a swallow and stands directly out to sea. In ten minutes she is safe. Still, the engines do not cease their effort, but all night long she leaves the coast at swiftest speed, outward bound for Bermuda. Vigilance is not relaxed.

to and fro, and the grand old hill behind, with its signal-station and frowning battery. There the blockade-runner had no fear of Federal cruisers, albeit their ports might yawn and cannon bristle within pistol range.

At only one other spot on the globe could be seen in those days the same commercial features that made Bermuda attractive to those interested in keeping open the outlet for cotton. As at Nassau, so here, the attention of the stranger entering the harbor was at once attracted to the sharp and graceful outlines of the numerous lead-colored steamers that lay at anchor in the stream or moored alongside the wharves; and among all the miscellaneous shipping, but two flags were conspicuous—the cross of St. George and the Rebel flag, the one with its crimson field and the other with its field of snowy white. The Stars and Stripes were not numerous, for fear of Rebel cruisers had induced the Federal vessels to seek the protecting aegis of the British flag. On shore long lines of cotton bales lay piled upon the wharves; vessels bound to

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

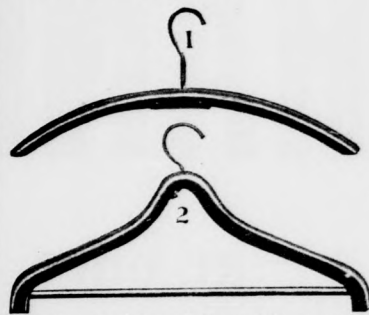
At 5-10-25 Cents

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.

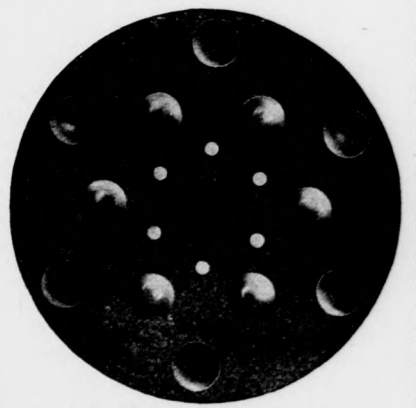
They are quick sellers.



Mail Boxes at Popular Prices



Pressed Steel Coat Hangers



Aluminum Kettle Bottom

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

upon carrying the same passengers. There was always a ridiculous rivalry at the foot of the gangway ladder, and an incessant bandying of epithets and threats. When some official barge hauled in alongside with vigorous sweep of oars, there was a crash among the lighter skiffs, a clatter of oars and paddles, a jargon of angry voices, a dodging of woolly pates and a rolling of whites of eyes that threatened disaster somewhere.

The passenger who was fortunate enough to run the gauntlet of this rivalry successfully did not find St. George's a specially attractive place; nor will he to-day. The hot sun streams up from the dazzling white of its narrow coral rock street and is reflected again from the walls on either side. Houses, neat and substantial enough, but without architectural plan, are inconveniently placed in the path just where one wishes to go. Streets, lanes and alleys intersect each other in labyrinthian perplexity. The banana and pawpaw grow in most improbable places and dispute with the cottages for their sites. Descending the hilly roads, the foot slips into a gully, and, going up, the toe encounters an inconvenient rock. Soldiers in red coats flash like flambeaux at every turn and everywhere sailors, blockade-runners, citizens, merchants and mulatto women congregate like people at a fair. The plaza or open square is crowded with lazy negroes who have nothing to do; not far away, among the shipping, is a camp of black women, huddled like gypsies around their pots and fires, engaged in cooking for such as are hungry and not curious as to culinary secrets. Near at hand is the market wharf, crowded with fishing boats, whose sable proprietors skin huge fish with dexterous knives as easily as one draws off his glove. These will always give good weight for an extra price per pound. Trade is active in all the shops, and not one but has some interest in the blockade. The beer and gin shops drive a thriving business; the clothing shops coin money; and in the larger establishments huge piles of blockade goods fill every nook and cranny. Every one has his hands full of business. Ships can not bring supplies fast enough. Shops are repeatedly emptied and replenished. The large hotels can not begin to accommodate all who apply, even although the charges are exorbitant. Supplies of coals constantly arrive for the blockade-runners, and many a swift steamer that comes from England finds her most profitable venture in the direction of a Confederate port.

Such was the aspect of things in the once lethargic, staid old town of St. George's during the palmiest days of the blockade. Who will say that the social benefits derived equaled the pecuniary profits? What old resident did not shudder at the corruption that danced attendance upon a feverish trade. As every project and every venture, in those days, looked toward the Southern coast, of course the inhabitants were intensely "secesh." More than one resident of

the islands ran the blockade to fight the battles of the South. The songs of "Dixie" and the "Bonny Blue Flag" were heard everywhere. Even the negroes caught the infection and sang how "Jeff Davis is a gentleman and Abe Lincoln is a fool." Confederate papers were received almost semi-weekly. Confederate flags were chalked upon the walls and gateways. Pictures of prominent Southerners and of Rebel cruisers adorned the photograph galleries. Almost every house had some memento of the Confederacy. British goods were always in great demand by the blockade-runners, for they would have no dealings with Yankees. Accordingly in the shops could be found bushels of Connecticut pins and cases of Massachusetts shoes marked "London," elegant felt hats from New York labeled "Paris," and good, old Irish whisky from New Jersey, for there were many articles that could be purchased cheaper in the United States than in Europe, and the laws of trade are inflexible—"the longest pole knocks down the most per-simmons." So quantities of these goods found place in blockade cargoes to the great profit of speculative patriots in the Northern States.

In that period of promiscuous scrambling for wealth, it was a relief to escape from this contaminating atmosphere of St. George's to shake the dust from the feet and fly at a spanking gait over the hard coral road toward Hamilton. It is the regular route and a finer road is seldom seen. It is a luxury to drive over such a road. The breeze almost always blows fresh from the ocean and tempers the heat of the ardent sun. Elegant equipages are encountered at frequent intervals, for they have fine carriages in Bermuda. The wheels fly around with a low, pleas-

ant clatter as they reel off the easy miles, and the horses step off over steep ascent and level way alike, with a gait that never fags.

Seldom is found more varied or picturesque scenery than among the islands of Bermuda. There are wooded dells as secluded as if far remote from sea, where mangroves grow and the aroma of the sage bush perfumes the air. There are dark avenues of cedars, whose dense foliage shuts out the sun. Here, on a rising knoll, an aristocratic cottage peers out from among palmetto groves and clustering banana and pawpaw. Hedges of oleander in luxuriant bloom grow high above the coral rock walls that gird the road, and through the vista we catch a glimpse of the blue ocean beyond. Then an abrupt turn in the

road leads to a narrow neck of land and reveals an unobstructed view. On the right is the broad expanse of ocean, with snowy sails penciled on the far horizon, and sparkling lines of foam that break over the coral reefs nearer shore; on the left, an archipelago of islets—some of them densely wooded — with outlines sweeping gracefully into all conceivable curves, while others are mere isolated hummocks of rocks, where the surf never ceases to thunder. Now we cross a substantial bridge that joins two islands, and looking over the rail down into the deep green water, twelve feet or more, can see the large fish sporting on the bottom. The road skirts the rocky shore so closely that one can toss a pebble into the emerald sea and

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Don't Pay a Fancy Price for Vinegar

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Robertson's

COMPOUND

GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13¼ cts. per gallon with one barrel free with each fifth barrel shipped this season

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

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar

Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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.

hear the sough of the waves that moan and murmur in the selfsame caves that Calaban knew of long ago. Here are rocks chafed into every fantastic shape by the angry surges which in storms dash far over the roadway. At intervals, pieces of wreck are strewn—relics of fated ships lured to destruction by the siren voices of sweet Bermuda, so peaceful when the sea is calm. At intervals great watertanks are cut into the rocky hillside to catch the rain, for the Bermudians have no wells and must provide against times of drought. Approaching Hamilton, the road turns inland again, cut through the solid rock in many places, and winding over hill and dale, through shady groves of cedar; past elegant mansions, half hidden by foliage and protected from intrusion by massive walls, whose tops bristle with spikes of broken glass laid in cement; past little patches of arrowroot and sweet potatoes; then through avenues of palmetto and China trees, that lead up to a pretty chapel and its churchyard; and at last to the coast again, where there are romantic little bays with houses perched upon the very shore, ornamental gardens shut in by sea walls, boat houses, bathing houses and jaunty yachts at anchor.

All the buildings in Bermuda are built of coral rock, for the whole island is but a quarry; and when a carpenter wishes to build he takes his saw and saws himself a house from the material at hand. The people are aristocratic but hospitable; the mansions elegant, the gardens

spacious and beautiful; the shaded avenues and suburban retreats afford many delightful drives.

At Somerset are fine farms and grazing fields for the cattle that are brought from New York and Nova Scotia for the Bermuda market. At Ireland Island are spacious storehouses for the garrison, an iron floating battery, several strong fortifications and an extensive quarry. Here also are some of the finest docks in the world, all built by convict labor that extended through many years of toil—for Bermuda was a penal colony once—and here are the huge wooden hulks in which they were confined, still moored to the quay. Some men-of-war are always stationed here.

What more need be said in praise of Bermuda or in descriptive detail? It is true that the flush times of the old blockading days have passed away. The golden gains they then enjoyed were as transitory as the so-called Southern Confederacy itself. The commercial fabric upon which many hopes were built has crumbled. The motley crowd of speculators and cormorants that thronged her streets is dispersed forever. Her wharves no longer swarm with shipping. Once more she has lapsed into the healthful quiet of her former peaceful life. The little colony lives and moves in blissful independence of the vexed questions that distract the world outside, unmoved by the turmoil of political strife. Her governor regularly draws his ample salary, her legislators receive their stated pay for

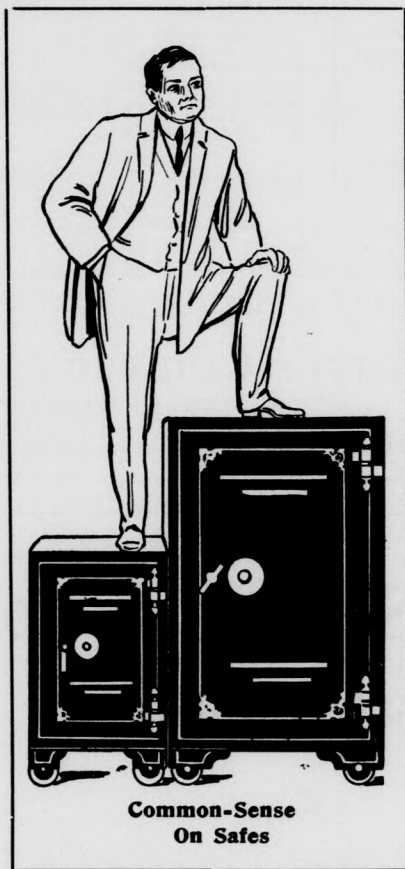
settling the momentous affairs of the island, and the citizens are happy in the possession of a sufficiency of the good things of this life. Invalids still seek the genial atmosphere of her winter months and hold their visits always in kindly remembrance. Happy is Bermuda! no longer vexed with the fever of excitement that was attendant on the blockade.

Chemical Fakes and Business Men.

The value of the expert practical chemist in protecting the otherwise shrewd business man against swindling schemes which have too often proved easily successful, is crisply set forth in a recent article by Arthur D. Little, chemical engineer, of Boston. A curiously large number of gold bricks, says Mr. Little, are gilded by chemical methods invariably applied by amateurs who have, nevertheless, utilized most ingeniously some few scraps of chemical information. The surprising thing about the industry is the character and quality of its clientele and the psychology of the selling arguments.

Hard-headed business men enriched by dearly won successes who have learned to trust their judgment and who have demonstrated their capacity for affairs, men who turn a box of strawberries upside down and require a pastor's certificate of character from the office boy—these are the best prospects. They listen, they witness a demonstration, they calculate profits, and they are lost. After all, the psychology of the transaction is not so obscure. It is because they

have learned to trust their own judgment in the things they know about that they are led to regard it as equally trustworthy in the case of something about which they only think they know. They have so long ignored expert assistance in their ordinary affairs that when the extraordinary occasion arises they feel quite competent to cope with it alone. There is, too, unfortunately, still a certain atmosphere of mystery around the processes of chemistry as viewed by the average mind, which clouds deduction and seems to justify the otherwise unreasonable. "Chemistry accomplishes so many extraordinary things, why not this one, which I have seen with my own eyes?" As examples of successful "chemical" swindles, Mr. Little sketches briefly the Hickman scheme for making sugar from starch by a dry process, the Jernegan "sea-water gold" process and other fakes, including that for converting water into burning fluid. In conclusion he says, "Dangerous as these more grossly fraudulent schemes have proved to would-be investors in the past, there is often even greater danger in propositions put forward with the best intentions by half-informed inventors and promoters. While, therefore, it can be amply demonstrated that no class of investments can be counted on for larger and more regular returns than those in well-considered enterprises based on chemistry, no one untrained in chemistry should consider such investments without expert advice."—Canadian Engineer.



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.

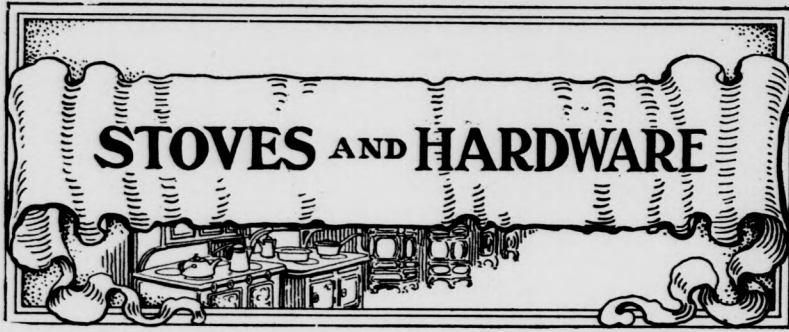
If You Want a Good Safe—

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.



Lesson in Catalogue House Competition.

Not many retail dealers realize the fact that they are responsible for the catalogue houses and the mail order business.

Away back in the beginning of the mail order business, it is related that a man who afterwards became the head of one of the largest catalogue houses in the world, started in to do a mail order business in a very modest way. This was at a time when watches were sold by retailers at very long profit; in fact, the profits were so great that this man conceived the idea of offering them for sale by mail. This proved so profitable that he added first one thing and then another, until he established a full-fledged catalogue house, and sold everything from a wooden nutmeg to an automobile.

It is also related of this man, that, having sent a watch to a customer by express, the customer failed to take it out of the office. The profit on this watch was a pretty stiff one, so he wrote to the express agent and told him rather than have the watch returned he would sell it at a much lower price, and that if he could find anyone who wanted it at this cut price, to let it go.

The cut looked so large to Mr. Express Agent that he thought he would take over this good thing himself, and so the express agent became the purchaser.

It is also related (how true this is, I am not prepared to say) that this same catalogue house man commenced to send out watches to express agents all over the United States; that is, he addressed the package containing the watch to some fictitious name, and when the express agent at that station reported that the watch was there unclaimed, he made the same proposition to the agent. The cut in price being so enormous, the agent, or some other sucker in the town, rarely failed to take advantage of the snap.

Many readers, no doubt, will recognize who is meant by this sketch of the originator of the direct watch selling scheme as above set forth. The catalogue house, like the weather, is an inexhaustible subject of interest to all dealers, and especially those selling implements and vehicles. Here is one feature of it that is well nigh unbelievable, if it were not borne out by facts.

Regular implement and vehicle dealers, in a great many cases, are good customers for those whose regular business it is to supply catalogue houses with goods. This is a strange and inexplicable fact.

The dealer goes to the implement and vehicle dealers' conventions, and if he is one of those who takes part in the executive session, you will hear this same dealer get up and rave and rant and tear his hair, paw the air and denounce catalogue houses in language not fit to print, and then go home and give an order for a carload of buggies, or more, to a regular catalogue house factory.

If he did this in ignorance of the facts in the case, it would not be so hard to understand; but, on the other hand, he buys these goods with his eyes wide open.

The facts are, the salesman for the catalogue house manufacturer comes to this dealer with a story something like this: "Are you troubled with catalogue house competition in the buggy line?" Mr. Dealer says: "Well, yes; some." Now this salesman says: "I have come here to be your deliverer. I represent the factory that makes these buggies that your catalogue house competitor sells. I can put you on the top notch, and give you a job at the same prices they pay for it."

Strange as this may seem, this kind of talk has caught many a dealer for many carloads of buggies.

They do not stop to think that a factory can not make them a price on 100 jobs or less, as low as they are giving to a catalogue house who has a contract for 10,000 and more. And yet they bite just the same, and the pinhook lands them high and dry.

It may be they are going on the principle of similia similibus curantur—like cures like—or the hair of the dog is good for the bite.

This is a mistaken notion, and bad business policy, looking at it from the standpoint of the regular dealer.

It is all right to carry some of this class of work in stock, for samples only, to be used in comparison with regular work the dealer is selling. But when it comes to buying it in quantities and making this kind of junk a prominent feature of your business, the dealer is certainly on the road to the everlasting howlows.

This kind of thing is what made the catalogue house possible. I mean by this that buggy dealers, by carrying in stock and offering for sale, at large profits, worthless buggies, gave the catalogue house a cue which they have not been slow to take hold of.

The buggy business is, has been and always will be a game of confidence. This being the case, the customer has only the dealer's word to rely on, when a buggy is made by other than some reliable and well known manufacturer.

The catalogue house found out that there were a great many dealers taking advantages of the confidence their customers reposed in them and were selling cheap, shyster buggies at enormous prices.

They commenced to cut these prices and to go after the farmer and other catalogue house buyers with a nice picture of a buggy, and a finer line of descriptive talk than most any dealer could get off.

They soon demonstrated to the farmer that \$40 paid the catalogue house for a shyster buggy would get

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AT SMALL COST**

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

Snap Your Fingers

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

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

Established in 1873

Best Equipped
Firm in the State

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

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

Clark-Weaver Company
32 So. Ionia Street Grand Rapids, Mich.
The only EXCLUSIVE WHOLESALE HARDWARE in Western Michigan

Foster, Stevens & Co.
Wholesale Hardware

10 and 12 Monroe St. :: 31-33-35-37 Louis St.
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Acorn Brass Mfg. Co.
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Makes Gasoline Lighting Systems and
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Wholesale Gas and
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**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**WOLVERINE ELASTIC
ROOFING PAINT**
The HIGH GRADE PRESERVATIVE

THE KIND THAT STAYS IS THE KIND THAT PAYS



You want wearing and preserving quality and a paint that will not deteriorate. Wolverine Paint will protect and wear longer than any other paint made. OUR BOOK-LET TELLS WHY. ASK FOR IT.

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

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

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

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

one that would wear out just as quickly as \$60 paid to the dealer for the same grade.

Comparisons were made and the dealer was forced to quit handling this class of stuff, only as a horrible example to show what it was made of.

This has been a good thing for the buggy dealer, generally; it has raised his standard and gotten him in the way of handling and recommending only good work, jobs that are worth the money and that will bring him a permanent trade in this line.

This is one of the lessons the catalogue house has taught the dealer, not only in vehicles but in many other lines of goods.

The dealer has largely the same class of customers to deal with year in and year out, and he must treat them right or his trade will be lost.

The catalogue house has a continually changing stream of customers from all sections of the country, and if one whole section should quit they have other sections to work in.

Notwithstanding the catalogue houses have an ever-changing and inexhaustible field for their operations, they do not, by any means, presume to work on the principle that if we can not sell you we can sell somebody else.

It is one of their first principles to treat every customer as if on his patronage depended the success of their business.

They write them letters that are affectionate and considerate in the extreme, and show them the most intimate and painstaking consideration. This attitude from the seller to the buyer is no small factor in the success of catalogue house selling, and is worked to the limit by all of them.

There is a lesson here for the regular retail implement and vehicle dealer to take to heart.

While it would not do to go to the extremes in soft-soap flattery and affected personal interest, yet, at the same time, it would not be amiss for the dealer to inject into his correspondence and personal intercourse with his customers a little more of the flower of courtesy, which is so acceptable to all of us.

The attitude of the catalogue house towards its customers is not only one of extreme affability, but they are everlastingly drumming into their customers' ears that selling goods with them is first and last and all the time a question of "satisfaction guaranteed or money returned."

This is the keynote of their policy, their letters, circulars, catalogues and advertising.

They continually and everlastingly harp on the fact that they want to please their customer; that unless everything is entirely satisfactory money will be refunded.

They never say: "This is what you ordered and we sent it to you according to specification and you must keep it." No, indeed; not by any means. On the other hand, they print in large, bold type, on their address tags, "Do not accept these goods unless they prove entirely satisfactory in every way." Or words to that effect.

Now, Mr. Dealer, you probably realize that it was the dealers in the first instance that made mail order selling and catalogue houses possible. There had grown up in the country generally a wrong idea of doing business with the farmer. The dealer in many cases had taken the position, "This is my price and these are my goods, you can take them or leave them, and when you take them out of my store they belong to you, satisfaction or no satisfaction." It was this spirit and the disposition of the implement and vehicle dealer towards his customer that made the catalogue house possible.

This was the beginning of the establishment of those factors which have proven such a thorn in the flesh to the regular dealer. Knowing now what factors have made catalogue houses so successful, it is up to the dealer to take heed and govern himself accordingly. — Implement Age.

The Day's Fable.

Once upon a time the Lion, by the advice of his cabinet, issued an order to the effect that no beast should drink from a certain spring. Complaint was soon made that the horses were not obeying the law, and when called up for explanation they said:

"But we are not beasts. We are animals."

The law was amended to make beasts of animals, but word came that the cows were dodging the edict. When an investigation was called for the excuse was:

"We have horns, and can not therefore be classed with the tigers, wolves and hyenas."

The edict was then made to include both beasts and animals, but complaint was made that buzzard and crow and other birds still resorted to the spring to slake their thirst.

"Why, of course we do," was the reply. "You can't make a bird either a beast or animal."

"That is true," replied the Lion, and the law was changed to include

everything that drank water. This seemed to hit the case for awhile, but it was found that the tigers, wolves, hyenas, foxes and others had gone back to the spring in great numbers.

"Isn't the law plain to you all?" asked the Lion.

"It is, Oh, King," was answered. "The law says anything that drinks water."

"Then why defy it?"

"We don't. Instead of drinking water we lap it!"

Moral.

You'll find it when the Standard Oil Company and the Tobacco Trust get ready to talk.

Let curs be a country of boosters. All sections of the country are pulling together so well that no great effort will change our trade reputation. Let's all boost—and boost all the time—everybody and everything who or which may benefit the trade.

Men who never failed don't believe in luck.

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.

BUSINESS BUILDING.**Some Underlying Rules Which Must Be Observed.**

Talk Number Four.

By way of brief review, let us here sum up some of the points made in previous articles:

First, "business building" is the art of securing permanent and profitable patronage.

Second, success in life, commercially, hinges there.

Third, everybody is, or should be, a "business builder."

Fourth, everyone engaged in useful effort has something to sell—service or otherwise.

Fifth, salesmanship is the disposal of that which one has for sale at a profit.

Sixth, the key to this is service.

Seventh, money is effect, while service is cause; just as heat is effect, while fire is cause.

Eighth, he who wants much heat of profit must build a goodly fire of service.

Ninth, the salesmen in the world of commerce are our commercial institutions. Each is a composite being.

Tenth, the power of the institution to persuade the buying public to purchase its product at a profit is in proportion to the service it renders.

Eleventh, this in turn depends upon the efficiency of each individual in the institution.

Twelfth, the success of any institution is the sum of the success of the units in it.

Thirteenth, a house is known by

the customers it gets and keeps. Everyone connected with the house has something to do with this.

Fourteenth, business is man power plus money power, but in final analysis it is all a question of man power, because money is effect, of which the service rendering power of man is the cause.

We now come to the important question, Upon what does man's power to render service depend?

The answer is seemingly simple, but far-reaching.

It depends upon his obedience to or working in harmony with natural law.

A law is a rule of action or conduct. Men get together in legislative halls and make certain rules of action or conduct for the government of its citizens. You and I must live in harmony with these laws or else lose our rights of citizenship.

Nature has made certain unwritten rules of action or conduct. We must either live in harmony with them or else lose our rights to success.

In the realm of man made laws ignorance of the law excuses no man. It is just so in the realm of natural law.

Let me illustrate just what I mean by an example:

A young man told me he was in hard luck, having lost his job. I asked him how that happened? He said he had come to work late several times and the manager was cranky and fired him. I asked him why it was that he was late? He said he overslept. I questioned him what oc-

casioned that. He replied that he had been out too late "with the boys."

Then I said to that young man, "You are not a victim of hard luck. A natural law of success was made when man was made, which if put in writing would read, If you would be successful you must be on time."

"Thou shalt not be late," is a mandate of the Almighty.

If Blucher had not arrived on time Wellington would not have won the Battle of Waterloo; if Grouchy had arrived on time Napoleon would not have lost it.

If the aspirant for commercial success had not missed his train by being late, he would have sold a big order; but since he missed it, a real salesman was on the ground before him, and so the house of the aspirant lost the sale—was done out of profit, and the aspirant himself missed his commission—did himself out of profit.

"Train-missers" and "out-with-the-boys" type of men are not the type that make the real salesmen—the "business builders."

Natural Laws.

Great men and great institutions reflect Nature's laws. The astronomer banks on this law. He can focus his telescope on a given point in the heavens and rest with faith, knowing the heavenly body scheduled to appear at a certain time will appear, because he knows Nature's law of being on time.

Some seem to try to distinguish between Nature and human nature. The human being is the apex, the

pinnacle of Nature; her highest creation. Man can not violate natural law with impunity. If he does he must pay the penalty in the subtraction from the otherwise possible totality of his success.

The penalty may be very slight. It sometimes is so slight that it is not noticed. The penalty is paid, however.

Any one who violates natural law in the business world to any degree is less successful than he otherwise would have been.

Violate enough of the laws of health and one pays the penalty in death.

Violate enough of the laws of success and one pays the penalty in failure.

Many obey the natural laws of success knowingly, consciously.

Many work in harmony with many of them unconsciously.

Millions violate many natural laws of success; some consciously, many more unconsciously.

In number the natural laws of success are many, but they can be boiled down to four injunctions.

The first of these four was given by Socrates several thousand years ago, when he said, "Man, know thyself."

Add to this Socratic injunction these words, "and how to develop your success qualities," and the first of the four injunctions is complete.

I shall discuss this in Talk No. 5.

A. F. Sheldon.

Highest Grade Canned Goods

PACKED BY

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

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

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

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

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Model Plants

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

THE PERSONAL LETTER.

Its Great Possibilities as a Business Builder.

Written for the Tradesman.

I am constrained to believe the average merchant is not fully awake to the possibilities of the personal letter as a business-builder.

He himself receives a good many perfunctory communications through the mail—generally characterless, if not positively cheap-looking—and the 1-cent postage stamp in the upper right-hand corner usually gives him the high-sign. So he often chucks such communications in the wastebasket without so much as glancing at the contents.

He argues (and not without reason) that, if he treats other peoples' communications that way, they will treat his effusions in the same manner.

But there is a right and a wrong way to get out announcements.

A circular letter gotten up in a slipshod manner, enclosed in a common envelope, and mailed under a 1-cent stamp, isn't, I am frank to admit, of very much consequence from advertising point of view.

But I am not singing the praises of the "circular letter", I am trying to tell you something about the value of the "personal letter."

I was reading no later than today a very suggestive article by the advertising manager of a large concern manufacturing various things in the hardware line. The author of the article in question is an enthusiastic advocate of the circular letter. Says that he has been using it for ten years—and that surely is long enough to give him a line on its trade-pulling qualities; that more and more he is convinced of the value of direct mail as a means for getting business.

Now the circular letters this advertising man prepares are sent, of course, to hardware dealers and to merchants carrying hardware in connection with other kinds of merchandise. It may be argued, therefore, that just because the circular letter is a good thing for a manufacturer, it does not follow that it is a good thing for the merchant, inasmuch as the merchant's letter will necessarily be mailed out to private individuals.

But that argument amounts to nothing; for anybody who thinks of the matter for a moment must realize that it is easier to interest a layman than it is to interest a dealer. The dealer gets so much more literature of one sort and another than does the average layman. If a good personal letter can be invested with interest enough to hold the attention of a merchant, it can be doped up so as to get after the attention of the private individual.

Manufacturers who are exploiting new commodities get out what they call form-letters. Let us suppose they have mailed out some literature telling about a new article of a certain line that they propose putting on the market. They tell, in this preliminary literature, just those things that they think will appeal most surely to dealers in those lines. But, of course, they can not tell it

all in their literature—and they do not try. What they do try to do is to play up the good features of the thing exploited so that Mr. Dealer will be prompted to send in an enquiry for more detailed information.

Very well, then. The advertising man of the manufacturing concern knows substantially the points that Mr. Dealer will light on. In other words, he anticipates his questions. The form-letter, then—and there may be several of them, answering different questions, and taking up the matter from different points of view—gives Mr. Retailer just the information he requires.

So, when the enquiry comes in, to answer the letter the stenographer simply selects the proper form-letter, which is already signed—perhaps with a rubber stamp—directs and stamps an envelope and drops it in the mail.

The local dealer will not perhaps have much occasion for using form-letters.

What he can use to good advantage is the personal letter. And the way to write an effective personal letter is to write it just as if you were trying to convince one man—Bill Smith, of Simpkinsville—about the merits of something or other that you have to sell.

There must be an occasion, of course.

If you haven't anything to write about—nothing new, nothing different, nothing reduced in price, nothing conspicuous because of some fact or other—you can not very well get up a fetching letter about it.

The first duty, then, in getting up an effective personal letter is to have something to say.

Suppose you have received a new lot of goods. All right, then, you have an occasion that justifies the personal letter.

Suppose you have bought a job lot of something; got a real bargain in it, so you can make an attractive price appeal: Well, in that event, you have got at them for your personal letter.

Suppose you have about cleaned up on certain lines; and you want to clean them up completely. The personal letter will stand you in hand.

Now, then, sit down, make yourself comfortable and write to Bill Smith just as if you were talking to him. Assume that he will be interested just because you know you have something that is worthy of arousing his interest; and then tell him what it is—and why.

Don't be facetious, don't get funny and don't be stilted, using big words and elegant phrases. Bill Smith is a plain man and big words may cause him to acquire an abused feeling.

Be natural.

Say something like this:
Bill Smith, Esq.,
Simpkinsville, Ark.

Dear Sir—You will doubtless be surprised and interested to know that, beginning next Monday morning, we are going to make a cut of 20 per cent. off on Underwear, Pajamas, Night Shirts, Belts and Sus-

penders. All remaining stock in these lines goes at the above-mentioned discount.

"How in the world can we do it?" you ask. We can do it simply because we believe it is better to close out our remaining stock than to carry it over until next season. At first we thought of coming out with a big newspaper announcement of this unusual reduction, but when we got to figuring on the cost of the newspaper space, we decided that we would use the most inexpensive method we know of in telling our friends and patrons about these exceptional values.

So we are sending out these letters—and actually giving you the difference in price between the cost of the newspaper announcement at the very nominal cost of informing you by direct mail.

If you are looking for a real value-giving event, look no further. Here is your opportunity.

We thank you in advance for making the most of it.

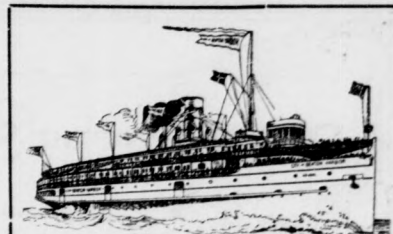
Yours very truly,
O. K. Blink & Co.

It Has Been Done.

A man who has no music in his soul may get rich writing popular songs.

The man who does things makes many mistakes, but he never makes the biggest mistake of all—doing nothing.

Politeness is to do and say the kindest thing in the kindest way.

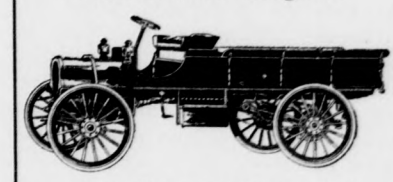


Chicago Boats

TWICE DAILY
G. & M. Line and G. R. & Holland Interurban

Day Trip, Leave 7:40 A. M.
Night Trip, Leave 8 and 9 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.

Adams & Hart
47-49 No. Division St., Grand Rapids

IT MUST be GOOD

Figola

BREAD

Made with FLOUR and OLIVE OIL

CITY BAKERY CO.
CITY BAKERY CO.

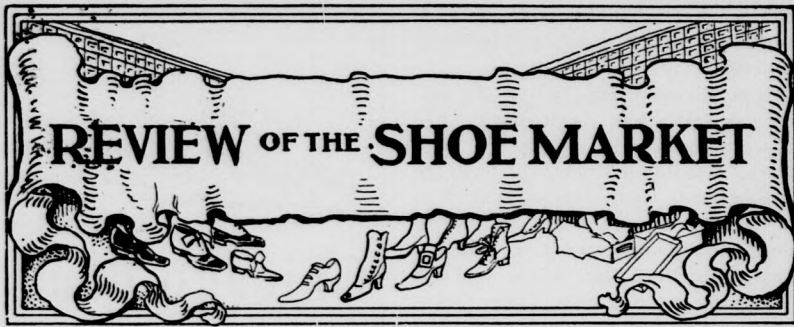
CITY BAKERY CO., GRAND RAPIDS, MICH.

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.

Seats Peck Drug Co.	THIS WEEK AT RAMONA	Seats Schmidt Drug Co. Canal St.
<p>Macart and Bradford</p> <p>"A Legitimate Hold-up"</p>		<p>The Temple Quartette</p> <p>Harmonists of Quality</p>



Making Retail Shoe Advertising More Remunerative.

At the banquet that followed the close of the meeting of Indiana shoe dealers in Indianapolis, week before last, one of the principal after-dinner speeches was delivered by Humbert P. Pagani, advertising manager of the Star Store, Indianapolis. Mr. Pagani's address was brimful of good thoughts on "Successful Retail Advertising," which was the topic he selected to speak about. It contained a number of suggestions on how retail shoe advertising can be made more remunerative and productive of direct business.

"In outlining a few skeleton ideas on the subject of advertising," said Mr. Pagani, "I will strip it of all magic and buncome, forget all theory and psychological discussion, but treat it from its most practical angle and present it from your own viewpoint. Advertising considered from its broadest aspect, embraces every act that transpires within the precincts of your store and even outside of it.

"To some of you this meaning may be new, but it is a meaning which the evolution of commercial conditions of the present day has defined; it is a meaning which will stand close analysis. Who can say that a modern and well-arranged store front is not a good advertisement; that a prompt and efficient delivery service is not a splendid aid? Or that a reputation for the square deal is not another good advertisement? And for similar reasons your clerks are living advertisements, good or bad according to the amount of tact, courtesy and pleasing appearance that they possess. Your own personality in its composite make-up is to be largely construed as your best or worst advertisement, according to the impression which you convey to those who deal with you.

A Store's Best Asset.

"Every successful store has its trade-mark, whether the merchant is aware of it or not. In time, its advertising and service is bound to create a public sentiment in its favor which neither time nor space can obliterate. It is this kind of trade-mark which is the store's best.

"How can I be the most successful merchant in my town? Many a merchant has undoubtedly asked himself this question many times during his business career. In seeking the answer, if I were a merchant, my process of reasoning would be something like this: I would put myself in the customer's place and consider the matter entirely from his own

side of the case. Every prospective purchaser of a commodity, whether it be shoes, dry goods or automobiles, says to himself: 'I will buy where I can get reliable merchandise and the square deal.' Continuing along the same line of thought the shrewd merchant says: 'I will give my trade just what it wants and not what I think it ought to have.'

"And right there you have won a long part of the battle, because you then will not be fighting upstream, against a steady and strong current, which sooner or later will undermine your commercial strength, but you will be buoyantly sailing along with the tide and you will find it easier to do business.

"In the strictest sense of the word, advertising should be regarded as an investment and not as an expense. Technically, of course, it is an expense, but the merchant who regards it as such has a wrong conception of its functions. Advertising is one of the two vital elements of his business, the same as his stock of merchandise, without which he can not do business. True, there are some stores that never advertise, but that is merely the result of conditions and environment. None of them is ever cited as a conspicuous example of mercantile success.

Ability to Write Advertisements.

"Regarding the ability to write advertisements, I would say that business instincts and perceptions are the essential qualifications. Advertisement writing should smack of salesmanship rather than of authorship. It is nice to be original and write advertisements that will cause folks to say, "How clever!" but if along with cleverness you can not mix a rightful proportion of the business-getting ingredients, then your advertisement defeats its own purpose, namely, to sell the goods.

"One of the fundamental axioms of advertising is to keep everlastingly at it. Spasmodic efforts are as futile as a drop of water against a stone. Advertising must be continuous and persistent if it is to bring results. You tap a man on his shoulder once and he may not notice you; but repeat that tap one hundred times in the same spot and he is bound to feel the weight of your argument.

Deplors Exaggeration.

"Perhaps the gravest menace that is now confronting the art of advertising is the danger incurred by the system of exaggeration that generally prevails, mild or gross as the case may be. Exaggeration in advertising weakens the belief in it,

and consequently renders it more or less ineffective. The public gets wise and it learns to take your advertisements at a discount."

More men have been ruined by schemes than by bad associates.

Mayer Honorbilt
Fine Shoes
For Men
A SNAPPY LINE

Detroit Rubber Co.
WHOLESALEERS OF
RUBBER FOOTWEAR
DETROIT.

**Bath Caps
Water Wings, Etc.**

Ayvads Water Wings

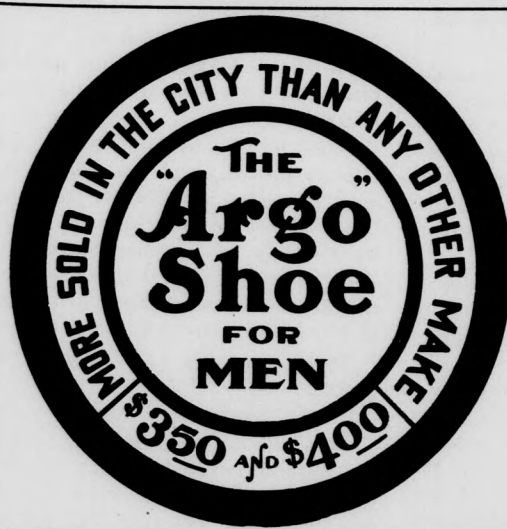


Learn to Swim by One Trial.

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**

No. 444
8
Inch
Elkskin
Outing
Shoe



This shoe has two full chrome soles, a solid chrome heel, and a bellows tongue clear to the top to keep out the dirt.

There is not a better, more comfortable work shoe for summer wear and your farmer customers will appreciate them.

We have just received another lot from the factory and can fill your order today.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

The Foolishness of the Business Pessimist.

About this time of the year we begin to hear from the dyspeptic individual who insists that the country is going to the bowwows until the presidential election is over. He says with a wag of his wise(?) head: "I tell you there will be no business until this election is over and the tariff matter is settled."

Every four years, since our earliest recollection, we have had this time-worn, moth-eaten chestnut handed to us by those who have axes to grind, or else lack the business acumen to look into the past and cast up the column of previous performances. A lot of otherwise sagacious merchants listen to the old story and hand it on to the next. Parrot-like, it is repeated until it becomes one of the common sayings of the day.

Eight years ago we had the same gloomy forecast. Following the slump in 1907, and with the entire country upset and blue, the croakers and the dark side fellows gloomed. What followed? We had a period of business that was far beyond the most sanguine hopes of the most optimistic. It has been the same following every presidential election. There have been times of business depression, but they were of temporary nature. This is too big a country and too full of life and hope to allow a few calamity howlers to kill business.

Every year we hear tales of drouth and flood and destruction of crops, all manufactured by manipulators of stocks and grain. We hear with painful frequency that "Texas has no crops. The cotton is all gone. The fruit is all killed. The wheat is destroyed. The county is going to the dogs," etc., ad naseum. But we notice that Texas usually pulls out about the same distance ahead of the game. The cotton crop comes up to the scratch. There is plenty of fruit. The wheat comes to market as always. The country continues in the even tenor of its way despite the gloomers.

Take the most cheerful view, shoe dealers. Remember that there are three seasons between now and the next presidential turmoil. People will continue to wear shoes. They are not going barefoot simply because we are to elect a president. A baby is born every second without shoes. Babies are daily growing into children of shoe wearing size and the children are growing into men and women.

Read the Government crop reports and ignore those emanating from the jugglers who seem to have a splendid press representation. There will be the usual good shoe business and the merchant who goes on in his usual manner, advertising and hustling for business will suffer no loss.—Shoe Retailer.

The Best Method of Handling Complaints.

A good test of the tact of a shoe salesman is in meeting complaints of customers as to the service of the shoes. The object is to satisfy the customer at the least possible ex-

pense consistent with good service. Sometimes this object can not be accomplished because of the unreasonableness of the customer. At other times the fault is with the salesman. It is not every salesman who understands enough to successfully handle a customer who feels that a complaint is justified, or a customer, who, knowing the claim is not well founded, proposes to get every possible allowance from the dealer regardless of the merit of the case.

Herein lies the opportunity for the shoe clerk to make himself more valuable by demonstrating his ability to handle complaints. It will not do to satisfy these complaining customers by the unvarying policy of concession, which is wholly responsible for a very large portion of the unjust concessions to customers of shoes that are now made. It is well settled that the more readily concessions are granted the more eagerly they will be demanded.

Some shoe manufacturers and shoe retailers take the broad ground that shoes that are partly worn shall not be replaced, except a fair charge is made for the wearing value that the consumer has used. The abuses along this line in the past have been such an element of profit destruction, both to the retailer and to the manufacturer, as to give reasonable assurance that such practices will not be tolerated to the same extent in the future.

Some stores make a practice of instructing all clerks to refer complaints immediately to the head clerk, or the proprietor, as the case may be. This practice is founded upon the theory that complaints of this nature are so important to the business that none but those in highest authority shall pass upon them. The principal fault of this theory is, it does not tend to develop the individuality and salesmanship of the clerk.

We should not wish to suggest to retail shoe clerks that they should undertake to handle these complaints in contravention of the orders or rules in force in the stores in which they are employed, but we do suggest to the proprietors of stores that one of the most important elements in the development of a successful retail shoe clerk is that he shall be able to handle the complaints of his customers and thus be able to hold trade on his own individuality.

We believe that if it is possible for the owners of retail shoe stores to allow their clerks a little more latitude in dealing with this question it would have a most far-reaching effect in aiding in the business development and success of their shoe clerks.—Shoe Retailer.

Man is so profoundly vile that he makes acts which he does not understand villainous, because only in that way is he sure of understanding them.

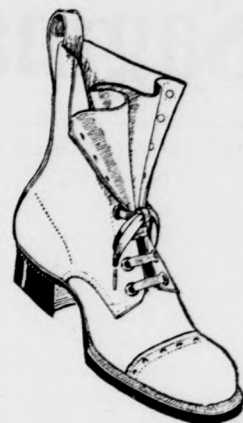
The man who halted on third base to congratulate himself failed to make a home run.

Men give their measure by their admirations.

"H. B. Hard Pans"

The Shoe for Every Purpose

The Farmer
The Mechanic
The Railroad Man



any other workman, all find that the "H. B. Hard Pan" shoes are the best wear resisters. Made over foot form lasts they are as comfortable as a house slipper.

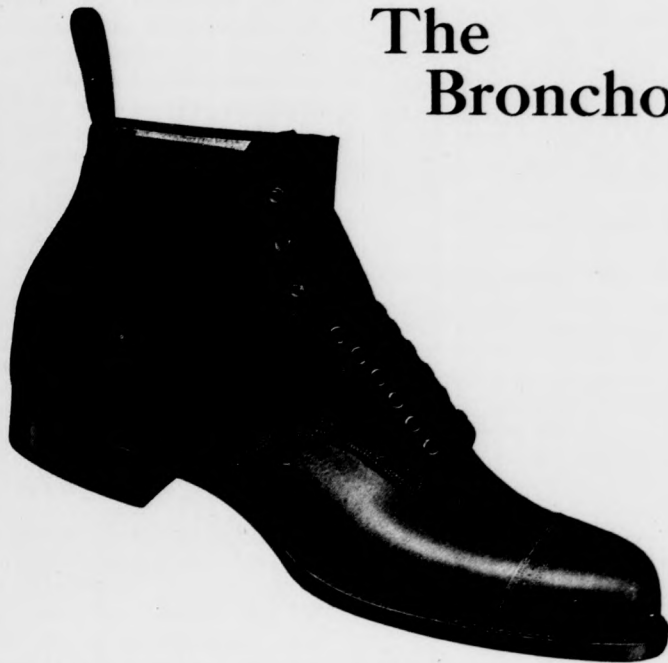
Let us send you a few sample pairs or our salesman will be glad to show you the line complete. Let us hear from you today.

They Wear Like Iron

Herold-Bertsch Shoe Co.

Makers of Shoes :-: Grand Rapids, Mich

The Broncho



A shoe with an assured future that is light, easy and inexpensive.

Made also plain toe, bal and congress.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Saginaw Valley

News and Gossip of Interest to Business Men.

Auto Companies United.

An important addition was made to Saginaw manufacturing concerns Thursday, when the amalgamation of the Marquette Motor Co., of this city, and the Welsh-Detroit Co., of Detroit, was announced. The equipment of the Detroit concern will be brought to this city and added to that of the Marquette company, which has commodious new quarters in the First ward. It is proposed to have the 1912 model of the new company on the market by October 1, and to manufacture at least 1,000 cars for the year.

The General Motors Co. is understood to be behind the deal, which means the permanent employment of from 400 to 500 skilled mechanics here, and a payroll of from \$50,000 to \$60,000 per month.

"Marquette" will be the name of the car made by the united companies. A. B. C. Hardy, of Detroit, has been appointed manager, and will have permanent residence here after getting the Welsh plant transferred and installed in Saginaw. Of the 1,000 cars to be turned out for the year it is proposed to have 200 of the Rainier type, seven passenger model, listed at \$4,000, and 800 of the Welsh-Detroit type, two, five and seven passenger model, listed at \$3,000.

Sales will be handled at the Detroit offices of the General Motors Co. and will be under the supervision of Mr. Hutchinson. This addition to the city's industries has been secured through the efforts of the Board of Trade and the Wholesalers' and Manufacturers' Association, laboring with the General Motors Co.

Irregular Advertising.

Saginaw's Board of Trade touched upon a decidedly interesting proposition at the regular monthly meeting of the directors, held Wednesday night, when programme and other methods of irregular advertising were unreservedly condemned. M. W. Tanner, chairman of the Committee on Trade Interests, presented the following resolution from himself and colleagues, which was unanimously adopted, and which will be of interest to other trade bodies in the State:

"Whereas—Merchants and manufacturers and professional men are frequently solicited and importuned for patronage and support by taking advertising space in programmes, announcements and many improvised and irregular methods of publicity and,

"Whereas—Many such advertising schemes are irresponsible and often worthless and it is quite impossible for individual advertisers to give the same scrutiny and investigation.

"It is therefore declared to be the

policy of the Saginaw Board of Trade that merchants, manufacturers and professional men confine their advertising to the recognized legitimate channels and that special advertising schemes be given no consideration until submitted for the approval of the Committee on Trade Interests of the Saginaw Board of Trade."

Board of Trade Doings.

Saginaw Board of Trade has requested the United States District Court to appoint a resident United States commissioner and referee in bankruptcy for Saginaw county to facilitate business.

John A. Cleveland, General Manager of the Saginaw-Bay City Railway Co. and allied properties, was elected a director in place of F. T. Hepburn, the former Manager, who has returned to New York City. A number of new members have been admitted and the following special committee on street car line extensions has been appointed: Max Heavenrich, Fred Buck, G. C. Eastwood, H. L. Kreider, Henry Witters, W. H. Foote, Peter Herrig and J. J. McKeivitt.

One Day Auto Trip.

In accordance with plans made upon the recent business junket into the Plumb territory, a special one day automobile trip has been arranged by the Merchants' and Manufacturers' Association, to take place Thursday, July 27, instead of July 26, as previously fixed. President J. D. Swarthout, who so ably managed the four days' trip, is in charge of the arrangements, the schedule being as follows:

Leave.		Arriv.
7:00 a. m.	Saginaw	
8:00 "	Gera	7:45 a. m.
9:00 "	Frank'm'th	8:20 "
9:45 "	Tuscola	9:30 "
11:00 "	Pine Run	10:45 "
12:00 m	Mt. Morris	11:30 "
	Flint	12:30 p. m.
	Dinner at 1:00 p. m.	
5:45 p. m.	Flint	
7:00 "	Clio	6:30 "
8:00 "	Birch Run	7:30 "
	Saginaw	9:00 "
	Supper at Flint at 5:00 p. m.	

Liberal Contributions.

Saginaw made liberal contributions to the fire relief fund for the Au Sable and Oscoda sufferers, the estimate being that in goods and cash this city forwarded over \$5,000. There were about twelve shipments of provisions, clothing, bedding, furniture, stoves, kitchen and table utensils, etc., and numerous cash subscriptions. Postmasters Linton and Brady had charge of the relief movement until Wednesday, when everything was turned over to George W. Morley, of Morley Bros, who was appointed by Governor Osborn a member of the State Fire Relief Commission, and who is now attending to the funds collected here, the subscriptions still

continuing to come in. Traveling men have proved as usual very liberal in their contributions and universally declined to give their names although they gave freely enough of their money.

Tremendous Water Power

A Saginaw business party went away up to the Au Sable in the early days of last week to find out what they could about the tremendous water power which belongs to the Michigan Power Company. Following are authentic statistics compiled for the Tradesman, and showing that in the near future Saginaw may very easily reach out and show the rest of the world what the use of electricity means:

Power house, 40x116 feet.

Total horse-power, 13,500.

Electrical power, 9,000 kilowatts.

Voltage at Zilwaukee distributing station, 140,000.

Loss of power between plant and distribution, about 10 to 15 per cent.

Dam now constructed has water head of 40 feet.

Twenty thousand yards concrete in dam.

Basin, 6 miles; 2,000 acres.

Ninety miles feed wire from dam.

Ten towers per mile.

Forty miles now constructed.

Expect to operate by January 1, 1912.

Fourteen other dams, with a combined head of 450 feet, to generate 80,000 horse power, are to be built.

Stationary Engineers.

About all the big concerns in the country were represented in Saginaw during the week ending July 22, and the Stationary Engineers' convention goes into record as one of the best held here. Concerns represented covered about the entire commercial world in these lines and the convention was a huge success. This Association is known as the Michigan

State Association of Stationary Engineers, and its objects are purely educational. Most of the men who come as delegates certainly seem to have been educated. The next convention will be held in Flint. Following are the officers:

President—W. E. Fuller, Kalamazoo.

Vice-President—Wm. M. Gormley.

Secretary — George A. Turnbull, Flint.

Treasurer—William M. Moore.

Wiskes Bros., the big boiler manufacturers of the city, entertained the visitors on the last day, Saturday, to an excursion aboard the Steamer Rutherford B. Hayes.

Business Notes.

Another business institution has been added to Saginaw's many and diversified concerns. The Johnston Optical Co., of Detroit, has opened a branch here, with offices and workrooms in the Kirby building. It is a \$125,000 corporation, of which Geo. Rozelle is the resident manager, and it does business on the wholesale plan only. The new concern accentuates the growing importance of Saginaw as a wholesale distributing center.

It is recalled in connection with Saginaw's generous contributions for relief of the fire sufferers, that when this city was in trouble last fall, with its epidemic, Oscoda and Au Sable were among the few cities in the State which did not practically quarantine this city. In fact, no town on the D. & M. system talked of quarantine at that time against Saginaw, which is gratefully remembered here and fully appreciated in the gifts

Symons Brothers & Company

Wholesale Grocers

Saginaw :: Michigan

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan

The Old Reliable Soap

For General Washing Purposes

Premiums for wrappers. Send for list. Order from your jobber.

Manufactured by Atlas Soap Works, Saginaw, Mich.

Saginaw Valley

sent for relief of the distressed people.

Another beauty spot has been added to the many in Saginaw, this latest being the gift of Congressman J. W. Fordney. The Congressman, entirely at his own expense, has made a very pretty little park out of his gift to the city, and has had it equipped with a good system of electric lighting, within the park and at both entrances.

Leszczyński & Co., of Harbor Beach, impressed the people who traveled upon the merchants' expedition into the Thumb as having probably the best store that country places can produce. In appearance, in modern equipment and in every other way the store impressed those who visited it as about the best ever.

Wallace & Co., of Port Austin, also impressed the people as having a rather neat establishment.

Everybody aboard the train turned out to look over the Potts family at Sanilac. The father, mother and nine children also turned out.

Something that ought to please the people that travel over Michigan roads is the fact that the people of Unionville set a mighty fine example to the rest of the State, oiling the roads for miles out, so that the automobilists might get the benefit of the care taken. J. H. Brady.

Tuberculosis Among Monkeys.

"Monkeys confined in our zoo, in the hot, close quarters usually provided for them during cold weather, die from only two causes, either from accident or from tuberculosis."

A short time ago, Dr. Evans, Health Commissioner of Chicago, investigated this matter and concluded that what these animals needed was fresh air the year round, and, at his suggestion, the hot, steam-heated, poorly-ventilated winter quarters were abandoned; and since this change, they are not dying from consumption any more.

You would die, if shut up in the same manner; but you have the advantage over the poor monkeys, for, after standing it as long as you can, you get out and revive yourselves with fresh air.

Timely Retribution for "Jokers."

One reads with more rather than less joy that "jokers" intent upon making life miserable for a bride and groom ran into their own net and wound up at the police station recently. The mills of the gods get in action every now and then. It was our good pleasure only recently to be taking a train at the same time a bride and groom were endeavoring to do so. So promiscuously was the rice thrown about that it was necessary for all in the group of travelers to protect ears and eyes from the flying bits of grain. Great handfuls were thrown in the face of the bride, and she escaped eye injury merely through the force of miracle.

Where Even the Dirt Is Golden.

To appreciate the value of economy, visit a jeweler's workroom, where invisible specks of gold lurk in the cracks of the floor, on the white aprons of the workmen, under the tables, among the tools, in the water, on the walls, in the dust, everywhere, and learn from the watchmakers, the engravers and the stone setters what the hoarding of waste really amounts to in dollars and cents.

A short stay in the room so impresses a visitor with the spirit of husbanding that he almost hesitates to breathe for fear of appropriating a few grains of gold floating in the atmosphere, or to walk across the floor for fear of carrying away some of the precious metal on his shoes, or to shake hands with any of the workmen for fear of having a shiny particle unavoidably sticking to his finger tips.

Not that in a jeweler's workroom there is such evidence of gold as to remind one of the gorgeous palaces of the Aztecs in the days of Cortez, when gold plates as large as wagon wheels decorated the outsides of buildings. Oh, no! A jeweler's workroom is anything but magnificent looking. It is one of those places which are different from what they seem. The floor is rough and unwaxed, but it is a valuable floor; the walls are uncalcimined, but they are rich walls; the tables bear the marks of many a craftsman's chisel, still they are expensive tables, because they have gold all over them.

But you can not see the gold. They look just as ordinary things do, but worth so much that every eight years or so the boards, the tables and things are burned, when the cheap looking floor drops \$50 in gold in the furnace, the tables give up even more of the valuable ore and the walls yield a goodly amount, accumulated through the years.

When a workman must repair twenty-five watches a day, he has no time to pick up the piece of gold which flies off his wheel and rolls under the table, he has no time to spend gathering the gold shavings which drop into his tool box, he has no time to notice the gold dust settling on the walls, when he is blowing the flame to solder a ring. But he does not worry. He knows that those shiny particles are there and will be recovered some day, when the janitor sweeps or the floor is burned. Of course, he tries to collect what waste he can. He is responsible for it, and he must hoard it in a tin box given to him for that purpose. Every month he is supposed to dust out the drawers of his work bench thoroughly and save the dust.

An elderly engraver keeps the little chips of gold he punches out of a watch case or a ring in a cigar box. No one would ever know that there was a gold atom among the scraps of paper, the tobacco, the wood shavings, the dirt, if the engraver did not say there was. But every evening before passing out from his day's work the old engraver places this rubbish in the big safe carefully, along with

the diamond rings, the Swiss watches and the precious stones.

The janitor also every evening drops his sweepings into a barrel for safe keeping. In fact, each workman, before leaving for home, must wash his hands in one of the small basins, dishpans, or pails on top of a barrel into which the water runs, as into a reservoir, for safety. Not a drop of the water is lost, for it is laden with gold. Sometimes \$50 worth of gold is washed off the workmen's hands in one day, and much more scraped off their aprons.

Then ever so often, probably once a month, all the towels used by the men in the workroom and all the men's big white aprons are put into a kettle and boiled to give up their gold. When hats, coats and shoes are worn sufficiently, the workmen bring them down to the workroom, too, to be boiled for their gold, which is collected in a reservoir, passed through a sieve and the water drawn off. The residue is placed in a crucible and put into a furnace, when the gold drops to the bottom and the dirt rises. Then the crucible is broken and the gold, being separated from its alloy, is used again. Much gold is saved in this way.

Harriet Ferrill.

Back To the Farm.

The Ohio State Board of Agriculture is to take up the work inaugurated by the Agricultural Boards of New Hampshire and New York of tempting city people back to the farm by gathering and publishing information about abandoned farms and good farm land which is for sale. It is also said the Board will start a Farm Labor Bureau, to aid Ohio farmers who are experiencing a shortage of hands.

In New York \$6,500,000 of farm land has been sold through the agency of the State Board, much of it to city dwellers.

Solution of Greek Fire.

Greek fire was some sort of inflammable composition — probably naphtha—that was thrown from engines supposed to have been contrived by Callincus of Heliopolis, about the middle of the seventh century, to destroy the ships of the Saracens. From the accounts that have come down to us, the effects of this combustion were fearful. It is declared that 30,000 Saracens were consumed by it on a single occasion. A so-called Greek fire—a solution of phosphorus in bisulphides of carbon—was used at the siege of Charleston, in 1863.

SAGINAW HARDWARE CO.

INCORPORATED 1890
ESTABLISHED 1863

WHOLESALE

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.

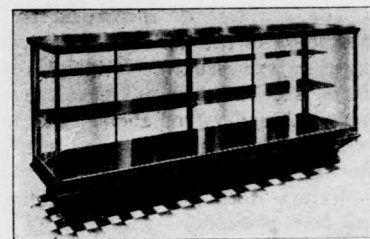
204 S. HAMILTON, ST., SAGINAW, MICH.



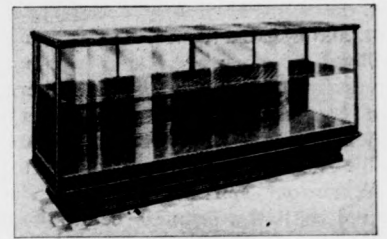
HENNING'S HORSE RADISH AND SUMMER SAUSAGE

Quality and price right Order through your jobber

CHAS. W. HENNING & SONS, Mfrs.
SAGINAW, MICH.



No. 81 Display Case



No. 84 Cigar Case

Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.
We make all styles Catalogue on request

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

WILLOW OR OAK.

Why We Should Emulate the Stronger Tree.

Written for the Tradesman.

Your recent editorial, "Willow or Oak," is food for the brain.

Yes "it is the man who can stand firm as an oak for principles who wins in the end."

One can not see what another sees, but we all can follow the same principle. Each principle has equal wholeness with Nature, but we do not execute them just alike. One has a different conception from another. Still we realize that it is best to follow the right as we know it.

Nature comes to us in the form of thought and holds out the true principles of her work, but too many of us are swaying willows which are blown about by public opinion. We let other minds tell us what to do instead of listening to Nature's voice within our own minds. What others do, say or write is not done, said or written for us to follow, but for examples—for inspiration—and we are to listen to the thoughts within our own minds.

If the great oak wanted to sway like the willow it would never grow firm and solid. The only reason the oak is strong is because it lives its own life and does not waste its strength or divide it. It is the mission of the willow to be beautiful and most of its strength is put into small limbs. It divides itself into so many different parts that none of them are strong enough to hold their own weight.

It is not so with the oak. It puts forth few limbs and pays more attention to its foundation, therefore it can withstand any of the storms that may come its way.

It is seemingly beautiful for the human race to sway with all the many things that are growing up around us, but is the race any better for doing so? It is good advice for the young business man to watch the swaying willows or the solid oaks.

The business world needs more solid oaks. It is developing too many willows and I am afraid that within a few more years our great commercial world is going to suffer for the want of men who can stand firm and demand justice. The swaying willows of this age are shading things in such a way that if we are not careful there will not be very much sunshine for those who are willing to do the work of the world.

When our spiritual energy is directed with the firmness of the oak our rich inventive genius does things that are worth while.

Our power of communication with Nature is inexhaustible when we have decided to stand up for what is right and when we have decided to work hard each day to build our foundation good and strong.

When our brains have been developed and we can stand alone mentally the flow of natural thoughts comes to us without our having any experience. We can be trusted with new thoughts and a rich source of intelligence feeds us spontaneously. But

just as soon as we stop growing, just that soon Nature feeds us with swaying willow thoughts.

We get just what we work for and no more.

Our thoughts are heavy with the necessary impressions to make us either a willow or an oak—although we know it not.

We are rich in weakness or in strength—and we know it not.

We are searching for something wonderful and have it with us all the time—and know it not.

The difference between persons is not in what they do or say, but in what they think. Too many are thinking about one thing and doing another and what they do does not change their lives as much as what they think about.

Let any merchant, or any one else, for that matter, work hard in his business or occupation and think about swaying willows and his thinking will produce more than his labor.

Let any young man begin to think about things other than the work at hand and he will soon have what he is thinking about and the work will be imperfect.

Let me repeat, this world needs young men who can and will forget everything on the outside and give their whole attention to their business.

I hear some one say, "Don't you expect us to have some pleasure?" Yes, you can not live without it. You must have lots of pleasant moments. You should be happy every moment of the day, but what is the matter with making your work a pleasure?

Nature loves the individual who loves to work with her laws and she richly blesses everyone who loves her and makes her his companion throughout his life.

We will have to learn these principles before we can become a solid oak and withstand the storms of life.

We go forth hunting principles to work by and to live by, but can not find them. What we need is stillness and the composed attitude of the oak. Then Nature will have an opportunity to feed our brains. There are but few of us who can remain still long enough to grow the necessary roots to hold us down.

The progress of the world is the unfolding of the mind. Opinions come as they are needed. Principles and facts are revealed as man can accept and understand them. The men who are firm and strong possess firm and strong opinions.

Nature does not grow vegetables on fruit trees.

Nature never gives a coward advance orders—he is one of these beautiful swaying willows ready to drop as soon as he perceives an approaching storm.

The strong brain knows long prior to the time of action just what to do when the storm breaks. He knows that the right thoughts will come at the right time and he will be told what to do; thus he is enabled to withstand anything and he has nothing to fear.

Everything is done according to law. We must be good lawyers to

be successful. Not man-made lawyers, but lawyers of Nature's laws.

In Nature all things are formed and bound together in such a way that no man can change them. We may talk all we wish. Suggestion can not change the principles of Nature, but do not forget that the suggestions of men change the conditions of the people.

It is the swaying willows who allow their conditions to be changed by the voice of man.

Destroy fear and the misconception which exists in some minds and they will grow into solid oaks.

Some persons gain a reputation by closing the door of their minds to truth, but there is a principle that must be carried out—such reputations are short lived.

Plato was one of those human oaks who could not be swayed one way or another and he is still living; that is to say, the family of thought that controlled him is as much alive today as it was 475 years before Christ.

Such are the solid oaks into which we should try to grow.

Edward Miller, Jr.

The Trade Extension Trip.

The trade extension trip now being made by the Saginaw wholesalers and manufacturers is another indication of the progressiveness of the business men of this city and affords some indication, too, of why the city is forging ahead. Saginaw industrial leaders are prospering because they are going after the business, because they are alive to modern methods and because they are not content to rest on the accomplishments of the past, but are continually looking forward to the future.

The present trip is taken with the purpose of meeting face to face the merchants in a progressive territory naturally tributary to this city, of making closer the relations between this city and that section of the State, looking over the business men who deal with Saginaw houses and improving the mutual relations. Furthermore, the trip is taken in the interests of the merchants as well as of the Saginaw firms represented. The success of the Saginaw houses depends on the success of those who do business with them. A desire for co-operation, a desire on the part of the wholesaler or manufacturer to aid his patron, to look to the latter's success, will, we think, be very strongly in evidence on the trip.

Saginaw is a leader in the trade extension line. It is continually going after business and it knows how to take care of it when once secured. The men now touring the Thumb represent a progressive business center which is prepared to take care of all lines and which will give liberal and co-operative treatment to those who deal with it.—Saginaw Courier-Herald.

A Woman Sculptor.

A woman sculptor, the recent recipient of an important commission, is Miss Helen Farnsworth Mears, a native of Oshkosh, Wisconsin. She has been awarded the honor of capping the new \$6,000,000 state capitol at Madison, Wisconsin, with a colossal bronze figure. Miss Mears was one of the favorite pupils of the late St. Gaudens.

Great thinkers love one another—from afar.

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.



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

Appearance Counts for Much in This World.

It may not sound like a ponderous and important matter to tell a man to wash his face and comb his hair, but it is of good deal more seriousness than some people like to imagine.

Personal appearances counts for a lot. It is with that as old Dr. Johnson said it was with spelling: "It's no credit to a man to be a good speller, but it's a disgrace to be a bad one."

So one may attract no special praise by being well dressed; but one is mighty sure to attract unpleasant attention if one looks shabby.

Here, as in everything, there is moderation to be observed. A man's hair should not be plastered down too slick, nor his shoes shine too much, nor the creases of his trousers be too sharp, nor his finger nails be too rosy and rounded, nor his necktie too new.

But that is no reason his head o' hair should look like a rat's nest, and his shoes be rusty, and his trousers baggy at the knees and frayed at the bottoms, nor his fingers' end in a deep band of mourning.

There is no denying the fact that all the world except the world of bums, likes to see a clean looking man.

Still more, a neat looking woman

Needs of Primary Instruction.

"I sometimes think we need in our newspapers more elementary instruction on the primary things of life. Somewhere else than in the advertising columns people ought to be told that it is absolutely essential to brush the teeth after every meal and that any kind of an odor about a person, except that of soap and cleanliness, is vulgar.

Of course every one knows these things, but somehow or other we still know otherwise excellent men who never have formed the habit of brushing the dandruff off their coats before appearing in public, and otherwise clever women who just as well as not might have put on a clean collar and jabot and might also have provided themselves with some sort of a contraption to prevent their hair stringing down over their faces.

Surely it is no aim to be despised in life to give pleasure to those whom fate compels to live with us, play with us, or do business with us. The first page in the primer of being agreeable ought to instruct us to get ourselves up in some sort of style that will be as little objectionable as possible to our fellow creatures.

It does not take money to make one's self presentable; the female conviction to the contrary notwithstanding.

It takes four things: Cleanliness, care, a disposition to please and good taste.

First, cleanliness. So long as there is water and the soap factories are so busy, anybody that has a mind to can keep clean.

If any boy or girl reads this—that is, any person not too old to learn, it will be worth money in the pocket and contentment in the body and self-respect in the soul, if said per-

son will take a bath all over every morning, even if it has to be taken in ice water and with a 10 cent sponge.

Girls should know that it is not catty people who are repelled by the glimpse of the soiled edge of a petticoat, or of a grease spot on the blouse that some elbow grease and a cent's worth of benzine could have removed; it's simply decent people.

And boys should know that a general air of having slept in one's clothes and having failed to find the hair brush is just the same as hoisting a flag over one's self and on it the inscription. "Shiftless, Trifling and Lazy."

Only One Right Way.

Then it takes care. If one thinks too much of one's appearance, one is a dude, and painful to the eye. But if one does not think enough, or not at all, it is worse. The only way to attend to this is to attend to it the right way.

Don't come to breakfast looking like a woolly horse from the woods. Have some regard for the other members of the household. Ten minutes spent in making yourself as attractive as you can will more than repay you.

It is a great deal easier to quarrel when you are unkempt and frowzy than when you are neat looking. Family jars would not be so frequent, perhaps, if the members of the family did not grow careless of their looks in the privacy of the house

A disposition to please others is also necessary. To take no care how you are clothed when you meet any one is just the same as saying you don't care what he thinks of you. A little attention bestowed upon your person is a subtle compliment to anyone who is to see you.

Many a bride who complains of a falling off of her husband's attentions might find the reason, possibly, in her own selfish laziness.

What Every Woman Resents.

And a woman is also a peculiar bird. Somebody has said that it is about as hard to live with a woman as to live without her. But here's one hint: There is nothing a woman resents more than to perceive that a man has ceased to care how he looks in her eyes; that he seems to feel he does not have to make any more effort to hold her.

Lastly, good taste. If you haven't any, borrow some.

Of course, clothes and neatness are not everything, but they are something. They are little things; but success and happiness are made up of little things; and happiness and success are not little things.

Possibly one's work and duty necessitates a certain amount of soiling of the hands and face and clothing. That kind of dirt never offends any sensible person.

But to retain the dirt when the work is done, to deave the necessary disorder to lap over into the time of rest and refreshment, to stay in dirt because one does not care to take the pains to get rid of it, is to fling our indifference, selfishness and

laziness into other people's faces, is to advertise that we want no friendship nor respect and ten to one there will be plenty to answer our advertisement. Frank Crane.

Microphone as a "Water Witch."

The French inventor, Dienert, has, according to the Scientific American, contrived an application of the microphone to the discovery of underground water. One end of a tube is inserted in the ground, the upper end being attached to the microphone. The sounds of flowing or dropping water are conveyed to the ear from great depths.

In the Marne Valley two springs were discovered with this apparatus at a depth of about fifty feet below the surface of the ground. It is believed that the apparatus will be of great service in mining operations, both for indicating the location of concealed springs and for communicating with imprisoned miners.

Advertise It.

"I wish I knew of some way to make religion more attractive to the masses."

"Why not have a description of heaven written by one of these men who write descriptions of summer resorts for the railroads?"

Estimate of Time Usually Erroneous.

It is not common to find a person who can correctly estimate the lapse of a single second. But in these days of speeding automobiles the exact time when each of two colliding vehicles must have occupied particular spots may be a matter of great importance. In a recent experiment a car took nearly two seconds to stop after brakes were applied, and in that time it moved nineteen feet. So even fractions of a second are important. One can train himself to estimate even tenths of a second. Try it with a watch, and it will be found that it is just possible to count ten in the lapse of a single second. But one must count fast to do it.

Useless.

"Why did you decide to come out of hiding?"

"Ah, my friend," replied the dictator, "you have never tasted of fame. What satisfaction can there be in remaining hidden when the public no longer displays the slightest curiosity as to your whereabouts?"

Inevitable.

"It is said that impetuous people have black eyes."

"Yes, and if they don't have them, they are apt to get them."

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



Michigan Knights of the Grip

President—J. C. Wittliff, Detroit.
Secretary—F. M. Ackerman, Lansing.
Treasurer—Lou J. Burch, Detroit.
Chaplain—A. G. MacEachron, Detroit.

Grand Council of Michigan, U. C. T.

Grand Counselor—George B. Craw, Petoskey.
Junior Counselor—John Q. Adams, Battle Creek.
Past Grand Counselor—C. A. Wheeler, Detroit.
Grand Conductor—E. A. Welch, Kalamazoo.
Grand Page—Mark S. Brown, Saginaw.
Grand Sentinel—Walter S. Lawton, Grand Rapids.
Grand Secretary—Fred C. Richter, Traverse City.
Grand Treasurer—Joe C. Wittliff, Detroit.

Better Be First-Class Salesman Than Poor Manager.

Many a first-class salesman is spoiled in the making of a poor executive. On the other hand, many a man whom Nature designed for distinction as a manager has indulged an irrational ambition to go on the road, and has failed completely and signally as a salesman.

The qualities to make a man a good salesman do not always make him a good executive, and the rule is likewise true when it is reversed to apply to a manager. It usually pays a man to keep in the groove for which his talents equipped him to succeed and not to try to "jump over the traces" into a line of work that is manifestly unsuitable for him.

I have seen many brilliant salesmen—men who are making big money for themselves and big profits for the concern they represent—ruin a promising career because they do not understand that the talents which had made them succeed on the road would perhaps disqualify them to succeed in other lines of work to which they aspired. Some of these fellows work their way into a managerial position and wonder why they can not succeed in getting other men to do the same wonders on the road which they themselves used to do. It never occurs to them that their men are at a disadvantage owing to their own inefficient management.

There are other cases where salesmen having made from ten to twenty thousand dollars a year for themselves, representing some old established house, get a mistaken idea that they can succeed in business on their own account. They sever their connection with the old firm and with what little capital they have buy out some small and insignificant competitor or else start an establishment of their own.

For the first year or two they mean to continue to travel, using their prestige with the trade to secure their old customers' business for themselves. At first the plan seems to prosper, and old customers, influenced a good deal by friendship for the salesman and the wish to "give

him a show," divert their business temporarily to the new concern. But it usually happens that the new concern, with its capital of perhaps \$50,000, can not compete successfully either in the extent of the lines carried or the quality of the goods with the old million-dollar concern; neither can it compete with it in the cost of production or marketing, since its operations are bound to be on a more limited scale.

The ex-salesman who is now the executive head of a business of his own, finds that his executive ability is not equal to all these odds against him. Possibly if he had spent his life as a manager—if he had the capability and trained foresight of the man who has spent his life solving such problems as these—he would find some way to weather this opposition and keep his business at any rate, even if he could not expand it. But in the majority of such cases he does not know how to manage; he finds his old customers one after another dropping away from him. Eventually he faces bankruptcy, settles his obligations at a loss and goes back on the road.

There are two important lessons in such experiences as these. The first is that it seldom pays a salesman to abandon a line of work in which he is successful for some untried field requiring a special faculty which he may not possess at all, or which, if he possesses it, may not have been maturely developed.

The other lesson is that a salesman, no matter how good he is or what progress he is making, is practically helpless unless he represents a strong house—one whose service to the customer is not less excellent than his own service to the house and to the trade. An old customer whom a salesman has "hailed" for his own personal property may be willing sometimes to transfer his account at that salesman's request—but he can be depended upon to transfer it back again unless the service he receives under the new arrangement is as satisfactory as formerly.

Since there are a good many salesmen who have not the training or the natural endowments to make them good executives, it follows that there are a good many first class executives who could hardly be expected to succeed very well as salesmen. In many large concerns the sales manager is a man who never sold goods in his life. This fact does not necessarily militate against him. He knows his end of the selling game, and so long as he has in his selling

force salesmen who can demonstrate that they know theirs, there is apt to be little friction between the home office and the men in the field, or any cause for dissatisfaction with results. Perhaps the sales manager himself could not make certain difficult sales if he were in a salesman's place—but that does not make him less appreciative of his men's facility in getting business—and he has on the other hand a more prolific brain for planning out a campaign, keeping his force on the move to the best advantage, than any one of his men, untrained in such matters and not naturally intended for the work, would have in his place.

There should be no lack of sympathy between the executive and the salesmen on account of each having special talents which the other has not. If both the manager and the salesmen are wise, this fact will rather increase than decrease the good understanding between them—the salesman feeling that whatever campaign his executive lays out is planned by superior judgment to his own, and the manager for his part, putting a corresponding reliance in his salesmen's ability. The manager who is purely an executive will oftentimes be found to be less inclined to favoritism than might be expected if he had been promoted from the ranks himself.

There are undoubtedly a great number of managers who have been capital salesmen and are no less competent executives for that, who on account of their early experience as members of a sales force are able to work in more perfect harmony with the men under their control. But they are examples where one man combines both the special talents of the salesman and of the executive, equally.

If a man wants to make a permanent success he has to grow up with his line. There are a few brilliant salesmen who have succeeded at different times with groceries, clothing and hardware, and who boast that there is "nothing in the world which they could not sell if they were thrown out in the territory and given a chance."

However successful such a man may be it is a certain conclusion that he would have been far more successful if he had stuck to any one of the different positions which he has filled and thus added to his special efficiency as a salesman a more thorough knowledge of his line and his trade.

I would rather have a man in my sales force who was a poor salesman and a good hardware man, than the most gifted salesman who had no knowledge, or only a superficial knowledge, of the hardware business.

Perhaps the poor salesman would hardly more than pay his expenses at the start, but he would at least avoid making costly mistakes. The gifted salesman, on the other hand, without a knowledge of the hardware business might send in a tremendous quantity of orders—but the profits

would probably be all eaten up when his blunders had been rectified and his disgruntled customers appeased.

For this reason we do not receive salesmen from other lines, no matter what a capital showing they have made. Our men have all grown up in the house or in houses handling the same lines, and are thoroughly conversant with every item, except in one respect, and that is its cost price. We have found it inadvisable to inform salesmen as to the cost price of a product. Suppose some article brings a larger profit to the firm than another, and that a customer demands a low rate on that particular item. If a salesman is aware of the cost price he will be tempted under such circumstances to make a cut. If he does not know it he dare not cut for fear that it should be the particular article on which there is the least per cent. of profit to the house.

J. Carstairs.

Don't be a lobster! A lobster when left high and dry among the rocks has not backbone and energy enough to work himself back to the sea, but waits for the sea to come to him. If it does not come he remains where he is and dies. The world is full of human lobsters—men stranded on the rocks of business, who, instead of putting forth their own energies are waiting for some grand billow of good fortune to set them afloat. They are doomed to disappointment, although their own efforts alone will keep them in the swim.

It does not take much ability to make anything a good salesman can sell, but it certainly takes a great salesman to sell some of the things some fools make.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.
All meals 50c.

Official Protest Against Arbitrary Railway Rule.

St. Louis, Mo., July 25—At the recent meeting of the National Board of Directors of the T. P. A., the following resolutions were unanimously adopted:

Whereas—The traveling men of America (in numbers about five hundred thousand) from the nature of their vocations, are constant patrons of the transportation companies, and

Whereas—Their penetrating and permeating every avenue of trade in the placing of their wares, creates an additional source of revenue in the way of freights to said transportation lines, which in itself is stupendous, and

Whereas—In creating said funds, they cause less expense to said transportation lines than any other class of patrons requiring no special service or extra equipment, and

Whereas—Some of the transportation lines persist in putting this class of patrons to great inconvenience and delay by requiring that purchasers of mileage books shall exchange said mileage at ticket windows for regular transportation, the Travelers' Protective Association of America, through its National Directors, this day assembled in regular session, protests against the furtherance of such policy on the part of said lines and calls upon said transportation companies to exhibit a spirit of fairness and arrange to obviate such annoyances to the traveling men by permitting conductors on trains to pull said mileage as formerly, therefore

Resolved—On account of these travelers being extensive purchasers of mileage, they should receive a special concession in the way of price of said mileage, at least of one-half cent per mile, and the Travelers' Protective Association hereby pledges itself through its Railroad Chairmen and every other legitimate avenue, to bring about the above results.

The Secretary is hereby directed to furnish all railroad chairmen and chairmen of the legislative committees copies of this declaration, as well as the Associated Press, and to communicate with all kindred organizations inviting their active co-operation in an earnest and persistent effort to obtain the results sought for.

News and Gossip of the Traveling Boys.

O. W. Stark talks with a decided Eastern twang since his trip to Boston.

Traverse City Council 361, U. C. T., give their annual picnic at Alden August 12. The annual regatta will be held at the same place on the same date.

Heard lots about those Jersey skeeters, but ask the boys about those Walhalla buzzers.

G. K. Coffee met with rather a serious accident at Lawrence a short time ago. He caught his arm in a heavy screen door, tearing the ligaments loose at the elbow. G. K.'s many friends will be pleased to hear, however, that he is recovering rapidly and at this writing will soon be able to resume his work on the road.

We are alone, too.

J. B. McLain, of Manistee, representing the National Biscuit Co., was in town last week. Mac renewed acquaintances with Fred Arthur and others.

A. Mindel spent Sunday with his family at Whitefish Lake.

Bill Berner was seen talking to Barney Stratton one day last week.

Perry McDougall, formerly with the National Grocery Co., Cadillac, has resigned and accepted a position with the Judson Grocery Co., and will cover the territory south of Grand Rapids.

Ray Thacker and Bill Godfrey are the Siamese twins.

Terry Barker has returned from his vacation, bringing with him Dr. Thos. E. Phillips, of Buffalo, and numerous and wonderful fish stories. Dr. Phillips tells us of a wonderful catch he made in a "short" time—thirty-three black bass, the smallest weighing three pounds. Of course, we don't know the dear doctor, but we remember an old saying: "You can always judge a man by the company he keeps."

Jimmy Roy returned from a fishing trip and claims he had poor luck and didn't catch a fish. You're too good to be a traveling man, Jimmy.

Big Chief Firzloff, of Manistee, took a trip across the lake and return last week.

Overworked Hi. Garret is having a two weeks' vacation. Hi says he gets traveling enough, so he will stay in Grand Rapids. Most of the boys have (writer included) a better reason for staying home—they're broke.

Mr. Pohlman, former manager of the local office for Edson-Moore & Co., and son, Owen, are in Grand Rapids for a few days' visit with friends. They have been camping at Hamlin Lake for the past two weeks. The change in positions must have done Bill good.

Be careful how you bet on the ponies this week. J. M. Goldstein.

Gripsack Brigade.

Study to please your customers, and please to study your customers.

There is always a rise in values where there is an increase in confidence.

Don't sell a man less this year than he bought of you last year, unless he advances some reason for the decrease which leaves you not a word to say. A sales manager will find it difficult to conceive of such a reason.

On picking a man for a position on the road the employer should select one who is familiar with every phase of his business—one who has sterling character, perfect confidence in his goods and himself and an unlimited capacity for hard work.

Keep your samples in readiness for instant use. A customer may want to look at them at the most unexpected times and places. They are your arms and ammunition. There is no time to clean the rust from a rifle barrel and gather up scattered cartridges when the order comes to "Charge!"

Cadillac News: Ladd Rattenbury, the son of Mr. and Mrs. W. T. Rat-

tenbury, can lay claim if he so desires to being the youngest traveling man on the road in the State. Ladd this morning started on a day's working trip to Fife Lake, Walton Junction and South Boardman as a traveling salesman for the National Grocer Company. The work is very agreeable to Ladd and as he already knows many of the "ropes" he will undoubtedly do that work in the future.

Ever have a red hot liner delivered to you straight off the bat? Ever see an expression on the batter's face as if, instead of a ball, it were a dynamite bomb that he was anxious to shove through your buttonhole? Did you ever disappoint him and reach out and take in that red hot liner as easily as a playful kitten catches a spool of silk? Of course you have—many a time on the baseball diamond, and of course you have done the same thing many a time in the selling field when an angry, irascible, bull-headed prospect tried to annihilate you with some fierce objection to your house, your product and yourself! The more practice you get of this sort of thing the less you let red hot liners of this sort upset you. Reach out and take in that objection, with the glove of good nature, which is thickly padded with tact and lined with diplomacy. Do not miff this ball. Do not give your customer a chance to score on your side.

What is the use of making speed, if you are not speeding in the right direction? There is a difference between just going fast and getting somewhere, between working furiously and accomplishing something. If you are up in a balloon it does not do you any good to whirl through the air at the mercy of the shifting winds. Better make your ascension in an airship, which has a steering apparatus and can be depended upon to go straight to some definite goal. Do not waste your energy on ill-directed efforts. Do not merely work hard, but with a sure-enough aim. Some people make a great noise about the merits of the goods they sell, without really studying them and directing their arguments so as to convince their man. Their rudder, brain work, is out of gear. Some people are tremendously ambitious without bothering to equip themselves for the position to which their ambition aspires. Their steering apparatus is rusty or was left off in the first place. Do not let that happen to you. Think for yourself!

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

Buffalo, July 26—Creamery, 21@26c; dairy, 20@24c; poor, all kinds, 14@17c.

Eggs — Fancy, candled, 21@22c; choice, 19@20c.

Live Poultry — Fowls, 14@15c; ducks, 14@16c; turkeys, 12@14c; broilers, 18@20c.

Beans — Marrow, \$2.50; medium, \$2.35; pea, \$2.35; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, \$3.50@3.65 per bbl. Rea & Witzig.

SAVED.

The prayers and entreaties of thousands of people have been heard, and Angelina Napolitano, the young woman sentenced to be hung for the murder of her worse than beastly husband will suffer imprisonment instead.

There is a world of pathos in the last few years of her life. Starting out from Italy ten years ago as a bride, this beautiful girl of seventeen, who was known throughout the province for her gentleness as well as personal charm, wrote back regularly to her old mother of the new country and the happy home. But for two years there has been a sad heart in the old home, the mother love yearning for signs that she was still remembered. For when dark shadows fell upon the home of the young mother she ceased writing to the motherland.

Now another letter telling of her doom is on its way to the weary watcher if not already in her trembling hands. "I just had to tell her, for I need her prayers," were the words whispered to the warden as the sealed envelope was handed in for mailing. May the worn mother be able to endure the shock until comes the more cheering news of reprieve.

Just what the future has in store for her no one can tell. The inference is that her term is twenty years. But with her high sense of morality and provocation to the verge of insanity, we cannot but hope that at least a part of the duties of motherhood may be filled by the one who has endured so much because she was a wife. Let us hope that her ways may be cast where prison reform will lead her into a better life when the doors shall finally be opened to her. For that there is a good foundation upon which to build cannot be questioned. The cross which seems to crush sometimes proves to raise one higher; and her cross may be in the end the means of opening for her the door of opportunity and happiness.

Both Busy.

"How does your husband spend his evenings?"

"He stays at home and thinks up schemes to make money."

"Ad what do you do with yourself while he's thus occupied?"

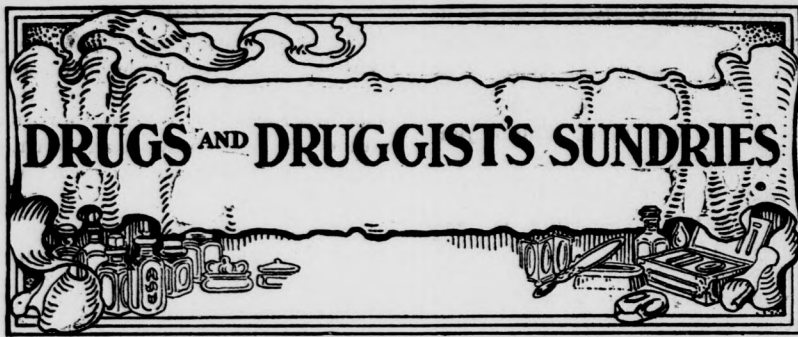
"Oh, I think up schemes to spend it."

The Reason.

Wigg—Henpekke has bought a motor boat and named it after his wife. Wagg—Can't manage it, eh?

Coopersville—L. J. Hinken, an experienced creamery man, has rented the old creamery building of A. E. Bonner, and secured a permit from the State to operate a creamery. He has purchased new machinery and expects to be ready to receive milk in two or three weeks. Arrangements can be made with him for this purpose in the meantime. It will be known as the Crystal Creamery.

No, not necessarily is the price-cutter he of the sharp pencil. More often it is he with the dull guesser.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—Robt. W. Cochrane, Kalamazoo.
 Treasurer—Henry Riechel, Grand Rapids.

Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.

President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.

Secretary—M. H. Goodale, Battle Creek.
 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fankboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Arrangements For Approaching A. Ph. A. Meeting.

Boston, July 25—The Committee of Arrangements for the annual meeting of the American Pharmaceutical Association, Aug. 14 to 19, has been working diligently to make this meeting one memorable to all those who may be in attendance. They are sparing no effort, not only to make the meetings of the different sections of the greatest business profit and scientific interest to every member, but also to provide that the ladies and others who accompany the members—to whom scientific matters are secondary—shall be entertained and every moment be made one of pleasure and interest.

Transportation.

While the passenger associations of the railroads have not as yet granted reduced rates for transportation, application for the same has been made and it is confidently expected that a rate not exceeding one and one-third fare for the round trip will be granted. Delegates, when purchasing tickets, should apply for the reduced rates which will undoubtedly be allowed. It is noted, however, that owing to sharp competition in various parts of the country, round trip tickets may be purchased direct more cheaply than under any arrangement which may be made with the passenger associations, and such tickets do not require the vise of an agent to make them good for return passage.

Hotel Accommodations.

Special rates have been secured at nearly all the leading hotels, the

rates varying with the location and quality of the accommodation desired. It is requested that members desiring special accommodations should communicate with the hotel, or write the chairman of the Committee on Accommodation, Prof. E. H. LaPierre, Cambridge, Mass., as early as possible.

It is hoped that every member and delegate will be accompanied by members of their family and friends, for the arrangements of the Committee embrace the widest diffusion of pleasure to those who attend the convention as guests of the Association.

Entertainment.

The Entertainment Committee will provide car rides for small parties of ladies under personal escort to many of the museums and other places of interest, and they have arranged for automobile rides, one along the beautiful North Shore, over the Revere Boulevard to Magnolia, passing on the way the summer home of President Taft, and it is hoped that arrangements may be made for a reception of the ladies by the President at this time.

Another to the historic places in and around Boston, embracing the Old North Church, the Paul Revere House, the Navy Yard, the birthplace of the American Navy with its interesting Naval Museum and Frigate Constitution, whose "tattered ensign" still floats proudly from her ancient mast.

There will be a card party in the Palm Garden, an evening spent at Norumbega Park, with its vaudeville show and zoological garden.

On Friday the Association will be given a steamer excursion of about thirty miles to Plymouth, with its famous "Rock," so dear to all American hearts: "The Plymouth Rock that has been to their feet as a doorstep into a world unknown; the cornerstone of a nation."

The steamer along the shores of Massachusetts Bay, where so much of the history of our Nation had its birth, and lands at Plymouth, with its memories of John Carver, William Bradford, Priscilla Alden and Myles Standish; its Pilgrim Hall, National Monument and its revered Burial Hill, of tender, if of sombre, interest.

The meeting and entertainment as planned by the Entertainment Committee give abundant promise that all who attend this meeting will find their visit to the "Hub" one of interest and pleasure.

C. H. Packard, Local Sec'y.

Makers and Sellers of Adulterations To Be Fought.

New York, July 25—With a country wide call for recruits from the ranks of large employers of labor, the National Civic Federation has declared war upon impure food and drugs, those who make them, those who sell them and, in particular, dealers who deliberately adulterate commodities.

It is through the employer, President Seth Low announced, that the federation hopes to check the evil. The new department which the federation has organized, he said, would make plain to employers how their employes are imposed upon and defrauded as to quality and measurement of food and drugs purchased by them.

The department plans to work also for uniformity of state legislation and better enforcement of laws bearing on the evil.

Masses Need More Protection.

A statement made on behalf of the federation said:

"The federation believes there is no subject of greater interest to the American people than that of pure food and pure drugs. The wealthy are able to pay the highest prices and are less likely to be imposed upon by the sellers of impure or adulterated foods and drugs, but the masses have no other protection than that granted by the federal pure food and drugs act and the various states' acts, which are to a great extent in conformity with the federal law.

"While a great improvement has been wrought in the situation since the passage of that act in 1907, yet the administration of the law by the federal, state and municipal authorities is greatly hampered by the lack of sufficient inspectors and effective machinery to detect violations and in some cases by corrupt alliance between the officials and the sellers of rotten foodstuffs.

Calls For Drastic Treatment.

"The recent exposures in New York, Philadelphia and Chicago indicate the magnitude and far-reaching character of the violation of the food and drugs law. Not only were the poor defrauded by adulterated and impure food, but they were cheated as to measurements and weights. It is a situation which calls for drastic treatment. The monthly bulletins issued by the United States Department of Agriculture describe hundreds of convictions secured annually by that department (generally on the confession of guilt by the manufacturers or dealers), which are enough to arouse the indignation of all good citizens.

"One of the most important features of the work of the civic federation's department will be to make evident to employers how their employes are being imposed upon and defrauded as to both quality and measurement of foods and drugs purchased by them."

A committee to carry on the work of this department was named by Mr. Low, consisting of prominent men in New York and other cities who have been identified with at-

tempts to prevent the sale of impure drugs and unwholesome food, and officers of National labor unions. The Committee is expected to meet in a few days and organize.

The Drug Clerk.

The drug clerk sighed wearily and replaced the jar of lime drops on its shelf after having pried loose a dozen for a young woman and received a nickel therefor.

"You seem unhappy," ventured the calm-faced man leaning on the cigar counter. "What's the matter?" The drug clerk whirled on him, just as though he represented the whole world in which he had to live.

"You've never been a pharmacist," he snorted. "All those years of study—all those books—all those lectures—all that blamed work in the laboratory and here I am handing out lime drops and chewing gum to the public." The smoker looked sympathetic.

"I'm supposed to fill prescriptions," said the drug clerk. "I'm supposed to have sense enough not to get the quinine and strychnine mixed. I am supposed to read Latin and understand what doctor is represented by the scrawl he puts on his prescriptions.

"And do I fill prescriptions? Maybe once a week. The rest of the time I sell gum and tooth brushes and nail polish and tooth picks. I am a scientist—yes? It takes brain work to sell a tooth brush.

"I have to sell postage stamps to the women, and they stand at the cigar counter and paste them on, taking all day, while half our cigar customers are waiting and some leave in disgust.

"There isn't such a thing as a druggist now," he finished. "In the old days a druggist dealt in drugs and was a sort of understudy doctor. But not now. Why, I've even—"

Then he broke off and went across the store to sell a cake of Peanut Oil soap to a lady with a straw hat and a set of near furs, who was undecided whether she wanted Peanut Oil or Waterproof soap, finally deciding on the former.

Then the drug clerk went behind the prescription case, for he had been postponing a very important task—the putting of glycerin in very small bottles to sell for ten cents, and labeling them.

The Drug Market.

Opium—Has advanced.
 Carbolic Acid—Is higher.
 Menthol—Has declined.
 Quick Silver—Has advanced.
 Mercurials—Are higher.
 Oil Bergamot—Has advanced.
 Oils of Lemon and Orange—Are higher.
 Goldenseal Root—Has advanced.
 Senega Root—Is higher.
 Lycopodium—Is higher.

When you go on a journey and expect some one to meet you at the station, and no one does, ever notice how funny you feel?

People are busy looking after their own affairs, and if you don't look after yours they will be neglected.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Aceticum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Potassium, Radix, Semina, and Symplicia. Includes a large illustration of a building and an advertisement for Lowney's Cocoa.



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.
Hazeltime & 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 appetizing, wholesome and strengthening. Your Lowney's Cocoa customers will be your best customers.



IT'S UP TO YOU

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Hides
- Pelts
- Peanuts
- Cheese

DECLINED

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ARCTIC AMMONIA	
12 oz. ovals 2 doz. box	Doz. 75
AXLE GREASE	
Frazer's	
1lb. wood boxes, 4 doz.	3 00
1lb. tin boxes, 3 doz.	2 35
3 1/2 lb. tin boxes, 2 doz.	4 25
10lb. pails, per doz.	6 00
15lb. pails, per doz.	7 20
25lb. pails, per doz.	12 00
BAKED BEANS	
Beutel's Michigan Brand	
Baked Pork and Beans	
No. 1, cans, per doz.	45
No. 2, cans, per doz.	75
No. 3, cans, per doz.	85
1lb. can, per doz.	90
2lb. can, per doz.	1 40
3lb. can, per doz.	1 80
BATH BRICK	
English	95
BLUING	
Sawyer's Pepper Box	
Per Gross	
No. 3, 3 doz. wood bxs	4 00
No. 5, 3 doz. wood bxs	7 00
Sawyer Crystal Bag	
Blue	4 00
BROOMS	
No. 1 Carpet 4 sew	4 00
No. 2 Carpet 4 sew	3 75
No. 3 Carpet 3 sew	3 50
No. 4 Carpet 3 sew	3 25
Parlor Gem	4 50
Common Whisk	1 10
Fancy Whisk	1 35
Warehouse	4 50
BRUSHES	
Scrub	
Solid Back, 8 in.	75
Solid Back, 11 in.	95
Pointed Ends	85
Stove	
No. 3	90
No. 2	1 25
No. 1	1 75
Shoe	
No. 8	1 00
No. 7	1 30
No. 4	1 70
No. 3	1 90
BUTTER COLOR	
Dandelion, 25c size	2 00
CANDLES	
Paraffine, 6s	8
Paraffine, 12s	8 1/2
Wicking	20
CANNED GOODS	
Apples	
3lb. Standards	@ 1 00
Gallon	3 20 @ 3 50
Blackberries	
2 lb.	1 50 @ 1 90
Standards gallons	@ 5 00
Beans	
Baked	85 @ 1 30
Red Kidney	85 @ 95
String	70 @ 1 15
Wax	75 @ 1 25
Blueberries	
Standard	1 30
Gallon	6 50
Clams	
Little Neck, 1lb.	1 00 @ 1 25
Little Neck, 2lb.	@ 1 50
Clam Bouillon	
Burnham's 1/2 pt.	2 25
Burnham's pts.	3 75
Burnham's qts.	7 50
Cherries	
Corn	
Fair	90 @ 1 00
Good	1 00 @ 1 10
Fancy	@ 1 45
French Peas	
Monbadon (Natural)	
per doz.	2 45
Gooseberries	
No. 10	6 00
Hominy	
Standard	85
CANNED MEATS	
Lobster	
1/2 lb.	2 40
1lb.	4 25
Picnic Tails	2 75
Mackerel	
Mustard, 1lb.	1 80
Mustard, 2lb.	2 80
Soused, 1 1/2 lb.	1 80
Soused, 2lb.	2 75
Tomato, 1lb.	1 50
Tomato, 2lb.	2 80
Mushrooms	
Hotels	@ 16
Buttons, 1/2s	@ 14
Buttons, 1s	@ 23

2

Oysters	
Cove, 1lb.	85 @ 90
Cove, 2lb.	1 65 @ 1 75
Plums	
Plums	1 00 @ 2 50
Pears in Syrup	
No. 3 cans, per doz.	1 25
Peas	
Marrowfat	95 @ 1 25
Early June	95 @ 1 25
Early June sifted 1	15 @ 1 80
Peaches	
Pie	90 @ 1 25
No. 10 size can pie	@ 3 00
Pineapple	
Grated	85 @ 2 50
Sliced	95 @ 2 40
Pumpkin	
Fair	85
Good	90
Fancy	1 00
Gallon	2 50
Raspberries	
Standard	@
Salmon	
Col'a River, tails	2 30
Col'a River, flats	2 40
Red Alaska	1 75 @ 1 85
Pink Alaska	1 30 @ 1 40
Sardines	
Domestic, 1/4s	3 50
Domestic, 1/2s	3 50
Domestic, 3/4s	@ 7
French, 1/4s	7 @ 14
French, 1/2s	13 @ 23
Shrimps	
Dunbar, 1st, doz.	1 35
Dunbar, 1 1/2s, doz.	2 35
Succotash	
Fair	85
Good	1 00
Fancy	1 25 @ 1 40
Strawberries	
Standard	@
Fancy	@
Tomatoes	
Good	1 05 @ 1 15
Fair	1 00 @ 1 05
Fancy	@ 1 40
No. 10	@ 3 25
CARBON OILS	
Barrels	
Perfection	@ 9
D. S. Gasoline	@ 13
Gas Machine	@ 20
Deodor'd Nap'a	@ 12
Cylinder	29 @ 34 1/2
Engine	16 @ 22
Black, winter	8 1/2 @ 10
CATSUP	
Columbia, 25 pts.	4 15
Snider's pints	2 35
Sinder's 1/2 pints	1 35
CEREALS	
Breakfast Foods	
Bear Food Pettijohns	1 95
Cream of Wheat 36 2lb	4 50
Egg-O-See, 36 pkgs.	2 85
Post Toasties T No. 2	
24 pkgs.	2 80
Post Toasties T No. 3	
36 pkgs.	2 80
Apetiao Biscuit, 24 pk	3 00
18 pkgs.	1 95
Grape Nuts, 2 doz.	2 70
Malta Vita, 36 1lb.	2 85
Mapl-Flake, 24 1lb.	2 70
Pillsbury's Vitos, 3 dz.	4 25
Ralston Health Food	
36 2lb.	4 50
Saxon Wheat Food, 24	
pkgs.	3 00
Shred Wheat Biscuit,	
36 pkgs.	3 60
Kellogg's Toasted Corn	
Flakes, 36 pkgs in cs	2 80
Vigor, 36 pkgs.	2 75
Volgt Corn Flakes	4 50
Washington Crisps	
36 pkgs.	2 80
Rolled Oats	
Steel Cut, 100 lb. sks	2 65
Monarch, bbls.	5 20
Monarch, 90 lb. sacks	2 45
Quaker, 18 Regular	1 38
Quaker, 20 Family	3 90
Cracked Wheat	
Bulk	3 1/2
24 2lb. pkgs.	2 50
CHEESE	
Ame	@ 14 1/2
Bloomingsdale	@ 14
Brick	@ 14
Carson City	@ 14
Hopkins	@ 12 1/2
Lelden	@ 15
Limburger	@ 14 1/2
Pineapple	@ 60
Riverside	@ 14
Saw Sago	@ 20
Swiss, domestic	@ 13
Warner	@ 14 1/2

3

CHEWING GUM	
Adams Pepsin	55
American Flag Spruce	55
Beaman's Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	55
Black Jack	55
Largest Gum (white)	55
O. K. Pepsin	65
Red Robin	55
Sen Sen	55
Sen Sen Breath Perf.	1 00
Spearmint	55
Spearmint, jars 5 bxs	2 75
Yucatan	55
Zeno	55
CHICORY	
Bulk	5
Red	5
Eagle	7
Franck's	7
Schener's	6
Red Standards	1 60
White	1 60
CHOCOLATE	
Walter Baker & Co's	
German's Sweet	22
Premium	31
Caracas	31
Walter M. Lowney Co.	
Premium, 1/4s	30
Premium, 1/2s	30
CIDER, SWEET	
"Morgan's"	
Regular barrel 50 gal	10 00
Trade barrel, 28 gals	5 50
1/2 Trade barrel, 14 gal	3 50
Boiled, per gal.	60
Hard, per gal.	25
CLOTHES LINES	
per doz.	
No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 60
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	2 25
No. 50 Sash Cord	1 60
No. 60 Sash Cord	1 90
No. 60 Jute	80
No. 72 Jute	1 00
No. 60 Sisal	85
Galvanized Wire	
No. 20, each 100ft, long	1 90
No. 19, each 100ft, long	2 10
COCOA	
Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1/4s	36
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32
COCOANUT	
Dunham's per lb.	
1/4s, 5lb. case	29
1/4s, 6lb. case	28
1/4s, 15lb. case	27
1/2s, 15lb. case	26
1s, 15lb. case	25
1/4s & 1/2s, 15lb. case	26 1/2
Scalloped Gems	10
1/4s & 1/2s, pails	14 1/2
Bulk, pails	13
Bulk, barrels	12
COFFEES, ROASTED	
Rio	
Common	16
Fair	16 1/2
Choice	17
Fancy	18
Peaberry	19
Santos	
Common	17
Fair	18
Choice	18
Fancy	19
Peaberry	19
Maracabo	
Fair	19
Choice	20
Mexican	
Choice	19
Fancy	21
Guatemala	
Fair	20
Fancy	22
Java	
Private Growth	24 @ 29
Mandling	30 @ 34
Aukola	29 @ 31
Mocha	
Short Bean	24 @ 26
Long Bean	23 @ 24
H. L. O. G.	25 @ 27
Bogota	
Fair	20
Fancy	22
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	21 50
Lion	21 00
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	95
Felix, 1/2 gross	1 15
Hummel's foll, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

4

CONFECTIONS	
Stick Candy	
Standard	8
Standard H H	8
Standard Twist	8 1/2
Case	
Jumbo, 32 lb.	8 1/2
Extra H H	10
Boston Cream	13
Big stick, 30 lb. case	8 1/2
Mixed Candy	
Grocers	6 1/2
Competition	7
Special	7
Conserve	8
Royal	8
Ribbon	11
Broken	11
Cut Loaf	8 1/2
Leader	8 1/2
Kindergarten	10
French Cream	9
Star	11
Hand Made Cream	16
Premio Cream mixed	14
Paris Cream Bon Bons	10
Fancy-in Pails	
Gypsy Hearts	14
Coco Bon Bons	14
Fudge Squares	17
Peanut Squares	17
Sugared Peanuts	11
Salted Peanuts	12
Starlight Kisses	13
Lozenges, plain	10
Champion Chocolate	11
Eclipse Chocolates	14
Eureka Chocolates	15
Quintette Chocolates	14
Champion Gum Drops	9
Moss Drops	10
Lemon Sours	10
Imperials	10
Ital. Cream Bon Bons	12
Golden Waffles	13
Red Rose Gum Drops	9
Auto Bubbles	13
Fancy-In 5lb. Boxes	
Old Fashioned Molasses Kisses 10lb. bx.	1 30
Orange Jellies	50
Lemon Sours	60
Old Fashioned Horehound drops	60
Peppermint Drops	60
Champion Choc. Drops	65
H. M. Choc. Drops 1 10	
H. M. Choc. Lt. and Dark, No. 12	1 10
Bitter Sweets, as'td	1 25
Brilliant Gums, Crys.	60
A. A. Licorice Drops	90
Lozenges, printed	65
Lozenges, plain	60
Imperials	60
Mottoes	65
Cream Bar	60
G. M. Peanut Bar	60
Hand Made Crms	80 @ 90
Cream Wafers	65
String Rock	60
Wintergreen Berries	60
Old Time Assorted	2 75
Buster Brown Good	3 50
Up-to-date Assmt't	3 75
Ten Strike No. 1	6 50
Ten Strike No. 2	6 00
assortment	6 75
Pop Corn	
Cracker Jack	3 25
Giggles, 5c pkg. cs.	3 50
Fan Corn, 50's	1 65
Azulikit 100s	3 25
Oh My 100s	3 50
Cough Drops	
Putnam Menthal	1 00
Smith Bros.	1 25
NUTS-Whole	
Almonds, Tarragona	18
Almonds, Drake	15
Almonds, California soft shell	12 @ 13
Brazils	12 @ 13
Filberts	12 @ 13
Cal. No. 1	18 @ 19
Walnuts, soft shell	18 @ 19
Walnuts, Marbot	17
Table nuts, fancy	13 1/2 @ 14
Pecans, medium	

6

Table of goods and prices for section 6, including Soda Crackers, Uneeda Biscuit, and various oils and flours.

7

Table of goods and prices for section 7, including Jaxon Terp. Lemon, Jennings (D. C. Brand) Terpenese Extract, and various oils.

8

Table of goods and prices for section 8, including Cottonseed Meal, Gluten Feed, and various oils and flours.

9

Table of goods and prices for section 9, including 5 lb. pails, Smoked Meats, and various oils and flours.

10

Table of goods and prices for section 10, including Hemp, Russian, Mixed Bird, and various oils and flours.

11

Table of goods and prices for section 11, including Sweet Mist, Am. Navy, and various oils and flours.

Special Price Current

- | | |
|-----------------------------|-------------|
| 12 | |
| No. 1 complete | 40 |
| No. 2 complete | 28 |
| Case No. 2 fillers, 15 sets | 1 35 |
| Case, medium, 12 sets | 1 15 |
| Faucets | |
| Cork, lined, 8 in. | 70 |
| Cork, lined, 9 in. | 80 |
| Cork lined, 10 in. | 90 |
| Mop Sticks | |
| Trojan spring | 90 |
| Eclipse patent spring | 85 |
| No. 1 common | 80 |
| No. 2 pat. brush holder | 85 |
| Ideal No. 7 | 85 |
| 12lb. cotton mop heads | 1 45 |
| Pails | |
| 2-hoop Standard | 2 00 |
| 3-hoop Standard | 2 35 |
| 2-wire Cable | 2 10 |
| Cedar all red brass | 1 25 |
| 3-wire Cable | 2 30 |
| Paper Eureka | 2 25 |
| Fibre | 2 70 |
| Toothpicks | |
| Birch, 100 packages | 2 00 |
| Ideal | 85 |
| Traps | |
| Mouse, wood, 2 holes | 22 |
| Mouse, wood, 4 holes | 45 |
| Mouse, wood, 6 holes | 70 |
| Mouse, tin, 5 holes | 65 |
| Rat, wood | 80 |
| Rat, spring | 75 |
| Tubs | |
| 20-in. Standard, No. 1 | 7 50 |
| 18-in. Standard, No. 2 | 6 50 |
| 16-in. Standard, No. 3 | 5 50 |
| 20-in. Cable, No. 1 | 8 00 |
| 18-in. Cable, No. 2 | 7 00 |
| 16-in. Cable, No. 3 | 6 00 |
| No. 1 Fibre | 10 25 |
| No. 2 Fibre | 9 25 |
| No. 3, Fibre | 8 25 |
| Washboards | |
| Bronze Globe | 2 50 |
| Dewey | 1 15 |
| Double Acme | 3 75 |
| Single Acme | 3 15 |
| Double Peerless | 3 75 |
| Single Peerless | 3 25 |
| Northern Queen | 3 25 |
| Double Duplex | 3 00 |
| Good Luck | 2 75 |
| Universal | 3 00 |
| Window Cleaners | |
| 12 in. | 1 65 |
| 14 in. | 1 85 |
| 16 in. | 2 30 |
| Wood Bowls | |
| 13 in. Butter | 1 60 |
| 15 in. Butter | 2 25 |
| 17 in. Butter | 4 15 |
| 19 in. Butter | 6 10 |
| Assorted, 13-15-17 | 3 00 |
| Assorted, 15-17-19 | 4 25 |
| WRAPPING PAPER | |
| Common Straw | 2 |
| Fibre Manila, white | 3 |
| Fibre, Manila, colored | 4 |
| No. 1 Manila | 4 |
| Cream Manila | 3 |
| Butchers' Manila | 2 3/4 |
| Wax Butter, short c't 13 | 20 |
| Wax Butter, full count | 20 |
| Wax Butter, rolls | 19 |
| YEAST CAKE | |
| Magic, 3 doz. | 1 15 |
| Sunlight, 3 doz. | 1 00 |
| Sunlight, 1 1/2 doz. | 50 |
| Yeast Foam, 3 doz. | 1 15 |
| Yeast Cream, 3 doz. | 1 00 |
| Yeast Foam, 1 1/2 doz. | 58 |
| AXLE GREASE | |
| Mica, tin boxes | 75 9 00 |
| Paragon | 55 6 00 |
| BAKING POWDER | |
| Royal | 10c size 90 |
| 1/4 lb. cans | 1 35 |
| 6oz. cans | 1 90 |
| 1/2 lb. cans | 2 50 |
| 3/4 lb. cans | 3 75 |
| 1 lb. cans | 4 80 |
| 3 lb. cans | 13 00 |
| 5 lb. cans | 21 50 |

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CIGARS
Johnson Cigar Co.'s Brand



S. C. W. 1,000 lots ... 31
El Portana ... 33
Evening Press ... 32
Exemplar ... 32
Worden Grocer Co. Brand
Ben Hur

Perfection ... 35
Perfection Extras ... 35
Londres ... 35
Londres Grand ... 35
Standard ... 35
Puritinos ... 35
Panatellas, Finas ... 35
Panatellas, Bock ... 35
Jockey Club ... 35

COCOANUT
Baker's Brazil Shredded



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.

JENNINGS
CONDENSED PEARL
BLUING

Small size, doz. 40
Large size, doz. 75

SAFES




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
Reaver Soap Co.'s Brand



100 cakes, large size ... 6 50
50 cakes, large size ... 3 25
100 cakes, small size ... 3 35
50 cakes, small size ... 1 95

Gowans & Sons Brand.




Single boxes 3 20
Five box lots 3 15
Ten box lots 3 10
Twenty-five box lots ... 3 00

J. S. Kirk & Co.
American Family 4 00
Dusky Diamond 50 8 oz 2 80
Dusky D'nd 100 6 oz 3 80
Jap Rose, 50 bars 3 60
Savon Imperial 3 00
White Russian 3 60
Dome, oval bars 3 00
Satinet, oval 2 70
Snowberry, 100 cakes 4 00


Lautz Bros. & Co.
Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 25
Big Master, 72 blocks 2 85
German Mottled 3 50
German Mottled, 5 bxs 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 toil 4 00
Marseilles, 1/2 bx toilet 2 10

Henry Passolt



Atlas soap 3 25
Proctor & Gamble Co.
Lenox 3 25
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 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 Cheer 4 00
Old Country 3 40

Soap Powders
Snow Boy, 24s family size 3 75
Snow Boy, 60 5c 2 40
Snow Boy, 30 10c 2 40
Gold Dust, 24 large 4 50
Gold Dust, 100-5c 4 00
Kirkoline, 24 4lb. 3 80
Pearline 3 75
Soapine 4 10
Babbitt's 1776 3 75
Roseine 3 50
Armour's 3 70
Wisdom 3 80

Soap Compounds
Johnson's Fine 5 10
Johnson's XXX 4 25
Nine O'clock 3 80
Rub-No-More 3 85

Scouring
Enoch Morgan's Sons
Sapallo, gross lots 9 00
Sapallo, half gro. lots 4 50
Sapallo, single boxes 2 25
Sapallo, hand 2 25
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York
Chicago St. Louis
Minneapolis

The McCaskey Register Co.

Manufacturers of
The McCaskey Gravity Account Register System

The one writing method of handling account of goods, money, labor, anything.

ALLIANCE, OHIO

WOLVERINE PAPER BALER

IS SIMPLEST,
STRONGEST, BEST, CHEAPEST

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



USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE TELEPHONE CO.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

Roofing Troubles Ended

Reynolds Flexible Asphalt Slate Shingles end roofing troubles. They are practically indestructible. Frost, air, wind, water and sun have no appreciable effect on them. We know this fact thoroughly by long years of testing, and are willing to back

Reynolds Flexible Asphalt Slate Shingles

with a ten year guarantee. Actually this perfect roofing material lasts much longer than ten years and with neither painting nor repairs.

Reynolds Flexible Asphalt Slate Shingles resemble slate in appearance and add much to the looks of a building. They lay as easily as wooden shingles—do not color rain water and are fire resisting. With the use of Reynolds Flexible Asphalt Slate Shingles the most durable part of the building will be the roof.

Send for trade prices and agency proposition.

H. M. Reynolds Roofing Co.

Established 1868
Grand Rapids, Mich.

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—A long-established shoe business in Lansing, Michigan. Best location. Valuable five year lease. Stock in good shape. Invoice about \$7,000. Will take good unincumbered real estate to the value of \$5,000. Balance cash. Good reason for selling. Address Box 396, Lansing, Mich. 537

For Sale—230,000 acres; Coahuila, Mexico; water plenty; good pasture; soil rich; products: corn, wheat, cotton, variety fruits; per acre 79c. Advertise bargains only. Al Hodge, Dallas, Texas. 534

For Sale—Grocery stock and fixtures. Cheap rent. Good business. James S. Hicknell, Clare, Mich. 546

Special Sales—Mc. Merchant, why not put that sale on to-day? Get rid of your odds and ends, and accumulations. Personally conduct all my own sales. W. N. Harper, Port Huron, Mich. 544

For Sale—Good clean stock hardware in Central Michigan, town of 600 population. Address Hardware, care Michigan Tradesman. 545

For Sale—General hardware store doing a thriving business. Address No. 543, care Michigan Tradesman. 543

For Sale—My stock of hardware and implements will invoice about \$3,000, doing a good business. Best location in town, low rent, fine farming country. Address Geo. E. Hartung, Homer, Mich. 542

To Exchange—Have 138-acre farm, well improved, 1½ miles from good town; will exchange for stock of general merchandise. Address G. D. Dill, Pierceton, Indiana. 535

Wanted—Stock of general merchandise, clothing or shoes. Address Box 116, Bardolph, Ill. 536

For Sale—Large department store in Eaton, Ohio; county seat, 3,500 people; a rich and populous country; sales approximately \$100,000; room 64x175 with upstairs; store is running on a strictly ore price cash basis. O. B. Eikenberry & Co. 538

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 Al 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

For Sale—Drug stock with soda fountain. Reason for selling, not registered pharmacist. G. W. Potter, Saranac, Mich. 526

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

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—Store building and small stock, centrally located. Party must leave town account ill health. Particulars enquire P. O. Box 295, East Jordan, Mich. 512

Best Location—For a general store in Northern Michigan, is at Sherman just now. Investigate at once by addressing Box 126, Sherman, Mich. 510

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—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. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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. 944

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

HELP WANTED.

Wanted—Salesmen traveling in the smaller towns, up to 2,000 inhabitants in Michigan, Minnesota and Wisconsin, to carry our line of misses' and children's shoes as a side line. One grip. Liberal commissions. Kalt-Zimmers Mfg. Co., Milwaukee, Wis. 540

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—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Salesmen Wanted—We manufacture an extensive line of popular-priced lamps, hall clocks, wall and mantel clocks, book rack clocks, tables, costumers, rockers and other specialties that can be sold to the furniture trade. The most attractive line ever offered—quick sales. We want to get in touch with a few high class salesmen to take the line as a side line. The Nation Clock & Manufacturing Co., 20 West Lake St., Chicago, Ill. 539

Wanted—Salesmen with established trade in Michigan, Indiana and Northwestern states to carry complete line of hats and caps for a well established house on a commission basis. State territory, amount of sales and references. A fine opportunity for the right man. The Miller-Allaire Co., 623 Broadway, New York. 380

Wanted—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

SITUATIONS WANTED.

Wanted—By registered pharmacist, position as manager of drug store. Can furnish exceptional references. No habits to interfere with business. Address No. 541, care Tradesman. 541

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

CRITICISING THE COURTS.

Open Letter to Outlook by St. Louis Manufacturer.

St. Louis, Mo., July 25—Your leading editorial on A Judicial Experience caused me much worry—in fact, my night's sleep was very much disturbed by reason of the unpleasant impression which it made on my mind.

Just what purpose or moral is intended to be conveyed in this article, unless it be another slap at our courts and a sop to organized labor, I can not understand its pertinency. So far as our courts are concerned it seems to me our strenuous ex-President might afford to let up on them for a spell; and so far as organized labor is concerned, it is not entitled to the compliment. If Gompers should fail to have this article appear in full in the next issue of the Federationist, he won't know what is good when he sees it. Little thought would the cigarmakers' union have had to hygienic conditions in the manufacture of cigars were it not for the selfish purpose of getting rid of the competition this tenement house manufacturer created. There were no doubt other hygienic conditions needing correction in this great city at the same time, but which were of no concern to and received no attention from the cigarmakers' union.

It would please me very much to see some editorials from your contributing editor on the arbitrary and unAmerican methods of organized labor, such as the closed shop, the boycott, the sympathetic strike, the secondary boycott, the limitation and proscription of apprenticeships to the American boy, the opposition to trade schools and trying to make it appear that a trade can not be acquired in a trade school, and that trade schools are "scab hatchingeries;" the lawlessness of Gompers and his utter disrespect and abuse of our courts, in such and kindred expressions as "To hell with your injunction," and this, too, while he has a jail sentence pending over him for defying the mandate of Justice Wright.

We have only to go back a few years in our history, when the principal cities in this country were under the despotic domination of organized labor. Do you perhaps remember the Educational Committee in Chicago, where it was testified to under solemn oath that members of this Committee received various rewards for maiming and killing non-union workers, commonly called "scabs" and "rats," the rewards going from \$5 up to \$75, the highest reward being for the outright killing of a non-union man, and the lower and intermediate rewards for the breaking of a rib or ribs, a skull fracture, the breaking of an arm, the breaking of a leg, etc. It was just about this time in Chicago when a union man was tried for the wanton and cold blooded killing of a non-union man. A regular trial was had before a jury and the murder was positively proven by a half dozen competent witnesses; the

instruction of the judge to the jury was in line with the testimony, but the jury, in the face of all this, brought in a verdict of acquittal. There was such a terrible condition prevailing by reason of the lawlessness of the leaders of organized labor that the jury were in fear of their own lives and were thus impelled in fear and trembling to bring in a verdict of acquittal. You perhaps know how it was in your own city while Sam Parks was in flower. During our street car strike some years ago while the street car companies were being dominated by organized labor, there was a condition of lawlessness running riot throughout the city, street car tracks being blown up, cars full of passengers being stoned and held up, women being stripped naked and pelted with mud while they were running through the street seeking shelter which they failed to get by reason of the fear of the fury of the mob. You are equally aware of the blowing out of existence of ex-Governor Stunnenburg, of Idaho, as he was entering the gate leading to his home at the end of his day's business, and of the repeated attempts on the life of Governor Peabody, of Colorado. These were terrible times and they would be the same to-day were it not for the restraining influences of such decisions as those of Justice Wright and others that have been rendered in recent years.

Hence, in view of all this, I can not understand why, at this late day, bouquets should be showered upon organized labor and that our courts should be so severely criticised by a journal of your standing.

I was boycotted before the word "boycott" was coined—forty-two years ago—for not submitting to the bricklayers' unions of the city in the matter of the limitation of apprentices, and again eleven years ago because I would not sign an agreement which would absolutely take the management and control of my business out of my hands and place it in the hands of a committee of three of the brickmakers' alliance, none of whom might, for the time being, be in my employ. I have now been in business fifty years, during which time I have had considerable experience with labor unions, and were I not so fortunate as to have learned my trade as a bricklayer in this city before unions were formed, I might to-day be one of James Eads How's hoboes.

Anthony Ittner.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 24—Some dealers are buying spot coffee, but they are taking just as little as they can get along with. Prices are steady, stocks diminishing and the general condition is in favor of sellers. This applies especially to Brazilian, but mild grades are almost in the same category. In store and afloat there are of Brazil coffee, 2,167,543 bags, against 3,320,215 bags at the same time last year. At the close Rio No. 7 is worth, in an invoice way, 13 $\frac{3}{4}$ @13 $\frac{1}{2}$ c. Milds show little, if any,

change, good Cucuta being held at 14 $\frac{1}{4}$ c.

The tea market remains about unchanged. Sellers profess to be pretty well content with the situation and seem to think that a little later on they will have a good business. Foo-chows and Formosas are both doing well and Japans are firmly sustained.

Sugar has been in excellent demand the trade generally is in a happy frame of mind. Granulated is generally quoted at 5 $\frac{1}{4}$ less 2 per cent. The advance is not altogether owing to increased call here, but to higher cables denoting firmer markets in Europe.

Pending the arrival of new crop rice the trade is in a waiting mood and buyers take very small lots. Prime to choice domestic, 4 $\frac{1}{4}$ @5c.

Spices are firm. Sales are few and far between. Supplies are not large but there appears to be enough of every sort to go around.

Molasses is dull, as may be expected in these hot days. Grocery grades are in moderate supply and quotations are firm and unchanged.

Canned goods are firm and this applies to almost every item. Tomatoes are still in favor of the seller and stocks in Harford county, Md., are said to be lighter than for several years. The pea pack is bound to pan out very light, and buyers ought to show more interest than they do. Corn is moving in a moderate manner. Standard Maryland tomatoes, 95@97 $\frac{1}{2}$ c.

Butter is firm and steady. Creamery specials, 26c; extras, 25c; process, 21@21 $\frac{1}{2}$ c; factory, 19@19 $\frac{1}{2}$ c.

Best new cheese, whole milk, 12 $\frac{1}{4}$ c; best old, 13@13 $\frac{1}{4}$ c.

Eggs of really desirable quality are firm and tend to a higher level. Best Western, 18@21c; firsts, 17@18c.

CLEVELAND'S MILK.

Not a little consternation has been aroused among farmers over the recent ruling of Cleveland's city fathers who are evidently bound to have a pure milk supply. The new code gives any dairyman supplying any dairy product until Sept. 1 to provide a tight cement building, screened against flies, removed fifty feet from all objects which might possibly be objectionable and entirely disconnected with any other building.

While the requirements are, on the whole, sane, the objection is raised by farmers that this is too busy a season for taking up the unexpected building phase; many of the best dairymen are tenants who will find it impossible to interest land owners on such short notice; the elaborate preparations required will shut out small dairymen, many of whom are now furnishing a superior article, although not in accordance with the specifications.

While no iron-clad rules can be laid down which will not wrong some, it would seem that, great as reform is needed in the pure milk supply, there is, after all, a great deal of buncombe in come of the pretended reforms. In Pennsylvania the State Board of Health send out their inspectors periodically in a method which sounds

like good business. Yet some of these inspectors(?) are so painfully lacking in the rules of justice and common sense that the system resolves itself into another outlet for graft. We need reform; yet the city man who steps in and with a wise look passes for or against certain methods, often renders himself a mere joke in the hands of the practical dairyman.

We all want pure milk, but whether so stringent a rule at this season will drive out of business many well meaning and well doing dairymen, remains to be seen. There is a clean milk which will not pass the muster of this special test, as there is pure cider vinegar which will not stand the test of the pure food laws. We are getting at many needed reforms, but it is plain that there is still a word to be said on the other side.

Japanese Tea Schools.

In connection with a resolution adopted on May 7 at Shizuoka by the committee appointed to elaborate measures to extend tea exports, the Central Board of Tea Guilds has given 1,000 yens (\$498) for salaries of teachers in the model tea farms, tea-preparing houses and tea-manufacturing schools established in the several prefectures of what is known as the Shizuoka tea district.

At the same time, according to the report of Consul West, of Kobe, the Kobe tea planters of the famous Yamashiro tea district are making still greater efforts to improve the flavor rather than the color and appearance of green tea. Kobe is the center of the export of teas from the Kwansai district and the prohibition in America of colored tea has encouraged planters there to make some improvement in the quality of their teas and a market change is noticeable this year.

The development of Shizuoka as a port for the shipment of tea, took a good deal of Kobe's trade, but Yokohama has been even more affected, the exports of tea from that port last year showing a decrease of about 3,500,000 pounds. The tea season generally opens in Kobe much later than in Yokohama, but the Yamashiro teas excel in cup quality rather than style of leaf and finish and, while they are somewhat later in coming in, they are eagerly sought, especially the higher grades.

Ask His Wife.

An easy-going man always depends upon others to furnish his motive power.

Fools and their back hair are soon parted.

BUSINESS CHANCES.

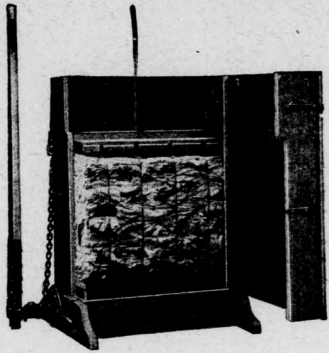
For Sale—Good, fresh stock of groceries in a fast growing town in Michigan, located on L. S. & M. S. railroad. Only store near railroad depot. Good business. Five living rooms. Rent \$25. Address B. H. 548, care Tradesman. 548

Merchandise sale conductors. A. E. Green Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

I will receive bids on the H. R. Nelson & Co. stock of groceries in Ionia, Tuesday and Wednesday, August 1 and 2. A good clean stock. C. W. Moore, Receiver. 547

Drug Store—Owing to falling 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



The Paper Mills Want Your Waste Paper

And Will Pay Good Cash for it if Properly Baled

- ☐ You have no idea how much Waste Paper you sweep out and burn in a year.
- ☐ Why don't you send for a **HANDY** Baling Press—try it for thirty days—and find out for yourself how much money you can make on your Waste Paper.
- ☐ It will pay a good part of all your rent.
- ☐ No experience necessary. Simply dump the paper into the **HANDY PRESS** every evening, and when it is full, pull down the lever and press it down.
- ☐ A child can do it.

The Handy Paper Baling Press

is the greatest of them all. Strongly built—handsome in appearance and is built in five sizes, \$40, \$50, \$65, \$75 and \$85.

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THE HANDY PRESS CO.

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In all the years "White House" Coffee has been marketed, it has never been allowed to deteriorate in character or in quality. If you have followed its rise to its present top-notch position as the leader, you know we're right.

Dwinell-Wright Co.

Principal Coffee Roasters

BOSTON AND CHICAGO



WORDS OF
The Wise Merchants

to buy *one* case at a time at the *bottom* price—and is sold to *all* buyers alike—is

"Won its FAVOR through its FLAVOR"

Kellogg's

Fresh Goods

J. W. RITTENHOUSE

Official Organizer for the Pennsylvania Retail Merchants' Association

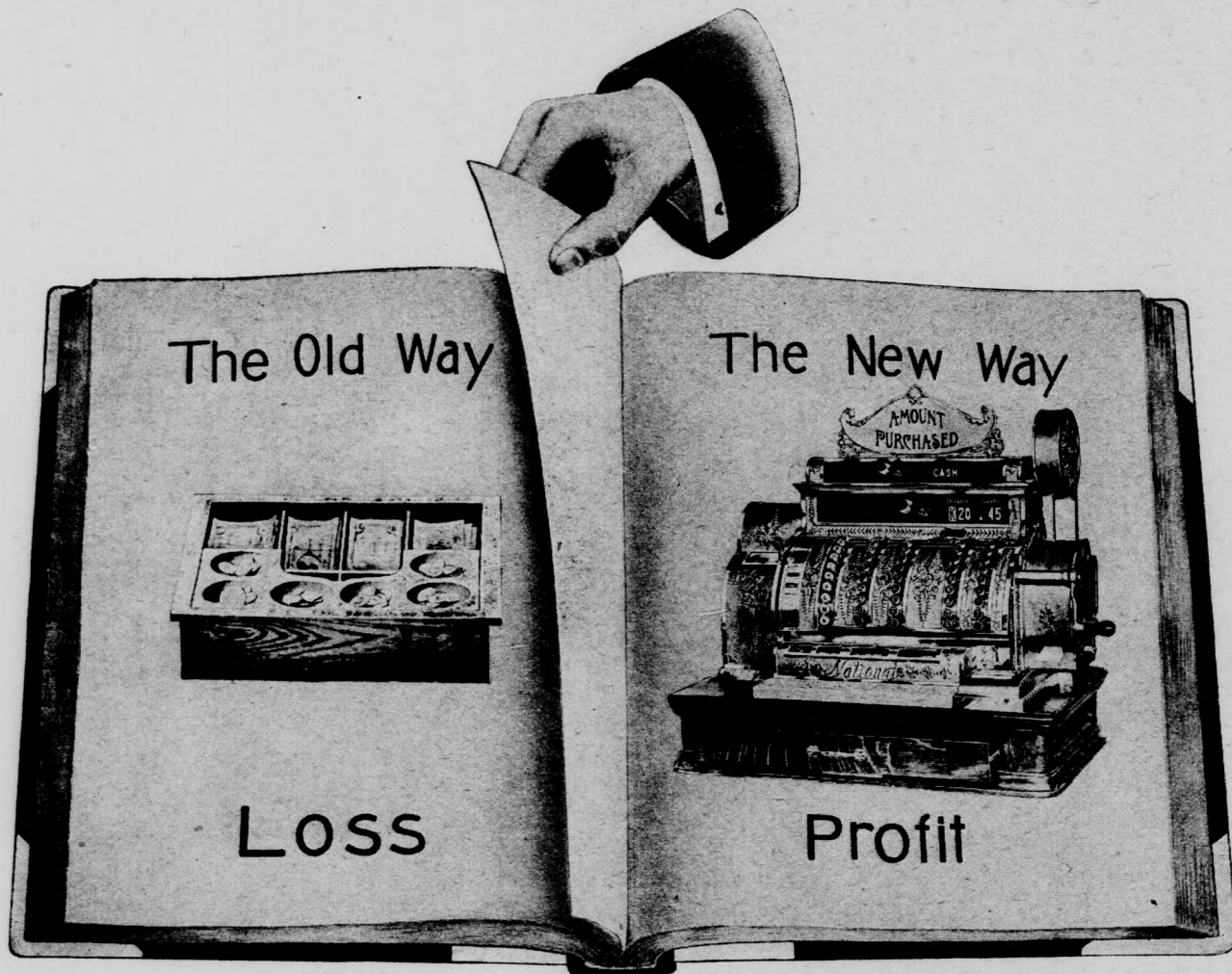
"Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale.

"Among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were Kellogg's Toasted Corn Flakes, three other advertised brands and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only Cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer."

Mr. Grocer, the *only* flaked food sold in America which allows you



Turn a New Leaf



Because of:—

- Mistakes
- Arguments
- Dissatisfied customers
- No check on clerks
- No credit for good work
- Temptation of employes
- Forgetting to charge goods sold on credit

Resulting from:—

- Accuracy
- Harmony
- Pleased customers
- Enforced records
- Shows value of clerks
- Removes temptation
- Prevents failure to charge goods sold on credit

A modern National Cash Register turns Losses into Profits

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