

The Market's All Ready In Holiday Goods

In the following twelve buying centers we are now showing the gift wares from all markets—of all lines and of all grades.

NEW YORK, CHICAGO, ST. LOUIS, MINNEAPOLIS and DALLAS.

Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha and Seattle.

And our showing is complete, it absolutely covers the field of holiday wares—properly proportioned as the goods sell over the retail counter, equally strong in popular priced and in the better grades.

If you cannot conveniently come to any of the above twelve cities we'll send the market to you.

Our fall catalogue, out about August 20, will list at prices guaranteed NET everything we sell.

You'll find it a book many times better to buy from than any showing which could be made in sample trunks.

And from its arrival you will be in every minute touch with HEADQUARTERS. Our stock will be maintained COMPLETE weeks after most jobbers consider the season closed. Repeat orders will be taken care of up to the eleventh hour.

Come to market or make it a point to have that book.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

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Experience has taught thousands that there is no economy in cheap, inferior YEAST. 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.



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- 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.
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- 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.

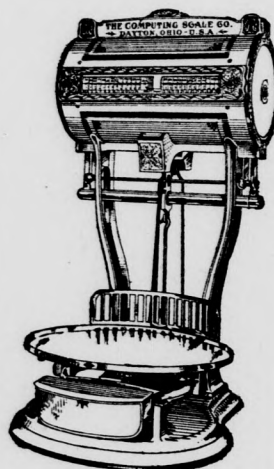
Use the attached coupon and send for full particulars *now*—before your eyes wander from this announcement. Address

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.

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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.

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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.

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MASONIC TEMPLE, CHICAGO
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SNOWBOY
Won't hurt your hands



SNOWBOY
Weighs more

SNOWBOY
Good profits



SNOWBOY
Washing powder

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

How much SNOW BOY have you in stock?

Lautz Bros. & Co.

Quick Profits

Buffalo, N. Y.

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 2, 1911

Number 1454

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DEATH KNELL OF STRIKE.

What little there is left of the furniture strike in this city will probably receive its death knell on August 9, when the Synod of the Christian Reformed church will pass on the question of whether a union man can continue as a member of the Christian church. Of course, this question can only be decided in one way and that is that it is not possible for a man to take the oath he is forced to subscribe to when he joins the union, and be a good citizen or a good family man or a good Christian, because the oath distinctly and explicitly places obedience to the union ahead of obedience to the law, compliance with the rules of the church and acceptance of the common attributes of humanity. It would be as appropriate to place the devil at the head of the Roman Catholic church as it would be to expect a union man to be a good Christian. The two are incompatible.

There are six hundred members of the Christian Reformed church in this city who have joined the union and the expectation is that fully 95 per cent. of them will retire from the union as soon as they find that they have been duped into joining an anti-Christ organization.

The strike exists in name only. The morning after MacFarlane bid farewell to his dupes and uttered his usual amount of lies, seventy of the best workmen of the city returned to their benches and before the end of another week the strike will pass into history. Of course, it will be kept up in name so long as there is any graft in it for the union leaders who are thus able to draw salaries and pile up big expense accounts while they keep up the pretense of strike and contention. This strike has cost the city of Grand Rapids a good many million dollars, but it is worth all it cost because it has shown the people that city officials and daily newspapers can not be depended upon to correctly portray public opinion; that they are actuated by base motives and cater

to the most depraved ideas in the effort to secure votes and sell newspapers. There will be no more strikes in Grand Rapids for many years to come, because the workingmen have learned their lesson. They have learned that, next to the saloon, their worst enemy is the union and that any man who undertakes to deceive them by lies and misrepresentations in the interest of the union is their arch-enemy and a foe to good society, good morals and good citizenship.

THE OPENING OF PANAMA.

Although it would seem rather premature to discuss at this early date the ceremonial with which the Panama Canal is to be opened, there is no denying the fact that popular interest has already been aroused and the press has commenced the agitation as to which of the historic ships of the navy should lead the naval procession through the completed waterway. Some advocate the placing of the old sailing frigate Portsmouth in the van because of her historic record during the Civil War and before. Others think that the Olympia, Dewey's flag-ship in the battle of Manila Bay, should have the privilege of showing the route to the other vessels, while the Brooklyn, Schley's old flag-ship, and the New York, Sampson's flag-ship, have their champions. Probably the greatest number of people believe that the honor properly belongs to the Oregon, as it was that ship's sensational and splendid cruise around South America at the opening of the war with Spain which made clear to the American people the necessity of an interoceanic canal under American control as a strategic facility for the proper defense of the country.

The Oregon in order to get to the scene of war in the Atlantic had to steam 13,400 miles, through the Strait of Magellan and along both coasts of South America. This memorable cruise, which was watched with keen anxiety by the whole American people, consumed sixty-seven days. Had the Panama Canal been open the distance would have been only 4,600 miles, and the ship would probably have made the trip in a third of the time that it took to go around the South American continent. While the Oregon arrived at the scene of operations in fit condition to fight and performed splendid service at the Battle of Santiago, her arrival more than a month sooner might have averted war by giving a different turn to the negotiations then pending.

There is no doubt that the lesson taught by the long and anxious cruise of the Oregon convinced the Government and people of this country that the construction of a canal across the Isthmus was a strategic necessity.

It, therefore, seems entirely appropriate that the Oregon should head the procession of National vessels through the canal at its opening. The navy now possesses many larger and finer ships than the Oregon, but none of them has a warmer place in popular esteem and reverence than the old ship that so gallantly made the dash around the Horn in the face of so many difficulties and possible dangers. One has but to remember the joy and enthusiasm that her safe arrival after her long trip at Jupiter's Inlet gives occasion to frankly admit that no more representative and appropriate leader for the proposed naval parade through the canal could be chosen than this fine representative of our earlier battleships.

TREMENDOUS FIRE WASTE.

The Tradesman has frequently commented editorially upon the enormous annual waste caused by fires in this country, and the drain that this waste is exerting upon our National resources. When to the waste itself is added the enormous amounts we pay for protection from fire it will be seen that fires cost us annually \$5.36 per capita.

The enormity of this waste is made more apparent when the figures are compared with the statistics of other countries. Thus, the average losses for six European nations in varying years makes the following showing: Austria, \$0.29; Denmark, \$0.26; France, \$0.30; Germany, \$0.49; Italy, \$0.12, and Switzerland, \$0.30.

In the light of such figures our immense waste looks absolutely scandalous, and can not altogether be explained by the more substantial methods of construction in Europe and the less general use of electrical installations. Carelessness, lax enforcement of the laws and the taking of undue risks in the mad rush for profits undoubtedly figure among the causes of our big fire losses. If the underwriting companies were alone the sufferers it would be bad enough, but in the ultimate analysis it is the whole people that suffers, as insurance premiums must of necessity be adjusted to provide a workable margin between losses and premiums. As the losses must be paid out of the premiums, and as the great mass of the people pay the premiums, it is easy to see that the fire waste is a National loss, and not merely the concern of the underwriters, as, unfortunately, too many people believe.

It might be imagined that the constant placing of these facts before the people would bring about some reform, but such does not seem to be the case, as the fire waste is constantly increasing, and the per capita loss expanding, while the cost of

protection from fire, as well as prevention, is steadily augmenting. For a nation as keen in commercial matters as we are supposed to be we are wonderfully obtuse in this matter of fire waste.

THE HUMBUG GAME.

Variations of the old three card game are still to be found among the practices of the up-to-date swindler, although just now the call of Back to the Land has allured him to the farm medium for the basis of his transaction. His bait is usually the farmer, but not always. Only a few weeks ago we read of a prosperous attorney of middle age being the victim of one of these farm deals where the other man got nicely away with the money before the trick was discovered.

Just last week two strangers were driving through a neighborhood intent on finding one of two farmers with large bank accounts. They found the one, and now it would not be well for them to attempt finding the other. Before reaching the house they separated, the one representing himself as a prominent banker in a town some miles distant. The farmer pleased him. There was some dicker-ing, then came the third man, "a stranger" to both parties—a game at cards where the farmer won out—but, as proof of his good faith, he was first coaxed to deposit \$5,000 in a box, each of the others having first put in it a similar sum. The hard-earned money was drawn from the bank, the farmer skillfully side-tracking his banker regarding the use he had for it. The box was given to him and he went home happy. But when the family investigated the box held not the \$15,000, but a plain brick. The reputed "banker," when called up over the phone, knew nothing of the transaction and had no notion of buying a fawn, while his "double" was fast speeding into Canada.

It is only a slight variation of the old, old story, and yet it still finds ready listeners among seemingly well informed people. The scheme to get something for nothing is the easiest thing in the world to secure converts when the game promises just what they have been working for a lifetime to accumulate and when they have secured a competency. They forget that strangers are not going to endow them with a rich legacy, forget reason, but see only the mirage which they are pleased to call Good Luck.

It is like a blow in the face to some people to have a clerk rudely say to them: "You don't want that!" when the customer enquires for certain goods.

WAVES OF PROSPERITY

Will Lave the Country For Years To Come.

Written for the Tradesman.

I am not meaning to imply by the way I have headed this article that there is no prosperity in the cities. There is. I merely want to emphasize the fact that farmers nowadays are getting the long end of the deal.

I am not complaining. We have had ours. Now I am perfectly willing that Mr. Farmer should have his inning.

We are all indebted to the farmer. If it wasn't for him, as has been heretofore remarked, we'd all have to quit business.

"Look at that box of apples," said a grocer the other day, and he indicated by his rhinoceros toe a box of Early Harvest apples.

I looked.

The box looked to contain about a bushel.

The apples were rather small, and some of them were knotty and more or less punctuated with worm-holes and defective spots.

"What d' you reckon I paid for that box?" he enquired.

"I pass," I said.

"Two dollars and fifty cents," he replied.

"Yes, sir! \$2.50 for that box of apples, and glad to get 'em at the price. And yet," he continued, "I said to him: 'Little high, ain't you, Colonel?' 'Yep,' he answered, 'but I can get that from the other fellow. If you don't want 'em, he does.' 'Of course I want 'em,' I said. And I bought.

"You see it's this way, Cap," said the farmer, "we can sell anything we have nowadays. Many's the time I've fed better apples than them to my hogs; used to turn th' hogs in th' orchard and let 'em have all the apples that fell on the ground. But now, you bet yer—not when I can get \$2.50 a bushel for 'em. Poor hogs don't get hardly anything to eat any more. Why feed it to hogs when you can haul it in and turn it into money like that?"

Now that was a fancy price for such apples, I must confess. But the grocer didn't get "stuck" on them. He turned them to good account. The farmer made money on the deal, and the grocer made money on the deal and the people who bought the apples doubtless thought they were real lucky to get them at the price. Everybody was satisfied. But I think the farmer ought to have been the best satisfied fellow in the whole series;

for it was not so long ago when these things were unheard of.

Time was when the farmer was down and out. If he raised a poor crop, he got a very limited price for it, and if there was a bumper crop prices dropped to nothing.

I have seen farmers feeding choice apples to their hogs.

I have seen farmers in Kansas burning corn for fuel in their homes and in traction engines.

Wheat has been so low it hardly paid the farmer to cut it and haul it into market after it was threshed.

Twenty years ago, in many sections of the country, farming was a poor proposition from a business point of view.

But it isn't any more.

There isn't such an over-production as there used to be. Our center of population has shifted. Most of us are living in the towns and cities of the country. People are anxious to get in where they can see the motion pictures, go to the pleasure parks at night and sip cooling drinks under an electric fan in the middle of the day when the heat-waves are dancing festively in mid-air.

Lots of folks are, perhaps, beginning to wish they were back on the farm, too. In course of time many of them will return. People always follow the tide of prosperity; and, as I said at the beginning of this article, prosperity is in the country.

Therefore country patrons are worth going after.

They have the wherewithal to buy such things as they need.

They are wanting more and more of the comforts, conveniences and luxuries of life year by year.

The country trade is not the unsophisticated trade that we once assumed it to be. Country people get their daily newspapers, their weekly magazines. Moreover, they have their telephones and their automobiles. They are up to date.

In catering to their trade, whether in furniture, hardware, shoes, groceries or what not, you have to be up-to-date to land their business.

Old shop-worn, fly-bespeckled, out-of-date goods don't cut any ice with these patrons any more. They want fresh stock—and the more up-to-date it is the quicker it goes.

There is something almost tragic in the sight of the old-time store-keeper who isn't able to understand these changed conditions, and adapt himself to them.

He'd better get a hustle on himself before it is too late.

Perhaps the best thing he could do would be to take new blood into

the business. Get a young partner who is up to snuff and turn him loose.

I know an old dealer who did that. He happened to be a shoe merchant.

He did business in a little town catering largely to an out-of-town trade.

He saw the business was going to pot—meaning by "pot" the mail order people, retailing shoe manufacturers and department stores of near-by towns. Therefore he sat up and wondered why.

He soon saw why. His store furniture and fixtures were old and dilapidated. His store front was a fright. His stock was shot to pieces, and his shelves cluttered up with old goods that had been the rage when the fathers of the present young bloods were "on the carpet."

Therefore he reasoned within himself thus: "By heck! I'm losing out! Why? Because there ain't any business here any more? No, that ain't right; there's more business here now than ever before. I'm not going after it in the proper manner. What I need is a young partner—some young chap that knows the shoe business from the ground up and get out after these folks and round up their business. Believe I'll get me a young partner."

Having so resolved, the old man did a little still hunting and finally made a deal with a high grade clerk in a near-by town. They remodeled the store, putting in a new front and new fixtures, they put in a fresh new stock of goods—the very latest styles in men's and women's medium grade shoes—and they did a bully good business. And the best of it was that they got after this country trade just about the time the wave of prosperity was beginning to diluviate the country.

But it isn't too late for you to get busy; for the waves of prosperity are going to lave the country for years to come. Frank Fenwick.

Regulate the Song Writer.

Juggings—Who was it that said if he could make the songs of the people he wouldn't care who made the laws?

Muggings—Don't know. But if he is the chap who's making the songs of the people nowadays I'd just like to have the making of the laws a little while! That's all!

Useful.

Briggs—Have your daughters accomplished much in music?

Griggs—Yes, their playing has rid us of two very undesirable neighbors.

Merchant Can Not Supply Thinking Power.

Written for the Tradesman.

It should be the aim of every merchant to keep the public as fully posted as possible as to the goods he keeps for sale; and yet it is not possible for any merchant to make known to each individual every identical article which he has in stock. His printed advertisements may bring different kinds of goods to the notice of the people each week, his windows, showcases and shelves may be so frequently changed that every class of goods are brought within range of customers' vision, and yet many customers never look about the store when they have opportunity; never seem to think of anything except the goods wanted at the time, or are afraid if they do look at other goods they will be tempted to buy more than they intended. So such people have no comprehensive idea of the variety of goods kept for sale.

There are some who will enquire for anything needed, while others take it for granted that the merchant does not keep this or that because they never happen to see it. When some other person in their presence buys or orders some such article they gasp in astonishment: "Why, I never knew you kept that;" or, "I have wanted such a thing for a long time, but I never supposed I could buy it here."

It is this class of people which causes the merchant frequently to ask himself: "What more can I do to inform the people of what I have to sell? How can I induce them to look, to read, to listen or even to ask for the things they need?"

Beyond stirring up the merchant to keep advertising, planning new attractions and keeping the people interested and expectant, experience with this class of customers ought not to worry or discourage him. It is just like the farmer reaping his harvest. He can not get every spear of grass and every head of wheat. It would cost more to get the trade of some people than all the profit on goods sold to them. It is their own fault and theirs alone if they are not well served by the thoughtful, painstaking merchant. E. E. Whitney.

One Feature He Wanted Omitted.

The member of the legislature, or whom some graft stories had been circulated, was about to build a house.

"You will want a southern exposure, I suppose?" asked the architect.

"No, sir!" said the man. "If you can't build this house without any exposure, I'll get another architect."

ROBIN HOOD AMMUNITION

NOT MADE BY A TRUST

No other ammunition ever gained greater popularity. Our sales have increased in leaps and bounds. You should be getting your share of this trade. Write for catalog, prices and co-operative selling plan. Do this today. ROBIN HOOD AMMUNITION CO., Bee Street, Swanton, Vt.

OLD TIMES.

Facts About Early Business Men of Grand Rapids.

Written for the Tradesman.

George H. Morgan & Co. occupied the store at 61 Monroe street forty years ago with a stock of boots and shoes and manufactured fine boots, for which the firm received from \$12 to \$15 per pair. The firm was composed of Rev. Henry Morgan (a retired Methodist preacher) and his sons, George H. and Arthur C. Morgan. The firm failed after a few years in business and the location was taken by Kellogg & Bunn, with a stock of dry goods. This firm also failed.

Squire's Opera House stood upon the ground now occupied by the Garrick Theater. The building contained four ground floor stores, while the opera house filled two of the upper floors. It is a shame to call the old place an opera house. It contained a small stage with a small recess in front, where the late Peter C. Schickell and the two Siegle brothers, the orchestra, played on violins and a double bass. There was a small gallery and a parquette filled with rough board seats, uncushioned, rising in terraces like those of a circus. Men and women of eminence in the dramatic and musical professions played engagements in the old barn. Edwin Forrest, the greatest tragedian of his time, played one week at this place, presenting King Lear, Othello, Macbeth and Jack Cade. Katie Putnam, a local favorite, J. W. Proctor, Nel-

lie Grover and other stars of fifty years ago played engagements at this house. In the south end of the second floor the offices and printing department of the Grand Rapids Eagle were located from 1864 to 1870. The Eagle was printed on a Hoe country cylinder press, the only power press used in the State outside of Detroit before 1865. Power was furnished by a flume wheel driven by the waters of the canal at the rear of the building. This also operated the grain grinding machinery of Henry Grinnell & Co. (Henry Grinnell and John W. Squier), on the ground floor. The opera house and mill were destroyed by fire, after which a part of the ground was sold to Thomas H. Redmond, who erected the building now known as the Garrick Theater thereon. The Squier estate erected a commercial building on the ground it had retained.

The store located on the southeast corner of Canal street and Crescent avenue, now occupied by the J. H. Fox Shoe Co., was owned and occupied with a stock of groceries by Samuel Sinclair forty years ago. When he died, about 1870, the business was continued by his son, Samuel B. Sinclair, and the late George C. Peirce. The firm failed after two years in trade.

Widoe & Mohrhard were butchers, packers and retailers of meats on Canal street, occupying a building opposite the opera house. Later Mr. Mohrhard took upon himself the management of the Bridge Street House, succeeding Bonney & Per-

sons, which continued until his death, about twenty-five years ago.

John F. Godfroy was a leading merchant in dry goods and Indian supplies at 62 Canal street. He began his business career as an Indian trader and until the close of his life he visited the Indian reservations, of which there were several in Michigan previous to 1874, and traded such goods as the Indians needed for furs and the money received from the General Government for lands. He lived on the northeast corner of Fulton and Ransom streets in a small but comfortable house. With prosperity came the desire to erect a larger dwelling, but he was superstitious and hesitated to tear down the old home, fearing that he would die soon after doing so. The architect proposed that a part of the old house be retained in the erection of the new, and this plan satisfied Mr. Godfroy. A year or two after taking possession of the new home Mr. Godfroy died. The premises are now owned and occupied by Dr. Barth.

Between the years 1870 and 1880 B. Hartt and wife managed a wine house on Canal street, nearly opposite the Garrick Theater. It was not an ordinary place for ordinary people. Loafers and bums were never welcomed at its door. The fine wines and excellent cuisine dispensed by the pair, however, were not its chief attractions. The Hartts were Bohemian Jews and the wife was a woman who enjoyed great popularity with gentlemen. She was educated, refined, kind-hearted, sympathetic, intel-

lectual, witty, yet dignified, and virtuous. Among the regular patrons of the Hartt establishment were Julius Houseman, Justice H. H. Slawson, Alderman Hogeboom, C. C. Sexton, Alpha Child, Dr. C. L. Henderson, Albert Baxter, Christopher Kusterer, Sidney H. Hart and Adolph Leitelt. While Herr Hartt served the best of wines and Madame Hartt the wonderful creations of her culinary skill, the guests smoked, related experiences, stories and jokes, and in the repartee and story telling Madame participated. Her keen wit, her musical laugh, revealing pearly teeth set in pink, her brilliant black hair, her flashing eyes and her charming voice were greatly admired by those who assembled at the wine house for dinner or luncheon. The house was Bohemian in its service and its patrons, as mentioned above, were men of local prominence in business, the arts, the scientific professions and journalism. In such an assembly Mrs. Hartt was ever a large mental and brilliant star. Her popularity was gained through her womanly attributes and genteel demeanor. The establishment was broken up after the death of Mr. Hartt and his wife followed him a few years later. Their daughter was the wife of the late Maurice M. Houseman; their son, William, was accidentally shot while endeavoring to escape arrest by the police upon the charge of having committed a minor offense against the law. Arthur S. White.

Be Sure This Brand's in Stock

Keep well ahead of your orders for Dandelion Brand Butter Color. More than 90% of American buttermakers use this famous butter color, and the demand is increasing all the time.

Look over your shelves today. See that you have on hand a plentiful supply of

Dandelion Brand

THE BRAND WITH



Butter Color.

THE GOLDEN SHADE

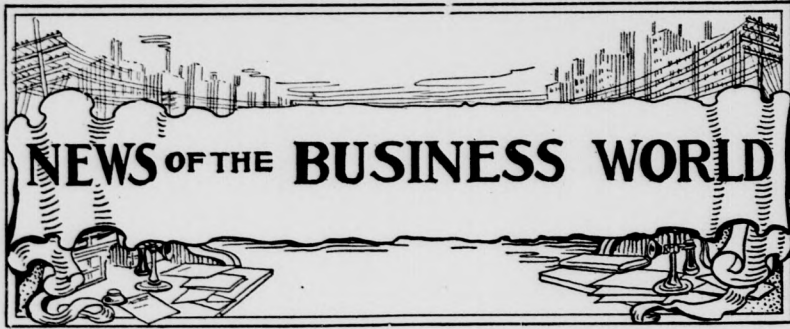
For over thirty years the Standard Brand of this country. Our extensive advertising is making this a year of record sales for Dandelion Brand.

Don't fail to get your share of the profits.

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

Wells & Richardson Co., Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Oxford—The McLaughlin-Morrow Co. has retired from the shoe business.

Luther—Mrs. Geo. Hastings has sold her millinery business to Mrs. Britton.

Freesoil—Sherwood & Stephens succeed M. F. Razell in the grocery business.

Hastings—Feldpaugh & Fedewa succeed Bennett & Feldpaugh in the meat business.

Monroe—The Hegans Drug Co. has increased its capital stock from \$3,000 to \$15,000.

Lansing—The Milne Grocery Co. has established a branch store at 516 West Main street.

Detroit—The Larrowe-Vallez Co., engineer and contractor, has changed its name to the Larrowe Construction Co.

Boyer City—S. A. Fleming has engaged in the house furnishing goods business here, locating at 116 West Water street.

Mendon—L. A. Sherman, baker at Samson & Dailey's, will go to Marcellus, where he will engage in business for himself.

Butternut—C. C. Messenger has sold his hardware and implement business to L. E. Walker, of Fenwick, who will take possession Aug. 15.

Detroit—The Woodward & Larned Co. has changed its name to the Maryland Liquor Co. and increased its capital stock from \$1,000 to \$5,000.

South Blendon—Folkert Barendse has sold his general stock to M. Van Heukelem, of Zeeland, who will continue the business at the same location.

Petoskey—James A. Reid has opened a bazaar at 304 Lake street, where he will endeavor to dispose of the remainder of the stock of the Gardner estate.

Charlotte—Mr. and Mrs. Franz McElwain, of Hastings, have purchased the bazaar stock conducted by J. B. Crosby, taking possession immediately.

Muskegon Heights—Harry De Witt has purchased the interest of George Messer in the H. De Witt Hardware Co. and will continue the business in his own name.

Kalamazoo—Linihan Brothers, who have for some time conducted a grocery store at 613 Davis street, have disposed of their stock to F. E. Donnelly, of Cadillac.

Pinconning—The Farmers Elevator Co. has been incorporated with an authorized capital stock of \$12,000, of which \$6,000 has been subscribed and \$1,200 paid in in cash.

Otsego—The grocery firm of Tuck-

er & Longcor has been dissolved, Mr. Longcor retiring from the firm. The business will be continued at the old stand by Frank S. Tucker.

Three Rivers—J. L. Kirkwood, whose market was badly burned some days ago, is preparing to open a market in the building formerly occupied by the Driesbach barber shop.

Sturgis—B. C. Henricks, of Ft. Wayne, has purchased the wall paper and moulding stock of Joseph Drake, bankrupt, and will get things in shape for an opening very shortly.

Clarksville—E. F. Cool has sold an interest in his elevator to J. W. Knettle, of Lake Odessa, who has moved back to this place and will assist in the management of the business.

Fennville—E. B. Sias & Sons succeed the Sias Company in general trade. The firm opened its new fire proof building July 29, with dinner, dancing, balloon ascension, vaudeville, etc.

Scottville—Nathan G. Sayles, who has been engaged in the grocery business here for fifteen years, has sold his stock to L. F. Leonard, of East Jordan, who will continue the business at the same location.

Thompsonville—A. G. Anderson, formerly of this place, has engaged in the produce business at Bendon under the name of the Bendon Produce Co. The business is a branch from the Grand Rapids house.

Muskegon Heights—Garrett Van Arkle has moved his drug store into the new building at the corner of McKinney avenue and Peck street, where he has one of the best equipped pharmacies in Western Michigan.

Detroit—The Michigan Farmers' Elevator Co. has engaged in business to deal in grains and farm produce, with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,500 paid in in cash.

Portland—Chas. T. Lockwood and Leo C. Lehman have formed a co-partnership under the style of Lockwood & Lehman and engaged in the clothing and shoe business. They have purchased the Webster & Hixson shoe stock.

Hastings—Mrs. A. E. Renkes has disposed of her interest in the furniture and undertaking stock of Renkes & Walldorff to Harry Walldorff, late of Fulton, N. Y. The new firm will be known as Walldorff Bros., and they will continue the business.

Lansing—A committee, consisting of David Glenn, H. P. Walker, H. C. Milne and A. O. Olin, representing the Grocers' and Butchers' Association, is completing the arrangements for the annual picnic which will be held Thursday, August 17. Special

trains will take the crowd to Detroit and return.

Jackson—Walter Smith and Arthur Manke have started a grocery store at the corner of Francis and Wilkins streets. They bought out Mr. Myers and took over his stock. Both young men were born in this city and have worked for grocerymen here.

Adrian—Henry Schmaltz, senior member of the firm of Schmaltz & Son, tailors, has retired from active life after fifty-two years in the tailoring business, and has disposed of his interest in the firm to his son, Robert Schmaltz, who will take full charge of the business.

East Jordan—James M. Milford and Paul Schnelle have purchased the grocery stock and meat market business of Sherman & Son. The new firm will be known as Milford & Schnelle, and of its members Mr. Milford has been employed here for a number of years in the East Jordan Lumber Co.'s store, of which he has for some years been in charge of the grocery department, and Mr. Schnelle was also in the company's store last winter, and at present is in charge of the E. J. Lumber Co.'s stock farm at Hitchcock.

St. Joseph—Edward Williams and Theodore Kreiger have rented the store room on State street, formerly occupied by E. D. Collins as a shoe store, and will engage in the shoe business about Sept. 1. Mr. Williams was for twelve years associated with Mr. Collins in the shoe business, but for the past three years has been connected with Rimes & Hildebrand. Mr. Kreiger has also had experience in the retail trade, being with the Shepard & Benning Co. for the past few years, and previously having charge of the retail store at Water-vliet conducted by Enders & Moore, of this city.

Manufacturing Matters.

Kalamazoo—The capitalization of the Kalamazoo Corset Co. has been increased from \$750,000 to \$900,000.

Royal Oak—The Royal Oak Lumber & Supply Co. has changed its name to the Mellen-Wright Lumber Co.

Battle Creek—S. E. Powers, former owner of the Merchant Milling Co., has bought out J. E. Moon's feed and seed business and will take possession immediately.

Detroit—The Lithio Sulphur Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,205 paid in in property.

Jackson—The Holton Co. has been organized to conduct a general machine and foundry business with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in property.

Forest Hill—The Forest Hill Elevator Co. has engaged in business with an authorized capital stock of \$15,000, all of which has been subscribed, \$5,116 being paid in in cash and \$4,884 in property.

Fennville—Spielman Bros. have become the owners of the Gallagher Bros.' pickle factory, near the railroad track. They will move the cider

mill to that building in order to have better shipping facilities.

Muskegon—The Central Foundry Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Trout Creek—John S. Weidman, dealer in lumber, has merged his business into a stock company under the style of Weidman & Son Co., with an authorized capital stock of \$200,000, all of which has been subscribed, \$35,000 being paid in in cash and \$165,000 in property.

Detroit—The Meeker-Keenan Sales Co., manufacturer and seller of electrical apparatuses, household utilities, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, of which \$10,200 has been subscribed and paid in in property.

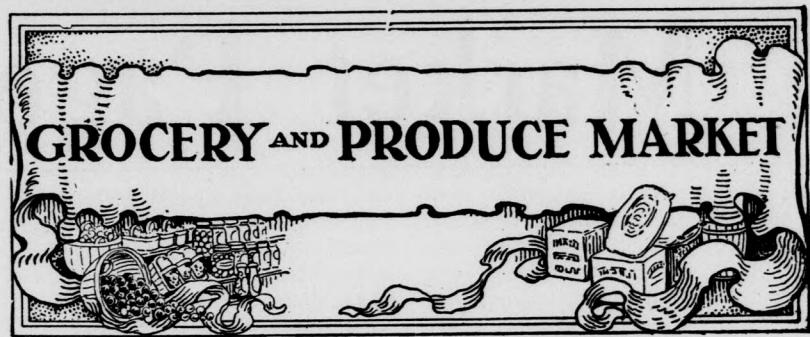
Detroit—A new company has been organized under the style of the National Food Products Co., to manufacture and deal in butter, cheese, casein and other milk products, etc., with an authorized capital stock of \$100,000, of which \$55,000 has been subscribed and \$10,000 paid in in cash.

Owosso—The creamery business of the C. A. Connor Ice Cream Co. has been taken over by the Western Dry Milk Co. The sale includes the machinery used by the former company in the manufacture of butter and gives the Western Co. a first-class outfit with which to carry on the creamery business.

Stockbridge—The grist mill owned and operated by Sheppard & Cobb recently burned to the ground, the loss being estimated at \$3,000, which is partly covered by insurance. The cause of the fire is not known, but it is now believed that it was started by spontaneous combustion. Across the street from the mill a building, formerly a basket factory, was also burned. The latter structure was owned by Williams & May.

Alma—Wm. T. Naldrett, who for four years has been manager of the Alma Grain & Lumber Co.'s interests in this city, has purchased the grist mill of the Norville Milling Co., of Norville, Jackson county, and September 1 takes possession of his purchase. Mr. Naldrett came to Alma from Ithaca and after assuming the management of the Alma Grain & Lumber Co.'s mill increased the volume of business many times.

Belding—This place is to have another manufacturing industry. The new factory will manufacture farming implements and there will be a foundry and machine shop in connection, with it also. It is decided that a commodious site and factory building will be donated to the new concern but where it will be located has not yet been determined, several sites however have been looked over by the committee and some generous citizens have offered to give several acres outright on which to locate the plant while others have offered property at a low figure. The factory when ready for operation will start with a force of about thirty-five or forty men and more will be taken on as fast as needed.



The Produce Market.

Apples — Home grown Duchess, Transparent and Red Astrachans command 40@50c per bu.

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

Beets—New, 15c per doz.

Blackberries—\$1.50 per 16 qt. crate.

Butter—The market on all grades has held firm during the week, and prices are 1c higher than a week ago on creamery extras, which were put into effect the first part of the week. Creamery extras are still selling at about 4c below prices of a year ago. Demand continues good on extras, as every one wants nothing but the finest grades while prices remain around 25c per pound. The accumulations are very small in any grade, as the demand for packing stock is of a fair size. Local dealers hold fancy creamery at 25½c. They pay 21c for No. 1 dairy and 16½c for packing stock.

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

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

Celery—18c per bunch for home grown.

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

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

Cucumbers—40c per doz. for hot house.

Eggs—Receipts have fallen off considerably and the percentage of fancy eggs is quite light. There has in consequence been a general advance of ½c per dozen. The consumptive demand for eggs is very good and the market is healthy at the reported advance. Local dealers pay 15c, loss off, del.

Green Corn—20c 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, \$5.50@6 per box; Verdellis, \$5.25@5.75.

New Carrots—20c per doz.

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

Musk Melons—Indiana Gems fetch 75c per basket; Rockyfords command \$2.50 for 54s and \$3.25 for 45s; Michigan Osage, \$1.75 per crate.

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.

Peaches—Home grown are not ar-

riving in sufficient quantities to establish a market.

Pears—Early varieties, \$1.50 per bu.; California Bartletts, \$3.25 per box.

Pieplant—75c per box of about 45 lbs.

Plums—Burbanks find a ready outlet on the basis of \$1.50 per bu; California, \$2 per box.

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

Potatoes—Old stock, \$1 per bu.; new, \$4.50 per bbl.

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

Radishes—15c per doz.

Spinach—75c per bu.

Tomatoes—Home grown hothouse, 75c per 8 lb. basket.

Veal—Local dealers pay 6@9c.

Watermelons — Georgia command \$2.25 per bbl.

Whortleberries—\$2 per 16 qt. crate.

Some Redeeming Features.

"I have my faults," Croesus said to the interviewer. "I'm a mighty rich man, and I'm getting richer, but for all that I've got one or two things in my favor."

"Yes, sir," says the interviewer. "And they are?"

"They are the fact that I have never handed out any platitudinous philosophy to the young; that I have never said it was a blessing to be born poor; that I have never said money can not buy happiness and that I have never made anybody raise five times as much as I was willing to give toward anything."

L. A. Theibout & Son, who have been engaged in the grocery and meat business, have dissolved partnership, Peter Thibout continuing the grocery and retail meat business in his own name and L. A. Theibout conducting the wholesale end of the meat business. They will both continue at 122 Spencer avenue.

Rudyard—The Norton Logging Co. has engaged in business with an authorized capital stock of \$50,000, which has been subscribed, \$7,000 being paid in in cash and \$43,000 in property.

Escanaba—The Diamond Pole & Piling Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Jerome DeHoop, dealer in meats at 842 Wealthy avenue, has sold out to Jacob Vander Wall.

The Grocery Market.

Sugar—Refined has advanced 30 points during the week, placing granulated on a 5.65 basis. The future depends wholly upon the raw situation, which is strong. The European raw market, although it has shown some slight reactive declines during the week, is very strong, largely due to the heat and drought, which together have reduced the crop. The demand for refined sugar has been curtailed by the short fruit crops, but is as good as could be expected.

Tea—There is a very healthy tone to the market. Prices are maintaining their firm position in all lines. The rains in Japan have delayed the purchasing of some of the second crop, but what has arrived in the United States is of good quality in leaf and cup. No uncolored China green teas have yet been shipped to this country, and the shortage is more marked than ever before, and with little prospect of relief, as a cable from Shanghai says that no uncolored greens have yet reached that port. Formosas are active and prices are well maintained. The India and Ceylon markets are correspondingly high. Green Ceylons are nearly all closed out.

Coffee—Prices of green coffee reached the highest point in years a short time ago. Trade is satisfactory with most wholesalers for summertime and retailers have been taking supplies much better than could be expected during the very warm weather.

Canned Goods—Prices on the 1911 pack of California fruits were announced by the California Fruit Canners' Association last week and they are much higher than opening prices of 1910. Tomatoes show no change for the week, but if anything the feeling is slightly easier. Spot goods can be bought at 90c in a large way, which is below the figure some holders were asking for goods a short time ago. Futures are also unchanged, but the packing outlook is better, owing to good weather, and it is getting so close that the chance of higher prices is lessening every day. In fact, the Baltimore packers are already buying fresh tomatoes and packing them, but these goods have not yet made their appearance in Northern markets. They are probably going South. Corn is unchanged, but the price will soon decline. New Southern corn will be on the market in a few days, and has been offered for delivery at 75c. This is 12½c below what the same brands are selling for on spot. Peas continue exceedingly scarce and high, although there has been no change during the week. Apples are very strong; in fact, there is practically no price on the new pack, as unfavorable weather and the recent wind storms have tended to reduce the volume of the yield of Michigan fruit very materially. There will be no Northern Spys to speak of and very few Baldwins. Eastern peaches are quiet and unchanged in price. Small standard canned goods are almost all firm. Soaked peas, for instance, are quoted at 60c, which is 10c above normal, and spinach is also very high.

Dried Fruits—There is prospect of a good crop of currants, and the demand is seasonably fair and the situation healthy. Spot apricots are scarce and are cutting but little figure. Futures are still high and very dull. Spot prunes are unchanged in price and in fair demand under the circumstances. Spot peaches are quiet and unchanged; future peaches are much excited, and most packers have withdrawn prices. A flurry between the grower and packer, caused by the former raising his prices to the latter, is the reason. Old raisins show an advance of ½c, but the general situation is dull and unchanged.

Cheese—Receipts are about normal for the season and the market is firm and unchanged. The quality of the cheese arriving is fully up to the season's standard, and the market is healthy without present indications of immediate change.

Syrups and Molasses—Glucose is unchanged for the week. Compound syrup is dull at unchanged prices. Sugar syrup is not moving and prices are unchanged. Molasses is dull and prices are unchanged.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines are dull in spite of the fact that this is their season. The catch is still short, and the market is unchanged. Imported sardines show no change. Prices are steadily maintained, and reports from abroad tell of comparatively small catch. It is expected, however, that a better catch may be made later in the season. If this happens, the market may be somewhat lower. Domestic salmon shows no change, and comparatively light demand. Prices on new Alaska have not yet been named. Mackerel is quiet and shows no important change. No. 1 Norways are reported somewhat firmer, but Irish are somewhat easier and Shores are about steady.

Provisions — Smoked meats are steady and unchanged. Pure lard is unchanged and in good consumptive movement. Compound lard is dull at ¼c decline. Dried beef is firm at 1c advance. Barrel pork is steady and unchanged; canned meats show a slight advance for the week and are seasonably active.

The course of international politics just at this time emphasizes the hypocrisy of the so-called Christian powers. In one portion of Europe a helpless people are being slaughtered because they adhere to the Christian faith. The cruelty of the Turks towards the Catholics of Albania equals in brutality anything in their long and bloody history. Yet while this extermination is going on the foremost of the Christian powers are involved in a quarrel caused by a step taken by one of them aimed at commercial or territorial gain, and which two of the others desire to checkmate. If Germany, France and Great Britain desire exercise for their armies and navies, they could find it to much better advantage in Albania or at the water front of Constantinople than in fighting among themselves over the matter of African territory.

Detroit Produce Market Page

An Unnoticed Leak in the Dairy.

A serious loss to the dairy industry, permitted year after year, is the fattening of the calves of the herd. This will read like treason to many, for "We might as well turn off the calves fat as to let someone else have them and the profit," is the sentiment. But is there wisdom in changing from cream or buttermaking to the business of making veal at a loss? For if one has a good creamery or a settled sale of butter at top prices, then the product will sell for much more than the veal it will produce. "Not a tenth part of the veals sent to the block are fed as they ought to be," complains a local butcher; and with reason, for farmers are able to guess, even roughly that the calves use far more milk to make a dollar than they will get back. He continues, "Farmers are so eager to get the milk to make butter or cheese that the calf is sent away too young and unripe, so that the price has to be cut. Veals should never be less than one month old, and they are better if nearer two. The average farmer is less of a judge of the fitness of a fat calf than of any other animal he fattens. On this point all the butchers I have ever met agree with me. To make good veal there is only just one way: This is to give the calf all the milk it will suck from the time it is born, to the end."

His remarks contain much of interest, to the butcher; and they are pointed, so far as the sensible farmer is concerned. Of course, the farmer indiscreet enough to feed butterfat into veal is eager to complete the contract with the calf at the earliest possible date. And the veal is not forced onto the market because of his lack of judgment, but the opposite. If the calf is given all the new milk it will nurse from the time it is dropped until five, seven or eight weeks, what will be the money status of the deal without considering the condition of the cow so abused? After the first few days a rugged calf will take five quarts of milk at a nursing, or ten quarts a day. Milk weighs 2:15 lbs. per quart, and if it tests 4½ per cent. which is not high if the cows are fair, modern stock, the daily consumption of fat will be one pound, which, increased by the overrun, where the butter is made on the farm will amount to 1 lb. 2 oz., at 30 cents per pound, \$13.86 in six weeks, and the skimmilk, worth at least 20 cents per 100, will make another \$1.50, a total of \$15.35.

Furthermore, the fattening of a calf is not conducive to the betterment of the cow, at the time, nor for the summer. A cow which suckles young

is never at rest unless the calf is by her side. To do its best, the calf must be kept quiet, so while the dam is afield, she is uneasy, restless, wanders, calls—in fact, takes too much exercise and too little feed. And then there is the grief at the final parting which always pulls down a cow not a little in flesh, and also in milking ability, from which many do not recover for months. All these bad effects on the cow may be avoided, of course, by milking and feeding the milk to the calf. By this method the work is not increased, if the trouble of handling a calf is counted.

But with the milk in the pail, why not remove the cream or butter and, if the temptation to fatten the calf can not be fought off, make the veal at the same time? This is not only possible, but entirely practicable, using new milk for only four to six days, and including the colostrum.

Eight grade cows fattened \$343.83 worth of veals on their skimmilk in less than 18 months for Frank Barnaby, (he tells it to the Michigan Dairyman), besides returning him a handsome cream check each month, sometimes as much as \$14 apiece. One of my creamery patrons had a similar experience. The skimmilk is used, emulsifying in it a little oil and flaxseed jelly. "Fussing" do I hear someone say? Yes, but no more than success demands in many other avenues. A pound of linseed (flaxseed) boiled for several hours will make a thick jelly, which takes the place of butterfat in milk, or one may make the jelly of linseed oil cake, adding a little raw oil or better still, cotton oil, which may be bought at 65c to 80c per gallon of wholesale grocery houses. A gallon of this oil will go a long way.

The exact process of feeding is as follows: After three days, cut down the milk to three quarts twice a day and begin gradually to introduce skimmilk, beginning with a half pint and slowly and methodically increasing this while decreasing the whole milk. When four days old, give the calf a teaspoonful of the jelly in each feed, the following day a tablespoonful twice a day, and steadily but regularly increase as the skimmilk is given and the new milk withdrawn, until the calf is getting half a pint twice a day. If jelly made from the boiled cake is used instead of from seed, (which contains the oil), give the calf a teaspoonful of oil in each feed, slowly increasing this to two tablespoonfuls a day, and even to double this if the individual animal appears able to use so much without purging. As the calf increases in weight, a box, high enough so he can

just get his nose in it, is to be kept in the stall, containing a little wheat middlings. A lump of rock salt also is to be placed in it. He will soon begin to taste of the salt and be using the middlings before one is aware that he is old enough. If the calf is big and hearty at four or five weeks old, scald corn meal thoroughly, (not by halves so it will be lumpy) and gradually accustom the calf to this feed. Such a calf can be kept eight weeks, if the butcher consents, and the profits from him will be real, while butter-making is not interfered with.

Never let the calf nurse and he will readily learn to drink. If, because of some good, old-fashioned notion it is believed best to have him nurse the first meal, carefully wash the teats

and udder with a weak antiseptic before he gets any part of them in his mouth. And never place the fingers in his mouth nor let him suck a rope or rag nor take other things into the mouth, until they have been carefully washed with soap and water or antiseptized. The naval cord is to break and never to be cut at birth and should immediately be washed with some antiseptic. A careful observance of this rule will do away with much of the trouble now experienced with scours, which is the chief enemy of the veal maker.

Hollister Sage.

It has been remarked that there is no rest for the wicked, and very little for the good when the wicked are about.

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INDIANA ITEMS.

Business News From the Hoosier State.

Kendallville—C. C. Barker, who for eleven years has been a traveling salesman for the International Harvester Co., has accepted a position with the J. I. Case Plow Co., of Racine, Wis., and is now in Racine arranging his work. His territory will be in this section of the country and he will continue to reside in this city.

Warsaw—The Warsaw Overall Co. has been organized and will operate a factory in this city. The stock in the new company is owned entirely by four men, three of whom are among Warsaw's most substantial business men. The four stockholders are also the four officers of the company and are as follows: President, W. S. Felkner, of Warsaw; Vice-President, Charles E. Stout, of Indianapolis; Secretary, Charles H. Ker, of Warsaw; Treasurer, W. W. Reed, of Warsaw. The company will be incorporated with a capital stock of about \$10,000.

Warren—Two new factories are to be started here within a short time. They are an electrical supply factory and a washing machine factory, both coming from Oakville. Eight thousand dollars was raised by the business men and all have taken stock in the new enterprises, insuring their success. The electrical supply factory will be located along the M. B. & E. traction line in what is known as the Roeme building and at the start will employ thirty-five men. The washing machine factory will be located in a building near the junction of the Clover Leaf Railroad and M. B. & E. line, which is now used as a skating rink. The rooms will be fitted up, work being started this week and the factories moved and put in operation as soon as possible.

Kendallville—The doors of the W. S. Ewry hardware store have been closed for the purpose of taking an inventory of the stock prior to selling the concern to other individuals. Mr. Ewry has been in poor health for some time and has found that he was not physically able to properly care for the volume of work that daily confronts him, so he concluded to sell out and devote his time to regaining his health. It is understood that a new company has been formed to be known as the Kendallville Hardware Co., those directly interested being L. O. Reinhoehl, Frank Strock and C. E. Frederick. Mr. Reinhoehl is well known to all Kendallville people and has been clerk in this hardware for a number of years. The other gentlemen come to us with the best of records for business veracity and integrity from Garrett and Auburn.

Wolf Lake—D. J. Starkey has sold his hardware and implement stock to Max Goodman, of Monticello, who

has assumed possession. Mr. Goodman is a member of the firm of Goodman & Co., proprietors of a large department store at Monticello. H. Kitt will have charge of the store. Mr. Starkey has been engaged in business here since the fall of 1905 and had a flourishing trade. He is undecided as to his future plans.

Albion—Former County Auditor J. W. Earle, who has been with the Stiefel Grain Co., has resigned his position and associated with a corporation composed of himself, A. L. Shipley, of Albion, and Frederick R. Barnes, of Columbus, Ohio, and have taken possession and the management of the Paragon Mills, of this place.

South Bend—Another phrase of the public market question has now developed which will probably have a more far-reaching result than any question which has yet arisen in connection with the public market. The situation which now confronts the retail grocers promises to make the market a more popular place than ever for the buyers of the city. Grocerymen have experienced considerable difficulty in buying produce for their trade during the few days of the market and it was stated yesterday to be almost impossible to purchase enough fresh fruit and vegetables to supply the trade. J. C. Schreyer, of the Schreyer & Sons' grocery, of 236 South Main street, said that he was unable to buy any sweet corn and had considerable difficulty in obtaining enough produce to supply his trade. Mr. Schreyer declared his opinion that the farmers had misinterpreted the meaning of the city ordinance in regard to the city market and that they did not think they were allowed in the city on any day with produce until after 10 o'clock. The real meaning of the ordinance, as explained by Marketmaster Peters, is that on market days the farmers shall not sell produce in the vicinity of the market place until after 10 o'clock. Other grocery concerns have also complained of the fact that there is not the usual amount of produce to be bought from the farmers since the opening of the new market. It does not seem, however, that the new market is in any way hurting the trade of the grocery stores. Councilman James McCollough, who owns a grocery store on South Michigan street, stated that he could notice no difference in the amount of produce bought by the people. He stated that a number of customers had been in his store since the opening day of the market and declared that conditions at the public market were unsanitary. One woman in particular declared to Mr. McCollough that the fruits and vegetables were exposed to the dust that gathered in the streets and as a result most of the fruit was practically spoiled. In many cities the market place is located in large buildings and

it is very probable that this will be the ultimate result of the South Bend experiment. F. M. Hanater, who operates a grocery store on the Colfax avenue bridge, stated that the main objection heard to the market was that there are very few farmers who sold goods to the consumers but that practically all of the men who had rented the stalls were peddlers. Many of the grocery men had the same complaint to make, claiming that it was not just that the peddlers and hucksters should be allowed to come to the scene of the market and sell goods which they had bought from the farmers earlier in the day. It is not believed that the conditions surrounding the market will be allowed to continue as many persons have already complained that the hucksters, who pay no rent and practically little taxes on their stock, are monopolizing the market. Mr. Hanauer stated that a farmer came into his store with some sweet corn and demanded 15 cents a dozen ears for it, while the retail price for that day was one shilling. The farmer had been talking to peddlers and they had told him that he should get 15 cents per dozen at the market and as a result he had demanded that, also said that of the number of wagons which had lined up on preceding market days, not more than seven of them had belonged to farmers, but that the majority of them were merely peddlers and hucksters. It is believed, however, that as soon as the farmers and buyers thoroughly understand the situation and people have become accustomed to the working of the market, that the few difficulties which have arisen will be eliminated. Consumers, producers and grocerymen seem perfectly willing to co-operate in making the market a success and it is thought that, given a little time, the troubles will adjust themselves.

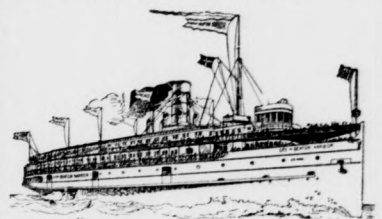
Kendallville—Edward J. Sherer has engaged in the tea and coffee business.

Many an open book is hide bound.

Where Combination Meant Success.

The great business successes of the past have been achieved by the genius of single individuals, who have excelled their competitors in some one clever characteristic. A thoughtful consideration of the qualities possessed by the great captains of industry of the past twenty-five years will show that one was a great salesman, another a great financier, another a great organizer. Their successes do not mean that the great business which gave them their fortunes were scientifically managed. For example, two concerns in the same industry recently combined, after negotiations which had extended over several years, in the course of which it developed that each principal entertained the utmost contempt for the other's abilities. When a careful examination of the two sets of books was made, it was found that one proprietor was producing his goods more than 40 per cent. cheaper than his rival, while the other made up the difference by his superior ability in buying, selling and management. The combination enabled each to exercise his particular skill in the interests of the whole, with a net saving of 40 per cent. which was previously lost.

W. D. Orcutt.



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E. A. STOWE, Editor.

August 2, 1911

GONE TO EUROPE.

Wm. B. MacFarlane, organizer and manager of the recent furniture strike, has left Grand Rapids. He soon sails for England to attend a labor convention as delegate from the brotherhood of carpenters and joiners, and then with his wife will make an extended pleasure trip through Europe, to be gone about three months. Not many of the furniture workers of this city who let him organize and manage them will take pleasure trips to Europe—at least not this year. It costs money to travel. As a professional friend of toil Mr. MacFarlane has had a very successful season. He can afford a tour of Europe with his wife, which suggests that it is better to be a friend of toil than a toiler.

Mr. MacFarlane came to Grand Rapids some time last winter under a regular salary from the international brotherhood, said to have been \$25 a week and expenses, which, by the way, is considerably above the union scale for workers in the trades represented by the brotherhood. He received a 25 per cent. "rake off" on the initiation fees paid by the recruits he brought into the union, amounting to \$1.25 a member. The union has claimed 6,000 members, but discounting this 50 per cent., gives him 3,000 members enrolled and \$3,750 added to his bank account. His \$25 a week salary and his membership "rake off" can be estimated at about \$4,500 for Mr. MacFarlane since January 1, and this makes no allowance for his share of the free will and other offerings that have passed through his hands during the strike. With such an income almost anybody with a taste for pleasure travel can take European trips. Mr. MacFarlane goes, the workers stay at home, and some of them are wondering where their coal is coming from next winter and who will pay for the groceries.

The furniture strike started April 19, about sixteen weeks ago. During this period the union disbursed, according to Mr. MacFarlane, \$137,000 in strike benefits. In addition to this \$17,000 contributed by other unions and sympathizers was passed out, a total of \$154,000. Under nor-

mal conditions the factory payrolls in this city amount to about \$100,000 a week. The strikers have been out sixteen weeks and have received strike benefits equivalent to about a week and a half of honest wages. In other words, while they could have earned \$1,600,000 by remaining at work, they have received \$154,000, less such amounts as stuck to the fingers of the crafty union managers. This money can never be recovered by the dupes of the union leaders. It is hopelessly lost—and along with it many of the men have lost jobs they will never be able to recover. Many will lose the homes they are paying for on the installment plan. Others will lose pianos. Those who participated in the riots, like the firey Poles, will never be able to find employment in Grand Rapids furniture factories again. They will have to seek a livelihood elsewhere, because they have demonstrated that they are not safe men to deal with and are incapable of becoming good citizens.

The workers stay at home, for there has been no money in the strike for them. For Mr. MacFarlane the strike has been a highly successful and profitable enterprise; he goes to Europe for three months and takes his wife with him.

The furniture manufacturers have not suffered seriously from the strike, except in profits and, with business conditions as they have been, it is a question if they would have made so very much money anyway. The strike, of course, has caused them worry and embarrassment, but, financially, they have come through it in much better form than they had reason to expect. But for the workers, whose only capital is their labor, the loss has been direct and permanent and for many of them it will keep on accumulating in the months to come. Regardless of how the manufacturers have fared, regardless of what may be the fate of the workers, regardless of the effect the strike has had on the business of the community, the sixteen week disturbance has been a most excellent thing for Mr. MacFarlane and he can well afford his three months' trip abroad.

Before starting for his pleasure trip Mr. MacFarlane urged his followers to go on with the strike, and sought to give the impression that the strike was still on. In this he was eminently consistent. From the very beginning he has lied to the factory hands. He has misrepresented conditions to them. He has led them on with false hopes and vain promises. His last words were falsehoods. The strike is a thing of the past and nobody knows this better than Mr. MacFarlane himself. Some of those who left their benches are still out, but other men have been found to take their places. Every factory in town is in operation, some of them with full forces, all with enough men to make efficient work possible. Many of the men who are still out will remain out, not that the manufacturers have prejudices against them, but simply because others have been engaged to take the places they did not seem to want. The skilled workers who have

come from other cities in search of work will be retained, the last ditch union men will have jobs to hunt.

This city has no reason to be proud of its record in this strike. Mr. MacFarlane came here from Buffalo a total stranger, representing an organization with headquarters down in Indiana. He lied, misrepresented, coerced and intimidated the factory hands, maligned the manufacturers, and from the beginning showed that his designs were leveled against this city's chief industry. Instead of rising up in defense of this industry, instead of upholding the manufacturers and trying to show the workers how they were being fooled, Grand Rapids sided with the wily adventurer and did all it could to make his mission of mischief a success. When it came to questions of common veracity between the strike leaders and the manufacturers the former were given the preference. In every way the manufacturers were humiliated and obstacles were thrown in their way. But the manufacturers stood firm. They have maintained the principles of the open shop—the cause of industrial liberty—and have upheld the banner of freedom and liberty vouchsafed to every American citizen. They have made a good fight and the city which should be ashamed of its folly will some day give the manufacturers credit for their courage and perseverance under conditions made as unpleasant as possible. With the open shop established more firmly than ever, Grand Rapids will grow in population, industries and wealth, whereas a unionized town would have been hopelessly blighted, and to the furniture manufacturers will belong the credit.

THE TUBERCULIN WAR.

New York has placed her stint at ten years for sweeping tuberculosis from the State. Pennsylvania has a well organized State Board, with a State Sanatorium among the mountains; and many other states can report great work along similar lines. Now that the cause and cure of the disease are understood, it seems scarcely less than criminal to allow a repetition of the death roll of 1908, when the cortege of victims of this disease would, we are told, have reached from Philadelphia to Pittsburgh, and then back again.

There are great dangers connected with the disease; but there are many little ones which, unchecked, speedily become great. It is now an offense against the law for pupil, teacher or janitor to be in any way connected with a school if they have tuberculosis. The school age is the fertile one for scattering the disease. Children meet on terms of familiarity and are less watchful against taking risks than adults. Personal loans of public books and supplies seem to curtail danger, yet do not in some ways. Books which may have been used in an affected home last year are, in some instances, distributed in the one of health later. The rules may be good, but they are not rigidly enforced. The red tape of official life binds not always along sane lines.

The public drinking cup, the borrowed pencil, the generously shared apple, the careless use of the handkerchief, the penny which passes through all sorts of hands, and the still worse paper money, the pin carefully picked up from the walk, the car strap, even the handshake of the afflicted may bring the disease. It is a duty to ourselves that we look into the many ways of transmission of the disease; and if we have touches of it in our own system, it is as much a part of our work to avoid transmitting germs to others as it is to adopt all known measures for eliminating them from our systems.

A PHASE OF BEGGING.

Mrs. E. H. Harriman, widow of the railroad magnate, undertook the task of passing personally upon every letter she received asking for money during the past year. She not only wished to bestow her benefactions where they would do the most good but to make them the basis of a most valuable study in sociology and psychology.

But the task was too vast for her, more than five thousand letters being received during the time, or more than sixteen on an average during each working day asking for \$22,000 each. She has now turned the suggestive missives over to the New York Bureau of Municipal Research for their study.

Many of these requests are no doubt worthy; but vastly many more come from the leeches of mankind, who see or think they see a chance to get something for nothing. It is discouraging to the philanthropist to behold his best plans thwarted. Surely there should be a way to help the needy without rendering a person a prey to countless vagrants.

A systematic study of applications, carefully made, must result in permanent benefit to everything connected with charity. Diverse as are the phases in humanity, there is a thread of sameness in the entire texture of mankind. The train jumper, as well as the beggar from door to door has his special ways of doing things; and if we can get an insight into how they are being pressed it may lead to our helping the world to become nearer self-supporting.

The study should be not so much what we can give to our less fortunate brothers but how we can help them upon their feet. The bread line is still a necessary evil, but the cry, "Back to the farm," should lure the hungry men into the wheat fields, where they are needed. True charity consists not in helping others, but in helping them to help themselves.

Men who have had backbone have moved the world often before reaching the prime of life. Backbone means other men looking to you; the want of it, your looking to other men. Others may not believe in you, but that "cuts no ice," it is when you do not believe in yourself that you fail.

You want enough flesh to keep you moving, enough fat to keep you warm, enough bone to keep you upright; anything beyond sufficiency means inefficiency.

CENTER OF POPULATION.

It has been generally believed that the census of 1910 would show for the first time a halt in the drift of the center of population of the United States westward, owing to the prevailing belief that the Middle and Eastern States would have been found to have increased their population on a larger ratio than the West. This idea was based on the known fact that parts of the Central West had practically ceased to grow.

The Census Bureau now announces that the center of population, instead of remaining stationary or going eastward, actually moved westward thirty-one miles, which brings the exact center to a point four and one-quarter miles south of Unionville, in Monroe county, Ind. Although our Hoosier friends are right in the midst of things, it does not follow that the actual center of population is a very populous district. It is merely the point at which the lines latitudinally and longitudinally halving the population intersect. The geographical center of the United States is in Northern Kansas, or some 500 miles west of the center of population, so that by far the greatest portion of the population of the United States is still east of the central point geographically, or in the Eastern half of the country.

It is interesting to note the westward trend of the population since 1790, the date of the first census. In 1790 the center was a few miles east of Baltimore, ten years later it had moved to a point twenty miles west of that city and by 1810 it was some thirty miles northwest of Washington. In 1850 it was approximately twenty miles to the southeast of Parkersburg, W. Va., which is about as far south as it has ever been. Its "farthest north" seems to have been its location at the time of the first census, and it is interesting to note that as it moved westward it still continued to cling very closely to the thirty-ninth parallel of latitude. Between 1850 and 1860 it traveled a distance of very nearly seventy miles, so that its progress by the latest decennial reckoning is not the longest; nevertheless, owing to the recent rapid development of the Pacific and the Southwestern States, the progress from 1900 to 1910 was more than twice that of the preceding decade—namely, fourteen miles.

It is probably of no very great importance just where the center of population is located except in so far as it affords some idea of the relative density of the population. The people of Indiana are probably no better off than their fellow citizens elsewhere. It is always attractive to Americans, however, to be in the very midst of things, and no doubt our Hoosier friends will pride themselves not a little for being the very hub of the population movement, just as Boston prides herself on being the "hub of the universe," without any very strong reason for asserting the claim.

THE LORD AND THE LADY.

The elimination of the importance of the House of Lords in the British

political system will probably cause no very great amount of regret to the average American, but there is a certain class in our population that the development will strike very much as a calamity. We refer to that class of opulent citizens, mainly of the "nouveau riche," who are willing to pay down immense sums of money to enable their daughters to marry British titles. These international marriages, while they have occasionally turned out well, have, as a rule, been prolific of scandal and disappointments. The rich American girls, or rather their ambitious parents, sought titles and the social prestige which they believed went with such baubles, and were willing to risk happiness and at the same time pay out vast sums of good American gold to secure the coveted prize, only to find it turn to ashes and humiliation when grasped.

British titles were eagerly sought by rich Americans because they were supposed to represent something tangible as part of the legislative system of the British Empire. Now that they enjoy no such distinction and have become of little more practical value than French or German titles, it is safe to assume that their money equivalent will diminish materially in the American matrimonial market. This will especially be the case if the Socialist British ministry decides to create 400 or more puppet lords and thus so cheapen the peerage as to make it hardly worth while.

In England itself a title is not nearly so important as the name that is behind it, but that fine distinction is generally lost on the ambitious American parents of more money than brains, who are in the market for a title for a daughter. Now, however, that the British peerage has been immensely cheapened, it is to be hoped that our rich American girls, or rather their parents, will be more discriminating and either be satisfied with good American husbands or make sure that the British lordling that becomes a candidate for matrimony is of the true blue variety and not of the puppet or mushroom order.

There are many fine men of character and attainments in the British peerage, but it is safe to say that these will not set much store on their titles and coronets, but will depend on their personal influence and ability to make their mark for the future in the public service of their country. Such men are rarely in the market to mend their fortunes with the money of a rich American bride. If the decay of the British peerage cures Americans of the foolish seeking after titles there will be little reason to bewail the snuffing out of the lords as far as this country is concerned.

A Pennsylvania man was awakened during the night recently and saw some one going through his clothes. Pulling his revolver from under the pillow he shot the intruder. As soon as he could gather courage he struck a light and discovered that he had shot his wife.

BRITISH INVESTMENTS.

It has often been a source of wonderment to many people how the British Isles can escape bankruptcy, much less dominate the finances and business of the world, as they do. England, and in a comparative degree the other portions of the United Kingdom and Ireland, are compelled to buy most of the food products they consume abroad, as well as to import from foreign countries the vast bulk of the raw materials which are manufactured into articles exported from British ports to all parts of the world. Although thus dependent upon the outside world, Great Britain never has to fear an adverse trade balance, and instead of borrowing from others she lends to all.

The secret of England's independence of trade balances is to be found in the vast investments abroad of British capital. All this money brings fair interest, and the constant flow of this interest to London more than offsets the drain upon British purses for the payment of the vast supplies imported. While it might be difficult to figure out the full extent of British investments abroad, there are definite statistics covering certain investments which afford some idea of the grand total.

According to London Stock Exchange statistics, which may be assumed to be reliable, the investment of British capital in the colonial possessions of the empire aggregates the huge total of \$6,825,000,000. Of this total Canada has absorbed \$1,778,000,000, India and dependencies \$1,707,000,000, Australasia \$1,591,300,000, South Africa \$1,248,700,000, and other British possessions \$500,411,000. It must not be imagined that all this money has simply been sunk in developing the respective colonial possessions. On the contrary, all of it brings returns, the average rate of interest earned being actually over 4 per cent.

British money, however, finds investment in other lands besides the British colonies. Immense sums are invested in the United States and in various European countries and equally heavy sums are invested in Latin America. According to *El Progreso*, a Spanish financial journal of repute, the total of British investments in Latin America is \$3,730,000,000. These investments return an average annual income of 4.53 per cent.

It is no wonder, therefore, that the whole world is Great Britain's debtor, and that despite the vast purchase of supplies by the British Isles more money flows into British coffers than can be employed at home, and as a result investments abroad are constantly expanding. The British investor is, moreover, a careful investigator and rarely puts his money in unprofitable enterprises.

CARE OF THE LAWN.

This is the season of all during the year when the green sward attracts the most notice; for we live most of the time on the lawn. Yet there is such a thing as caring for it too much; and the one who cares for it by the same methods used in spring will

soon find it like the pampered child, pale and sickly; and the treatment if persisted in will work untold trouble for the future.

One who takes special pride in the green appearance of his yard when those of his neighbors are parched and blistered gives as the secret of success the fact that he never cuts the grass short in dry weather; for in this act he increases the evaporation of the moisture about the roots, besides inviting the sun's rays in greater force.

Another mistake is in the methods of watering. Some imagine that by turning on the hose during the heat of the day they are catering to the welfare of vegetation, as well as to the comfort of the inmate of the home. The advantage in reducing the local temperature is not to be questioned; but the harm to vegetation is equally certain.

Nature never waters her plants in this way. The clouds shield from the sun's rays while the leaves are wet. And so the gardener remembers when watering plants to refrain from wetting the foliage while the sun is shining upon it. Is it more sane to drench the grass and at the same time let Sol burn and bleach it?

Evening is the best time for watering the lawn. Sprinkle generously. Drench the dry ground. A slight sprinkling only coaxes the roots toward the surface, there to suffer the more because of the drought. Avoid clipping the grass short and water completely when you turn on the hose after the heat of the day is over,—these are the rules of a successful lot owner.

The natives of China, according to a consular letter, use large bells of their own make in many of their temples and monasteries. It is noticed all through Japan and China that the tone of the monastery and temple bells is very soft and smooth, due to the superior quality of the material used in their manufacture and to the absence of iron clappers, the result being a marvelous softness of tone. The bells are never swung, being always suspended in a fixed frame, and the sound is produced by striking them on the outer edge with a wooden mallet. This makes the soft tones which are so delightfully melodious.

The history of Cuba since 1898 has made it clear that her people are not yet ready to stand alone. To save them from themselves we have already had to intervene twice. Intervention is not a congenial task, but, as President Taft pointed out in one of his Indianapolis speeches, we must always be prepared to perform it. If the enemies of President Gomez carry their animosity to the extent of threatening another insurrection they will simply invite another intervention, and they will have only themselves to blame if it should on such a third occasion become permanent.

Anyway, the unwritten law seems to have a lot written about it.

The fortune hunter is apt to find game scarce.

Financial

What the Fruit Money Means To Grand Rapids.

The bank clearings, usually regarded as a fairly good index to business conditions, increased in July about 26 per cent., as compared with July, last year. This is the best showing of any month this year. June made an increase of about 20 per cent., May, April and January showed decreases, while February and March were about standoffs. The record for the seven months to date, this year, is less than 1 per cent. below that of last year for the corresponding period. These figures do not indicate a serious falling off in business, even although nearly everybody complains of dull times.

How this city's business has grown may be judged somewhat by the clearings now and in other years. The average monthly clearings now are something over \$11,000,000. Twenty years ago, in 1891, when Grand Rapids rather thought it was considerable of a financial center, the clearings averaged only about \$3,500,000. The total for the entire year in 1897 was \$44,640,146.38. The total for the first four months, this year, was \$44,105,429 and for the year the total will be about \$138,000,000. The business of the city, as indicated by the clearings, has increased in twenty years about threefold, which can not be regarded as very bad with a population increase of only about twofold in the same time.

Peaches and plums are now coming into market, and both crops promise to be bumpers. The Texas and Georgia peaches were nipped by the late frosts and in other peach districts disaster came, but in Michigan conditions could not have been better had they been made to order. Michigan will have lots of peaches and the shortage in other districts will help to give them value. In the clean-up Michigan ought to be several million to the good, and a nice bunch of this will land in Grand Rapids and tributary territory. "Moving the crop" will give the banks some figuring to do. It will be a different kind of figuring, however, from that which confronts the bankers in the grain countries. Out West the problem is how to get money enough to keep the grain moving; here the perplexity is as to what to do with the money that comes in. The fruit crop is sold spot cash and a large share of the money is paid by the buyers who come to this market from Cincinnati, Chicago, Indianapolis and other large consuming centers. These buyers bring the money with them and the money gets into the banks in short order as farmer deposits—not all of it, perhaps, but enough to make an appreciable difference in the total deposits. Last year from June 30 to Sept. 10 the to-

tal deposits jumped \$1,600,000; in 1909, from June 23 to Sept. 1, the increase in deposits was \$1,350,000; in 1908, from July 15 to Sept. 23, the deposits increased \$1,000,000. These increases were nearly all fruit money. The increase this year will probably be still larger, as this year the crop is large and prices will, probably, be good.

The farmers around here are good patrons of the banks as depositors and the bank that has their friendly interest is looked upon as in luck. Some of the farmers have checking accounts at the bank, just as do the city business man, but the bankers agree that the farmer's favorite is the certificate of deposit. The certificate has many advantages that appeal to the man in the country. It is convenient to carry. In the event of loss by robbery payment on it can be stopped. Should it be destroyed by fire the money it represents is still safe. The certificate is negotiable at par and, with the farmer's signature on the back, is as good as currency in settling bills at the store or supply house. If the money is not to be used immediately the certificate draws interest. These are all good and easily understood advantages and explain why the farmer takes a certificate instead of becoming a commercial or savings depositor.

According to the clearing house rules, banking hours are from 9 in the morning to 3 in the afternoon, and to the city business man it is given out that these rules are very strict and that awful penalties attach to their violation. About this season, however, as the peach crop begins to move, the farmer receives the wink, which means that the banks have side doors, and if they really want to be accommodated all they have to do is to know the way—and the way is easy to learn. The State banks do their violating of the rules usually at their branches, and the Nationals look innocent as the peach money flows in and nobody says a word. And it is perfectly proper that this should be done. The market is over by 7 o'clock in the morning. The farmer is in a hurry to get home and the accommodation of the banks saves him two hours at the season when time is worth the most.

The grain and potato farmer, as a rule, does not get as quick action on his crop as does the fruit grower. Fruit is perishable, especially peaches, while grain and potatoes will keep for weeks, and the farmer can consult his own convenience or market conditions before marketing his surplus. This kind of a farmer also has a preference for certificates, but he often takes the real money home with him to pay his bills and to buy his win-

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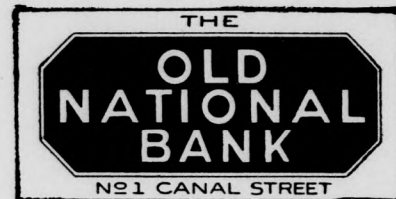
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Loans	\$1,796,212 34	Capital Stock	\$100,000 00	
Banking House	35,000 00	Surplus	100,000 00	
Cash and Clearing House Items	131,604 98	Undivided Profits	15,517 26	
Deposits with Reserve Agents	271,622 67	Deposits	2,018,922 73	
	\$2,234,439 99		\$2,234,439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

Savings Department Reserve 18%

Commercial Department Reserve 27%

THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITORY

GRAND RAPIDS, MICHIGAN

OFFICERS

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

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

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3½ per cent. if left one year.

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

Financial

ter supplies and it is what he has left that he brings back to the bank. The fruit money gets into the bank with little delay, but it takes several weeks for the grain and potato money to come back, and then it comes through many channels. But it is good money and whether it comes back in a week or in three months the banks are glad to get it.

President Chas. W. Garfield, of the Grand Rapids Savings, is home from spending a month on the Massachusetts' seacoast. Cashier Frank Welton, of the City Trust and Savings, will soon be home from his trip to the Western coast.

This city is of growing importance as an investment center. Four firms are regularly engaged in buying and selling securities on a commission basis. The Michigan Trust Company has always been an advisor for those who have money to invest. The banks do a considerable over the counter business in bonds and occasionally in other securities. The commission houses will undertake to buy or sell almost anything from the gilt edged to the cats and dogs, but it may be said to their credit that they are on the square and in their transactions do not misrepresent goods. The Trust Company and banks are more conservative, but in the very nature of things, can not guarantee these securities—not even Government bonds. A form of investment that the banks seem to think highly of is timber bonds, and these are often recommended to those who have money to put out. These timber bonds in reality are loans made by the banks themselves after the most thorough investigation as to security, and then the loan is split up into parcels of \$500 or \$1,000 and distributed as bonds to the investors. The usual rate of interest for the timber bonds is 6 per cent. and most of them are payable serially in from five to ten years. It is not recalled that there have been any defaults in the timber bonds that have been issued under the auspices of the Grand Rapids banks. Some of the utility corporation bonds are highly recommended by the banks and they represent a return of about 5 per cent. Municipal bonds are offered to net from 4 to 4½ per cent. and represent a still higher grade investment for those who are conservative. An interesting fact about some of the local securities is that they are being bought by employes, and this is especially true of the junior issues of stock. The Macey and the Luce have common stocks as well as preferred and any of the common that may come out is instantly grabbed at and it is said that the buyer is usually somebody connected with the company as an employe. Several other of the local securities are taken by "insiders" and

at prices which show abiding confidence in the future.

In Pursuit of the Traditional "Honest Penny."

Hurling jests at the passing crowd and shuffling playing cards with the dexterity of a sleight of hand artist, a sunburnt Gothamite downtown attracted a large circle of tiptoeing spectators, who stopped out of curiosity and paid over their money when he drolly convinced them that he gave something for nothing or when he raised their imaginations to "buying heat."

"There is more than one way of making an honest penny," he said in an aside to a fellow New Yorker who spiraled his way through to greet a fellow Gothamite in a strange city. "And the little poker game practice I had in old New York serves me a good turn."

The pursuer of the "honest penny" stood with his table of wares near a besmoked and dismantled old building. The cards lay in front of him in a crescent shaped pile with a heap of coins in the curve. The deck of cards in his hands was a sample of the cards that were on the table.

"They are all the same," he would warrant as some skeptic in the crowd would begin to burrow a hand into the cards on the table.

"Only 19 cents a deck, man," he would fix his eye on some individual, and the victim would almost invariably throw a coin to the "fakir." "These cards cost me only a penny a deck," he would taunt his listeners. "I am making 18 cents profit on this 25 cent deck of cards." This ironically would elicit laughter from every side, which would usually follow by a shower of coins.

"If you think it is too much to ask 19 cents for these beautifully pictured cards I will add my diamond ring to the next deck of cards you will call for." The ring on his finger looked too obviously valuable, and the crowd would laugh at the humor hidden in the seriously spoken words. None ventured to accept the offer of the ring as a premium, but many responded to the humorous appeal with the payment of 19 cents for the cards alone.

Deck after deck passed into the crowd. Before the day advanced far the chance friend of the Gothamite became a partner in the business. He carried silver and copper money into the nearest bank and fetched back loads of cards, while the sunburnt one retailed the wares to the laughing human circle around him.

The people bought the cards because the fakir was a clever fellow or because the cards had gilded edges or because the cards had picture backs or because the man stated that the manufacturer gave him 25 cents for every deck of cards distributed to the public.

"My boss loves the public," he would assert with an immovable face. "He has asked me to place a deck of these cards in the hands of every man. I make 18 cents of profit on the 19 cents you pay me. One cent goes to the owner of the building on my right. He gets his rakeoff for

letting me stand on the people's sidewalk."

He interspersed his funmaking only to attract the crowd and turned attention to the buying when he thought his audience responsive.

"Where did you learn this, Bill?" laughed the New Yorker who perspired during the day under the loads he carried to the table of the vender.

"Under the jibes of necessity," replied the sunburnt one as he was packing up his table for the night. "When a fellow walks around the streets with hunger tugging away at him and nothing in his grip excepting one or two articles convertible into cash in the nearest hospitable golden balled institution one must do something to earn an honest penny. Must he not?"

"He must," agreed the other with a concurring smile. "He must," he repeated as they totaled up the receipts of the day. They earned \$108.

S. J. Samelow.

Your Thoughts.

Don't go to sleep with a frown on your brow. A drawn-down mouth and screwed-up eyes help to bring wrinkles. But really one needs to think pleasant thoughts in the daytime, too. Pleasant thoughts bring a serene expression to the face, which, as the years go on, become permanent. The people you meet who have never allowed hard or unkind, discontented thoughts to find a resting place in their minds and there is urgent necessity for cultivating serenity to fall asleep with.

Information.

"Found out what ailed my hogs."
"How'd you find out, Hiram?"
"Wrote to the agricultural department."

"Wonder if I could find out what ails my summer boarders. No two of 'em speak."

Explained.

"Why," writes one of those pro-pounders of unanswerable questions, "does a girl always shut her eyes when a man kisses her?"

Send us your photograph and perhaps we can tell you the reason.

Never let a customer go with one purchase without making further effort. If you have concluded a sale it generally calls for some accessory. The "Will that be all?" query simply invites a confirming reply. When you have a customer in such an approachable mood as one sale generally puts him in it is just the time for a follow up. You ought to judge by that time what such person might like in conjunction with his purchase, or what you have in stock that would interest and perhaps lay the foundations for a future sale, if not secure one at that immediate time.

Sacrificing the commonwealth for wealth is an injurious policy.

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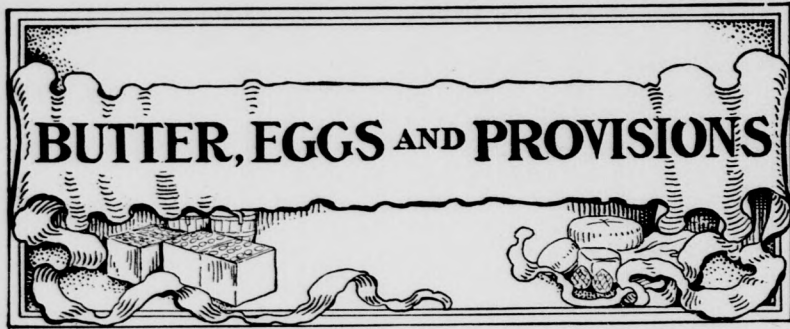
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The Importance of the Farmer's Trade.

Philip D. Armour once said: "If you want to make money, sell something that people have to eat." He practiced that rule through a long lifetime, and it is reputed that he made considerable money.

I wonder how many people really understand the importance of the farmer's position in our life. Getting right down to bedrock, the farmers are the only class of people who create the absolute necessities—food and raiment.

You can walk the streets of any big city in the world and pass thousands and millions of men engaged in the work of producing things, almost every one of which could be dispensed with if it were absolutely necessary to do so. But the two basic commodities created by the farmer will find a steady market as long as the planet is inhabited by man.

This one fact—the creation of absolute necessities—is the foundation of the remarkable prosperity of the farming classes, of which we hear so much in these days. Other things have contributed, however, to make this prosperity more actual and more permanent.

One factor, which has probably had more influence than any other in giving the farmer a stable market, has been the perfection of means of transportation and distribution. When the farmer was unable to transport his produce for more than a few miles, and his means of preserving it were meager, his market was limited to the immediate needs of his own vicinity.

Modern methods of preservation and facilities of transportation have provided a continuous and world-wide market for the farm, and put this industry on a more equable and solid basis than any other industry or business in the world.

While I am still upon this feature of the subject, let me call attention to another fact that operates to make the farmers uniformly prosperous instead of spasmodically prosperous, like men engaged in other industries.

In all other businesses the consumption swings between two extremes very far apart. One year people may use a large quantity of some particular article, attracted by fashion or whim, and the next year forget about it almost entirely. This can not be the experience of the man who produces the elemental foods—bread and meat. People will not use these to any great excess at any

time, but they will use about the same proportionate quantity year in and year out. The farmer, therefore, is assured of a stable market, not only throughout the year, but every year, and one that is constantly widening, because the farming area is practically all occupied and the population of the world is rapidly increasing. Every year sees a few million more mouths to feed, in this country alone, and each additional one helps to bid up the market price of the farmer's crop.

It seems to me these reasons ought to indicate that the farmer is in a position, economically, to make a very good kind of customer for anyone who has something to sell providing he can use the thing that is offered and that he can be induced to pay the price.

Now, I am sure that every man who is familiar with the subject will agree with me when I say there are very few things manufactured and sold to people in the cities that can not be sold to farmers. It may be true they have not bought certain things in the past, but it is because they have not been educated or persuaded to their use. In most instances, where a manufacturer thinks his goods are not salable to farmers, it can be shown that some of his competitors are already selling the farmer trade.

As for inducing farmers to pay the price, I may say that has long since been demonstrated satisfactorily to the distributing world. Automobile manufacturers will tell you that the price of a car is a secondary consideration to the farmer, providing it does not get beyond the limit of practicability. No farmer will pay \$5,000 or \$6,000 for a fancy car, when his principal need is for one of practical working purposes.

The same principle may be generally applied in seeking farm trade along any line, for the farmer is intensely practical. The price is no bar to sales, for the good farmers have ample means. The fact that improved farm machinery has always been so readily adopted by the farmers as soon as put on the market shows that they have not only been willing, but have been able to buy merchandise that costs considerable money.

Furthermore, it does not require any extraordinary persuasion to convince a farmer that an article or a brand of merchandise is an improvement over what he has been using, if it really is an improvement. No other class of people have changed their ways of living and methods of work more rapidly and completely

than the farmers, and this is especially true of the last thirty or forty years. The farmer is accustomed to changing to something better, whenever that thing is put on the market.

On the other hand, however, the farmer is not whimsical. Unless something is a decided improvement, he will not change. The experience of manufacturers who keep up with the times in their product, is that the farmer trade has been a very stable one.

Terrible.

"It must have been terrible when that aviator fell on the roof of your house."

"Yes. He knocked at least a dozen shingles loose, and there's nobody I can hold responsible."

Using a machine which generates an electric current that reverses itself 100,000 times a second, a German scientist has invented a system of wireless telegraphy that needs no spark gaps.

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

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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

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SUMMER SEEDS

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

Alfred J. Brown Seed Co. Grand Rapids

YX BRAND Ground Feeds
None Better
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TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich.

We do Printing for Produce Dealers

Random Thoughts on Milk Business.

The opinion seems to be held by many people in the cities that milk producers would ship unsanitary milk if not restrained by boards of health. This is a mistake. Progressive dairymen would make sanitary milk if the inspector should lay aside his club, because aside from principle it is more profitable than the unsanitary. To make sanitary milk it is only necessary to keep the stables and its surroundings and cattle in a sanitary condition. If not so kept the best results can not be obtained. The increased output of the dairy and the avoidance of losses among cattle would more than compensate the milk producer for any extra labor and expense that might be necessary to keep the dairy in a sanitary condition.

Dairymen understood this, and most of them when they went in the milk business built their stables long before the inspector started on his pilgrimage. Dairymen have a friendly feeling for a thorough inspection of milk, and the dairies, and only become indignant when someone swells up to vociferate that only prodding and clubbing keeps the milk producers from being nasty.

Milk producers look up with respect to eminent physicians, men of science and learning, boards of health, and the careful inspector that would place the milk business on a scientific sanitary basis. They have no quarrel with any of these. It is the quacks that they are after, the "multiply rapidly," or rather, rapid lies, men who claim that milk is only a medium for the development and conveyance of disease germs, and that germs that float in air could swim in milk. It is these that bring the science of medicine and sanitation in disrepute.

Boomerangs.

It is but a few years since departments took charge of the milk business. In these years much money has been spent in the work. If after all this expense milk is still half as bad as they represent it to be, it would seem to prove that somebody does not amount to much. If milk is still unfit to use without being boiled, the taxpayers have not got much for their money. This slander of the milk business though aimed at the producer proves to be a boomerang, and a boomerang is a bad thing to fool with.

Milk as an Absorbent of Odors.

Milk is said to be a great absorbent of odors and taints. This is apparent but not real. Milk being odorless and without taint, odors and taints can be more easily detected than odors in foods that carry a strong odor or taint of their own. A white garment will show dirt more readily than a colored one. Still a man that wears a colored shirt may carry more dirt than the one who wears a white one, but it doesn't show. Same with milk and other foods.

Pasteurization.

The statement is made that out of 16,000 infants that die, 4,000 are killed by unsanitary milk. Before this statement was made it should be shown that these infants had enough milk to nourish their bodies, that they did

not live in unsanitary homes in unsanitary parts of the city, that their food and clothing were sanitary, that they did not get the wrong pill. Perhaps the little milk that they got was the only clean thing about them. Milk producers have little respect for the men who when they claim that they have found dirt in milk instead of throwing it in the gutter would boil that dirt and sell it to the people to eat. Pasteurized dirt, sterilized dirt, and boiled dirt are the same thing. "Words are things" that may be used to spread the truth and the slave of the man that would deceive.

If a single infant could be saved by feeding it pasteurized milk milk producers would not object to pasteurization on account of the expense. Milk producers believe that if all children were fed pasteurized milk and deprived of raw milk, the death rate would be doubled, that pasteurization destroys the medicinal and healthful elements in milk.

Manning F. Lantz.

When You Know How.

Ripe and green watermelons have always been for sale in the market. If you prefer one green you will simply wave your hand at the grocer and tell him to send us something about 40 cents. He'll make no mistake about sending a green one. If, on the contrary, you want something juicy and red-cored, you must take a little time over it.

Look at the pile of melons in front of the grocer's from afar off.

Get your eye on the fattest and best.

Put the grocer on his honor as to its age.

Pick it up and heft it.

Put it down and press your knee on it and listen for a cracking noise.

Then thump it for a hollow sound. Then inspect the bit of vine left at the end.

Then observe if what may be called the stomach of the vine is a dull yellow.

Then look at the spots and stripes. Then heft it some more.

Then ask the grocer why the price of eggs keep so infernally high.

Then ask the opinion of half a dozen pedestrians.

Then tell the grocer that you are a man that can not be deceived.

Then order the melon sent home, and telephone your wife to put it on ice until night.

Is that all? Oh, no. You stop at the grocery next morning and invite the smiling grocer to come out and have his neck broken for selling you a green melon.

The Origin of Bacteria.

The discovery was made a few years ago that the English language did not contain enough words to properly vilify the milk business. To supply that want the word "bacteria" was coined. To make the word more effective the idea was advanced and spread among consumers that bacteria and disease germs belonged to the same breed of bugs. Then the shout was let loose that bacteria get into milk, and after they get into milk, do not behave themselves, but pro-

ceed at once to multiply rapidly. This misrepresentation of the milk producers has been so persistent that many consumers think that the principal crops raised on the farm are bacteria and disease germs, and that milk is only a medium to convey them to the consumer. Truth is said to be mighty, but a lie is more speedy. Under such conditions it is not strange that the producers are confronted with a surplus, but the wonder is that milk could be sold at all. There are a lot of conscienceless people in the world who have so frightened the people of the cities that they are afraid to drink milk. If these people intended to injure the public health and raise the death rate they certainly should be satisfied with their success.

It is the common fate of large cities to be badly governed by good men, and well governed by bad men.

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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The New Insect Killer and Disinfectant

KILLS Ants, Cockroaches, Bed Bugs, Carpet Bugs, Web Worms, Fleas on Dogs and other vermin, also a disinfectant for closets, sinks, cess pools. No unpleasant odor. Put up in attractive shape. **RETAILS AT 10c.** Write

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

Established 1873

We do printing for produce dealers

Tradesman Company
Grand Rapids

FISHING FROLICS.

Are They Rotting the Bone of Business Success?

Written for the Tradesman.

"I have seen a lot of theories advanced as to why so many merchants fail to make good in the race for a competency," remarked the schoolmaster. "I have even advanced theories of my own, once seemingly satisfactory, but never have I really struck the right solution of the problem."

"What, never?" queried the grocer with whom the old birch-wielder was talking at the time. "You have often expounded your theory to me, Tom, and I am free to confess that your ideas on the subject, based, as they are, on a long life of observation have been of great help to me."

"Glad to hear that, Fred," chucklingly returned Mr. Tanner. "I think most of my theories with regard to the mistakes of merchants have been correct, but there is one other hindrance to successful merchandise which has lately come under my notice and which I am confident is going to send many a modern young business man to the financial bonyard."

"And what is that, Tom?"

"Fishing."

"Fishing! Great Scott! How can that affect the mercantile business?"

"Too much fish, Fred."

"You forget the theory that a diet of fish is conducive to brain power. Now, with expanded brains and vim, the merchant ought certainly to be doubly equipped for the battle of life."

"It isn't so much a fish diet that is rotting the bone of business success as it is the time wasted running after this strange god of lake and river."

The grocer laughed. He thought he could see one of old Tom's dry jokes peeping out from beneath this veneer of talk. Not so, however in fact, since the schoolmaster was really never more in earnest in his life.

"It's not to be laughed down, Fred," proceeded the old man. "I know many bright young men who are injuring their prospects in life by a pursuit of Isaac Walton's pet hobby. It becomes worse than a hobby with some men—this craze for fishing. Simple thing, too, when you come to think of it. Why do so many of our business men think it incumbent upon them to go out week days, nights and Sundays casting lines to the flood for the sake of hooking a measly sunfish or bluegill? For the life of me I can't see the sense in it. When I was a boy fishing was a boy's amusement, very few grown men indulging in such flimsy sport. Given an old fiddle, a gun and fishing outfit, with a man to operate the three, and you had the togger of a first-class ne'er-do-well. No man of respectability would care to be caught with any of the three on his person."

"If that is true times have changed wonderfully, Tom."

"So they have, so they have," sighed the old schoolmaster.

"We are living in a more enlight-

ened age, Tom," pursued the grocer, "an age of progressive activity—"

"But, see here, Fred, do you call it progressive activity to go out to the bank of a creek or lake, sit in the shade and fish all day, drinking poor whisky, smoking cigars or cigarettes? I don't, if you do. In my day there were men who, bright otherwise, permitted cards to lead them to ruin. Gambling at one time became the professional and business man's curse. Any number of keen young fellows, both in law and trade, were wrecked on this rock—and now it is fishing!"

"Pshaw—"

"No such thing," declared Tanner. "This is a serious affair. One-half the business men of Grandon are wasting their time with fishing rod and reel. Then five out of six professional chaps are treading the same road. There is a sort of madness in the air. You see half a dozen prominent men standing on the corner engaged in an earnest discussion. You would naturally imagine they were discussing some worthy business project or National question. Near approach would serve to disillusionize you, for the very first word you would hear would be about Sam Jinks and the big haul of bass or bullheads he made down back of Joneses in the river. 'Great fishing up there. We're all going to-night; won't get home until some time to-morrow. Better come on, Bill, and don't forget a few bottles to go with the sandwiches.'

"That's what is interesting our business men—fishing! It is none of my concern, of course, but—"

"But it disturbs you all the same, Tom," laughed the grocer.

"It kind of makes me ache to tell 'em what I think of such shallow fool amusement. It wouldn't matter so much if once in a while the fellows indulged—but, no, it's go here, go there, to this lake, that creek or to the big river every day, Sundays not excepted, the summer through. Doctors desert their offices, letting patients look out for themselves; lawyers do the same, while the merchant goes off on a wild, harum-scarum ride to some lake or river, leaving an inefficient young clerk to look after his customers, who, nine times out of ten, flock in to wait around until they can be served, going out oft times to find what they want elsewhere. Think you that is the way to build up a business, Fred?"

"Oh, well," returned the one thus appealed to, "there are but few instances such as you name, Tom. I really think fishing is one of the most restful recreations a tired merchant or professional man can indulge in. Because one now and then abuses his privileges doesn't signify."

"You aren't posted, I see," jeered the schoolmaster. "Now, in Grandon there's not a business man but that is bitten by an insane desire to hook a bluegill or bullhead. Neglecting one's business to do such things is the height of folly in my way of thinking. Fact is, there's not a sou's difference between a fishing crank and one of those old time gamblers, both lead to ruin in the end."

The grocer laughed at the grouch afflicting his friend.

"Little things show which way the wind blows," proceeded the schoolmaster. "While I have been inveighing against the folly of giving up too much of one's time to the fishing evil, condemning the merchant in particular, I am not going to lay all the blame on him. I know farmers who have the fishing bug so fastened upon them they are becoming cranky old ruins with a good prospect of landing in the poorhouse at the end of their days. One old agriculturist I know hasn't given up his fishing habits of a lifetime, even although he is now verging on 90 years and lives six miles from the nearest fish pond or river. I believe he'd walk a hundred miles for the pleasure of hooking a minnow."

"You say he is 90 years old—"

"He will be if he lives the year out."

"And has been a fish crank all his life?"

"That's the fact. I have known him fifty years. The first time I met him was while he sat on the river bank at the big end of a fishpole. He was chewing tobacco like a jay-bird, winking both eyes and waiting for a bite."

"And you must have been there, too—"

"Sure. Fishing was a boy's amusement."

"Despite this old jay's love for rod and line he hasn't gone to the poorhouse, has he?"

"Well, no, not exactly. He's a poor farmer, though; might have been rich if he'd kept away from the lakes and rivers and paid strict attention to business. He was always a pessimist. In politics he was tacking his political kite to every new ism that came along, having joined fortunes with the Republicans, Greenbackers, Populists and now the Socialists. If a new party comes up before he dies he'll join that. He's a versatile old scamp, anyhow."

"Think of the fun he has had!"

"If you call it fun, yes, but—"

"But you do not, I see. Of course recreation can be carried to extremes. I think, however, that you are too hard on the business men. Now, I go fishing sometimes," and the grocer laughed good naturedly.

"Of course you do," admitted the other. "When pursued only as a recreation it may be all right, but when it becomes a habit it is as hard to break as the liquor or tobacco monster. I have watched a good many men during my life and, while merchants in general burden themselves with overstock and in that way sink their business ship, there are others in these modern days going down the toboggan because of this craze for rod and line. It is childish, nonsensical, yet nevertheless a fearful fact that is facing the men engaged in trade."

"A merchant addicted to the fishing habit ought to be regarded as an object of distrust by the wholesaler. There's no use talking you can't be a crank in any line of amusement and be a good merchant, a good farmer, good real estate dealer; in fact,

good at anything—gambling with loaded dice or stacked cards is no worse."

And at this the grocer laughed loud and long.

"A crank am I, Fred?" asked the schoolmaster.

"I should say so. Why—"

"Nevertheless," broke in Tanner earnestly, "many a bankrupt and discredited merchant can date the beginning of his downfall to that first fishing frolic of his years ago."

The grocer was called away while old Tom got up and walked off, shaking his gray head by way of confirming his own ideas. Old Timer.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

August 3 will be Farmers' Picnic Day in Charlotte, with music, speeches, red lemonade and all the other trimmings.

Kalamazoo is taking up the problem of elimination of grade crossings in earnest. The Commission appointed by the Mayor has recommended that a special engineer be selected to work under direction of the City Engineer in preparation of the preliminary plans, and the expense to the city of the big improvement is shown to be much less than was anticipated.

Editor Powers, of the Cadillac News, figures that with a good crop of potatoes in Wexford county this year, selling at fair prices, the returns will be approximately a million and a half dollars, one-quarter of which will pass through Cadillac banks and be shared to a great extent by Cadillac merchants.

The County Fair at Ionia will open Sept. 27, continuing three days.

Jackson needs a convention hall and is discussing plans for same. The Chamber of Commerce will go after more State conventions in the future.

Kalamazoo has secured railroad rates of a fare and a third during Fair week, Sept. 4-8.

Preparations are being made to erect the necessary buildings at Traverse City for the Grand Traverse Region Fair Association.

The starting of construction work on the Bardeen electric road, to be built between Grand Rapids and Kalamazoo, has been delayed because some of the conditions in the franchise granted by the city of Kalamazoo were not acceptable to the prospective investors. However, the preliminary work has been going along, much of the surveying has been done and entire right of way except two small pieces has been secured.

One of the "leading industries" of Eaton Rapids, the Methodist camp-meeting, has opened its ten days' session. Eaton Rapids is a city of 2,500 people and this annual gathering swells the population to about three times its normal size, which greatly helps the grocers, meat dealers, bakers and others.

The Flint Board of Health has declared all public drinking cups a public menace and has ordered their confiscation wherever found.

Almond Griffen.

Lea & Perrins' Sauce in America

A Great Product that is a Favorite in Every Country and is as Staple as Gold in the Marketplaces of the World

JOHN DUNCAN'S SONS, Agents

Lea & Perrins' Sauce is one of the biggest little things in existence.

There is a very interesting and instructive story about this condiment in favor the world around—the best distributed article known to commerce. Very many years ago Lea & Perrins, chemists in Worcestershire, England, first introduced this now famous sauce to the public and three generations have been engaged in its manufacture. It stands to-day the unrivalled table sauce the world over, through the unwritten decree of nations. So staple is Lea & Perrins' Sauce, so unvarying in quality, so universally used that it is a quick world asset. It is always salable because of the absolute fidelity of Lea & Perrins to quality, adherence to a formula tested for three-quarters of a century and a product that has never been successfully counterfeited. Its formula has defied the researches of chemists the world around because the secret of its combination is an unsolved riddle. It is distributed in the United States by John Duncan's Sons, the original agents. In the manufacture of this sauce, fidelity to the

highest attainable quality is observed, not only with respect to ingredients of the sauce, but with the container. Even the paper used as a wrapper, the twine used, and the labels are made to order in accordance with rigid standards. Sanitary control of the machinery of the plant is imperative, and the result is a plant palatial in its appointments, fit for Lea & Perrins' Sauce, the finest in the world.

Its sale was first started in New York about 1840 by John Duncan, a thrifty son of Scotland, who in 1819 established in New York City a business in rare and fine groceries, wines and liquors. In 1835 Mr. Duncan purchased the building at 405 Broadway, a property still owned by the

Duncan estate. Mr. Duncan was a fine type of the old school merchant, wedded to the highest principles as the foundation of success. He never borrowed a dollar, never would take a note, was independent and absolute master of his resources, principles that have been followed from his day to the present. With such a man to introduce and push Lea & Perrins' Sauce, it is easy to solve the reason for its pre-eminent success. The confidence he had in the article and exhibited by his successors is so strong that the quality of Lea & Perrins' Sauce is guaranteed without limit, whether for five or fifty years, as it improves with age. It stopped com-

height, with basement, all steel construction, faced with granite up to the third floor and above with white enameled brick. There is not a stick of wood in the building outside of the mahogany trim of the handsome office. The doors and window frames are of copper, the wainscoting, trim of offices of the finest Tennessee marble, worked in panels of two colors, making a plant that is in reality a great bank which issues as currency Lea & Perrins' Sauce, as good an asset as a Bank of England note and negotiated with less trouble in any part of the world.

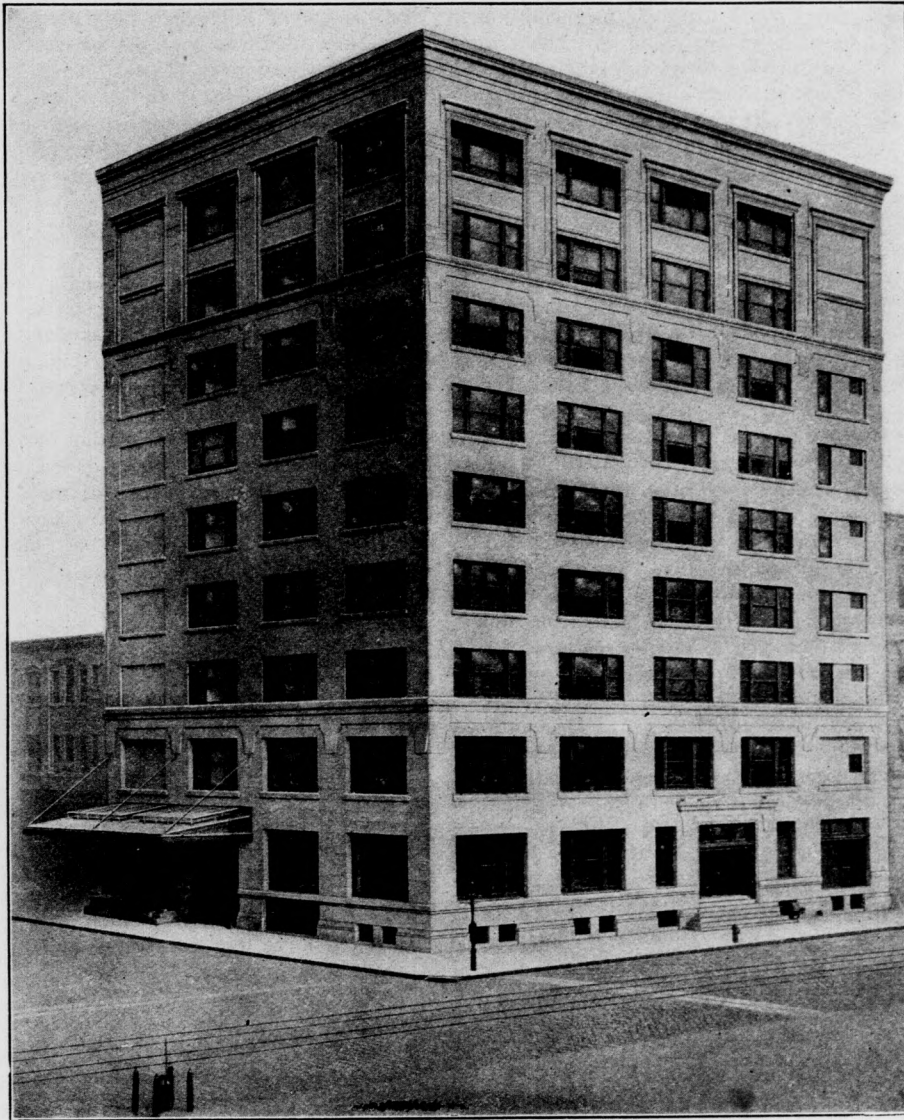
A building, whether a log cabin on a Southern cotton plantation, a castle on

the Rhine, a hut or a palace, is a history of its originator, the index to character and deeds. Just as the old castles on the banks of the Rhine tell of the Knights of feudal times, how they lived and made war a business, so does the great commercial structure of John Duncan's Sons on the right bank of the Hudson reflect the worth and accomplishments of its originators. Solid and substantial men build solid and substantial edifices.

It is a stretch of ninety-two years since John Duncan began an honored career in this city and made for himself a name honored in its history. He first made his son David a partner and the firm became John Duncan & Son. Later another son, John P., entered the firm, the title becoming John Duncan & Sons. The senior died in 1864 and later the house was styled John Duncan's Sons, now led by Stuart Duncan, the son of the late John P. Duncan, with whom is associated George E. Dunscombe and C. E. Popp.

John Duncan's Sons

are believers in publicity and are among the most adroit and successful advertisers in the world, creating a demand for Lea & Perrins' Sauce from every nook and corner of this great country. Lea & Perrins' Sauce has had for 76 years unimpeachable quality and there is a foundation lasting and strong enough to build additions as fast as the future demands. There cannot be growth without merit and that has resided with John Duncan's Sons and the great product they represent and distribute ever since the founder of this powerful firm in 1840 introduced Lea & Perrins' Sauce to America and made it as good currency as the world of trade and commerce knows and uses.



New Building of Lea & Perrins and John Duncan's Sons, 241 West St., cor. Hubert St., New York

peting for gold medals away back in 1853 when it received the highest attainable award. Its growing popularity has forced changes in headquarters. First, in 1860, from 405 Broadway to No. 1 Union Square, corner of Fourteenth Street, then in 1887 to 29 Murray Street; next to 26 College Place, to be crowded out to 43 Park Place and from that to 392 Canal Street, where the capacity of the warehouse was soon outgrown and a move made to one of the finest edifices in America. The building at 241 West Street, corner of Hubert, is used exclusively for Lea & Perrins' Sauce and is a great structure, 100 x 80 feet, with 80,000 square feet of space. It is nine stories in

DELIVERY COSTS.

How They Can Be Successfully Reduced.

We have passed through the first two stages in the development of the commercial automobile. The experimental stage when there was no basis by which to judge achievements, when a man bought a car either because he was optimistic or curious—and "took a chance" along with the man who orders hash in a restaurant; and the period which closely followed this, when a concern bought a motor truck because it was such a curiosity that it advertised the business and suggested the extreme of prosperity.

Now the commercial car is a pure commercial proposition. The man who buys to-day must be convinced that his purchase will do more work, better work and cost less per unit of work accomplished. Without this proof he does not buy. With this proof, given in the figures of his own or a similar business, he must eventually buy—competition demands every saving, just as progress passes the man who marks time when he should be marching.

Delivery was at one time only an indifferent item in the matter of operating expense, but its great increase, coupled with the keenness of competition, makes it now an important factor. With its increase the variety of items relating to it have grown in proportion. A motor vehicle capable of doing twice as much work in delivery as a horse-drawn vehicle not only effects a great saving in that specific direction, but it lessens the time elapsing between purchase and delivery, reduces congestion of goods waiting for delivery and also the congestion of vehicles waiting to be loaded. Where loading space is limited it was not an unusual sight to see drivers, helpers, horses and wagons all standing idle until their turn for loading comes.

Moving Two Million Pounds.

In the service of a Tennessee milling company one three-ton truck is doing work formerly requiring eight horses and three wagons. During September, October and November of last year this machine covered 1,898 miles and used 312 gallons of gasoline, or one gallon of gasoline for every 5.79 miles. In this time the truck delivered 2,023,600 pounds, or the equivalent of sixty-seven cars of about 30,000 pounds each. This product was delivered in greatly varying quantities anywhere within a radius of thirteen miles of the mill. With a full load of from 6,000 to 7,000 pounds the driver found no difficulty in maintaining a speed of from eight to ten miles per hour, and on level roads made from twelve to thirteen miles per hour. The cost of gasoline consumed during this period of three months was \$37.46, while the maintenance and oil amounted to \$27, making the cost per month \$24.23.

Since the first of the year the company has purchased another truck and have given up entirely the use of horses.

Another point desirable to bring out here is the fact that this truck more than doubled the delivery radius formerly maintained with horses. Many concerns are apt to lose sight of the reduction in cost this feature of motor service produces. A thirteen-mile drive by the old method was so costly as to make it prohibitive, in fact, impossible from a practical standpoint. The commercial car is now easily covering distances that would formerly have required an elaborate organization of relay stations for the changing of horses.

The saving in the longer automobile haul, which was at one time a short freight haul, must also include the saving of time and the handling of goods. Freight delays are usually conspicuous for their frequency, and never tend to lessen the many and rigorous handlings the goods receive. When the motor truck takes over the shorter freight hauls it eliminates from three to five handlings—in fact, cuts out all handlings not made under the direct supervision of either the shipper or receiver.

Losing a Trip in Eight Months.

The endurance of the well built commercial car is almost beyond belief. An example of what they stand in every day work is shown by the report of one Pittsburg concern, which started with three cars (after eight months' trial of these it ordered four more). At the time this house reported the three cars had been in constant use for eight months and two days. During this time each car lost one trip. The average distance traveled by each car was a little more than 1,000 miles a month, or 8,450 miles in the eight months and two days. Seventy-five per cent. of this travel was over cobble stone pavements, not to mention the many steep hills of that city. Perhaps the most remarkable feature of this report is that not one adjustment of the motors on any of the cars has been necessary.

The "hard grief" a motor truck will stand up under is in reality one of its most economical features. Whatever complaint may be made against the car of to-day—and as a matter of fact users are not complaining—it can not rest on their capacity for work or on the cost of work accomplished. There is only one real trouble with the motor truck when it is given reasonable care, and that is the great tendency to overload. This feature was had enough with the horse trucks, but with the auto vehicle the desire to go beyond all limits has been increasingly evident. Such treatment is certain to increase the cost of deliveries, rather than cut them; so that care against overloading is an important factor in economy.

Nevertheless the strain these cars will stand, under a reasonable load, the maximum load for which they were built, is most remarkable. A Waltham (Mass.) express company found one truck capable of doing the work of three wagons and twelve horses. The route this truck covers is so long that a pair of horses going over it one day had to be laid off the

next. The truck makes three trips each day, and after four months' service, during which time it covered 4,000 miles, it has a record of not missing a trip or costing a cent for repairs.

Add to this the record of a Chicago manufacturing concern. This house operates three three-ton trucks, each replacing three two-horse team trucks. The cost of operation of each motor truck is about equal to that of operating one team truck, while the economy in stable and feed storage space gives a yet greater reduction in delivery costs. These trucks carry about as heavy and straining a load as it is possible to get together, with the single exception of structural steel, and yet their average hauls are sixty miles per day, while they have made as high as ninety-eight miles per day. Horse truck drivers are operating these cars exclusively, after unsatisfactory experiences with professional chauffeurs. The gasoline consumption of these machines is about eight gallons a day—lubricating oil about one gallon per day.

"Standing Up" Under Long Haul.

One of the most convincing tests proving the supremacy of the motor is the long haul, where everything needed on the journey must be carried by the outfit. A long haul in a populous country is one thing—but in comparison with a trip across desert and mountain the importance of the former, from the standpoint of a test, falls far short.

A forty-mile drive with a two-ton load, when mules were the motive power, was no trifling undertaking. The time required for the trip demanded an addition to the load of enough feed and water to supply from six to ten head of mules. The expense of these long hauls has forced many a mine producing a low grade of ore to abandon work, simply because the freighting by wagon ate up the small margin of profit.

An entirely different phase of the problem is that of the retail store covering a local territory demanding frequent stops. Here, in the delivery of lighter wares, where the distance between stopping points is comparatively short, and where the weight of a whole load is not too much for one or two horses, it might seem that the motor wagon would have little or no advantage. Yet experience has proven the horse to be nearly as far outclassed as on longer hauls and with heavier loads.

The ease with which the motor vehicle stops and starts, weaves in and out among the traffic of a congested street, the small amount of space it requires, its instant response wherever an opportunity for increased speed is given, although the open space is no more than a hundred yards, and the even, tireless pace it can maintain without whip or urging when a longer stretch is clear. The wide field these smaller commercial cars are already filling is proof enough of their economic value and their service.

A New York florist who formerly required two wagons and two drivers

to handle his delivering now covers the territory of an increased trade with one 1,000-pound car—and saves in actual cash on the work involved, \$1,000 per year. By no possible argument can the weight figure in this particular work for you may fill a wagon with cut flowers and still have a load a horse may draw with ease. So the saving is all in the greater facility of the car and the cost of the up-keep of the delivery service.

Franklin Russell.

Mail Order Difficulties Are Increasing.

That it is becoming increasingly difficult for catalogue houses to retain their trade is evidenced by the expedients to which they are compelled to resort. The latest scheme that has come to light is the delivery plan. A contract is made with a drayman or other teamster in a rural community. Goods are then shipped in bulk to his community and are received by him. He delivers the several packages to the consignees, collecting a pro rata charge from the latter covering the freight and delivery. This plan contemplates a saving to the customer, since the shipment in bulk saves on the freight more than it costs to deliver.

This plan is being tried out in lieu of the solicitor plan of securing business. It is asserted that the latter was found to be unprofitable.

However that may be, the new scheme is likely to be of some value in holding trade. It obviates the necessity of the farmer going to the station himself and presents him with the advantage of a regular delivery system at small individual cost.

It is more or less of a serious matter to the local retailer, because the delivery man will usually make a contract such as above for less than he would charge the local dealer. In one instance cited, mail orders were delivered at a net cost of from 20 to 50 cents, whereas the same service would have cost the local dealer from three to seven times as much.

The presence of this scheme merely adds to the burden of competition which the retailer must meet. The only compensation it brings to him is the consciousness that it is becoming increasingly difficult for the catalogue houses to secure and to hold trade, else they would not resort to such extremes. Small as this consideration is, it is something.

New York City is forever tearing down and rebuilding, so that no visitor ought to be surprised at the statement of a realty paper that during the past five years \$132,000,000 has been expended in buildings outside of dwellings—\$20,000,000 in theaters, \$15,000,000 in hotels and \$97,000,000 in office buildings.

How It Happened.

"How did you ever happen to pick out such a dismal place as the Mammoth Cave in which to spend your honeymoon?"

"You see, our parents objected, and we were both anxious to keep it dark."

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.

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

Talk Number Five.

In our last talk we determined that man power in building any business was a matter of working in harmony with natural law.

It was stated that while the natural laws of success are many, they may be boiled down to four basic injunctions, the first of which is, Man know thyself and how to develop your success qualities.

We promised that in this talk we should discuss that injunction.

Self Knowledge.

Man is a body plus a mind. He has a soul, too, doubtless. Personally I do not doubt it, but that is another story. Its discussion belongs to the clergy, and we shall leave it to them.

We are talking business and how to build it, and we shall discuss the physical and the mental man. As such, he is a body plus a mind.

As to the body, this brief series of talks does not permit of an extensive analysis from the physiologist's point of view nor does it permit of a very long discussion of health laws. The best I can do is to challenge your attention to a few basic facts concerning the body and the care of it.

No one can obey the natural laws of success in the business world unless he takes care of his body.

Thousands disobey enough natural laws at the breakfast table every morning to throw them out of harmony with many other natural laws of success all day long.

Millions are digging their graves with their teeth; eating too much, and not properly chewing that which they eat.

The cigarette fiend or the man who is constantly frequenting the bar for "bracers" is not going to possess the physical endurance or the nerves to stand the strain and stress of modern business.

Millions of men and women are breathing backwards—which is only half breathing at best.

Watch the animal or the little baby before it is afflicted with civilization and you will note that when it inhales the abdomen expands; when it exhales the abdomen contracts.

Watch your own, for it may be going just the other way. If so, you are breathing backwards.

This is an unnatural breath—a bad habit against the laws of health, therefore a violation of natural law in the business world.

Know the laws of keeping well, then follow the laws and the health that gives endurance and success will be yours.

However great your ability, however high your reputation for reliability, however strong your will to do things, except these splendid powers are backed by health, you will never be able to win complete success.

If you have to contend with the "gnawing rat of dyspepsia" or lungs so weak that every draught brings a cold, you are handicapped.

It is said that a sick stomach helped to lose Napoleon the battle of Waterloo.

Ill health is a cause of pessimism—and it is not the pessimist that wins in the great commercial world today but the optimist.

The man who radiates sunshine, whose handshake is warm and cheerful, whose voice has the ring of satisfaction, who sees the "silver lining" within the clouds—he is the man you want to buy from; he is the promoter, the man whose vibration is so high that he "must be up and doing."

If you would know the real reason this man is so happy—is so inspiring—it is because he is so well. His physical machinery is working in order. His lungs, his stomach and his teeth are all right.

He wears the armor of perfect health, that is why he is so well prepared to fight the battle of life.

Energy comes from health, and without energy what business man can hope to succeed?

Endurance comes from health, and without endurance what business man can hope to succeed?

Can the carpenter build without tools? He must have all the tools he needs, for his craft, or he will be a bungler and a butcher. He can not saw with a hammer or chop with a plane. He must have the tool for the work if he is to be a master builder.

Would you be a master business builder? Then you must have the tools for your work—and one of the most important tools is a healthy body.

"Health is God's best gift."

To keep his health is the sacred duty of every man who would succeed. Nature offers you the means: Fresh air to breathe, clean water to drink, to bathe in, nourishing food to eat. Make your choice wisely—and be well.

One of health's chief laws is exercise—use.

Use your muscles, and your muscles become strong; use your lungs, and your lungs become strong.

Abuse or neglect your muscles, and your strength departs; neglect your lungs—don't breathe properly—and tuberculosis may be the result.

It is so easy for the normal man to be well that it is a crime for him not to be well.

The laws of health are so simple; nourishment and use, that it looks as if we should learn to obey them; since they mean so much in the battle of life.

Is not the man mad who in the "money-chase" destroys his body? Logic says he is; for money after all is only purchasing power in the commercial world, and the things worth while that money can buy are the things worth while to the well man only.

To the sick man "the earth and the fullness thereof" mean nothing.

One cause of the sick man's failure is his terrible selfishness; the man who is compelled to think continually of "his own ills" is not the man to give the world service.

To be able to give the world real service you must be able to forget yourself and think of your work only.

Only the well man can love his work, and only the man who loves his work can render efficient service, and only the man who can render efficient service can be a business builder, and only the man who can be a business builder can be a success in the business world.

Since you are in the business world you want to become a success, and to get the reward of commercial success—money.

That is a legitimate ambition. You should be proud of it.

The man who has no desire to make money is unwise.

But you are an ambitious man anxious to attain or retain your success.

The first thing then to do is, Be healthy. If you are so already, remain so. If not, follow the laws of health and attain it.

Remember, health is the first step in the attainment of success.

I shall discuss the second and third injunctions in Talk No. 6.

A. F. Sheldon.

The average house owner will doubtless be pleased to know that grass is something that one can sow and with careful culture not get any at all. The truth is that grass, like zebras and coyotes, is not easily tamed. In a wild state it is comparatively abundant, but let one attempt to confine it to a city lawn and there isn't any such thing. Most people content themselves with raising weeds. A very good and hardy line of weeds may be raised from the grass seed sold at almost any grocery store. It may be said in justification of it that it looks almost exactly like grass seed and comes up a great deal better. A good weed lawn lacks some of the softness and luster of a grass lawn, but it has a certain green cast, does not require water and flowers nicely later on in the season.

When a man comes to think that a glass of whisky is a daily necessity he must either quit drinking and attend to business, or quit business and attend to drinking.

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

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Style 711
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At \$12.50 per dozen

This is not a "job." These goods are first class in every respect and are worth more than the price asked. Don't miss the opportunity to secure a few dozen. Our salesman is showing sample pair.

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Exclusively Wholesale

:-: Grand Rapids, Mich.

We close Saturdays at one o'clock

HE WAS STUNG

Because He Talked Too Freely About the Fat Girl.

Written for the Tradesman.

"It was twenty years ago," and he laughed, visibly affected at the memory. "You were a wee babe then, I'm sure. How time flies—and she, Tressy, was the fat girl, so very adipose as to be absolutely deformed. Ugh! how I detested the creature!"

"To be sure," agreed his companion, with a slight shrug but no smile.

Bradwin had asked the girl to be his wife. She had pleaded for time to consider. She was slender, gray-eyed and intellectual. He had met her the previous year at the seashore. From the first there was a magnetism about Miss Vanvorst that drew and warmed the cockles of his nature like red wine.

There is no denying the fact that worldly, cynical Bradwin was at last genuinely fastened in Cupid's toils. And why not? No one could be more charming than Miss Vanvorst. She had bright chatty ways, a striking personality, and a smile that was more winning than all the rest. He had known her for a year. During the time their paths in life had frequently crossed. Bradwin had at last decided to settle down to please his sisters, now that the right girl had appeared.

It dashed him but little, her asking for time in which to decide; that was a natural modesty in keeping with her genuinely lovable nature.

The two had been exchanging confidences, relating early day pranks. He had told of the fat girl and of the night when he as a boy escorted her home from spelling school at Pineridge settlement, which was almost a wilderness in his knickerbocker days; his father had been one of the early lumbermen, had made good, graduating from the pine woods a millionaire. Bradwin's idle life in the city, his travels abroad, where he had met and admired many girls, served to make of him a somewhat boastful egotist. His friend, Wardleigh, who was in the manufacturing business, had declared Bradwin a spoiled young reprobate.

"I pity the girl whom you marry," said Wardleigh, and the friend laughed, Bradwin not asking what was meant.

"Those were glorious good times after all," declared Bradwin, still reminiscing of his coltish youth. "We did not think so then, however."

"No?" with a lifting of the straight brows.

"No. You see now and then someone from the big outside world dropped down in our little settlement bringing a breath of the city. I can remember a girl coming to visit an aunt in the woods. Why, that girl was a bewitching angel, dropped from an upper world into our vulgar woods life. I grew anxious to see the world from which Agnes Cunningham came. Of course I didn't know that she was a cheap representative of the town, a conceited little wretch who painted and flirted abominably."

"With you no doubt?"

"Lord, no! I was in knickers then. I hadn't been out long when I met Tressy—"

"The fat girl?"

"That's the one. Our spelling schools, writing and sleighing parties were all right and we woodsites enjoyed them, only—"

"Tell me about the fat girl."

Bradwin and Miss Vanvorst turned from the path into the little grove and sat down under the trees. He scratched out a name in the gravel with the point of his cane. The fat girl had been to him a dream, a sordid, fretting nightmare. He smiled at the memory.

"Tressy was a widow's daughter of 10 or 12, so fat she could just waddle. She was in one of my classes at school, quite a smart girl with books, but such a guy to look at. In the hot days she always perspired and her face at such times shone like the greased porker at a holiday blowout."

He laughed at the memory.

Really a very common sort," suggested Miss Vanvorst.

"Common! Well, I wish you could have seen her! And she somehow thought that Noah Bradwin was about right. The boys egged her on I feel sure. When the eventful night of the spelling school arrived I went to the schoolhouse with some of the boys. 'I dare you to go home with Addy Baker,' jeered one of the fellows near the close of the evening school. I wouldn't take a dare in those days, so I boldly offered my escort to the prettiest girl in the settlements only to get snubbed. 'I am going with Mr. Wadleigh,' simpered she. I never quite forgave old Wad for that, you know. I confess to being rather partial to the Baker girl with her blue eyes and fluffy yellow hair.

"As I turned confusedly away the moon face of fat Tressy loomed into mine. She thrust her arm through mine and drew me out into the moonlight. That walk home under the winter stars! I sha'n't forget it as long as I live. A lot of boys and girls went on ahead, a dozen more bringing up the rear, with fat Tressy and I between. It was a clear cold night. We had a long, slippery hill to climb and here came my downfall and humiliation.

"Tressy slipped. I tried to hold her, but, heavens! it was like holding to a ton of flesh. In my efforts down I went flat on my face, my fat partner falling like a mountain, nearly crushing me. Of course a shriek of laughter went up and I felt cheap enough."

"And the fat girl?"

"She laughed with the rest."

"The rude creature."

"She was worse than rude. I could have pinched her good for that. The idea of her going with me that night was all her own. I didn't want her company—"

"No, it seems to have been forced upon you."

"You have guessed it, Laura."

"Strange how forward girls were in those days," and a tinkling laugh fell on his ear.

"I did not hear the last of that night's walk for a year. I had to thrash the fat girl's big brother and threatened half a dozen other young sprouts before I got any peace."

"And the fat girl?"

"Oh, she and her mother and brother moved to Indiana. I heard afterward that she married an old man as lean as she was fat and became his slovenly helpmeet."

"How very unromantic."

"I should say so. The fat miss haunted my dreams for months. I outgrew the incubus, however, and remember the incident of my veal days only with amusement."

"Sure enough. A girl like that was enough to amuse anybody. Do you think she lost any sleep on your account, as you did on hers?"

"Undoubtedly," with a laugh. "Why, Miss Fatty was dead in love with me at the time. I ought to have pitied her, I suppose—the snub-nosed, greasy little pig!"

"Mercy! how you talk," and Miss Vanvorst drew away from his side.

"Never mind the fat girl, Laura," he quickly protested. "She is, undoubtedly, the head of a household of fat little kidlets like herself. I never think of her without laughing."

"You shocking man!"

And then Miss Vanvorst got to her feet. He rose in turn, but she seemed suddenly to freeze him. When he would have accompanied her she said coldly:

"Never mind, Mr. Bradwin. I think you need not call again."

"But, good heavens!" he protested, "your answer to my suit—"

"Is no!" with a toss of her fluffy head. "Two reasons I will give for your satisfaction: I was that fat girl you hated so, and—well, you see, I am engaged to marry your friend, Wardleigh!"

"Great Scott! Stung again!" gasped Bradwin wincingly.

J. M. Merrill.

From his investigation of the varying velocity of the earth tremors as they pass through the interior, Professor Welchert, of Kansas, has come to the conclusion that the earth consists of a central core of iron or steel, 5,580 miles in diameter, surrounded with a stony shell 930 miles in thickness. Between the outer solid rind and the inner layer of rock, covering the metallic core, he thinks there is a layer of liquid, or plastic material, lying a little less than twenty miles below the surface of the earth.

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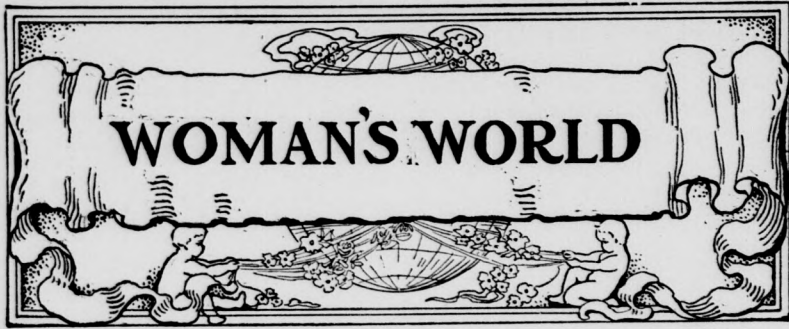
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After the Sons and Daughters Leave Home.

Written for the Tradesman.

"It is the way of the world, as old-fashioned people say, and I suppose I ought not to lament," said Mrs. N. to a friend.

The wedding of both her daughters occurred at the same time only a few days before, and directly after the bridal parties had gotten off the only son, who had accepted a good position in Seattle, started for the West.

"The house seems so big and empty and so dreadfully still. I can not look forward to things being any different.

"The girls have both married well, I am sure. Neither John nor I could object to either of the young men at all; and we feel that our son's change is very much for his interests; but we have lived so long just for those children, and now to lose them all at once so, even Emily, my baby, it is too hard!" Tears filled her eyes.

"Years ago we lost a little boy, our second child. It seemed at the time that my heart would break, but there were the other children with their numberless needs demanding my constant attention. I did not have time to grieve, my hands were too full. Work was the solace for my sorrow.

"But now I do not have the pressure of urgent duties to keep me up. There is so little to do and nothing to take my mind. John and I are so lonely!"

It is almost a tragedy with many a woman when, in the perfectly natural process of going out into the world and making homes of their own, her children leave her.

The peculiar sadness of this phase of life is nowhere more touchingly expressed than by Jean Ingelow in her well known "Songs of Seven:"

To hear, to heed, to wed,
Fair lot that maidens choose,
Thy mother's tenderest words are said,
Thy face no more she views;
Thy mother's lot, my dear,
She doth in naught accuse;
Her lot to bear, to nurse, to rear,
To love—and then to lose.

Despite all the cry that women are losing their domesticity, there still are countless mothers, the great business of whose lives is their children. With each one of these, self-sacrifice, the subordination of her own tastes and wishes to their needs and desires, becomes second nature. The boys and girls are the paramount interest of the home. When they leave, her life work seems to be broken up. It is as if a middle aged lawyer or physician, successful and greatly de-

voted to his profession, were, by some adverse stroke of Fate, thrown out of practice; or a good business man were compelled to retire in the very prime of life.

What shall Mrs. N. do? What shall any mother do when she no longer can pour her energies into their accustomed channel?

Two courses are open to her. One is the course of deterioration. She can let herself go. In her present mood this is the easiest and seemingly the most natural thing to do. She can magnify her loneliness. She can become nervous and low-spirited and even lapse into mild melancholia.

The pathologists tell us that there are certain disorders that never attack a young and healthy organism, but which fasten upon those who are "run down" or in a state of lowered vitality. The woman who is lonely and has little to occupy her attention is specially liable to these ailments of degeneracy as they are called, physical as well as mental. She who but a short time ago was a bright, busy, cheerful matron, whose every moment was filled with duty lovingly performed, may very soon become a colorless nonentity, afflicted with some slight chronic invalidism, the sort of person whom husband and children always regard with indulgent commiseration and refer to as "Poor Mother."

Or Mrs. N. may take a different and a far wiser course. She may find other interests to take the place of those that have been cut off. She should renew old friendships and form new ones. It may be well for her to join a club or a fraternal order. She now has time to read the new books and ought to improve the opportunity. A camera or a flower garden may provide a pleasant pastime. Some charity or benevolence may furnish a suitable outlet for her energies. And who is a more capable helper to those in want than the middle aged or elderly woman who has a tender mother heart, and whose practical abilities have been sharpened by long years of experience?

At first no one of the things suggested may hold any attraction for the woman of whom I write, but if she enters upon some of them bravely and perseveringly, in time she will become genuinely interested.

Among the many subjects which may properly claim her attention, her husband may be mentioned as one, for it is possible that in her zeal for the welfare of her offspring, she may have in some degree neglected their father and his needs. Indeed, in few women are the wifely and the mater-

nal tendencies perfectly balanced. The helplessness of the little ones makes so urgent an appeal that every one else is almost lost sight of. Of late years so much stress has been laid upon all their needs and requirements that the conscientious mother is likely to become so absorbed in the study of "the child" that she gives little or no thought to "the man." Often both parents are so devoted to the children that they forget each other and miss the rare companionship that congenial childless couples enjoy. If there was excuse for this while the children were at home, there is none after they leave.

In the fifties and sixties, and even in the seventies, a married pair should have the happiest time of their lives. If they have been prosperous and frugal, financial pressure is relaxed and they may honorably enjoy the fruits of their labors. They now have leisure for travel, reading and recreation. To some extent, at least, they should try to become interested in the same pursuits and diversions.

Very much is now being written on what a woman must do to keep her youthful appearance. Matrons of 45 and 50 are making strenuous efforts to move as gracefully and look as young as they did at 30. A reasonable amount of this is commendable and certainly a husband appreciates having his wife retain, so far as possible, the charms of her girlhood.

Will he not enjoy even more having her bright and keen intellectually, a jolly chum and companion for his declining years?

What is finer than to see an elderly couple thoroughly happy in each other's society, she with a tenderness and sympathy such as age alone can give, he with a chivalry becoming ever more tender and considerate as time passes over their whitened heads? Quillo.

There are more good sayings than doings in the world.

A New York girl, jilted by a wealthy manufacturer, to whom she claims she was engaged, has sued him for \$10,000, not for wounded affections, but for lost opportunities, as she claims that because of her engagement to him she had refused several offers of marriage.

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MASTER OF OUR MOODS.

Quality a Strong Character Should Possess.

Written for the Tradesman.

While I am not unmindful of the fact that some of our self-appointed critics of style have put the ban on many-jointed words, there is one good old polysyllabic that we can not quite bring ourselves to give up; and that is the word, "procrastination."

That is a strong word with a sonorous and serious ring to it.

One feels somehow as if there is something in the mere sound of the word that will make the unsophisticated perk up and wonder why.

Whenever I hear that word I always think of my friend, Ed. DeMoss. Ed. was the greatest procrastinator I ever know. In college he was always harassed by the vision of unprepared lessons. He always put off preparing for examinations until the night before, then he crammed until sun up the next morning. He forgot dinner engagements. He put off dressing for the theater until 7:30, and invariably got in after the first act was through. So far as I know, he never saw the first act of any play. If DeMoss was one of a party, the entire party was kept waiting. How he ever caught a train is a mystery to some people. But the fact is he never caught the train he was supposed to catch—he caught the next one.

"Good grannies, Phip! I really meant to do that, but—" and thereupon followed profuse explanations, apologies, promises, etc., ad nauseam. It was ever thus with Eddie. He just couldn't help it. He must have been born in a procrastinative mood, for he never did get over it. Eddie is not an old man yet, by any manner of means; but when he is old, with the structure of his life work back of him—such as he finds time to get finished—I am morally certain he is going to fool the attending physician. For hours, perhaps days—maybe weeks and months—after the doctor says Eddie can not possibly live through the day or the night, as the case may be, Eddie will keep right on living; he will put off dying just as he has everything else. The fact is he is an incurable procrastinator.

So many people have this failing to a greater or less degree.

Their intentions are good; they really mean to do the thing they are expected to do, or promise to do, or are paid to do, but they get sidetracked, they think another time will do quite as well as the present, and the duty of to-day is pushed off until to-morrow.

Now there are a good many things to be said against this habit, which is all too frequent among merchants and salespeople.

In the first place it is a slovenly habit. The very mood is born of laziness—the dread to get at it and get the thing done.

"Now if it must be done, then 'twere well it were done quickly." You can't evade an obvious task indefinitely. Sooner or later you have to do all necessary work; why not

buckle to it and get through with it? When it is finished your mind will be at ease. If the prospect of the task is displeasing, why keep it constantly dangling before your eyes, spoiling the pleasure of the present?

Methodical people are the happiest people in the world. There are folks who make light of the extremest in matters of method; but in the end the joke is on the fellow who taboos punctuality.

Methodical people are happy just because they light right into a tough job, when they happen to have one on hand, and get through with it. After that they can bask in the memory of work finished on schedule.

There is a couplet in Charles R. Bartlett's "The Man Who Wins" that every ambitious salesman or saleswoman ought to commit to memory. It runs like this:

"When set a task that the rest can't do.

He buckles down till he's put it through."

That's the attitude of "the man who wins." Isn't that attitude itself largely responsible for his winning?

When an employe is told to do anything that ought to be enough. The employer ought not to be required to remain personally on the job as foreman, seeing that his orders are carried out.

If you want to make a killing with the boss, acquire the reputation of being punctual in doing the thing you are asked to do. Do not fall into the exasperating habit of taking orders too lightly; and remember that you are paid for doing things, not for intending to do them, or for resolving to do them, or promising yourself that you will do them.

If you are a merchant, you ought to set the salespeople an example of precision, promptness and of method.

The merchant who is disposed to put off things is always finding that his work is accumulating on him. By and by it gets mountain high. Some day, in sheer desperation, the man who has been letting his work pile up, rolls up his sleeves and attacks the job. Here, for example, are some letters that should have been answered days or weeks ago. Maybe the letters have been so long delayed the writers have grown weary of waiting for a reply. If they have been interested, the chances are they have lost their original interest. The fact that so many things must be done in such short time makes it imperative that they be hastily done. Hasty work is generally imperfect work. It is all well enough to talk of your man of genius who dashes through reams and stacks of tough work in an incredibly brief time, doing his work with the skill of a master-hand: we merchants and salespeople are not geniuses. Therefore the rules that apply to the rarely gifted ones of earth don't apply to us. If we cut any ice whatever, we have to get down and bone. That means that we have to stay on the job early and late, and keep the slate wiped clean as we go.

A strong and resourceful character ought to be master of his moods.

Everybody, I presume, had rather just let things slide along than butt in and make them go your way; and the natural inclination is just to let them slide. But that is not good business. The proper thing is to overcome one's disinclination to get busy. Let us be master of our moods.

Charles L. Philips.

The great demand among American women for pearls has caused enterprising oystermen to co-operate with the oyster in turning out the gems, says a writer. American women are so eager for pearls the market can not be supplied. Noel Heaton, an English scientist, explained the other day how science is aiding in turning out gems. "The shells of living oysters," he said, "are pried open, foreign matter is put inside, and the oyster dropped back into the water. The oyster deposits layers of calcium carbonate around the substance, and the ultimate result is a pearl. Artificially made pearls merely are bits of opalescent glass, coated inside with a preparation of fish scales and filled with wax. Imitation pearls have a novel quality among false gems, in that they sometimes are superior to the natural article. They are harder and their luster is not affected by water."

A Boston woman suggests that the ideal hot weather costume for men would consist of blouse and knee breeches, the trousers rather full, like those boys have worn for the last few years. The blouse should be loose and should have loose elbow sleeves. There could be a low, turndown collar, or the blouse might be collarless and very slightly de-

ollete. Such a suit in blue, brown or gray, with the lightest weight stockings and low shoes, would be as near an approach to comfort as most women attain and would be both modest and serviceable. Who will be the first hero of hot weather dress reform?

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The postal savings bank bill was passed only last Congress, and the business was started with \$100,000. This was to establish forty-eight banks, each state having one. When Congress met again in the spring more banks were started. Forty-five additional ones were in operation in April, thirty-six more were added in June and from that time on they have gone ahead at the rate of fifty per week.

At the beginning of the year the forty-eight which were first started had taken in only about \$75,000, but with the new banks the deposits have quadrupled and they will soon amount to \$1,000,000 or more.

Indeed, it is impossible to prophesy how much money will come into the postoffices. The amount will run into the hundreds of millions.

It can do that and still not affect the banking institutions which we have to-day. The officials of the Treasury Department, who keep track of the money in circulation and in the banks, say that there is an enormous sum not accounted for which lies idle, either in hiding or in the pockets of the people.

The amount is more than two thousand million dollars. It is enough to give \$100 to every family in the United States, and enough to buy the Steel Trust and leave something over for a few railroads or so. It is about 2 per cent. of the aggregate wealth of the Nation, and if it could be collected together into one pile it would almost pay the National debt twice over.

Take it out of hiding and turn it into Government bonds, and we should not have to borrow a cent from outside nations, and at the same time would have enough surplus capital to complete the Panama Canal and dig a ditch big enough for the largest ocean steamers from the Great Lakes to the Gulf.

Similar hoards have existed in all countries, although nowhere to such an extent as in ours. We are the richest of the nations, and we have more loose money than any of the others.

Americans Real Hoarders.

Take, for instance, the Hindoos, where the standard is so low you can hire a man for 10 cents a day, and where many of the people figure on how much they will eat for supper in order to know whether they will have enough left for breakfast. That country is known to have a hoard in gold or silver or jewels hid away under its floors, and since the British government has established postal savings banks there \$500,000,000 has been tak-

en out and deposited, and the accounts in the postoffices are almost 1,000,000 in number.

But how about taking care of a business like this?

Think of the work of handling 40,000 different banks, each of which has hundreds of deposit accounts!

Think of the deposits and withdrawals, of calculating the interest and of keeping the accounts, where the loss of a cent in the balance may set a clerk crazy, as is common in the banks of to-day.

These are some of the troubles that are agitating the other nations which have similar banks and are costing them millions. It is so in Great Britain, where a big building at London is devoted to keeping the books.

The banks have been in operation there for twenty-five years, and the separate accounts are 1,000,000 in number, while the total deposits now equal \$781,000,000. The cost of the machine is such that I understand the business is run at a loss. Similar books are kept in France, Germany and in nearly every civilized country on the face of the globe.

This was one of the difficulties which faced Uncle Sam when he took hold of the problem. Our postal savings bank business is bound to be twice as large as that of any other nation, and should we carry it on in the same way, Theodore L. Weed, the chief clerk of the Postoffice Department and the Secretary of the Board of Banking Trustees, tells me, we should have to establish, in time, a great accounting system here in Washington, with a great force of clerks, to keep track of the moneys in these thousands of offices scattered over more than 3,000,000 square miles.

Nevertheless, we have begun the business without a cent of additional expense for clerical hire. And, moreover, the prospect is that it will be carried on without any material change in our Government machinery when the deposits are hundreds of millions, and that at an expense which, in the light of its cost to other nations, will be ridiculously small.

Simplifies Book-keeping.

For the invention which has done away with this enormous book-keeping, Uncle Sam is indebted to Frank Hitchcock, his Postmaster General. It is an invention worth millions, for it is estimated that it will save at least \$1,000,000 a year to the Government.

It will certainly do away with the possible employment of 2,000 book-keepers, which even at as low a salary as \$1,000 a year, would make an annual draft on the treasury of \$2,000,000, and that in addition to other machinery which would greatly add to the total.

Mr. Hitchcock conceived the idea during his trip to Europe last summer. He there saw the complicated machinery of other nations, the most of it based on the system devised by Gladstone, which has been adopted by forty other countries. This was the use of the passbook, which in

England meant the posting of the deposit books of 15,000 offices, and of keeping sets of books for them. It involved the employment of 2,000 clerks in London, and of a great book-keeping establishment there. In our own country the offices would surely be three times as many as in Great Britain, and they will probably be 50,000 or 60,000 more. To handle them on the European system was evidently very expensive, and Mr. Hitchcock, in working over the matter, originated a plan whereby the accounts would to a great extent keep themselves and that without mistakes.

This plan was the wiping out of the pass-book, and the issuance of drafts or certificates of deposit. This has been installed, and it is the present system. The depositor hands in his money, but in place of having a credit made on a bank book he is given a certificate of deposit for the amount he puts in.

The certificates are in the denominations of \$1, \$2, \$5, \$10, \$20, \$50 and \$100, and they bear interest at the rate of 2 per cent. per annum. They are neither transferable nor negotiable, and are not worth anything except in the hands of the person buying them. They are issued in duplicate, and the original and du-

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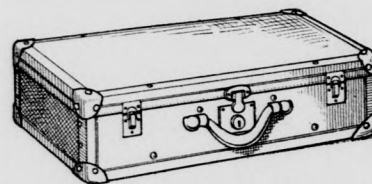
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BROWN & SEHLER CO. GRAND RAPIDS, MICH.
"Sunbeam Goods Are Made to Wear"

plicate must each bear the signature of the depositor.

The duplicate is retained by the postmaster, and if the man would withdraw his deposit, he must bring back the original, and sign his name in the presence of the postmaster, who compares it with the signature on the duplicate. It is after just the same method that the travelers' checks issued by banks and express companies are cashed all over the world to-day, and the same as that used in letters of credit. One might forge another man's signature, but it takes great skill to make such a forgery off-hand in the presence of the man you are trying to defraud.

Depositor Always Informed.

If a certificate of deposit should be lost or destroyed it can be duplicated by applying to the postmaster, the signature, made in this way, being evidence of the claim. The postmaster keeps a record of these duplicates, not in a book, but in a set of manila jackets or envelopes after the card index system, each manila jacket bearing the name of a depositor and having in it that depositor's duplicates. It is as simple as rolling off a log.

Again the need of book-keeping is evaded by the fact that deposits are made only in multiples of \$1; and that the money has to be left in one year to draw interest, the interest beginning only on the first day of the month. The depositor knows that if he takes out any money in less than a year he loses his interest. If he leaves it in for one year he gets 2 per cent.; and he must leave it in two years to get 4 per cent. In other words, there are no fractions to be considered. The system seems to be "foolproof."

The depositor knows just what is coming to him. He can draw as much or as little as he pleases provided the denominations are right; and when his money is all drawn the tearing up of the manila jacket closes the account and wipes his name from the government rolls. In fact, there is no other record.

These banks will be patronized by the women and children. The laws provide that a husband has no control of the deposits made by his wife, nor guardians any control over those made by their wards.

Even the children can deposit, and their parents can not get the money except by their consent and by their signatures in the presence of the postmaster. Any boy who has a dime may begin an account by buying a postal savings card, upon which he can paste nine other 10 cent postal savings stamps, which he may buy as he gets the money. When the 90 cents' worth of stamps have been stuck on the card it represent a dollar, and may be exchanged for a dollar deposit draft at the postoffice. His name then goes into a manila jacket, and he is one of the patrons of Uncle Sam's great banking system.

In all places where the banks have been established many children are among the depositors. In some instances postmasters have been asked

to address the public school children on the system, and school teachers from all parts of the country are writing the department for information concerning it.

At one of the Pennsylvania offices a boy has opened an account in order that he may have a start in life when he is through school, and in other places men are opening accounts for children and starting them on the way to save. One philanthropic man in Owensboro, Ky., has purchased postal savings cards for all the public school children of that town, his idea being to encourage thrift through the use of the Government system. This seems to be an excellent idea, and I suggest it to such of you as have a charitable dollar to put where it will bring big results.

Take a village or town which has 1,000 school children. An investment of \$100 in these 10 cent postal savings cards would start the children of the whole town to saving, and would be better charity than the pauperizing, indiscriminate gift giving which is so common to-day. One might take the children of a single school or class and do the same. Indeed, this system of giving is subject to countless variations.

Patronized by Foreigners.

Connected with the postal savings bank act is a provision by which the certificates of deposit may be used to buy Government bonds. This went into effect July 1, and many bonds have already been purchased. The law provides that postal savings, in the sums of \$20, \$40, \$60, \$80 and \$100, and multiples of \$100 and \$500, may be turned in for bonds, and shall bear interest at the rate of 2½ per cent. per annum, payable semi-annually. These bonds can not be bought except by postal savings bank depositors, but they are so arranged that any one can have a part in the Government debt of the United States and can own a Government bond.

So far we have thousands of foreigners who have been taking out

deposits in these now postal savings banks. These men know the postal savings banks of their own countries and they have faith in ours because they are backed by the Government. Postmaster General Hitchcock tells me that vast sums have annually been sent abroad by the foreign element of this country in order that they may be deposited in the banks of Europe. Some of this goes to the banks direct and some is sent to friends, who put it in the postal savings banks of their respective countries.

In the four years ending with 1909 more than \$312,000,000 of such money orders were issued, and a large part of them were for savings deposits. Now that the postoffice bank has been established, a great deal of this money will go into it. This has been the case in the banks opened in the mining camps, where many foreigners are employed.

At Frostburg, Md., an Italian who deposited \$50 offered to pay 50 cents for the certificate, and when he was told it did not cost anything and that his deposit would also draw interest he was much pleased. At an Ohio office a Syrian woman tried to deposit \$370, and at Oroville, Cal., a number of foreigners offered from \$1,000 to \$2,000 each, which, of course, was impossible. At Ashtabula, Ohio, a foreigner came from Painesville with \$800 and at Globe, Ariz., the postmaster says that his depositors rank as to the amount of money held as follows: American, English, Austrian, German, Russian, Mexican and Swedish. At many of the places interpreters have asked for literature on the system, saying that they want

to explain it to the foreign laborers of their settlement, while at Dubois, Pa., two priests of foreign churches there are studying the system and say they will spread the news among their flocks. Frank G. Carpenter.

Diffusing the Annoyance.

The Farmer—You don't suppose we take boarders because we need the money!

The Visitor—I had some such idea.

The Farmer—Not at all. We just get these people in from town to keep the mosquitoes from devotin' all their attention to our home circle.

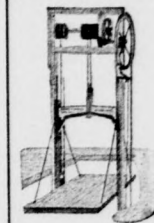
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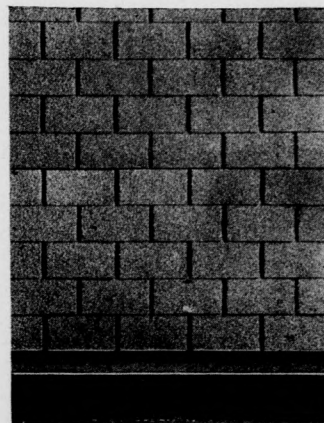
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THE MOCKING BIRD.

Some Peculiarities of This Remarkable Songster.

This "trim Shakespeare," as he is called by Sidney Lanier, like many other productions of the South, is not altogether understood or appreciated in the North. Master of melody and wonderful in his infinite variety, the poet has conferred upon him no misnomer in thus giving him a name representative of universal genius. He himself is a poet who has all songs for his own, sounding all the stops of melody—a feathered orchestra, whose every instrument is handled with a perfect skill. Like the geranium among plants, this bird simulates everything, and is everything. As the rose and apple blossom have no more delicate or delicious perfume than is offered by this wonderful plant, so the liquid song of the wren, or thrush, the plaintive moan of the dove, or the discordant cry of the crow and scream of the cat-bird, issues from the throat of this marvelous songster as naturally as if he were their sole proprietor.

But while his music is generally discussed, as well as enjoyed, his habits, even among his own countrymen, are not generally understood. Ornithologists even have made mistakes concerning his habits and characteristics. The Encyclopaedia Britannica asserts that the mocking bird goes to New England in the summer to breed, and returns South in the fall. On the contrary, the mocking bird is not migratory; he is a decided conservative. Few of them range beyond three or four miles from the spot where they were hatched, and ordinarily they end their lives very near the same neighborhood in which they began it. Their nests and little ones are sometimes found far in the depth of the forest, but more frequently among the undisturbed branches of the Cherokee rose, in the mock orange hedges or lofty trees near the habitation of man. The mocking bird is a bird of decided architectural taste and skill, and of notable sagacity in the selection of time and place for the construction of his nest. Much of his work is accomplished before sunrise; and as the east grows radiant with the approaching splendor of the day's lord, he begins his morning serenade, trying one by one all the instruments of his universal organ, and waking all other birds by their characteristic note. Is the thrush late in bed? This master of song will cure him of his lazy proclivities by sounding his own morning call in his ears. Does my lady wren slumber too long? Presently she is stirred by a note of her own morning invocation and waking from her dreams, she hastens to her labors. Has the flaunting red-breast forgotten to show his brilliant helmet among the courtiers of the sun? His drowsy head is suddenly lifted, as he catches the sound of his own salutation. While the day is yet young, every laggard is summoned to duty. Even poor whippoorwill, who has kept up his pitiful lament until the evening shades drove him to rest, must not loiter long after the next

morning's sunrise, or he will be taunted with his own pathos. The dove, too, must call her lover betimes, or this woodland genius will sing her own love song and lure her wanderer to his side, if only to laugh at his disappointment. The bob-white is sure to be sent about his business with quick despatch, and the owl hides in vain; even the curtain of the night is a poor protection to him, for the mocking bird is sure to discover him, and in the day he may not escape the general summons, but is often doomed to writhe and groan and turn his bewildered head as his solemn notes, sacred to midnight hours, are proclaimed it the garish light of the sun. It is an early bird, in truth, who is up in time to anticipate the call of the enterprising mocking bird.

After having awakened all the birds of the air, and given each his keynote for a joyous morning carol, he not unfrequently condescends to occupy himself with the humble denizens of the farmyard. With what anxiety and alarm does he fill the hearts of tender mothers. Cluck, cluck, cluck, he chirps, until little chickens run about in dismay, and the mother hen utters a strenuous and persistent cluck, in order to recall her bewildered brood to loyalty and protection. Then the piping cry of the little chicken is imitated to such perfection that the terrified matron straightway imagines one of her darlings to be the victim of that black pirate, the hawk, who so often ravages her little flock, or, perhaps, that a stray little one has been entrapped by some wild enemy hiding in lonely and sequestered places—and flies over the yard in pursuit of the sufferer, ruffling her feathers and swelling her top-knot in righteous and irrepresible indignation. In the meanwhile this sly Mephistopheles sits quietly perched in a tree, peeping out now and then from among the foliage to enjoy the exciting scene of which he has been the wicked and unsuspected cause. The contemplation must give him infinite satisfaction, for scarcely does the hen recover her composure and begin her peaceful and dignified promenade with her family, when he assumes another role, entering into it with such spirit and precision of detail as to leave no doubt in the poultry kingdom as to the nature of the threatening monster. Flying rapidly from tree to tree, he so perfectly renders the frightful intonations of that prince of robbers, that not only chickens, ducks and turkeys are in a flutter cackling and running in wild terror into every possible retreat, but maid and mistress, cook and workman rush upon the scene, armed with broomsticks and other available weapons of defense, to say nothing of the boy with his shot gun, all looking wild and vaguely into the firmament for the bold assailant, who threatens a fell swoop upon the recently emancipated fledglings. No hawk is discovered—not a black speck is floating in the remotest cloud; and the indignant cook returns to her domain, muttering imprecations upon the audacious bird. It has happened that one mocking bird has, for an entire morning, kept a

farm yard in a state of commotion by imitating the cries and calls of the various enemies of poultry. So we may argue that he is not only a musician, a skillful artist, but a most capable general and strategist, a tactician, who is well acquainted with the weak points of those whom he designs to outwit. He is an ingenious tormentor and persecutor, full of frolic and fun, and regardless of all the claims of dignity or wisdom, if he can sacrifice them to his amusement. The bird of Minerva, so solemn of mien, has been so mocked and satirized by this feathered admirable Crichton, that she has been known to abandon her secluded home and seek obscurer haunts, where she could be safe from the sneers and jeers of her relentless tormentor.

Domestic scenes seem most attractive to this wonderful bird. He loves well-kept yards and gardens. He enjoys signs of civilization and home comfort. He prefers the neatly-trimmed hedge and umbrageous mimosa-tree, the blooming and fragrant rose, or vine-covered trellis, the bowyer under which the children play, or the grateful shade of the grand old tree that reaches to the nursery window or guards the well, to the wilder and more picturesque scenes of the forest. The sound of the human voice is a delight to him. The practice of solfeggios or the rendering of a bravura or simple ballad will bring a score of these songsters to the nearest and most convenient shade, and it is not long before the singer in the drawingroom is taught, by positive demonstration, how far nature can outdo art; their strains of unpremeditated art may well astonish the master who has made trills and roulades a life-long study.

The attractions of domestic life soon woo this prince of singers from his forest home, and the farm yard offers him as wide a field for the exercise of his genius for mimicry as the deep woods. A lady who sat quietly sewing one morning on a veranda which overlooked the back yard of her premises, observed a perturbation and alarm among the fowls, which for hours had been peacefully feeding upon the sward. The whole realm of poultry seemed wild with excitement. An evil spirit seemed to hover in the air, terrifying ducks, chickens and turkeys, and sending chattering himself shying under the house. Gathering audacity in the hiding-place to which they had flown for safety, the frightened creatures would venture out and again begin to tread their accustomed walks, when imminent danger would send them in dismay back to their retreats. Every enemy to poultry seemed to be abroad. Upon investigation, it was discovered that a mocking bird had snugly ensconced himself behind the wall-like roots of a mulberry tree, and from that point he had successfully imitated the cries of terrified hens and chickens as well as the screams of rapacious birds of prey, and thus filled the yard with consternation. When driven from his fortification, he perched upon the topmost bough of the same tree and poured forth such a stream of en-

chanting melody, such a mellifluous burst of delightful song, as to make the amende honorable for his well-executed mischief.

But however great may be the bird's versatility, it is a mistake to suppose, as many do, that he has no notes of his own. He has his own song, sweet and liquid, long and vibratory. He often stops short in the midst of his theme, filling the pause with delicious undertones: then, resuming his theme, carols a sort of vibrant obligato beneath the main current of his song, as if he were singing with two voices at the same time. Surely two birds are singing! often says the unsophisticated listener. That thrilling, enchanting resonance no boy nor girl in the South could ever forget. What wonder that a sick child, carried from her home in Alabama to New York, where she lay for weeks upon a bed of suffering, should say, "I could get well if I could hear the mocking bird sing as he does in the tree at home!"

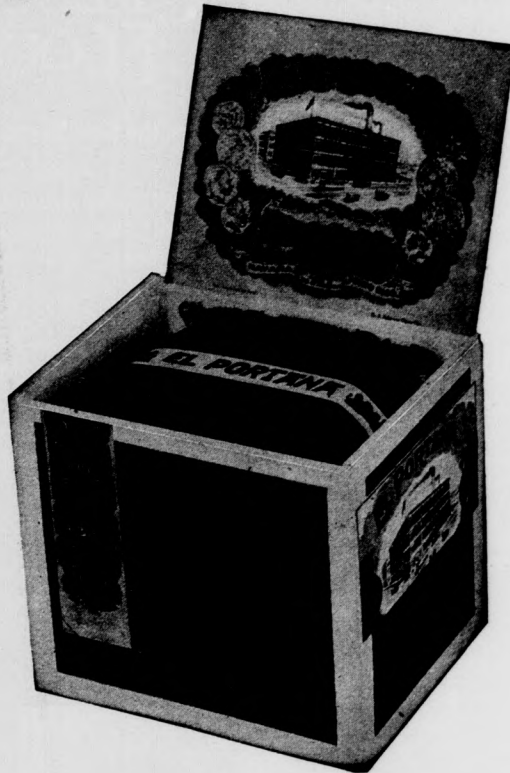
A Southern boy never aims his pop gun or shot gun at the mocking bird. He is a friend and companion; and one of the earliest lessons learned by the juvenile hunter is to kill the blue-jay, who, according to the legendary lore of childhood, not only carries sand to augment the intensity of heat in the infernal regions, but is the avowed enemy of the mocking bird; for that, if for no other reason, he is under a perpetual sentence of death.

That the mocking bird does not persistently or for any great length of time sing his own song is true. He introduces it frequently as a refrain, at regular intervals, between seasons of miscellaneous renderings—catches, glees, roundelays, trills and recitatives, cries, calls, screams, imitations of every bird in the forest and field; and, in the midst of a most rhapsodical extravaganza, will suddenly return to his own song, as if he had forgotten himself and had fallen to musing over the secrets of his own heart. It is with this note that he calls his mate; and it is by this same token that venturesome boys know where to find the mocking bird's nest.

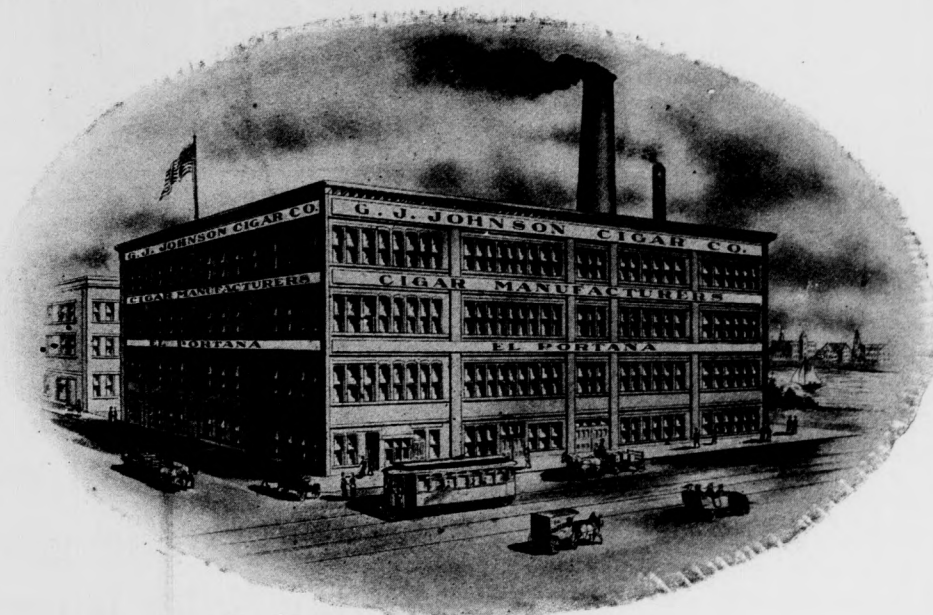
A bird frequently satirized and tormented by the mocking bird is the cuckoo. It must be remembered, however, that the American cuckoo is not like the English bird of the same name—the "wandering voice" that has so often inspired the poets, and the favorite of Nature's great poet, Wordsworth, the bird that delights every school boy as he traverses English paths and fields—but a veritable anchorite, a recluse, whose song is barely heard except to prophesy the weather. His common name is raincrow; he seldom issues from his seclusion, and, like some people, discusses the weather only. But his peculiarities have a fascination for the knight of sober plumage, whose great delight is to tease him. He follows him to his place of concealment, makes him show his hand, and by his continuous reproaches requires of him a song. Then, and not until then, is the taskmaster satisfied.

The gray, neutral tint of the mocking bird's feathers gives him a quiet,

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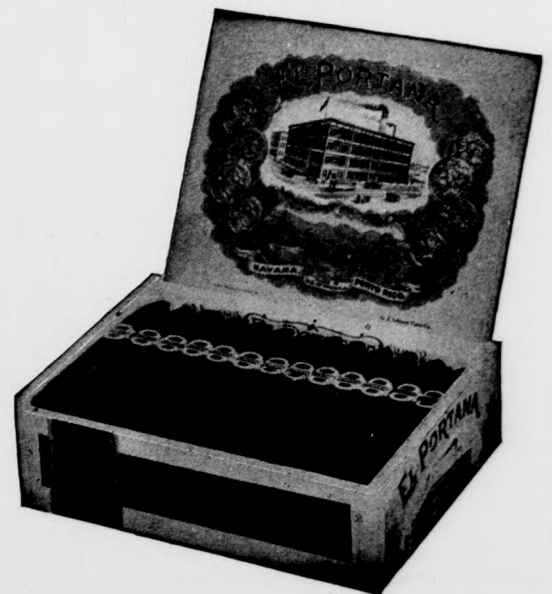
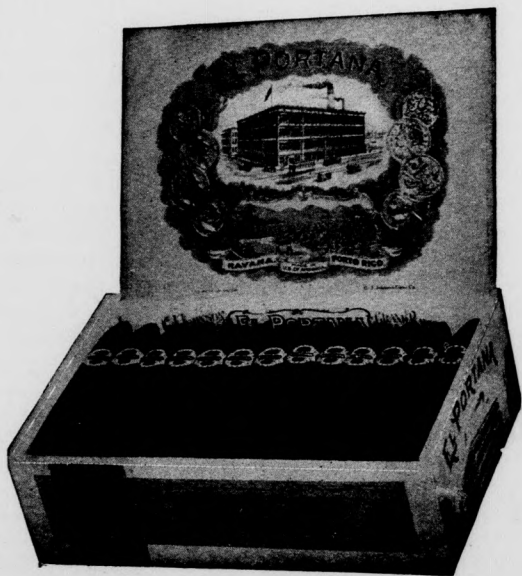
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unobtrusive air. His adornment is all of the inner man, if not of a meek and quiet spirit. He somewhat resembles the shrike, and that bird is sometimes mistaken for him. In flying, the white spot on the wing does not always appear; many of the birds do not have it—it is not an essential mark. Although plain in appearance, he is quite a dandy in his manners. His tail is quite long in proportion to his body, swaying from side to side as if it were set on a pivot. He often steadies himself with oscillations of his tail. He is a dainty stepper, treading the earth or sward very gingerly, lifting his wings at intervals, in order to scare up the insects, whose distance he calculates with mathematical precision, and whose alertness rarely saves them from his devouring beak. Insects are his chief and choice diet. Few birds are so trim or more agile, and few birds more restless. His repose is ordinarily when he is singing, but at the end of his song he flies to other quarters. He is very fond of promenades on the grass and even in the garden walks—probably in search of insects. His foppish air reminds one of a dude with eye-glass and cane, as he exhibits himself on the fashionable boulevards.

Whether or not this musical prodigy has a hibernacle, it is difficult to say. While winter is not, strictly speaking, his concert season, he gives many a charming matinee while snow is on the ground, and when the sun shines brightly on a frosty day, and the air is crisp and clear, his jubilant song sometimes starts us from our beds. But his true time of melody is like that of Europe's queen of song, the nightingale, in the night. Then all his music and poetry are at high tide. On a summer night, when the air is fragrant with blooming roses and cape jessamine, when the magnolia leaves and blossoms glisten under the ray of a moon almost as bright as day, when the myrtle and pomegranate flowers shine like jewels, and the cloth of gold looks up to the stars with a radiance almost like their own, when the air and earth are filled with a tenderness that marks—then this matchless bird, too full of the silent, peaceful hour of midnight love and sentiment to remember his wayward caprices during the day, pours forth such a flood of song, such a grand epic of romance and beauty, that the very stars seem to listen, and human hearts are touched with a holy calm.

The mocking bird is perhaps the most continuous singer in the world. Yet there is one season in the year—two weeks out of the fifty-two—when both song and spirits are out of tune. This is the moulting season. Then he is a dyspeptic—a miserable hypochondriac, who looks the picture of despair. What an opportunity for his numerous victims! What a chance to turn the tables if owl and cuckoo, hen or wren could find him! How the children laugh at him, and how cautiously and carefully he hides himself, as if he dreaded their derision. He looks like the jackdaw after the mighty archbishop had inflicted upon

him the sentence of excommunication, and he hunts deeper solitudes than the rain-crow himself. The whole kingdom of birds and poultry now enjoy a blessed immunity from torture. If the wretched bird makes this period a season of repentance, a Lenten season of abstinence from mischief, it is not the repentance which is not to be repented of; for as soon as he is again in fine feather, he shows the depravity of bird nature, and becomes as wicked as ever. He was well behaved only when his sins had forsaken him; he had not forsaken his sins.

It is well ascertained that the mocking bird is susceptible of training and education. It would be difficult to find one that could rival or even equal the phenomenal sparrows mentioned by Bechstein, as having been trained by a Paris clergyman to speak and to recite the shorter commandments, with such a comprehension of the same that, in a quarrel over their food, one would gravely say to the other, "Thou shalt not steal;" yet mocking birds have been trained to sing popular operatic airs. A bird kept in a saloon, and subjected to careful training by its keeper, sang "Dixie" with astonishing accuracy, and also sang parts of the famous duet from "Norma." These birds are always wonderfully influenced and even excited by musical sounds, which fact speaks much for their superiority to training. No bird better loves its liberty. Freedom, unlimited and untrammelled freedom, is their watchword. Hence the general belief among the ignorant, in regions where the bird is found, that if a cage containing young ones is accessible to the mother-bird, she will, under pretence of conveying food to them, give them poison, preferring their death to their captivity. To keep them in a cage is extremely difficult. They not only pine under confinement, but beat themselves to death by flying against the bars of the cage. Birds hatched in a cage or taken very young, have sometimes become fine singers; but once having enjoyed liberty, they rarely survive imprisonment.

At the conclusion of the war, mocking birds were carried in large numbers from the South by those who came there as instructors of the wards of the nation. They carried not a few birds every summer to states where the beautiful singers were a rarity. Finally the exportation of mocking birds was carried to such an extent that the Legislature of Alabama passed a law forbidding mocking birds to be sent or carried out of the state; and it happened one bright morning in June, when the scholastic year was at an end, and holiday pleasures were beginning to shed their joy in weary hearts, the sheriff of the county entered a passenger car lying at the depot, within a few moments of its departure, and emancipated from boxes behind shawls, bags, valises, umbrellas and dress skirts, twenty-five tender birds, which were restored to their native woods and freedom.

The mocking bird is really the

Just as Sure as the Sun
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American nightingale, possessing many of the characteristics and habits of its gifted relative, and in the future literature of the country will become as renowned as the classic bird that poured forth its delightful song in academic groves where Plato walked and Demosthenes talked of the beauty and glory of Athens.

Zitella Cooke.

More than \$2,000,000,000 in redeemed bonds, representing the major part of the Government's Civil War debt, are being fed gradually to the furnaces in the Bureau of Printing and Engraving. The engineers estimate that the immense sum in old securities will generate about as much steam as two tons of good coal. All the Government securities issued and redeemed between 1860 and 1898 are being thus destroyed, including nearly \$1,000,000,000 in the famous 7-30 bonds, which were made in the size of greenbacks and passed as money at the highest rate of interest the Government has ever paid. More than 1,500,000 separate bond coupons, which represent a large portion of the Government's interest payments for fifty years, will also be burned. The usual process of reducing old securities to a pulp by macerating them was at first attempted, but the job proved too great.

Coming Back Home.

The first of the crowd to get their two weeks off are coming back to let the second go, and there is a regular programme to go through when you meet one, as follows:

- "Home, eh?"
- "You look better."
- "How much did you gain?"
- "Get any fish?"
- "How did you like it?"
- "Good shooting where you were?"
- "Wife go with you?"
- "Anybody drowned?"
- "Take a canoe along?"
- "How was the board?"
- "Will you go to the same place next year?"
- "Are you glad you went?"

The above are all the questions you are expected to ask, but if you happen to think of anything more don't be at all backwards.

Perhaps we do not realize it, but the President of the United States is one of the hardest worked men in the republic. The head of a big corporation, E. H. Gary, for instance, can slip away to Europe and the organization will run itself until he returns, but the President, surrounded as he is by a corps of capable assistants and advisers, must be on the job practically every day in the year. Today William H. Taft is the busiest official who holds a high elective position. A governor can get away from official cares—although his pay may be docked if he stays away too long—but the President must get his vacation in dribbles. His vacations consist of fifteen-minute intervals in which nobody actually is waiting to see him.

Stabbing one's self with an open letter is the common form of political suicide.

TANNER TAYLOR.

Story of His Controversy With George Mills.

Written for the Tradesman.

In the year 1850 and for many years following the theme of conversation among Grand Rapids citizens was the troubles of George M. Mills and C. W. Taylor resulting in the destruction of a tannery owned by the latter by fire and the trial and conviction of Mills on the charge of arson. The old tannery twice burned out as far as fire could burn it. It was rebuilt and is still standing on the north-east corner of Canal and Coldbrook streets and is used by Henry Brobst & Co. in the construction of boilers for buildings, manufacturing and marine purposes. The misunderstanding and later the violent contention between these two men grew out of a question as to the title to the ground upon which the Hotel Pantlind now stands. Mills was possessed of good business ability and owned considerable property. He was prominent in the affairs of the little city. Mr. Taylor lived in a neat little cottage, surrounded by shrubbery and flowers, located on Coldbrook street, near the tannery, which later was the source of the considerable amount of wealth he accumulated. He also owned and platted the extensive tract known as Tanner Taylor's addition, located in the northern part of the city. He died about thirty years ago.

The ground in dispute, on the northwest corner of Canal and Pearl streets, was owned by a prominent citizen named Eaton. He was the father of the late Charles W. Eaton, who, for many years, was a member of the firm of Eaton & Lyon, book-sellers. Another son, although far advanced in years, is still a resident of Grand Rapids. Mills obtained in some way a claim to the title of the property and attempted to take possession of the same by moving a building upon it, but was prevented by the taking of timely legal action by Eaton. Later Mills succeeded in depositing several loads of slabs upon the ground and a contest in court over the title commenced. Not entertaining partiality for the employment of the law in such cases, Eaton sold the ground to Taylor, who did not fear nor shirk a law suit at any time, regardless of cost. All the big lawyers of the town—and there were some very able men in the community—were employed in the case. Finally the court of last resort awarded the title to the land to Taylor and the citizens generally supposed the trouble ended. A few months later a fire occurred in the Taylor tannery and everything burnable was destroyed. Only the heavy stone walls and the vats with their contents remained. Taylor repaired the damages and resumed business. The origin of the fire was a mystery, but on account of the legal dispute between Taylor and Mills, the hand of suspicion pointed to the latter. Some time afterward the tannery was again set on fire and damaged as badly as in the first instance. Mills was arrested at once and held to bail by the examining justice for trial on the

charge of arson. The case was stubbornly contested in the court, but the trial resulted in the conviction of Mills. Motion for a new trial was granted and Mills, by securing his bondsmen, was released. He immediately left the State, going to Omaha, where he built a large hotel and named it the Douglas House. Omaha was enjoying a land boom at the time and, with the profits of his business and his investments in land, he became very wealthy. A daughter married a prominent merchant of the city and a son became active, useful and successful in a number of business enterprises. Mills sought distinction in politics and was elected to fill a seat in the Common Council. He tried to win a seat in the territorial legislature and the office of

mayor in a number of campaigns, but was unsuccessful. Above everything else he craved the title "Hon.," seemingly thinking that with its acquirement he would wipe out the black record in his life while a resident of Grand Rapids. Mills forfeited his bail bonds and never returned to Michigan. He died at Omaha three decades ago. Arthur S. White.

Some of the funniest things ever seen in a newspaper get there by mistake.

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City Bakery Co., Grand Rapids, Mich.

\$ Dollars for You

Mr. Grocer, in pushing HOLLAND RUSKS. Good for Breakfast, Lunch and Dinner. Holland Rusks are so appetizing served with fruits and cream. Urge your customers to try them. We employ no salesmen. We put the quality in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.

Holland Rusk Co. Holland, Mich.

IMPORTED FROM HOLLAND

THE WONDERFUL SUCCESS OF

DROSTE'S PURE DUTCH COCOA

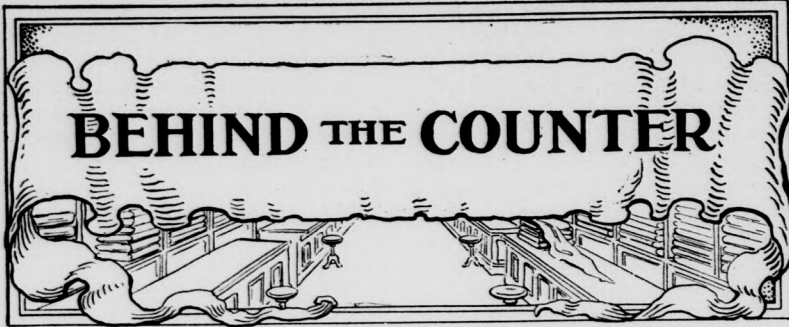
was assured from the start wherever it has been introduced because a trial is all that is needed and the Cocoa sells itself.

The Grocer who picks out a cocoa that meets with the most popular favor both in quality and price is bound to win trade. That's why so many Grocers choose to sell Droste's.

Samples and other particulars gladly furnished.

H. HAMSTRA & CO.
American Representatives
Grand Rapids, Michigan

IMPORTED FROM HOLLAND



Re-Education of Employes on Practical Lines.

The genius of the higher type of American executive has been so daring in conception, his methods have been so pro-scientific and his energy so forceful, that even the inefficiency of his help could not shackle the rapid progress of his enterprise.

The application of mechanical methods to men's operations supplied a temporary scaffold on which businesses have been built to huge dimensions. But to-day the man whose efforts are almost automatic, who lacks spontaneity, who can only move in response to foreseen stimuli, is found wanting. Stress of competition, demanding the highest degree of specialization in every business operation, has forced attention to the greatest impediment to the further progress of many businesses—the inefficiency of the rank and file.

In the matter of mental equipment the average executive is so far ahead of his employes that further increase in his own mental power is, by comparison, futile. The head of many a business is in the position of a colonel of cavalry who, himself mounted on a race-horse, is urging his regiment to keep up with him in the attack, forgetting that a regiment mounted on cart-horses can not keep pace with a leader on a race-horse.

The gap intervening between the executive's intellectual comprehension of what should be done and the maximum capacity or inclination of the employe to do, is so wide that discord in many cases is the result. The law of harmony demands a close relation between the thought of the executive and the action of the subordinate, and the problem of how this may best be accomplished is vital with many an organization head.

In order to establish a better relation the executive must move backward or the employe must move forward.

The first is impossible because business retrogression is the first step toward business decay, and the only other course is to bring the employe forward.

The keen appreciation of this need for attention to the physical working out of the executive's mental conception of what should be, is responsible for the present wide movement in business circles under the name of "efficiency."

Superficially regarded, "efficiency" principles appear to be a discovery, whereas they are merely an evolution, forced on business by necessity.

There is a significant analogy be-

tween the method of human procreation and commercial progress, which may be a basis for scientific business prophecy. The desire of the male leads to mating with a female, and propagates the human race, and the desire of supply mated to demand breeds progress.

Firm after firm has confronted the problem of how to bring its employes to a point of greater individual capacity so as to increase the total average of corporate capacity.

The answer to the problem is most graphically indicated in "efficiency" methods in factories, where constantly repeated operations gone through by the employe have been subjected to analysis and revision by higher intelligence and the increased capacity resulting has been passed on to the employe.

But with salesmen and saleswomen the problem is more difficult. They perform constantly repeated operations just as does the mechanic or factory operative, but the latter's operations are physical and visible while those of the former are mental and unseen.

With mechanic and factory operative both method and result can be tabulated, analyzed and revised—with the salesman or saleswoman only result is visible; method is diverse, even if there be any, and since the em-

ploye himself or herself is ignorant of the method, no outsider can possibly tabulate, analyze or revise it.

Consequently, to guide this class of employe, efforts at increasing capacity must begin at a deeper point than with the factory operative. The latter's methods of work may be greatly improved without touching the individual's character or mentality, but with salespeople of either sex and any present capacity, superficial changes in method have comparatively little value, and a change

in character and individual attitude is necessary.

Too long the executive has preached a false doctrine to his employes. He has said, "Work for me" when he should have said, "Work for yourself." He has repressed when he should have uplifted, he has been a Legree when he should have been a Lincoln, a master when he should have been a leader.

Wonderful changes have been made in organizations without any change of personnel, by simply adjusting the

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.

MILWAUKEE VINEGAR COMPANY

Manufacturers of Guaranteed Grain Distilled Vinegar

Sold by all Jobbers

MILWAUKEE, WIS., U. S. A.

Don't Pay a Fancy Price for Vinegar

SEND US AN ORDER TO-DAY FOR

Robertson's
COMPOUND

GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13½ 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.

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both 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.

mental relations of employes and executives. To-day I know of many businesses where the communal advance is marvelous through re-education of the individual employe and consequent increase in individual capacity.

When the salesman in California fails to land an order, the president in New York falls down.

When the tired salesgirl at the glove counter in Wanamaker's snaps a cross answer at a customer, it was John Wanamaker who lost his temper, because the girl is only the tip of a tentacle that leads back to a larger body.

The delivery boy is the personification of the president; he is not a thing apart, he is inseparably connected, and for one moment, as the boy meets the customer, the whole effort of the whole organization is concentrated in and on him.

Every time a salesgirl reaches a crucial point with a customer, the efforts of buyer, manager, president and every other executive office are concentrated in her, and each and all fail or win with and through her.

Recognition of the importance of unimportant people is bringing a new condition into business and the solution of its problem.

I know from a day-to-day experience with the problem that re-education of employes on practical lines is like applying a detonating cap to dynamite—the effect is tremendous.

Individually and in groups I meet employes and every day I have borne

upon me more forcibly the great latent force that lies ready for use when the executive goes after corporate progress through increased capacity in even the humblest employe. —Advertising and Selling.

Employes, it has been said, are always ready to share profits, but seldom to share losses. The Burlington Railroad System has not asked its employes to accept a reduction of wages, but, following a disastrous accident in which the loss to the road was \$250,000, the company has issued a request to each one of its employes to perform some act of economy which he would not otherwise do. In addition to this, an order has been issued to cut all expenses to the minimum. In asking its employes to help the company out, the Burlington system has devised a plan as sensible as novel. In personal affairs we are all accustomed to practice economy following misfortune or unusual expense, and if the right spirit of partnership exists between employer and employe, the same thing should prevail there.

Avoid Controversies.

Never assail competitors, except in defense of your own company. When occasion arises to discuss their plans and advantages, treat them fairly while endeavoring to demonstrate the superiority of your own goods.

Never seek to undermine a man's faith in the company with which he is dealing—talk your own house.

Least Cause For Discouragement.

It comes, sooner or later, to every business man to look back over the past and to realize how much better he is off than he would have been had he been given a knowledge in advance of what he had to undergo. Crises come in business which, if they could be foreseen, would wear such a terrifying aspect as to paralyze energy and to precipitate inevitable failure. But realization of their severity comes usually after the worst is past, when a man may wonder at his own fortitude and to marvel at his own powers of resistance.

The memory of such times and events teaches one to draw with comparative indifference the approach of events which can be in a measure foreseen. One learns in the hard school of experience that trouble and misfortunes come butt-end first, and that after the first engulfing gloom they rapidly taper to an apex.

Considerations like these are especially appropriate at the present time, when there is manifest such a disposition to borrow trouble over crop conditions. The worst, in all probability, has been met. It is known how extensive the damage really is. Oats and hay are seriously damaged. Of this dual fact there can be no doubt. But so far as the remaining crops are concerned the extent of damage is very problematical, with the probabilities in favor of its being less than has been anticipated.

There have been adversities enough in the implement business within the memory of men young in the business

to warrant undiminished confidence in the face of even such a severe scare as we have had. The implement man, of all merchants, has the least cause for discouragement of alarm.—Implement Age.

The New York Way.

It was the senior and junior partner having a private confab, and the junior said:

"Harris, the book-keeper, has become so independent in his attitude that I think we had better let him go. Only yesterday he struck me for an increase of salary of \$25 per week."

"You can't mean it!"

"But I surely do."

"Then we'll have him in, and I'll bump the conceit out of him."

The book-keeper was called in, but he didn't turn pale nor tremble.

"Harris, I understand you want an increase of salary," observed the senior.

"I do, sir!"

"Well, you won't get it."

"Oh, won't I?"

"Not only you won't, but you are discharged! You can walk out now!"

"Thanks. I've just time to get to the Customs House before it closes for the afternoon."

"The Customs House! What—"

"Yes. I want to show Mr. Loeb proofs that you have been undervaluing importations for the last fifteen years. I think the Government will allow me about \$20,000 as informer!"

"My dear boy—"

But, of course, Mr. Harris is there yet.



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.



Shift in Secretaryship of Implement Dealers.

Owing to pressing business duties and other causes, W. L. C. Reid has found it necessary to relinquish the duties and responsibilities of the position of Secretary of the Michigan Retail Implement and Vehicle Dealers' Association and F. M. Witbeck has been selected as his successor:

The official announcements are as follows:

Flint, July 25—You are hereby notified that at a meeting of the Board of Directors of our Association, held in Jackson on July 18, the resignation of W. L. C. Reid as Secretary was accepted with sincere regrets on the part of the officers and directors, and F. M. Witbeck, who has been identified with the Association since its organization and has been a very active and loyal officer ever since, was elected to fill the vacancy and combine the duties of Secretary with those of General Agent for the remainder of the Association year.

Mr. Witbeck will open headquarters for the Association in Lansing and will move his family there as soon as practicable.

Mr. Reid was elected a director to fill the vacancy on the Board caused by the combining of the offices of Secretary and General Agent, and the Association will have his hearty support and co-operation in that position.

With the new arrangement Mr. Witbeck will give nearly all of his time to the work of the Association and be able to visit the members, look after the interests of the local associations, investigate complaints, appoint and help county agents and in every way push the work of the Association more than it has been possible to do in the past; and we hope to have the increased interest and co-operation of all the members, honorary members and manufacturers in promoting the best interests of the retail implement and vehicle trade of Michigan. We hope by this change to see the Michigan Association taking the foremost place among the business associations of the United States. Wm. Gooder, President.

Vale From the Old Secretary.

Jackson, July 25—I wish to return my sincere thanks to you for the co-operation and hearty good will you have shown me in the past six years that I have occupied the position of Secretary of this Association. I shall always value the help and friendship that I have received through this connection, and shall be

glad to reciprocate at any time the opportunity offers.

The increasing demands of my business, the health of my wife and the increasing work of the Association forced me to see the necessity of turning the Association work over to other hands, and the fortunate opportunity of securing Mr. Witbeck, who has had more experience and a better understanding of the details and work of the Secretary than any other member and who is in every way qualified to carry on and extend the work, brought the matter to a focus, with the results stated by President Gooder.

I have long realized that, in order to accomplish the most and give our members the best service, our Association should have a Secretary who could devote nearly all his time to the business of the Association and who could cover the territory personally. I am glad, indeed, that we are now in a position to do this, both financially and with the best available man, and I shall do all in my power and hope you will also to advance the work and obtain the best results that our Association should accomplish. W. L. C. Reid.

Foreword From New Secretary.

Lansing, July 25—In accepting the office of Secretary, made vacant by Brother Reid's resignation, I do it with both pleasure and regret—pleasure over the confidence your directors have seen fit to place in me and regret at the loss of so valuable a man as Mr. Reid has made in the past six years as our Secretary.

I can but voice the sentiment of our Association membership in stating he has always been an earnest worker, and of that spirit of fairness toward all men that we could only succeed as we have done.

Mr. Reid has not left us; he is still with us in the capacity of director. You may expect to still have his help in and out of conventions, for he is loyal to the core.

I realize that the work I am about to take up is of vital interest to our Association, but I also feel that what must be, we must make the best of, and it is for me to do the best I can, as I will endeavor to do at all times. The faithful feeling of trust bestowed on our present, or past, officers, has borne the fruits of success such as we little dreamed at the beginning. Our future is still brighter. Co-operation by willing workers along the lines of justice will always win. May I ask your co-operation and assistance? Will you do the work assigned you the best

you can? Will you work with me and the rest of the officers to make this the best year of our history? We know we have progressed, and we know you will do your part to work from now to convention time as you never worked before, so that the 1911 convention will be our best.

In closing, I wish to extend my personal thanks to the directors for the confidence reposed in me, to the members and county agents who have worked with me shoulder to shoulder to build up our membership, and last but not least to the trade press who have helped our work along so many

ABUNDANT LIGHT AT SMALL COST

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

Snap Your Fingers

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

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.
18 Pearl St. Grand Rapids, Mich.

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.
Grand Rapids, Mich.

Acorn Brass Mfg. Co.
Chicago

Makes Gasoline Lighting Systems and Everything of Metal

A. T. KNOWLSON COMPANY

Wholesale Gas and Electric Supplies

Michigan Distributors for Welsbach Company

99-103 Congress St. East, Detroit
Telephones, Main 2228-2229
Catalog or quotations on request



TRADE WINNERS
Pop Corn Poppers, Peanut Roasters and Combination Machines.
MANY STYLES.
Satisfaction Guaranteed. Send for Catalog.

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

WOLVERINE ELASTIC ROOFING PAINT
The HIGH GRADE PRESERVATIVE



You want wearing and preserving quality and a paint that will not deteriorate. Wolverine Paint will protect and wear longer than any other paint made. OUR BOOKLET 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.

years. With an earnest hope that I may fill this office to your satisfaction and that we may all "pull together," I remain, Wm. W. Witbeck, Sec'y.

Courtesy as an Investment in the Hardware Store.

It must pay to be courteous. The average railroad manager in this or any other country does not care about the feelings of the traveling public unless that feeling affects the dividends of the road. Years ago I used to hear conductors get off such expressions as "Get a move on you, there; do you think this train is running just for you?" or, in reply to the enquiry of the old lady as to whether this is the Chicago train or not, "Can't you read? Do you think it's going to the moon?" Let one of them cut loose like that now and they would last about as long as a snowball on an August vacation—that is, he would leave the service of the railroad company at once, if not sooner. It is all because the railroad officials have discovered that it pays to be courteous to their patrons, therefore they insist upon courtesy from their employes. I have often noticed that the most prosperous hardware stores are the ones where polite, gentlemanly clerks are employed, where I will receive the same treatment while I am buying a nickel's worth of nails as the other man will who is buying an expensive lawn mower. The clerk knows that in a day or two I may be in the market for a lawn mower, and the treatment I received while buying a few nails may mean the sale of the mower. As an instance of this I remember a case which was brought to my attention last spring. Out in the neighborhood in which I live there is a hardware store. The principal attraction about the clerk in this store is the pretty red necktie he wears and the cute way in which he parts his hair. I was standing in front of this store one evening waiting for a car, and this young clerk was standing in front of the store for the benefit of any young ladies who might be passing that way. While he was standing there a gentleman, evidently a stranger in that locality, went up to him and asked him if he sold brooms. The clerk replied with one of those "Oh, you poor thing" looks: "No, this is a hardware store; there is a candy store down on the next corner. You will probably find some there." Afterwards I found this man was a new neighbor of mine and that his wife wanted a broom to sweep out the house before the goods were put in. Before they were settled in their new home they had to buy something like a hundred dollars' worth of hardware. Needless to say, they did not buy it from the store which employed the "candy store" clerk. Courtesy is certainly a good investment.

I have often noticed that the owner of the prosperous hardware store is an advertiser and by being an advertiser I mean that his advertising is more than just his advertisement in the local newspaper. Not long ago a friend of mine submitted some

advertising copy and asked me to tell him frankly what I thought of it. It was good copy and I wrote him that I could make no suggestions to improve it. He had spent a great deal of time in the preparation of the advertisement, was going to use plenty of space in the paper and the selection of articles featured was timely. Two weeks after the advertisement was run my friend wrote me that he could not see that it had done him a bit of good. I could not understand why this should be and I knew that something must be wrong so I made a special trip to the town in which my friend is located. He showed me the paper containing the advertisement. It was well displayed and was in a good position so there was no fault to find there. I then began to look through his store and then it was that I found that his advertising stopped with the advertisement in the paper. He was advertising garden tools in the paper and although he had three nice display windows, none of them had a display of these tools nor had any of them been given any prominence on his sales floor. It was up to me to make good my opinion that his copy was good so I asked him to run it again, with a few changes. Then I took a couple of his clerks and we went after the windows, devoting two of them entirely to garden tools. The display racks containing these tools were then placed in a prominent position at the front of the store and by the time we were through it looked as if garden tools was all my friend handled. The results surprised him, for customers began to come who had never entered the store before, simply because he was "advertising all over." Such advertising as he had been doing before was just like a man wearing the latest style Stetson hat, a dirty hickory shirt, soiled overalls and cowhide boots. The hat might have created a good impression but the rest of the outfit spoiled the effect. So it was with the dealer's advertising campaign, his advertisement in the paper was good but his store did not carry out the impression.

A new way for scaring chickens out of the garden has been discovered by an enterprising resident of Oakland City, Ind. He managed in some way to catch a chicken hawk around the neck of which he fastened a small bell. This bell serves as a warning to the chickens and as soon as he discovered the effect, the Indiana inventor proceeded to put small bells on different parts of his garden fence so that as soon as the old hen jumps onto the wire or tries to squeeze through, the bells begin to ring and she immediately hikes back to the barn, remembering that she has seen the hawk and has heard his bell. It is said to have outclassed the scarecrow, but I would not advise the hardware dealer to put in a stock of these bells, expecting to do a good business on account of this Indiana scheme. It is too much like catching a bird by putting salt on its tail. —American Artisan.



When the rush is on, you are in greatest need of a swift, safe, sure system for carrying your cash from the counter to the office and your parcels from counter to wrapping station.

International
CARRIERS

CASH and PARCEL, GRADE or LEVEL

Cut out the agonizing waits for change and parcels. They enable your clerks to serve more people, they keep your salesforce always at the counter to suggest further purchases and ready to clinch sales. They please your trade by giving better service.

INTERNATIONAL CARRIERS insure you against error in handling cash, over-generosity in the matter of price or quantity of goods and give an absolute check on every transaction, whether cash or credit.

Your name on a postal card will bring our interesting book on Carriers. It also contains many valuable tips on store organization and merchandising. It is FREE. Ask for it today.

The International Store Service Co.

Box 27
Station B

Cleveland, Ohio

Agencies
Everywhere

We Make Them

A full line of
Metal Specialties

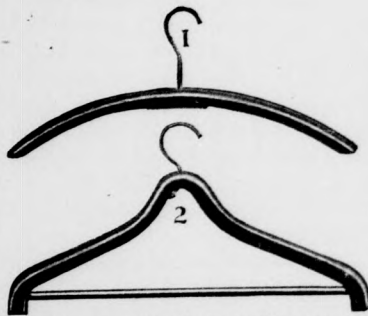
At 5-10-25 Cents

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.

WHILE YOU WAIT.

One of the Leading Fads in Photography.

Written for the Tradesman.

In these days there are pictures and pictures. On the second floor of a large department store there was being exhibited Lundahl's famous masterpiece, The Crucifixion, valued somewhere between \$75,000 and \$150,000. It is owned by a syndicate that makes a business of transporting great pictures about the country and showing them.

Across on the diagonal corner from the department store was a "While You Wait" photograph gallery. The Crucifixion, on the one hand, representing in all probability several years of the artist's life, and the "While You Wait" photograph on the other, stand as the two extremes of art. Still the little quick-process post cards, for which the sitting may be made and the finished pictures handed out in ten minutes time, often have the merit of catching most happily a characteristic look or expression, although they cost only 25 cents for three and are a direct denial of the poet's aphorism that "Art is long."

The "While You Wait" work has been one of the leading fads in photography for the last two or three years. Penny pictures of "ping pongs," as sometimes they are called, had a great run and they still are popular to a certain extent; but they are so small as to be deemed rather childish and are not put up in a form suitable for preservation. Post cards, on the contrary, are regarded as good enough for anybody.

In the usual process of photography the plate, after being exposed, is developed, fixed, washed and placed on a rack to dry. In the "While You Wait" work the pictures are printed from the wet negative, thus effecting a great saving in time.

The little galleries, some of them in tents or other temporary buildings, spring up every summer at resorts, bathing beaches, pleasure parks—any place where large numbers of people go for a brief outing. Dropping in and getting their pictures to take home with them is a part of the lark. Or you will find these "While You Waits" in the crowded down-town district of almost any good-sized city.

The proprietor, if shrewd, has several scenic backgrounds. One is an automobile painted in black and white on a tightly stretched canvas. Above the seats the cloth is cut away for a space, giving opportunity to arrange a party as if really out for a joy ride. There is the simulated stump behind which one or more grinning "victims" will crouch in high glee. Wild waves and a sand beach are much liked, and the subjects dressing in their bathing suits to be taken. But the "scenery" that is most popular in the gallery of which I write is the balloon. The basket, ropes and lower part of the bag of a balloon were sketched on a white background. Then the canvas between the ropes was cut out, leaving an open place large enough to show

the face and upper part of the figure of two or three persons. A little practice in arranging the subjects and the deceptive effect is perfect. From this gallery during their season's run of a few months thousands carry away post cards on which they are shown sailing heavenward in the balloon.

It happened to be a not very busy time and the proprietor was communicative.

"To run a 'While You Wait' requires two photographers. There must be a good smart operator at the camera—one who not only understands all the technique of the work but who can handle people tactfully and pose them swiftly and correctly. He must have confidence in himself and be fairly sure of getting a good likeness at the first sitting, for with this three-for-a-quarter work we can hardly afford either the time or the extra plate for a second trial.

"Then there must be a capable hand in the dark room to develop and fix the negatives and print the pictures. At busy times it is almost necessary to have another helper to run the reception room. This useful person receives and entertains all callers, helps them select a pose and has each gotten ready for his turn at the camera.

"For putting out this low-priced work it is necessary to figure pretty closely and economize wherever practicable. We use small plates, 3 1/4 x 4 1/4 and buy our stuff in large quantities to obtain the shortest prices, but we are obliged to have the very best and most dependable materials. We can not stop to fuss with uncertain plates nor poor chemicals.

"As to the time required, we easily could hand out the photos in a few minutes, but unless they are in great haste I encourage my patrons to sit down in the reception room and look over the magazines or else go shopping a while or take a stroll about town, so as to allow us opportunity to wash the pictures in several waters. We like to have the cards in the water about an hour. Then this 'While You Wait' work will last as long as any photograph. If a piece of cloth fades, it may be because it has been washed too much; if a photograph fades, it is because it has not been washed enough—some of the chemicals used in the development or in the fixing bath have not been washed out properly. Cold water never harms a photograph.

"'While You Wait' patronage always is very uneven," continued the artist. "One afternoon there will be a rush, the next may be very quiet. In such a location as this, in a small city so, we do not expect to get as much of the quick work as we should at a resort or in a big city, so we splice in with copying, amateur finishing, etc.

"At a resort people regard the pictures in the light of a joke and are easily suited. Here many take the matter most seriously and some are hard to please with the three cards for which they pay 25 cents as they ought to be if it were high class portrait work at \$10 a dozen. It is

human nature and we have to meet all kinds.

"In a group each one is apt to think that all the others have taken just finely, but that his own is perfectly awful. Some people insist on assuming an outlandish attitude and then find fault with the pictures. But we get along with almost everybody pretty well. Indeed, we are advertised by our loving friends. No day nor hour but persons who have been recommended to come here by our previous patrons are in and sit for pictures.

"On the wet negatives of course it is impossible to do any retouching. But when I see a sitter is fastidious, I usually persuade him or her to extend the order to a dozen post cards and to call in two or three days to get them. Then I dry the plate and do a little work on it.

"I like the amateur finishing. The kodak devotees are enthusiastic and easily pleased. When one has figured on how best he can get a certain little view, how long an exposure to make, how much to stop down and on the hundred other things that may make or mar the picture, he takes a paternal and proprietary interest in the result, and is inclined to magnify its merits and show great charity for its defects. It is his very own work you see. If, as is sometimes the case, a whole roll of films comes out showing not even a ghost of a picture, still the amateur is heroic in his disappointment, and, undaunted by his failures, is ever ready to start forth again.

"Another thing we do when business is slack is to color post cards at 5 cents apiece extra. We get a great many orders for the tinting. We buy the prepared water colors and put them on with a camel's hair brush." Here he showed us a picture of a small boy whose Indian suit and scarlet feathers had been done to the life. "If a young fellow has a green necktie or an especially snappy creation in bright tan shoes, we stand ready to immortalize these picturesque features of his wardrobe for a pitiful nickel."

The "While You Wait" man evidently had a sense of humor.

"You must see our young lady of the sunbonnet," he resumed, taking a card from the display rack on the wall. "This girl had told a young

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

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

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

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

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

UNCLE SAM.

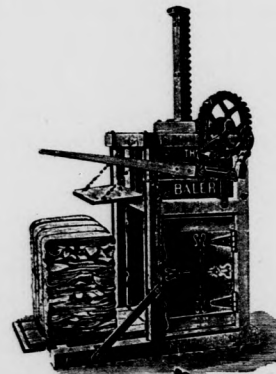
2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

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

Why is the Wolverine Baler Best?



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

Write to-day for PRICE and Catalog.

YPSILANTI PAPER PRESS CO.

YPSILANTI, MICH.

man he might have her photo. Very soon she regretted her promise, but still she kept her word. She came in here and posed with a sunbonnet on her head and her back to the camera."

"You take babies?" I remarked, seeing the large proportion of infants' pictures among the samples.

"Well, don't I? Last summer I know I took babies enough to reach from Chicago to Omaha in a solid line; this year I believe they are bringing in even more. A photographer never worries about race suicide. He sees there is no need to. The modern mother wants a picture of her little precious about once a week, so this three-for-a-quarter work strikes the economical ones very favorably. If you snap the baby with a good smile on, Mamma does not stop with any three post cards. She orders by the several dozen to send to all the friends and relatives. The baby is at once the hope and the despair of the picture business. But I can stand the babies. I can stand everybody but the people who come in and ask to be shot, and those who want to know whether they have cracked the camera. Those jokes are so old that I faint dead away the minute I hear them." Quillo.

Pure Water.

Water is an absolute necessity—neither animal nor vegetable life can exist without it.

Pure water, both for man and beast, means health, usefulness and longevity—impure water has ended the existence of more human beings than have the wars of centuries—it kills thousands of horses, cattle, hogs, sheep and other animals every year.

Typhoid, cholera, scarlet fever, diphtheria and dysentery are some of the diseases of mankind that are generally caused by polluted water, while delayed and stunted growth and an endless variety of ailments afflicting stock are frequently from the same cause.

Disease germs seldom lurk where there is an abundant supply of pure water—health is more certainly maintained and perfectly safeguarded when the water conditions are favorable.

Water of undoubted purity can be obtained almost anywhere if the well is made deep enough. It is one of the strangest things imaginable that so many people are absolutely indifferent to the condition of their water supply when it is so easy to have it right.

For drinking or culinary purposes the water from an open well or cistern should never be used, nor water from wells that can possibly be reached by drainage from surface filth.

It is the duty of every man, from a purely humane standpoint, to protect the health of his family, and it is certainly an economic proposition that admits of no argument whatever.

To do an increased business with decreased accommodations is the study of the up-to-date street-car economy.

PARCELS POST.

Concert of Action Evidently Due To Collusion.

Soon after the present special session of Congress was convened, and when the latest agitation in favor of a parcels post was begun, attention was called to the simultaneous appearance in leading publications of editorials favoring that measure. We suggested at the time that such concert indicated collusion. It is evident that the shot went not far from the mark. At last week's hearing before the sub-committee at Washington marked reference was made to this same fact. Others besides ourselves had been struck by the suspicious coincidence. It is not so surprising that the advocates of a parcels post should try to have a simultaneous appearance of their arguments in several leading publications of the country as it is that the publications in question should further such a scheme. It is still more surprising that such a barefaced attempt should have been made to lend editorial dignity to the working out of the plan.

Another interesting point brought out in the course of the same hearing was that portion of the testimony of P. T. Rathbun relative to the misrepresentation of quality characteristic of catalogue houses which would be given facility by a parcels post. Without going at all into the merits of the testimony of Secretary Rathbun, there is some question as to how fervently the catalogue houses really favor a parcels post. The big concerns in Chicago profess an actual opposition, or at least an indifference. There are those who consider them to be insincere in this attitude. Such assert that regardless of their public protestations their secret encouragement, financial and otherwise, has been given to the furtherance of the carriage by the mails of postal freight.

Whatever their real attitude on the matter may be, it is entirely within the bounds of credibility that they fully recognize what an immense assistance to them a parcels post would be. At the same time those mail order concerns which are enjoying the largest trade at the present time, and which have built up that trade under existing conditions, might conceivably see in an extension of postal privileges a menace to their own supremacy, due to the facility with which rivals might be enabled thereby to trench upon their preserves. These are, however, but hypothetical surmises. The natural attitude of the mail order house must be favorable toward a parcels post, and such advocacy doubtless has been the part played by a majority of these concerns.

Another anomaly at the hearing was that the principal objections urged against the post came from implement and hardware men. There was almost a suicidal indifference displayed by other branches of retailing, and the most surprising thing about the whole hearing was the extremely weak showing made by the opponents. Of course, it is difficult for a

layman to understand how either implement men or hardware men are to be seriously injured by a parcels post, and evidently the members of the sub-committee felt the same way. It meant nothing to the committee that implement and hardware men appeared in behalf of the retail trade in general. Admittedly theirs was a vicarious appearance, and as long as those for whom they were specially pleading did not take the pains to be represented in person, and as long as they totally failed to manifest any other than a negative interest in the question, the entire force of the implement and hardware contention was lost. It would have been just as well if Messrs. Rathbun and Corey had not been there at all.

However, no matter how courageous and able a fight implement and hardware dealers may have been able to put up, it can scarcely be doubted now that a parcels post is coming, and is coming speedily. This is as sure as anything can be, politically. We do not believe there is a bit of use in prolonging the fight. Better now to spend the energy in devising ways and means of meeting the inevitable.

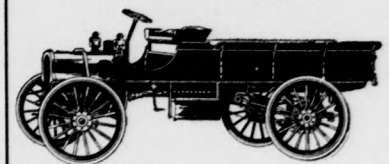
An exchange suggests a clerk's memory slip. There are certainly cases where that might prove a valuable thing. The idea is to jot down purchases made by individuals where it is especially desired to keep track of the buyers with a view to future business and any little personal news the recalling of which would lead to closer personal relations at a future time. The great trouble would be that the clerk would seldom have time or opportunity to consult such a slip after a prospect had made a second appearance, and post himself so that he could ask pertinent questions or refer to previous conversations which would perhaps aid in getting trade. The greatest memory slip in the world is the gray matter supposed to lie behind the cranium. The clerk who has talent in this direction, who can quickly recall faces, names, incidents, etc., has a facul-

ty that is very valuable. Memory, too, is something that can be cultivated to a wonderful extent, and sometimes too much card system in such cases detracts from—rather than improves it. Learn to remember. Make it a part of your business and you will certainly find that you will grow more valuable and acquire an asset that will be of large benefit whether you are working for some other man or branch out for yourself.

Courtesy, courtesy, courtesy. There is nothing like it in business. The pleasant answer, the cheerful countenance, the obliging disposition, the earnest thank you, bring customers every time. It is one of the gratifying things to note that the country as a whole is growing more courteous. It is even affecting some street car conductors. It is spreading, catching. The wise little newsboys, in their rush and hurry in disposing of their papers, say "thank you" every time they gather in a cent. The grouches and the crabbed individuals are on the run. The world has no use for them. The clerk, the obliging business man, are coming to the front and we all feel better on account of it. Get inoculated with the habit.



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 25,000 Chase Motor Wagons in use. Write for catalog.

Adams & Hart
47-49 No. Division St., Grand Rapids

"A Good Time All the Time" at

RAMONA

WEEK OF JULY 31

HERMINE SHORE & CO.
In THE LITTLE GODDESS

ARCADIA	PRIMROSE 4
Marlo-Aldo Trio	Barry and Nelson

SIX AMERICAN DANCERS

Next Week—Mr. Golden and his Russian Troubadours



High and Low.

A boot, and a shoe, and a slipper
Lived once in the cobbler's row;
But the boot and the shoe
Would have nothing to do
With the slipper, because she was low.
But the king, and the queen, and their
daughter
On the cobbler chanced to call;
And, as neither the boot
Nor the shoe would suit,
The slipper went off to the ball.

"Goods Not Up To Samples."

The above caption, which we have taken for the title of this article, represents a two edged sword of abuse that has long afflicted the shoe trade. We say "two edged" for the reason that the differences arising thereunder, or indicated thereby, may originate on either side. Its foundation lies in the fact, however, that the practice in the shoe factory from a long custom has been to use in making samples, only the finest selections of materials of the grades produced, or that were suitable for the shoes the samples are designed to represent.

We mean by this that, for instance, if a shoe at a certain price calls for an upper leather costing 15 cents per square foot, then in making the samples of that shoe the best skins are selected from this grade of stock and only the finest parts of these best skins are then cut into the sample shoes. The same process is followed in soles, insoles, counters, heels, toplifts, linings, facings, laces, etc., so that from customary usage in shoe factories a sample shoe may be fully 25 per cent. better in quality and value than the regular line of shoes it is designed to represent. So firmly has this custom been established that this wide margin of difference between samples and case lots may exist even in a factory that is operated and managed with honest intent.

But in factories where the intent is less honest the difference between samples and regular goods may be still more marked. In such a factory the samples may be made from selected 20 cent leather, while the regular goods may be made from the ordinary run of 15 cent leather, or a calfskin sample may be used to sell a side leather shoe, or a patent colt sample may be used to sell a patent chrome side leather shoe.

In a case recently called to our attention, a shoe dealer writes in to say that women's shoes purchased by him at a wholesale price of \$2.25 per pair and bought, or ordered, with two-piece counters. By inference this subscriber conveys the impression that he believed the two-piece counters used in his shoes were made on the outside of leather and on the inside of paper. We presume he is

mistaken in this view, and that both the outside and the inside of the counter was of leather, although probably between the two pieces there was cemented a thin piece of red counter board, constructed very largely of paper.

Some two-piece counters are quite durable, depending altogether upon the quality of the cement with which they are stuck together, but this does not justify their substitution in the place of a solid leather counter in case the shoes were represented when sold that they would have solid leather counters; nor, in our opinion, is the use of a two-piece counter justified in a woman's shoe made to wholesale at \$2.25 per pair.

The difference in cost between two-piece counter and a solid sole leather counter in an ordinary woman's shoe would probably range from three to five cents per pair, depending somewhat upon the quality of the counter of either kind.

Our correspondent asks whether we would consider it right for him to send the goods back or ask for an allowance, and we submit this question to the consideration of shoe manufacturers as one that frequently arises with retail shoe dealers, in which they are called upon to accept and pay for goods which they never bought, or to return them. To accept the goods means for retail shoe dealers to assume the chances of dissatisfaction, arising among their trade, and to return them invites a controversy with the manufacturers; and also may leave the dealers short of goods when they are most wanted.

This is one of the instances in which some shoe manufacturers have been so unscrupulous in trading upon the necessities of the retail shoe dealers that they have helped to create an issue of importance that must sooner or later be settled in accordance with the time honored maxim, that nothing is settled until it is settled right.

It is true that some retail dealers have acquired the habit of using the expression, "not up to sample," simply and solely as a lever by which to ask for an allowance, and this class of dealers have done much to discourage the making of shoes strictly according to sample; but neither this reason, nor the fact that custom decrees that samples must be vastly superior to regular goods, should induce any shoe manufacturer to cause, or permit, in his regular goods the substitution of any kind of material of a different grade than that shown in the samples themselves.—Shoe Retailer.

Balance your functions and allow no stagnation in your body if you want to feel young when you get old.

A man who is always growling is the sort of man who complains that his home is not a cheerful place.



Mayer Leading Lady
Fine Shoes
For Women
SATISFY THE TRADE

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

THE "Argo" Shoe FOR MEN

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

Hard Pan
The King of all Work Shoes

Often imitated but never equalled in foot comfort or long hard wear. Made only by

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Resolutions By National Shoe Retailers' Association.

Whereas—The manufacturers and jobbers of boots, shoes and rubbers have deemed it necessary to form National bodies of their several lines, we deem it wise and necessary, and do hereby recommend, that the retail shoe dealers of the United States organize a National Association.

Whereas—The several states and local organizations now in existence have done much to uplift the standard of shoe merchandising, but much more may be accomplished by the united action of all of them in a National organization;

Whereas—The many evils that are developing in our trade can best be eliminated or regulated, by the co-operation of all reputable dealers through a National organization; therefore be it

Resolved—That the formation of this National Association is to be in no sense considered as an attempt to supplant the existing sectional, state and local associations, or to minimize their influence in their local fields; and, be it further

Resolved—That this convention urges the advisability of forming local and state associations where none exist, for the purpose of regulating and adjusting local conditions that are detrimental to the trade.

Resolved—That we deprecate the practice of many manufacturers stamping fictitious values on their product, thereby deceiving the public.

Resolved—That we condemn the introduction of the multiplicity of styles, lasts and materials in the manufacture of footwear, which is demoralizing to the trade and tends to cause losses to both retailer and manufacturer.

Resolved—That the members of this convention realize that many of the evils which now menace legitimate shoe retailers can be regulated by intelligent co-operation with the National associations of manufacturers and jobbers.

Resolved—That we urge the adjustment of datings on rubber footwear in the strongest possible terms, suitable to the different sections of our country.

Resolved—That the thanks of shoe retailers of the whole country are due and are hereby expressed to the Philadelphia Shoe Retailers' Association for the interest that has been developed, and the great amount of preliminary work necessary to the successful organization of the National Association.

Approves Senator Page's Bill For Industrial Education.

Grand Rapids, Aug. 1—I was very glad to respond to your request to write to Senator Carroll S. Page regarding his bill to aid vocational education. I have read the bill very carefully and certainly hope that it may be passed. We are entering upon a very interesting period of educational revolution in this country. It is evident that very soon the youth of the land will be offered any and every opportunity to fit themselves well for any walk in life. However,

there is one question that arises in my mind, and it is suggested by the statement that you make in your letter: Will the American youth, with his high and mighty ideas, make use of this opportunity? You said that you were grieved that more high school boys did not enter the factories as strike-breakers, etc. There are, to my mind, two reasons for this. One is hinted at above. Their ideas are too far up in the clouds and the other is, that the chances are one to a thousand that, if they did enter with all seriousness as a laborer, they would never have a chance to rise above it. I have made one suggestion for the bill—that the appropriation be granted in such states only as have a compulsory school law forcing every boy to continue in at least a part time or continuation school until he is 18 years of age. In other words, incorporate the school laws of Germany on the subject Wisconsin, I believe, has already done this.

On the other hand, the boys are not to be blamed for the conditions so much to be deplored. It is but the result of the tendencies of the age. Men are making money so rapidly all around us and the openings for easy money are so many that we must expect the ambitious boy to catch the spirit of his age.

There are so many sides to this problem that I despair of attempting to write it all out as I see it.

Jesse B. Davis,

Principal Central High School.

Words Will Count If Backed By Deeds.

Written for the Tradesman.

"If a thing is not worth asking for, it is not worth having." But you can not get very much trade by simply asking for "a liberal share of patronage." The merchant must deserve it. He must work to win it. He must show people why they should trade with him; and the most important part of such showing is the advantage to the customer from trading at his store.

The number of people in any community who would like to trade at a certain store but are waiting for a special or general invitation are very few. The attitude of the merchant when they do enter his store, the prompt service, the fair treatment, the proper attention, the courtesy, the accommodating spirit, the friendliness of proprietor or employes are the real invitations—the invitations which have drawing power. On top of 100 per cent. satisfaction with goods and prices put 100 per cent. pleasure in dealing at your store and you will receive "a liberal share of patronage."

When a customer asks for goods he knows he must give an equivalent—he must pay for them. When a merchant asks for patronage he must be prepared to give what the public expect—that is, have reason to expect. It is impracticable if not absolutely impossible to give or to do everything that people ask. What the popular store does should be a guide for others, for it demonstrates what the people appreciate and what draws trade.

E. E. Whitney.

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.

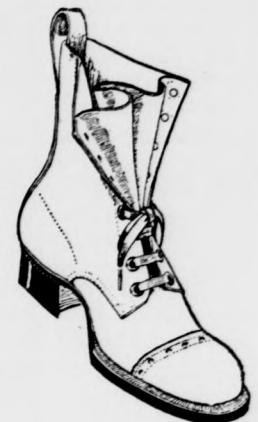
We have just received another lot from the factory and can fill your order today.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

Stock Up Now for Fall on the H. B. Hard Pan

The Sturdy, Strong Shoe for
Men Designed to Withstand the
Hardest Kind of Service.



We make line in Blucher or Bal cut, lace or congress, plain toe or with tip, single, double or three sole, high or low cut. When it comes to a "big line" this one is surely a winner. There is a shoe for every purpose and they DO wear.

Most of our customers already have their fall orders shipped them, but we made up a big stock and can ship at once most everything in our line.

Order now, or if you are not now selling the H. B. Hard Pans, drop us a card and we will send our salesman with his samples to show you the line.

They Wear Like Iron

Herold-Bertsch Shoe Co.

Makers of Shoes

:-:

Grand Rapids, Mich.

Saginaw Valley

News and Gossip of Interest to Business Men.

Saginaw Merchants' Trips.

No greater means of developing trade or anything more successful and enjoyable has developed among Saginaw merchants and wholesalers than the automobile expeditionary trips. They have given the business men not only opportunity to enjoy outings but also to get into intimate touch with their customers and to see them at first hand and to get acquainted with the man as he is; the man with whom they do business mostly through mail orders or those taken by the industrious and wide awake commercial traveler of the present day and generation.

The one-day trip of the past week, which was made on Thursday, to Frankenmuth, Mt. Morris, Flint, Clio and intermediate points, proved in every respect a most enjoyable one, and, in fact, was so successful that the itinerants decided to take another one in the near future, to cover territory not already undertaken.

At Frankenmuth Lorenz Hubinger took care of the party and made their entertainment so enjoyable that the expedition almost decided to remain at this historic settlement, which is the home of many pioneer settlers who came from Germany in the old days on the colony plan and who have grown up among the more progressive and prosperous of American citizens. Hubinger himself is a splendid specimen of the well developed at all points, and although over 60 years of age is as energetic and enterprising as though just entering life. He is at the head of one of the biggest cheese manufacturing concerns in the country.

J. D. Dort took care of the party at Flint, while at Clio and Birch Run band concerts were given in honor of the visitors. One point for which, of course, the various places and citizens visited are not directly responsible is the bad road system prevailing. The roads were found to be sandy and very difficult of negotiation by the travelers in spots.

Another and last trip probably for the season will be taken on August 9. President J. D. Swartwout is again at the head of the Committee on Arrangements, and will see to it that the coming expedition is made as interesting as those which have preceded it. Cass City, Caro, Vassar and intermediate points will be touched. All those who took in the previous trips have agreed to go on the third expedition, and the occasion will probably bring out even more of the trade boosters than have the others.

Ed. Heim, of the firm of Seemann & Peters, was slightly injured by a spill on the trip of Thursday last, but is well upon the way to recovery.

Postoffice Receipts.

Saginaw is in the unique position of having two main postoffices, East and West Side, this order remaining from the days prior to consolidation. The receipts of the combined offices are of very large importance in determining the progress of the city, and in the decade closing for the fiscal year of June 30, 1911, show an increase of about \$100,000. Following are the figures.

Year	Saginaw	Saginaw West Side	Total
1900-01	\$73,811 25	\$22,027 24	\$ 95,838 49
1901-02	81,682 43	26,315 46	107,997 89
1902-03	89,507 44	20,347 24	118,854 68
1903-04	100,721 67	31,740 72	132,462 39
1904-05	105,816 75	32,324 41	138,141 16
1905-06	107,487 00	33,351 00	140,838 00
1906-07	111,085 54	35,044 85	146,130 39
1907-08	123,175 98	35,885 87	159,061 85
1908-09	130,286 31	38,041 06	168,327 37
1909-10	143,149 89	42,446 91	185,596 80
1910-11	147,294 10	43,419 04	190,713 14

Michigan Hay Association.

The next convention of the Michigan Hay Association will be held in Saginaw August 2 and 3. An elaborate programme has been prepared, including a speech by Congressman J. W. Fordney, of the Eighth District, to be delivered on August 2. Following are the officers of the Association:

President—Albert Todd, Owosso.

First Vice-President—Frank Diamond, Mayville.

Second Vice-President—J. E. Crane, Eaton Rapids.

Secretary-Treasurer—E. C. Forrest, Saginaw.

Directors—D. L. Laur, Saginaw; W. L. Dibble, Shepherd; G. J. Brum, Lansing; W. A. Bunting, Jackson; James Kerr, Melvin; G. L. Hinchman, Hastings.

Business Notes.

The following were among the trade visitors to the city during the week:

J. Bates, buyer for the Bates Shoe Co., Lansing.

N. Grossman, Fenton.

Stanlaus Andrus, Albee.

T. Ingalls, buyer for F. R. Adams, Fairgrove.

Grant Sanborn, Judd's Corners.

J. C. Malone, Burt.

Herman Chubb, Estey.

W. J. DeHart, Brideport.

C. E. Meed, Frost.

F. C. Lawrence, of Ola, has disposed of his general store to a Mr. Curtis.

The Saginaw Board of Trade and Common Council are working in unison for the establishment of a public market in the city.

Tracks are being laid for the proposed new Pere Marquette warehouse on the west side of the river, on grounds secured for the purpose and approachable by the new Johnson street bridge.

The sixth annual outing of the Herzog Art Furniture Co. and the Saginaw Table Co. took place at Bay Port Saturday. It was well attended

and an excellent programme was pulled off.

On account of the trade boosting expeditions and the demands made upon the wholesalers and merchants in connection there has been a curtailment during the week of the customary influx of visitors, and even travelers have not had much occasion to hustle on the road.

J. W. Brady,

Don't Kick Against the Pricks.

Many a dealer dissipates his energy in the endeavor to alter conditions to suit his business instead of adjusting his business to meet conditions. An individual business is an isolated entity and is in no position to prescribe general conditions. General conditions are determined by the operation of laws and circumstances which are beyond the control of the individual, and to which all businesses are and must be subservient. To attempt to alter these relations is to run against the inevitable, and is to waste energy which ought to be utilized in some other and more productive way.

The importance of studying conditions and the propriety of making the business correspond to those conditions have furnished the subject matter for repeated editorials. So much has been said along this line, indeed, that to refer to the subject again savors almost of offensive repetition. Still, so supremely important is this subject that repetition even to the point of being offensive is justifiable. For, as a plain statement of fact, it is patent to any one who will give the matter a moment's consideration, that unless the conduct of a business can be consonant with the conditions that surround it, failure is inevitable.

One paramount advantage secured by that dealer who is in the habit of devoting intelligent consideration to the conditions that confront him is that oftentimes he is enabled to

interpret the signs of the times and to anticipate changes in circumstances before they occur. This ability to read the future can come only from a close application to the study of the factors that have determined conditions in the past, and by cultivating the power to detect these indications which presage a change. Nothing comes unheralded but extreme catastrophe. Against such no one can be fortified. But with all changes in conditions that are due to natural causes some premonition is usually given, and the astute observer is oftentimes enabled to prepare himself for them.

It is evident how, without a due consideration of conditions as they exist, energy can be dissipated. It is not intended to assert that an absolutely accurate adjustment of business to conditions can be made to exist at all times. Nothing but a miracle could bring that about. It is inevitable that a business must at times lag behind the exigencies, but it is possible to make such discordance rare and to prevent it being serious when it does exist.

This theory discredits any dependence upon the doctrine of chance in business. The parallel records left by past business transactions and the conditions which those transactions were designed to meet, treasured in the memory of the business man and recorded in his books, should preclude the necessity of his taking any desperate chances. The experience of the past, joined to an appreciation of present conditions, adding a trained regard for the possibilities and the probabilities of the future, constitutes the surest safeguard against a dissipation of energy in the conduct of the business.—Implement Age.

The cheapest way to wipe out a debt is to pay the fellow back in his own coin.

If you would retain a friend, do things his way instead of yours.

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.

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw

:::

Michigan

Saginaw Valley

A GENERAL STORE.

How To Establish One With Five Thousand Dollars.

How much money is required to open a general store in a country town of 2,000 inhabitants?

Many fathers, and, without doubt, nearly as many sons, are at this moment anxious to find out. Before starting the venture, local conditions should be carefully considered. Are the stores already located in your chosen town moderately and wisely stocked? Are they credit giving or cash stores? From what source do they mainly secure patronage—farmers or mechanics?

It has been truthfully said that one-half the selling lies in the buying. If no other requirement was exacted from a salesman other than disposing of goods, his occupation would be comparatively easy. To sell for cash and make a profit on the article sold is the whole substance of good merchandising. In a town of 2,000 population, a \$5,000 stock is amply sufficient. The merchant carrying more simply pays interest on unproductive capital.

Remember, this applies to a place containing not over 2,000 inhabitants, with the average country territory tributary thereto. In thickly settled communities conditions might vary; yet in the latter case more merchants would be on the ground, attracted by an increased field for consumption.

After having had experience for over twenty-five years in mercantile lines, I can unhesitatingly say that 90 per cent. of the country merchants carry too large stocks. Drummers, as a rule, are "good fellows," possessed of an ever present propensity for taking orders from merchants with creditable ratings. The study to please the storekeeper by jollying, unmindful of the consequences, often results in an order of \$1,000 given to the affable traveling man, where instead \$500 worth of goods would have been considered sufficient had he ordered by mail.

Character Valuable Asset.

With a cash capital of \$2,000 one can begin general merchandising in the town above described, starting out with a \$5,000 stock. The credit department of a wholesale house will be pleased to extend credit to the man who can show satisfactory credentials and a clean record, even although his finances are limited. Here is where the character of a man proves a most valuable asset.

Some two years ago two young men scraped together \$2,000 with which to start a general store in Marshfield, Wis., a factory and farming town. Their combined capital represented hard earnings. After leasing a new store building for a term of five years, at \$444 a year, payable monthly, \$300 more was expended in fixtures. The latter sum did not draw heavily on their limited resources, however, as the greater part was

later traded out by the obliging contractor. On going to market to buy their stock several new and unforeseen phases were forced upon the then young merchant.

Here are his own words: "Having had a slight acquaintance with one of the big Chicago stores' general salesmen, I naturally went over there first. After a brief talk with Mr. M. I was ushered into the private office of the credit man. Upon asking and answering questions for nearly an hour, all of which were promptly recorded by the deft fingered stenographer, I was given permission to buy \$800 worth of dry goods, the limit asked for. Visiting twenty-five departments in search of a new stock that must not exceed \$800 was no easy matter, to say the least. On the second day at about 5 o'clock, as I emerged from the elevator on the main floor, my general salesman accosted me with the question, 'Well, Mr. Suark, how big a bill did you buy?' I answered, 'I know I bought over \$800 worth, but can not tell how much more. Do you think the firm will ship the goods on the strength of my statement?' 'That all depends upon how you impressed the credit man,' said the general salesman, seriously.

Easy Task Second Day.

"The following morning found me at a hat and cap house awaiting another interview with a keen eyed man whose daily work was to pry into the prospective buyer's business and personal affairs. My stay with the hat and cap credit man was brief, possibly due to the fact that he had at the beginning of our interview, obtained the information that my allotment for hats and caps would go no higher than \$200.

"In the afternoon of the third day I ordered shoes and leather goods amounting to \$500, a very modest stock, considering the fact that this amount covered our entire stock in this line. At the close of a sharp catechising by the credit man of a clothing house, I was permitted to buy an \$800 stock on the following terms: \$100, \$200, \$100, \$200, \$100, \$100 in notes, payable, without interest in thirty days, three months, four months, six months, and nine months, respectively. In some cases these notes matured too soon for our convenience; but we experienced no trouble in getting extensions, and at the end of one year every one of them was paid.

"The groceries and provisions, bought through drummers, amounted to \$350. The third day after my return home imagine my surprise upon footing up the various dry goods bills brought by the morning mail when I learned that my purchases in this line alone amounted to nearly \$1,900. The credit man surely must have stretched a few points in recommending so large a shipment on the financial statement given him. We fully appreciated what we were up against and rolled up our sleeves, preparatory for anticipated business. The month of October, fortunately for us, ended with a tremendous snow storm, compelling people to buy clothing, foot-

wear and general supplies. Everybody appeared to have ready money and the firm of Suark & Tiffen came in for its share of the business at fair profits."

Three Points To Consider.

Upon considering a few other items, such as furnishings, crockery and glassware, this firm was possessor of a \$4,300 stock of merchandise on \$2,000 capital.

This it will be observed that, although it is advantageous to buy wholly for cash, one can succeed on an investment of 50 per cent. of his stock valuation, under ordinary conditions. Three points should always be considered upon starting a retail store:

First—Is it a cash or credit giving town?

Second—What source can the merchant draw from?

Third—Will the community support another store?

If a young man heeds the above and begins business in some small, but active, manufacturing city, with a capital of \$2,500, he should, and will succeed, provided he is conservative, conscientious and possesses the proper blend of push, pluck and persistency.

P. J. Kraus.

Protect Your Home.

Plenty of pure water is a blessing that may be enjoyed by every family.

A well, conveniently located, away from possible contamination and equipped with an efficient force pump, is one of the best investments that can possibly be made.

One of the perils that is constantly menacing people living upon farms, away from the protection afforded by the town fire department, is that of fire. What chance has the farmer, with an ordinary lift pump, or with an insufficient water supply,

to save his house, barn, granaries or stock in the event of a fire? How often do we hear of cases where the savings of a lifetime are swept away in a few moments, leaving the family homeless and frequently resulting in loss of life.

A little foresight—a slight investment—for a proper pump and a few feet of hose would have saved everything.

Fire insurance rates are based upon the risk taken by an insurance company—the greater the risk the higher the rate. The man who owns a good force pump is in a position to demand a lower rate of insurance than were he dependent upon an ordinary pump for fire protection.

With a reliable force pump and a length or so of hose, a farmer is not only equipped to combat fire, but is also enabled to wash the stalls of his stable, to clean buggies, wagons, windows, sidewalks and porches—to water his lawn and garden and even to irrigate his land.

Saving Him.

"Why have you and Miss Sweet broken off your engagement?"

"Because she loves me so."

"That's a queer reason."

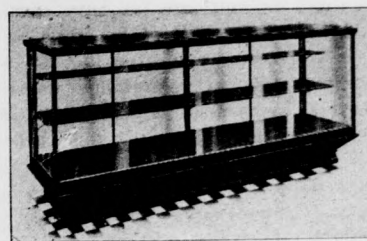
"Not at all. She believes in fortune-telling, and when she went to have her fortune revealed not long ago she was informed that she would be married three times. That settled my case, for the time being at least. She said that she was determined that I should not encounter the danger of being first on the list."

Symons Brothers & Company
Wholesale Grocers
Saginaw :: Michigan

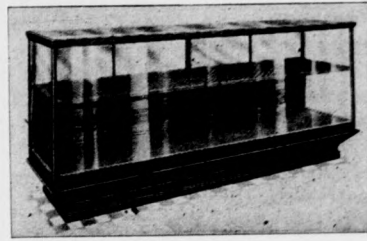
HENNING'S HORSE RADISH AND SUMMER SAUSAGE

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

Saginaw Valley

Efficiency of Our Business Men's Organizations.

Everybody naturally is pleased over the announcement that the General Motors Company is finally to concentrate resources in this city on a scale that should develop an extensive automobile industry here. The consolidation of the Marquette and Welch Motor companies, involving the removal from Detroit of the latter's equipment and having General Motors financial backing, offers a strong basis for this favorable outlook. Both are manufacturing cars of first-class reputation and merit and there is no reason why they should not, under the new arrangement, acquire and hold a large market. What is needed is push and money and the General Motors Company, now in strong financial condition, is able to supply both. That it seriously intends to do so there appears every reason to believe, and with it is the prospect of big things ahead for Saginaw in this great manufacturing field.

Back of this important industrial announcement there is a larger significance than most persons perhaps are aware. It illustrates in a striking manner the efficiency of the men. Were it not for this efficiency we should probably have an idle plant on our hands instead of the promise of one employing 500 hands with a monthly payroll of upwards of \$50,000. What these men did was to convince General Motors that Saginaw was in every way a desirable location for a large automobile factory. The deal just announced has been in progress for many weeks. When the holding corporation, whose stock is held here to an amount of nearly half a million dollars, was in financial straits last year, it seemed probable that as a result of an over-production in output some of its plants would be abandoned. The reorganization of the manufacturing end of the business was taken up and is still in progress, and at the outset there was serious apprehension here for the future of the local plant.

Then it was that the efficiency of our business men's organization was felt. The Merchants' & Manufacturers' Association set to work resolutely to hold Saginaw as one of the manufacturing centers of General Motors. Led by the untiring efforts of its President, H. T. Wickes, the M. & M. labored with General Motors to convince it that Saginaw was a desirable place for an extension of its business under the new policy and financial reorganization being put into effect. It pointed to the excellent labor situation here, to our superior railroad facilities, to our location as a distributing point, to our rising importance in manufacturing, to our progressive spirit, loyalty to home enterprises and the promising future of the city. The financial end of General Motors was made to see what kind of a city Saginaw really was—what opportunities it offered for the

sound and prosperous development of its business. And it recognized what it saw.

The result is the consolidation now effected, which leads us to call attention to the fact that nowhere in the country is there to be found in a city of our class commercial organizations with the strength and efficiency of those in Saginaw. They are wide awake, they are alert, they are aggressive, they are confident and they have the nerve to go ahead and do things, backed by the knowledge that they are working for one of the finest cities in the country and one that "delivers the goods." They are entitled to great credit for their splendid work. It is what is putting Saginaw ahead.—Saginaw News.

Immunity Is Won From Wire Leaks.

Engineers have for years faced the problem of electrolysis in cities, where escapng current from street car lines, etc., has been often held responsible for damage to buried pipes, wires, steel basins and similar material. The Laclede Gas Company, of St. Louis, has recently been covering its iron pipes with layers of pitch and paper for defense against electrolysis. This method seems to be proving successful. The wrought iron pipe is first coated with a tar and pitch mixture, heated and thinned sufficiently to flow easily, and on to this a four inch paper ribbon is wrapped spirally, its edges overlapping. This paper covering is then tar painted and again wrapped with paper, the process being repeated until four successive coats of tar and paper have been applied. Prices of pipe thus insulated have been placed in the ground under conditions distinctly favorable to electrolysis, together with other lengths not so treated, and after being taken up at the end of two years the unprotected pipes were badly pitted and almost completely destroyed, while the insulated piping was virtually in the same condition as when laid. It is believed that pipes so treated will have their life at least doubled. Only service runs are being so treated, the cast iron mains being less subject to corrosion and electrolysis than the service pipes.

Frankness is a most commendable quality to cultivate, if not carried too far. It is well to be frank with the "old man," and give him all the pointers you have about the business, as well as to acknowledge your own shortcomings when "on the carpet" for an explanation. It is generally best to be frank with customers, especially concerning the quality of goods. Do not fool them or let them fool themselves, because if they go away and find out that they have been taken in either way it is very safe to assume that they will not forget it right away. Frankness, however, like many more good things has its limitations. Do not carry it to the point where it becomes rudeness.

Cut your meat consumption in half; your liver and kidneys will be much relieved; your blood will hum softer in your veins.

Efficiency Begins at Home.

Any plan which contemplates greater efficiency in business must be a comprehensive one. So much has been said recently about efficiency, and the foregoing admonition has been printed so many times that it has become to be almost a truism. But, like the Golden Rule, it will bear repetition a good many times, and is worth profound meditation.

A comprehensive plan is one which must take in every department of a business and must take into consideration everybody even remotely connected with the conduct of the business. How this must be true is patent. No matter how effective the sales organization may be, if the buying organization is poor, the result is unsatisfactory. Competency in the accounting division may have its economies dissipated by poor collections, and selling ability can suffer from slackness in store arrangement. It is only when every department is organized to the maximum of its possibilities that real, economic efficiency is attainable.

The adjective economic is used before efficiency because, after all, that is what efficiency means. The person of first consideration in any business is the owner or owners, and no business organization can be considered really efficient which does not prove economical for the management and which does not conserve the private interests involved. More things than charity begin at home, and efficiency is one of these.

It follows that a comprehensive plan can not be evolved without a consideration of all of the factors—buying, selling, accounting, collect-

ing, store management, store arrangement, etc. This means a profound knowledge of one's own business. In some business the facts are so various and multitudinous, the operations so numerous and involved that few men are competent to seize it all in one mental grasp. Here it is necessary to call in the business doctor, the specialist, who can survey the whole field and who can devise some general plan, the details of which can be filled in by subordinates. But in the retail implement business, as it is ordinarily conducted, there is no need for the specialist. Indeed, so peculiar is the implement business unto itself, and so dependent is it upon the conditions which surround every individual dealer, that generalities are almost useless. Each man must work out his own plan, which must be consonant with his particular environment.

Thus the implement man must prescribe for himself. He must not only compound his own medicine, but he must take it, too. This is the case because, generally speaking, the retailer of implements himself comes into closer personal contact with the people and with the facts that condition his trade than does almost any other kind of retailer whatsoever. Sometimes the implement man is the whole show. But this very facility with every department of his business, gained by this enforced familiarity, makes him the more competent to devise that comprehensive plan which shall make his efficiency pay him a profit.—Implement Age.

Take food of a kind and in quantity to nourish but not fester your body.

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.

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.

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.

Saginaw Valley

Tongue Can Make or Unmake a Fortune.

A good deal has been said, and a good deal needs to be said over again, about governing the tongue.

The tongue is a little thing, but it has much to do with a man's success and a woman's happiness.

There is many a fellow, capable, industrious, honest, pleasant, and all that, yet who somehow does not get on; he invariably comes a cropper just when he ought to win; he does not understand it; his wife, his friends can not see why he loses every time; they speak of luck and fate and hoodoos. I'll tell you the secret of the mystery. The man talks too much.

Perhaps not too much, either; but he talks inadvisedly; he says the wrong thing at the wrong time.

He has not learned the tremendous value of words, and how they do and undo men, and how to pick and handle words.

If I can be of any service in this writing to any one who has suffered from talkitis or worditis, I shall be glad. For it's a disease easily cured by a little common sense.

The first thing you want to write down in your vest pocket memorandum, where you can take it out and look at it every day is this: Never make remarks that cause pain!

If you want to hurt some one, and think he needs it, take a stick.

Tongue Wound Like Snake Bite.

There is something manly and downright about a swat with a club; it's a good Irish argument and easily answered in kind; but a tongue wound is like a snake bite, mean and festering, and often you can not tell where you got it.

Get into the habit always of saying complimentary or at least pleasant things about any human being that may happen to be mentioned.

It makes people feel good, and it does not cost you a cent.

It raises up unexpected friends for you. You never can tell where and when your remark is going to be repeated. Words are winged seeds and are blown into strange pastures. Some man will hear the good word you said about him, and the time may come when it is precisely that man who stands between you and success, and it is mighty comforting to have him turn in and work for you and not against you.

Arthur Dixon, of Chicago, in his heyday was perhaps one of the past masters in this art of saying pleasant things. Once I was standing talking to William P. Williams, then holding the office of United States Subtreasurer at Chicago. Mr. Dixon came along. After greeting me he turned to Mr. Williams and said:

"And how's the Treasurer of the United States?"

"Oh, not Treasurer, Mr. Dixon," modestly returned Mr. Williams, "only Subtreasurer."

"Aw, well," said Mr. Dixon, giving him a clip on the shoulder, "ye

ought to be Treasurer, ye ought to be!"

Friendship a Sure Harvest.

It was an Irish thing to say, and a little thing, and jocular, but I remembered it, and I dare say Mr. Williams remembered it. That is precisely the point. Pleasant things stick to the ribs. They warm your heart toward the man who says them about you, whether they are true or not.

If you value the love and good will and friendship of your fellow beings there is no surer way of harvesting that kind of a crop than by sowing agreeable remarks.

There is a great temptation to say cutting things. They sound clever. People laugh at them. They are interesting. Nothing is so absorbingly interesting as scandal.

But of all the bad habits a man may fall into this will alienate him most from his fellows. If you are going in for saying bitter and sharp things about people you'd best pick out a desert island at once and go there and live.

Don't make nasty remarks, either, to persons present, nor about persons absent.

Sometimes you hear one say he likes to be told his faults, and to have others tell him plainly when they do not like what he does, but don't you believe it. There is only one person can tell a man his faults and still be liked by him, and that is his wife. Even she had better not overdo it.

You may say you do not fancy blarney and "soft soap," and hypocrisy, and flattery. Neither do I, and neither does any one when flattering words or acts are used in sycophancy, for some ulterior purpose, and all that. Fawning upon people in order to obtain some favor is one thing; speaking things that make people happy and cheery, merely for the purpose of imparting pleasure, is another thing. There's a difference, and you can see it.

Criticism of Absent Cowardly.

Do not criticize the absent. Make it a point when any man is under discussion to say something nice about him or to keep still.

There is always something mean and cowardly in a criticism made upon an absent person. You all at once in the estimation of right minded people who hear you. They may think you small, and possibly may set you down as a cad.

A man who goes through life with the words he has said flying all about him, behind, before and on all sides like bees and butterflies, finds that they often have quite as much to do with the making or unmaking of him as his direct acts.

If this is true of a man, it is ten times truer of a woman. Nothing is more catty than the woman who can be depended upon to make some caustic observation about anyone that may be referred to.

Plutarch says: "We often repent of having spoken; never of having kept silent."

Nowhere can we better apply the Golden Rule: Say of the absent the

kind of thing you would wish to hear they had said of you. Frank Crane.

Woman Dishwasher May Vanish.

Now that the ten hour day for women has gone into effect the papers are full of the changes man is making. He is docking women to a ten hour scale of prices. He is supplanting her in her own realm of dishwashing and so forth. He even is going so far as to claim he is a better dishwasher than woman. Ask any married man and he will tell you his wife has endeavored to impress him with this fact long ago. But he has been a modest violet. He has disclaimed any claim to the superior title. That is, at home. May be if there is real good money in it he may be willing to bow his head, cast down his eyes, and assume the honors.

Just now, for the women who are being turned from their avenue of support, the sky is cloud cast, but on the whole it may prove a cloud with a silver lining. No doubt many of these women who now stand for twelve hours a day washing dishes may be sent back into household duties, which at best can be no more tiring or more insistent in demands than the present occupation. It will give many a man a chance to support a home also. But if it serves in a way to lighten the burden of the

domestic servant question, the change will not have been in vain.

High School Boys Do Her Haying.

Mrs. George Westinghouse has solved one question of labor at her country place at Lenox, Mass., by hiring high school boys to do her haying. Mrs. Westinghouse no doubt has passed her summers of several years with the same inconvenience of incompetent help—if help at all—in her fields, and so this year she decided to kill two birds with one stone. She chose high school boys, giving the preference to the young men who were anxious to earn extra pennies to help along with their educational ambitions. This helps the boys, gives them good, wholesome outdoor life, and helps her immensely in getting the best results in her fields. If Mrs. Westinghouse's experiment proves successful it will open up a new field of effort for the youths of the land.

Looking Ahead.

Storekeeper—Well, my little man, what can I do for you?

The Kid—Say, when I comes in here this afternoon with a lady and asks you for a dollars' worth of your best chocolate, just pass me out a penny's worth of them little things in the corner, will you?

Don't "hit" drink; it will hurt you.



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

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.



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Better Be First-Class Salesman Than Poor Manager.

Second Paper.

In the hardware business, more than in many other lines, the salesman will come in close contact with various types of customers. They range from the millionaire president of a great corporation to the red-shirted, bare-armed blacksmith in some roadside shop. It is necessary to meet the prospect always on a footing of equality. It is in respect to this that a great many salesmen fail. Some of them confuse courtesy with abject deference in dealing with a man whose name is a power in the commercial world. On the other hand, when they meet the humbler customer, the man of limited experience and restricted ideas, their efforts to be friendly are likely to strike the sensitive listener as being patronizingly familiar.

Again, it is a mistake to suppose that all the liberal minded, thoroughly experienced and enterprising men are to be found in palatial offices, and that all the narrow gauged minds are quartered in unpretentious shops. Adaptability is the secret of successful salesmanship. In order properly to adapt himself to the personality of each customer the salesman has to seek some more reliable evidence from which to size up a man than that afforded by his surroundings. A mahogany desk, an army of employes and a general atmosphere of prosperous leadership do not always indicate the man's mental calibre consistently.

It is a wise rule for the salesman to defer sizing up his prospect until he has given the man a chance to express himself. It is true, of course, that the quicker a salesman makes up his mind what kind of individual he has to deal with the quicker and more accurately he can frame up a cam-

paigned sale. It is necessary that he should come to some conclusion about his prospect as soon as possible on entering and getting into conversation with him. With that end, it is a good plan for the salesman, on introducing himself, to offer some remark or suggestion which calls for a reply from the prospect—a reply which will involuntarily exhibit his mental bias.

In dealing with a man of limited experience and narrow means, be careful in your effort to educate him into some broader view, not to make him feel small and insignificant.

In some cases the salesman will encounter a broad minded, enterprising man and will receive a rebuff on first broaching his business. Then, if he is a weak sort of salesman, he will aim to get a smaller order than he had at first intended. This is because the rebuff has intimidated him. Perhaps, on entering the place of business in question, he had in his mind an idea that the prospect ought to place a \$5,000 order—measuring the size of the order, of course, by the extent of the prospect's business, his standing and reputation for doing things on a large scale. When the prospect says: "I am not interested; please do not waste my time and your own," or "I have investigated your proposition and don't want it," this sort of salesman seeks to compromise matters by saying to himself: "Well, I see it is no use trying to land the big order I expected here; still, I will see if I can not land one of a thousand dollars' worth, anyway."

Let us suppose he persists in the face of the prospect's objections and finally gets a hearing; that the prospect becomes interested, makes up his mind that his previous investigation of the offer was not thorough enough, and decides to buy. With this sort of man it is likely that, if he buys at all, it will be "neck or nothing." His order, if he places it, will not be a tentative or experimental one. Once sure that the article offered is the right one for his business, he may want to buy it not only for one plant, but for all his branch houses. An order for \$10,000 worth looms in his mind and is all but spoken, when the salesman, still grieved by the first rebuff and remembering that he hardly dares hope for much business here, says something to show his own uncertainty of his prospect's acquiescence, something to show that the most he dare hope for is a small and experimental order—and right away the prospect's enthusiasm cools. During the sales-

man's talk he had thought of the proposition as a big affair and something worth while, forgetting his former attitude of skepticism. The first suggestion from the salesman that anything less than a big order will do, or is expected, is first an affront to his vanity and, second, a warning to him to think the matter over before deciding.

If this salesman had been less self-conscious—had been able to think only about selling the customer something which he needs, he would have been aware of the change of attitude on his prospect's part. He would have guessed that instead of the \$5,000 order he first expected, it might be possible for him to land one of twice the amount and he would have tried for nothing less. Almost invariably he would have landed it and would have established himself for once and all in his customer's good graces. J. Carstairs.

Utilize the County Fair.

Without doubt the county fair has been neglected. No better opportunity in the course of the year is offered to the retail implement dealer to make an attractive and convincing display of his goods. There is nothing in the way of an exhibition which is as effective as a live exhibit, and no other retail dealer has goods which so readily lend themselves to such a show. In days gone by the difficulty of securing adequate and convenient power deterred dealers from making an attempt to do very much in this direction. To-day, however, there is the gasoline engine, which in itself will be no inconsiderable part of the show, and which in displaying itself and demonstrating its own efficiency, will supply the requisite power for satisfactorily operating the other machines.

The question of power settled, the next consideration is the housing of the exhibit. Manifestly few dealers can afford to go to the expense of erecting a permanent building for this purpose, and still fewer of those who could afford it will care to incur so great an expense. The obvious solution is a tent. These, in convenient sizes, can be rented at small expense for fair purposes. Most tent and awning companies keep tents for rental. Many manufacturers of implements own tents and they have been known to loan them upon occasion. Of course, the manufacturer or the jobber will be the more disposed to extend accommodation in this respect when his particular line is to comprise a major part of the display to be made. But there are a number of machines which require no protection at all. A very small tent, just large enough to cover the engine, is all that is really necessary. Feed grinders, balers, drills, seeders, etc., can receive little harm by remaining outdoors.

Mentioning the manufacturer and the jobber reminds us that either or both will be glad usually to assist in making any dealer's show a success. They will furnish attractive printed matter; many will provide souvenirs; nearly any of them will

gladly supply goods or other appurtenances to an attractive exhibit, and almost always the attendance of traveling men may be secured. In fact, we are of the opinion that there is almost no limit to which the manufacturer and the jobber will not go.

That there is great virtue in a fair display goes without saying. Instances are on record where astounding results have been attained thereby. It hardly ever happens that no sales are effected. Still, it must be remembered that immediate sales are not the primary object of a fair exhibit. The purpose is to attract attention, to make an impression, to enlist interest and to insure subsequent consideration. The time is a propitious one usually, for the farmers are in gala mood and are disposed to consider the dealer's show as part of the attractions offered for their delectation. This they are very apt to appreciate. It is certain the dealer can achieve a first-rate advertising stunt at relatively small expense by arranging a good and adequate display of his goods at his home fair.

The Chicago Record thinks that Speaker Champ Clark struck a sympathetic chord when he said in a speech made in Atlantic City: "I would like to see a federal law passed disfranchising every man who fails to cast his ballot at two general elections. Our forebears fought to give us the right of franchise, not to sit quietly at home. A man isn't a good citizen unless he exercises that right. The citizen of this country who from choice fails to use his right to vote ought to be deprived by law of that right. Politically he is a drone and too often he is corrupt."

An Illinois railroad was recently tied up by the farmers, through whose land the road had been built, by the use of log-chains, which were fastened across the rails. The principal objection on the part of the men who placed the barriers being the danger from sparks in their dry fields and the fear they could not secure adequate reimbursement for losses. The railway company, through its superintendent, offered to put up bonds to indemnify the farms from loss and the obstructions were removed.

In Confidence.

A "homely philosopher" informs us in confidence that woman can never hope to become man's equal while she has a desire to wear beads.

Hotel Cody

Grand Rapids, Mich.
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.
All meals 50c.

News and Gossip of the Traveling Boys.

Hub Baker: Sure thing the house knows you were in to see the races on Wednesday.

Grand Rapids Council, No. 131, meets Saturday night, Aug. 5. Visiting members are cordially invited.

E. Clyde Nichols, representing A. E. Brooks & Co., is home ill, threatened with typhoid fever.

John Schumacher makes Saugatuck every Friday. We never could see any candy stores out on the piers. Is that a sample fish pole you carry, John?

Glen Pope and Ralph Lichtenauer celebrated their birthdays last week. P. S.—Ralph is an unusual boy, having four birthdays each year.

Claude Ballard and family, of this city, attended the ball game at Traverse City last Saturday. You can come home now, Claude, the Grads are back.

L. D. Miller, of Traverse City, sold a stock order in Mesick last week. He sold his entire line of sample shirts, amounting to nearly \$11. Lew is now taking a week's rest.

A portion of Fred Richter's back fence blew down last week at Traverse. Nobody injured.

For strenuous Grand Counselor Geo. B. Craw, of Petoskey, has Teddy Roosevelt backed off the boards. Besides being Grand Counselor of Michigan, George recently bought a grocery store, travels for a fruit concern week days (some days), and, to cap it all off, a little baby girl made its appearance at his home. They say the hired girl transacts all business over the L. D. telephone when George's house calls him up.

Mrs. Bill Godfrey, of Traverse City, is offering some fine eggless hens for sale.

"Soapy" Burns and Hans Hansen were appointed judges of a prize waltz at Lake Michigan Park last week. There was much dissatisfaction over their work as the claim was made that they paid more attention to form than to the waltzing.

B. A. Beneker, former dry goods salesman, now representing the Equitable Insurance Co., of Iowa, is spending part of the summer months at Ottawa Beach.

Wm. Wilson and family are spending their vacation at Beulah.

P. C. Payette, of the Woodhouse Co., is cooling off at Ottawa Beach.

Ed. Donahue: The picture taken on the beach at Boston is here. We will try and keep it secret and show it only to a few of our friends.

Jimmy Doobelaar, formerly with the American Tobacco Co., has resigned and accepted a position with the O. & W. Thum Co.

Harry Downey, of Zanesville, O., and member of Council No. 20, U. C. T., is a new addition to the local colony of "peddlers." Downey represents Swisher Bros., cigar manufacturers of Newark, O. He will bring his family here as soon as he finds a suitable house to move into.

Ray Harris has taken his wife with him on a trip through Wisconsin. Ray has more nerve than lots of the boys.

Sam Evans crossed the lake last

week, not going, however, until he sold his usual carlot of teas. Oh, you Samuel!

Walt Ryder has played in the following positions in the last few games: Pitcher, catcher, third base and comedian. Can't understand why Chance or Clark don't pick him up.

Do you belong to that happy bunch, U. C. T., No. 131, Grand Rapids?

Get busy, vacation days are nearly over. J. M. Goldstein.

The Boys Behind the Counter.

Petoskey—Thomas Kleber has secured a position as clerk in the Jones Drug Co.'s store at Lansing. Mr. Kleber has been employed in several similar places in the State, having secured his start in this city.

Benton Harbor—Wm. Davis, of Indianapolis, has accepted a position at the C. L. Young & Co.'s store.

Scottville—Eugene Schreiner, who for a number of years has been employed at the hardware and implement store of T. D. Smith, resigned his position recently and is now connected with the International Harvester Co. Mr. Schreiner's headquarters are at Reed City, where he is at present. His family will remain here for some time.

Kalamazoo—After forty-eight years of almost continuous service behind the counter in hardware stores in this city, Joseph Daniels has dropped out temporarily and will go West in the hope of benefiting his health by rest. With Mrs. Daniels he will leave Thursday for Chicago and later will go West as far as the coast. Mr. Daniels is a native son of Kalamazoo, having been born in this city sixty-five years ago. He has lived here all his life, getting his education in the Kalamazoo schools. In 1866 he started to learn the tinner's trade in the hardware store of Henry Gale and J. J. Perrin. He later went to clerk for Gale, Perrin & Huntington, staying with them when the firm name changed to Gale, Perrin, Huntington & Stoddard. It was then purchased by Perrin Brothers and later by C. S. Dickinson, who held it until it was sold to the Edwards & Chamberlin Hardware Co. Mr. Daniels has been with the Edwards & Chamberlin Co. for the past eighteen years.

Annual Picnic of the Traverse City Council.

Traverse City, Aug. 1—Traverse City U. C. T. Council, No. 361, will hold its fifth annual picnic at Alden Saturday, Aug. 12. A special train will convey the boys and their guests over the P. M., leaving Traverse City at 8 a. m. and returning about 7 p. m.

This is our annual picnic dinner day and we all leave home with full baskets and all brother U. C. T.'s and their families are cordially invited to spend the day with us. Sports of all kinds will be participated in.

Alden's annual regatta is also held on this date, which will afford a great deal of amusement for all. An invitation has been extended to Petoskey Council to attend and we expect that our Northern brothers will meet with us. Come and have a good time!

Fred C. Richter.

Port Huron Jobbers Delighted With Junket.

Port Huron, Aug. 1—The business and social relationship between the Thumb district and Port Huron are more closely cemented than ever as a result of the junket of the local business men and manufacturers of this city last week. The junket not only brought the business men of the Thumb district in closer touch with those of Port Huron, but the trip served to establish a closer bond of friendship and mutual interest in Port Huron among its men of commercial affairs.

The Thumb district trip will hereafter be an annual affair and the cordial treatment and glad hand extended to the visitors at every point along the Pere Marquette is frequently commented upon by local business men. After the warm reception given to the Port Huron visitors at Harbor Beach they started out on the second day of the junket, the first stop being Palms. At Ubyly the party was met by the President of the village and the Council and shown around this thriving place. At Bad Axe a big crowd greeted the junketers and twenty-five automobiles were waiting. The entire party was taken around this town and shown the points of interest. The business men and citizens turned out and extended the glad hand in a pleasant manner.

After leaving Bad Axe stops were made at Filion and Kinde, where the party was also warmly greeted. The beautiful summer resort at Point Au Barques had been selected as the stopping place for dinner, but previous to reaching this pretty spot the party invaded Port Austin for thirty minutes. At Point Au Barques the Port Huron band gave a special concert for the guests at the large summer hotel, where the party took dinner. Over two hours were spent at this restful spot and it proved to be a pleasant break in the journey.

The last stop was Grind Stone City and after a short visit here, where the party were shown how grindstones are made, the special train started for home, arriving here about 10 o'clock. The schedule was followed closely throughout the trip and upon arriving at Port Huron every business man vowed it one of the most pleasant jaunts he had ever enjoyed. The beneficial results of the junket will be felt for many months and it will become an annual event.

At Harbor Beach on Monday night an unusually commendable spirit was shown by the citizens of that place. The hotel accommodations were limited and it was necessary for about fifty of the party to sleep at private residences. The citizens offered accommodations for at least 100 more people. This act of hospitality was greatly appreciated by the visitors.

Kalamazoo Dealers To Go To South Haven.

Kalamazoo, Aug. 1—Plans have been made by members of the Retail Grocers' and Butchers' Association for their annual picnic, one of the big events of the summer. The date selected is Thursday, Aug. 10, and South Haven will be the place. A

special train will be chartered and it is expected a good crowd will attend as each year previous the picnic has been a success.

Following are the committees named in charge: Transportation and Executive, W. H. Moredyke, A. W. Walsh, G. H. Priddy, Frank Toonder and W. C. Hipp; Sport Committee, Frank Linehan, J. E. Van Bochove, R. E. Brown, J. Fanchier, Charles Brakeman, Jacob Donkers and Clarence Richardson; Advertising Committee, Steve Marsh, F. H. Bowen, B. R. Barber, Sam Hoekstra and Peter Sliter. At the meeting next week other committees will likely be appointed. One or more bands will accompany the picnickers and a good time is promised every minute of the day.

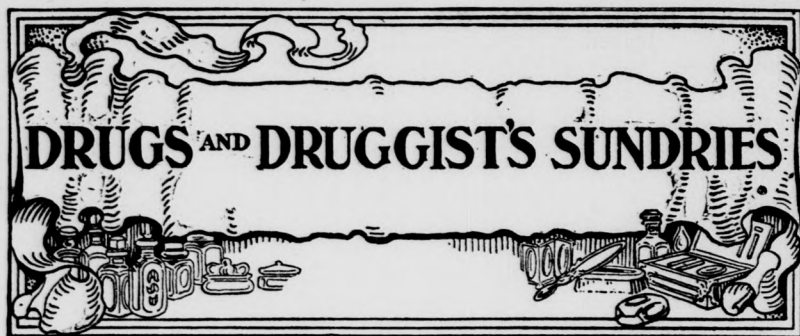
An inventive German has recently taken out a patent for a pistol for producing apparent death for a brief time. It is loaded with a bullet made of a chemical composition, to which is added enough powder to propel it. The bullet explodes and causes a thick cloud of vapor, which envelops the victim, makes it impossible for him to see, renders his breathing difficult, and he finally falls into a swoon that lasts from 10 minutes to a half hour. It is believed that the new pistol will be of importance for policemen, as they may be able to overcome rowdies or even unmanageable crowds effectively without killing anybody. The explosive used was invented by a German scientist, who recommended its use in the army in place of the deadly bullet.

It is said that one of the first things learned by the efficient messengers and scouts whom Napoleon employed was that they must ask questions. He was a glutton for information. He never could get enough. By means of his questioners he kept in touch with all parts of Europe. They were as valuable to him as his army, and there was almost an army of them. He himself was an inveterate questioner. He was always looking for information. He quizzed his officers, and even when in the company of women was much less a gallant than a seeker after state or personal secrets. It is also said that when engaged in one of his periodical flirtations, the desire to find out something was ever uppermost in his mind.

A St. Johns correspondent writes: Manely Percy, who has been in Kansas since fall traveling for the Blanke Tea & Coffee Co., of St. Louis, will hereafter make St. Johns his headquarters while acting in the capacity of traveling salesman for the same concern in eight counties of Michigan.

A. E. McGuire, who traveled many years for wholesale liquor houses, but who has recently been engaged in the life insurance business here, is seriously ill at the U. B. A. Hospital with typhoid fever. Mr. McGuire has hosts of friends who hope for his speedy recovery.

Walter Jackson, of Battle Creek, has taken a traveling position with the Taylor Brothers Candy Co. His territory is in Indiana.



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. Fackboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Some Alleged Patents in Disguise.

The following is a partial list of proprietary preparations which are designed to mislead the public by appearing in the reading columns of newspapers as favorite domestic remedies. They enter into domestic prescriptions the other items of which are well known to the laity—such as sarsaparilla, dandelion, buchu, etc., the impression being conveyed that the "rider" is also a common household remedy.

One of the first of these to appear was Compound Kargon for rheumatism. It is associated with Fl. Ext. Dandelion and Co. Syr. Sarsaparilla. The Kargon comes in bottles of about one ounce capacity and with the other ingredients measured up to about five and a half ounces, which commanded seventy-five or eighty-five cents. There was such an enormous demand for this "prescription" that for a time the supply of six ounce prescription bottles was inadequate to the demand. One of the products advertised as an ideal skin-food prescription was condemned by the Federal authorities under the Pure Food and Drugs Act. It was simply Epsom Salt colored pink, a four-ounce package selling at fifty cents.

It is truly marvelous the number of people who "bite" on this bait, the victims being confined to no one class or degree of intelligence.

Druggists are made unwilling parties to the deception, as it obliges them to stock these uncertain goods of which there is such a variety. If they do not stock them or attempt to explain to the patron the nature

of the combination, the patron is more often inclined to question the veracity of the druggist or consider his stock incomplete.

Dozen	For
Amarol	\$ 6.00 Com. Crm. Lotion
Almazoin	4.00 Complexion Jelly
Balmwort Comp.	4.00 Kidney and bladder
Barkola	4.00 Kidney and bladder
Beta Quinol	4.00 Hair tonic
Biosol	9.00
Bislae	4.50 Dyspepsia
Beta Canthol	6.00 Hair Ton, Scalp Cl.
Boro Lister	6.00 Antiseptic Solution
Borothol	6.00 Eczema
Cardiol	4.00 Dyspepsia, constip.
Canthrox	4.00 Shampoo
Cadomene, Tr.	7.20 Nerve tonic
Crystos	4.00 Eye remedy
Capthol	6.00 Dry Shampoo H. T.
Cerol	6.00 Massage Cream
Catandir	4.00 Dyspepsia
Delatone	7.00 Depilatory
Delol	6.00 Depilatory
Eggol	4.00 Shampoo Powder
Eppotone	4.00 Complexion, Lotion
Flowers Oxzoin	4.00 Skin Lotion
Gallol	12.00 Bust Developer
Glycol Arbolene	6.00 Obesity
Hypo-Nuclane T	7.20 General Debility
Kargon	4.00 Rheumatism
Kardene	4.00 Blood tonic
Kulux	4.00 Face, skin powder
Luxor	4.00 Eczema cure
Maizene	6.00 Kidney remedy
Mentho-Laxene	6.00 Cough and cold
Marmola	4.00 Fat reducer
Marmola Tabs.	6.00 Fat reducer
Mayatone	6.00 Skin remedy
Parnotis	4.00 Flesh reducer
Prozene	4.00 Dyspepsia, indiges.
Protone	8.00 Flesh builder
Quintone	6.00 Hair tonic
Quinzoin	4.00 Unguentine mixt.
Rose Kayloin	4.00 Face lotion
Spurmax	4.00 Lax, blood remedy
Sulpherb Tabs.	4.00 Blood remedy
Sarsene	4.00 Skin food
Sartoin	4.00 Dry shampoo
Therox	6.00 Rheumatism
Toris Root	4.00 Dyspepsia
Triopeptine Tab.	4.00 Antiseptic, disinfect
Vilane Powder	4.00
Yellow Minyol	7.20

Fred I. Lacqenbach.

Chicago Skin Cream.

Stearic Acid	240 grs.
Sodium Carbonate	155 grs.
Powdered Borax	30 grs.
Glycerin	1 oz.
Oil of Ylang-Ylang	20 mms.
Heliotropin	5 grs.
Otto of Rose	5 mms.
Alcohol	1 oz.
Water	8 ozs.

Place the stearic acid, sodium carbonate, borax, glycerin and water in a water bath and heat until effervescence ceases. Remove from the source of heat and stir at intervals until the mixture begins to set. Then add the perfumes dissolved in the alcohol and beat up with an egg-whisk. If the mass is not smooth enough it should be beaten up again on the following day.

Skin Cream Without Glycerin.

Dissolve 3 grams of agar-agar in 160 cc. of water and strain. Heat 100 grams (or cc.) of water, add 15 grams of stearic acid and 10 grams of sodium carbonate. When the evolution of carbon dioxide has ceased add 15 grams oil of theobroma, 10 grams 90 per cent. alcohol and agar-agar jelly. Mix thoroughly, remove from the source of heat and beat until a smooth, foamy cream is obtained. Perfume as desired.

Some Soda Fountain "Specials."

Chocolate Food.
 Chocolate Syrup 1½ ozs.
 Ice Cream 2 ozs.
 Plain Cream 2 ozs.
 Mix in a large soda glass, nearly fill with the coarse stream and finish with the fine.
 Independence "Special."
 Strawberry Juice 6 ozs.
 Maple Syrup 16 ozs.
 Lemon Juice 5 ozs.
 Soda Foam 4 drs.
 Syrup, to make ½ gal.

One of the best specials ever devised. A repeater, the formula of which is difficult to imitate by competitors.

Malt Soda.

Malt Extract, U. S. P. 8 ozs.
 Raspberry Syrup 4 ozs.
 Oil of Cinnamon 4 dps.
 Orange Flower Water 3 drs.
 Orange Syrup, to make ... 32 ozs.
 Mix the oil and water by thorough shaking in a two-ounce bottle; add the mixture to the raspberry syrup and again shake well. Finally, add the other ingredients and mix.

North Pole Special.

Orange Syrup 1 oz.
 Pineapple Syrup 1 oz.
 Acid Phosphate 1 dr.
 Angostura Bitters 4 dps.
 Shaved Ice q. s.
 Mix in a large glass, using about one-fourth glassful of shaved or cracked ice, fill with the coarse stream and stir with a spoon. Serve with a straw and a thin slice of orange and one of pineapple.

A "Local" Fizz.

Strawberry Syrup 1 oz.
 Orange Syrup 1 oz.
 Lemon Juice ½ oz.
 Shaved Ice q. s.
 Draw the syrups into a large soda glass, add the juice of one-half a lemon, and about a quarter glassful of shaved or cracked ice, fill the glass with the coarse stream, stir, and serve with a straw.

The Conquest of Meningitis.

The long battle against the dread and mysterious malady of meningitis is ended. Formerly almost universally fatal, or leaving the victims of its ravages crippled, it can now be cured almost universally by prompt use of the new serum. Dr. Flexner, of the Rockefeller Institute, New York, has been the principal investigator of the disease, and the remarkable record of his achievement will be found in this interesting article. "The investigations cost a very large amount of money and the loss of some animal life—about twenty-five monkeys and a hundred guinea-pigs," says the author. "The eventual saving of human life is incalculable. Incidentally, the outcome will probably act as a check upon mischievous legislation growing out of the unintelligent sentimentalities of those who would prevent animal experimentation of all kinds."

Edgar Allen Forbes.

Compound Sulphur Lotion.

Zinc sulphate 600 grs.
 Sulphurated potash 600 grs.
 Precipitated sulphur 600 grs.
 Glycerin 10 fl. drs.
 Distilled water 20 fl. ozs.

Rose water, to make 40 fl. ozs.

Dissolve the zinc in 10 fl. ounces of distilled water and filter. Dissolve the sulphurated potash in 10 fl. ounces of distilled water and filter. Mix the two solutions by slowly pouring the solution of zinc sulphate into the solution of sulphurated potash. Triturate the sulphur with the glycerin, then gradually add under constant trituration the foregoing solution and sufficient rose water to make 40 fl. ounces.

Compound Capsicum Ointment.

Oleoresin of Capsicum.. 2 fl. drs.
 Croton Oil 1 fl. dr.
 Camphor (in powder) ... 240 grs.
 Oil of Turpentine 1 fl. oz.
 Oil of Cajuput 4 fl. drs.
 Oil of Cloves 2 fl. drs.
 Oil of Wintergreen (synthetic) 2 fl. drs.
 Beeswax (yellow) 1 oz.
 Soft Paraffin (yellow) ... 16 ozs.
 Melt the beeswax, add the soft paraffin, and continue the heat, if necessary, until the latter liquefies; then add remaining ingredients, which have been previously mixed together; then strain through muslin, and stir until it begins to congeal.

The Drug Market.

Opium—Has advanced.
 Morphine—Is tending higher.
 Quinine—Is steady.
 Balsam Tolu—Is higher.
 Balsam Peru—Is scarce and high.
 Oil Bergamot—Has advanced.
 Norway Cod Liver Oil—Is advancing.
 Oil Spearmint—Has advanced.
 Menthol—Has declined.
 Oil Rose—Is higher.
 Goldenseal Root—Has advanced.
 Senega Root—Has advanced.
 Carbolic Acid—Is tending higher.
 Gum Camphor—Is tending lower.
 Gum Asafoetida—Continues high.

Teething Powders.

1.
 Lactucarium 2 grs.
 Charcoal 6 grs.
 Magnesium carbonate 12 grs.
 Pepsin saccharated 1 dr.
 Mix and divide into twelve powders.

2.

Mix 6 grains of mercury with chalk, with 24 grains each of heavy magnesium carbonate, rhubarb powder and powdered sugar. Divide into twelve powders. Give one powder to a child 6 months old; half a powder to a younger child.

Health Department Tooth Powder.

The Department of Health of the City of New York recently issued a card of instructions to parents regarding the care of the mouth and teeth. Among other advice parents are told if the child's teeth are decayed to take the child to a dentist at once. The teeth should be brushed after each meal, using a tooth brush and tooth powder. The following tooth powder is recommended:

Precipitated Chalk 2 ozs.
 Pulverized Castile Soap .. ½ oz.
 Pulverized Orris Root 1 dr.

The best pill to take after a meal is a peal of laughter; good to-day and after.

WHOLESALE DRUG PRICE CURRENT

Table listing various pharmaceutical products and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.



Our New Home
Corner Oakes and Commerce

Only 300 feet from Union Depot
We have now in stock a complete line of all the 50 cent Popular Copyright Books for the Summer and Fall trade. We would be pleased to mail you printed list.
Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

Advertisement for Lowney's Cocoa featuring the text 'They Will EAT More and BUY More Groceries' and 'Instead of Coffee and Tea'. Includes an image of a Lowney's Cocoa tin and a circular logo for 'MEATLES & BOOKS FOR LIBRARY-SLIPS ONE IN EVERY PACKAGE'.

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

- Fine Cut Tobacco
Rolled Oats
Cheese
Hams
Barrel Pork
Lard

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, F, G, J, M, N, O, P, S, T, V, W, Y).

1

Table listing various grocery items and their prices, organized by column 1.

2

Table listing various grocery items and their prices, organized by column 2.

3

Table listing various grocery items and their prices, organized by column 3.

4

Table listing various grocery items and their prices, organized by column 4.

5

Table listing various grocery items and their prices, organized by column 5.

6

Soda Crackers N. B. C. 1 00
Soda Crackers Select 1 00
S. S. Butter Crackers 1 50
Uneda Biscuit 50
Uneda Jinjer Wayfer 1 00
Uneda Lunch Biscuit 50
Vanilla Wafers 1 00
Water Thin Biscuit 1 00
Zu Zu Ginger Snaps 50
Zwieback 1 00
In Special Tin Packages.
Per doz.
Festino 2 50
Nabisco, 25c 2 50
Nabisco, 10c 1 00
Champagne wafer 2 50
Per tin in bulk
Sorbetto 1 00
Nabisco 1 75
Festino 1 60
Bent's Water Crackers 4 40
CREAM TARTAR
Barrels or drums 33
Boxes 34
Square cans 36
Fancy caddies 41
DRIED FRUITS
Apples
Sundried 12@13
Evaporated
Apricots 14@16
California
Citron @15
Corsican @15
Currants
Imp'd 1 lb. pkg. @10
Imported bulk @ 9%
Peaches
Muir-Choice, 25 lb. bx 9 1/2
Muir-Fancy, 25 lb. b. 11
Muir-Fancy, 50 lb. b. 10 1/2
Peeled
Lemon American 13
Orange American 13
Raisins
Connosiar Cluster 3 25
Dessert Cluster 4 00
Loose Muscatels 3 Cr 7
Loose Muscatels 4 Cr 7
L. M. Seeded 1 lb. 8 1/2 @ 9
California Prunes
L. M. Seeded, bulk 7 1/2
Sultanas, Bleached 12
100-125 25lb. boxes @11 1/2
90-100 25lb. boxes @12
80-90 25lb. boxes @12 1/2
70-80 25lb. boxes @13
60-70 25lb. boxes @13 1/2
50-60 25lb. boxes @14
40-50 25lb. boxes @14 1/2
1/2 c less in 50lb. cases
FARINACEOUS GOODS
Beans
Dried Lima 8
Med. Hand Picked 2 45
Brown Holland 2 85
Farina
25 lb. packages 1 50
Bulk, per 100 lbs. 4 00
Original Holland Rusk
Packed 12 rolls to container
3 containers (36 rolls) 2 85
5 containers (60 rolls) 4 75
Hominy
Pearl, 100 lb. sack 1 75
Maccaroni and Vermicelli
Domestic, 10 lb. box 60
Imported, 25 lb. box 2 50
Pearl Barley
Chester 4 25
Empire 4 75
Peas
Green, Wisconsin, bu. 2 90
Green, Scotch, bu. 2 90
Split, lb. 04
Sage
East India 5
German, sacks 5
German, broken pkg. 5
Tapioca
Flake, 100 lb. sacks 6
Pearl, 130 lb. sacks 6
Pearl, 36 pkgs. 2 25
Minute, 36 pkgs. 2 75
FISHING TACKLE
1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 11
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20
Linen Lines
Small 20
Medium 26
Large 34
Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80
FLAVORING EXTRACTS
Foote & Jenks
Coleman Vanilla
No. 2 size 14 00
No. 4 size 24 00
No. 3 size 36 00
No. 8 size 48 00
Coleman Terp. Lemon
No. 2 size 9 60
No. 4 size 18 00
No. 3 size 21 00
No. 8 size 34 00
Jaxon Mexican Vanilla
1 oz. oval 15 00
2 oz. oval 28 20
4 oz. flat 58 20
8 oz. flat 108 00

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Jaxon Terp. Lemon
1 oz. oval 15 00
2 oz. oval 28 20
4 oz. flat 58 20
8 oz. flat 108 00
Jennings (D. C. Brand)
Terpeness Extract Lemon
No. 2 Panel, per doz. 75
No. 4 Panel, per doz. 1 50
No. 6 Panel, per doz. 2 00
No. 3 Taper, per doz. 1 50
2 oz. Full Measure doz. 1 25
4 oz. Full Measure doz. 2 40
Jennings (D. C. Brand)
Extract Vanilla
No. 2 Panel, per doz. 1 25
No. 4 Panel, per doz. 2 00
No. 6 Panel, per doz. 3 50
No. 3 Taper, per doz. 2 00
1 oz. Full Measure doz. 90
2 oz. Full Measure doz. 2 00
4 oz. Full Measure doz. 4 00
No. 2 Panel assorted 1 00
Crescent Mfg. Co.
Maple
2 oz. per doz. 3 00
Michigan Maple Syrup Co.
Kalkaska Brand
Maple, 2 oz., per doz. 2 25
FRUIT JARS
Mason, pts. per gro. 4 85
Mason, qts. per gro. 5 20
Mason, 1/2 gal. per gro. 7 60
Mason, can tops, gro. 1 65
GELATINE
Cox's, 1 doz. large 1 75
Cox's, 1 doz. small 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock Phos. 1 25
Plymouth Rock, Plain 90
GRAIN BAGS
Amoskeag, 100 in bale 19
Amoskeag, less than bi 19 1/2
GRAIN AND FLOUR
Wheat
Red 85
White 84
Winter Wheat Flour
Local Brands
Patents 5 00
Second Patents 4 80
Straight 4 40
Second Straight 4 00
Clear 3 70
Flour in barrels, 25c per barrel additional.
Lemon & Wheeler Co.
Big Wonder 1/2 cloth 4 30
Big Wonder 1/4 cloth 4 30
Worden Grocer Co.'s Brand
Quaker paper 4 30
Quaker, cloth 4 40
Wykes & Co.
Eclipse 4 40
Lemon & Wheeler Co.
White Star, 1/2 cloth 5 40
White Star, 1/4 cloth 5 30
White Star, 1/8 cloth 5 20
Worden Grocer Co.
American Eagle, 1/2 cl 5 40
Grand Rapids Grain & Milling Co. Brands
Purity, Patent 4 80
Seal of Minnesota 5 50
Wizard Flour 4 40
Wizard Graham 4 40
Wizard Gran. Meal 3 40
Wizard Buckwheat 6 00
Rye 4 40
Spring Wheat Flour
Roy Baker's Brand
Golden Horn, family 5 25
Golden Horn, bakers 5 15
Wisconsin Rye 4 65
Judson Grocer Co.'s Brand
Ceresota, 1/2 s 6 20
Ceresota, 1/4 s 6 10
Ceresota, 1/8 s 5 90
Lemon & Wheeler's Brand
Wingold, 1/2 s 5 80
Wingold, 1/4 s 5 70
Wingold, 1/8 s 5 60
Worden Grocer Co.'s Brand
Laurel, 1/2 cloth 5 85
Laurel, 1/4 cloth 5 75
Laurel, 1/8 cloth 5 65
Laurel, 1/2 paper 5 65
Laurel, 1/4 paper 5 55
Voigt Milling Co.'s Brand
Voigt's Crescent 4 90
Voigt's Flourigt 4 90
Voigt's Hygienic 5 00
Graham 5 30
Voigt's Royal 5 30
Wykes & Co.
Sleepy Eye, 1/2 cloth 5 55
Sleepy Eye, 1/4 cloth 5 45
Sleepy Eye, 1/8 cloth 5 35
Sleepy Eye, 1/2 paper 5 35
Sleepy Eye, 1/4 paper 5 35
Sleepy Eye, 1/8 paper 5 35
Watson-Higgins Milling Co.
Perfection Flour 4 50
Tip Top Flour 4 10
Golden Sheaf Flour 3 80
Marshall's Best Flour 5 50
Perfection Buckwheat 3 00
Tip Top Buckwheat 2 80
Badger Dairy Feed 24 00
Alfalfa Horse Feed 26 00
Kafr Corn 1 35
Hoyle Scratch Feed 1 45
Meal
Bolted 3 20
Golden Granulated 3 40
St. Car Feed screened 24 00
No. 1 Corn and Oats 24 00
Corn, cracked 23 00
Corn Meal, coarse 23 00
Winter Wheat Bran 27 00
Buffalo Gluten Feed 30 00
Dairy Feeds
Wykes & Co.
O P Linsed Meal 36 00
O P Lazo-Cake-Meal 33 50

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Cottonseed Meal 29 00
Gluten Feed 26 00
Brewers Grains 25 00
Hammond Dairy Feed 23 50
Alfalfa Meal 26 00
Oats
Michigan carlots 38
Less than carlots 40
Corn
Carlots 57
Less than carlots 59
Hay
Carlots 21 00
Less than carlots 23 00
HERBS
Sage 15
Tops 15
Laurel Leaves 15
Senna Leaves 20
HIDES AND PELTS
Hides
Green, No. 1 10
Green, No. 2 9
Cured, No. 1 11 1/2
Cured, No. 2 10 1/2
Calfskin, green, No. 1 13
Calfskin, green, No. 2 11 1/2
Calfskin, cured No. 1 14
Calfskin, cured No. 2 12 1/2
Pelts
Old Wool @ 30
Lamb's 25 @ 50
Shearlings 15 @ 35
Tallow
No. 1 @ 5
No. 2 @ 4
Wool
Unwashed, med. @ 18
Unwashed, fine @ 13
HORSE RADISH
Per doz. 90
JELLY
5lb. pails, per doz. 2 25
15lb. pails, per pail 50
30lb. pails, per pail 90
JELLY GLASSES
1/2 pt. in bbls, per doz 15
1 1/2 pt. in bbls, per doz. 16
8 oz. capped in bbls, per doz. 20
MAPLEINE
2 oz. bottles per doz. 3 00
MINCE MEAT
Per case 2 85
MOLASSES
New Orleans
Fancy Open Kettle 42
Choice 35
Good 22
Fair 20
Half barrels 2c extra
MUSTARD
1/2 lb. 6 lb. boxes 18
OLIVES
Bulk, 1 gal. kegs 10 @ 1 20
Bulk, 2 gal. kegs 9 @ 1 10
Bulk, 5 gal. kegs 9 @ 1 05
Stuffed, 5 oz. 90
Stuffed, 8 oz. 1 35
Stuffed, 14 oz. 2 25
Pitted (not stuffed)
14 oz. 2 25
Manzanilla, 8 oz. 90
Lunch, 10 oz. 1 35
Lunch, 16 oz. 2 25
Queen, Mammoth, 19 oz. 3 75
Queen, Mammoth, 28 oz. 5 25
Olive Chov. 2 doz. cs, per doz. 2 25
PICKLES
Beutel's Bottled Pickles
8 oz., per doz. 90
10 oz., per doz. 95
18 oz., per doz. 1 45
24 oz., per doz. 1 90
32 oz., per doz. 2 35
Medium
Barrels, 1,200 count 7 75
Half bbls., 600 count 4 50
5 gallon kegs 2 25
Small
Barrels 9 04
Half barrels 5 25
5 gallon kegs 1 90
Gherkins
Barrels 11 00
Half barrels 5 00
5 gallon kegs 2 75
Sweet Small
Barrels 13 50
Half barrels 7 50
5 gallon kegs 3 00
PIPES
Clay, No. 216, per box 1 75
Clay, T. D., full count 60
Cob 90
PLAYING CARDS
No. 90 Steamboat 85
No. 15, Rival, assorted 1 75
No. 20, Rover, enam'd 2 00
No. 572, Special 1 75
No. 98 Golf, satin fin. 2 00
No. 808 Bicycle 2 00
No. 632 Tommy whist 2 25
POTASH
Babbitt's 4 00
PROVISIONS
Barreled Pork
Clear Back 17 00
Short Cut 16 00
Short Cut Clear 15 75
Bean 13 00
Brisket, Clear 23 00
Pig 23 00
Clear Family 26 00
Dry Salt Meats
S P Bellies 14
Pure in tierces 9 1/2 @ 10
Compound lard 8 1/2 @ 9
80 lb. tubs 1/2 advance
60 lb. tubs 1/2 advance
50 lb. tubs 1/2 advance
20 lb. pails 1/2 advance
10 lb. pails 1/2 advance

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5 lb. pails 1/2 advance
8 lb. pails 1/2 advance
Smoked Meats
Hams, 12 @ av. 15 1/2 @ 16
Hams, 14 lb. av. 15 @ 15 1/2
Hams, 16 lb. av. 15 1/2 @ 16
Hams, 18 lb. av. 14 @ 14 1/2
Skinned Hams 16 @ 16 1/2
Ham, dried beef sets 18
California Hams 9 1/2 @ 10
Picnic Boiled Hams 15
Boiled Hams 24 @ 24 1/2
Berlin Ham, press'd 9 @ 9
Minced Ham 10
Bacon 14 1/2 @ 15
Sausages
Bologna 7 1/2
Liver 7 1/2 @ 8
Frankfort 8 @ 8 1/2
Pork 11
Veal 11
Tongue 11
Headcheese 9
Beef
Boneless 14 00
Rump, new 14 00
Pig's Feet
1/2 bbls. 95
1/4 bbls., 40 lbs. 1 90
1/2 bbls. 4 00
1 bbl. 8 00
Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00
Casings
Hogs, per lb. 35
Beef, rounds, set 17
Beef, middles, set 65
Sheep, per bundle 80
Uncolored Butterine
Solid dairy 10 @ 12
Country Rolls 11 @ 18
Canned Meats
Corned beef, 2 lb. 3 50
Corned beef, 1 lb. 1 85
Roast beef, 2 lb. 3 50
Roast beef, 1 lb. 1 85
Potted Ham, 1/2 s 50
Potted Ham, 1/4 s 90
Deviled Ham, 1/2 s 50
Deviled Ham, 1/4 s 90
Potted tongue, 1/2 s 50
Potted tongue, 1/4 s 90
RICE
Fancy 6 @ 6 1/2
Japan Style 4 1/2 @ 5 1/2
Broken 2 1/2 @ 3 1/2
SALAD DRESSING
Columbia, 1/2 pint 2 25
Columbia, 1 pint 4 00
Durkee's, large, 1 doz. 4 50
Durkee's, small, 2 doz. 5 25
Snider's, large, 1 doz. 2 35
Snider's, small, 2 doz. 1 35
SALERATUS
Packed 60 lbs. in box.
Arm and Hammer 3 00
Wyandotte, 100 lbs. 3 00
SAL SODA
Granulated, bbls. 80
Granulated, 100 lbs. cs. 90
Granulated, 36 pkgs. 1 20
SALT
Common Grades
100 3 lb. sacks 2 40
60 5 lb. sacks 2 25
28 10 1/2 lb. sacks 2 10
56 lb. sacks 32
28 lb. sacks 17
Warsaw
56 lb. dairy in drill bags 40
28 lb. dairy in drill bags 20
Solar Rock
56 lb. sacks 24
Common
Granulated, fine 95
Medium, fine 1 00
SALT FISH
Cod
Large whole @ 7 1/2
Small, whole @ 7
Strips or bricks 7 1/2 @ 10 1/2
Flitlock @ 5
Halibut
Strips 15
Chunks 16
Holland Herring
Y. M. wh. hoop, bbls. 11 00
Y. M. wh. hoop, 1/2 bbl. 6 00
Y. M. wh. hoops, kegs 75
Y. M. wh. hoop Milchers kegs 85
Queen, bbls. 10 50
Queen, 1/2 bbls. 5 75
Queen, kegs 65
Trout
No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 3 25
No. 1, 10 lbs. 90
No. 1, 8 lbs. 75
Mackerel
Mess, 100 lbs. 16 50
Mess, 40 lbs. 7 00
Mess, 10 lbs. 1 85
Mess, 8 lbs. 1 50
No. 1, 100 lbs. 15 50
No. 1, 10 lbs. 6 60
No. 1, 10 lbs. 1 70
No. 1, 8 lbs. 1 40
Whitefish
100 lbs. 9 75
50 lbs. 5 25
10 lbs. 1 12
8 lbs. 1 92
100 lbs. 4 65
40 lbs. 2 10
10 lbs. 75
8 lbs. 65
SEEDS
Anise 10
Canary, Smyrna 4 1/2
Caraway 10
Cardamom, Malabar 1 00
Celery 15


10

Hemp, Russian 4 1/2
Mixed Bird 4 1/2
Mustard, white 10
Poppy 9
Rape 6
SHOE BLACKING
Handy Box, large 3 dz 2 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders 37
Maccaboy, in jars 35
French Rapple in jars 43
SODA
Boxes 5 1/2
Kegs, English 4 1/2
SPICES
Whole Spices
Allspice, Jamaica 13
Allspice, large Garden 11
Cloves, Zanzibar 20
Cassia, Canton 14
Cassia, 5c pkg. doz. 25
Ginger, African 9 1/2
Ginger, Cochin 14 1/2
Mace, Penang 70
Mixed, No. 1 16 1/2
Mixed, No. 2 10
Mixed, 5c pkgs. doz. 45
Nutmegs, 105-110 20
Pepper, Black 14
Pepper, White 25
Pepper, Cayenne 22
Paprika, Hungarian 45
Pure Ground in Bulk
Allspice, Jamaica 12
Cloves, Zanzibar 23
Cassia, Canton 12
Ginger, African 12
Mace, Penang 75
Nutmegs 75-80 25
Pepper, Black 11 1/2
Pepper, White 18
Pepper, Cayenne 16
Paprika, Hungarian 45
STARCH
Corn
Kingsford, 40 lbs. 7 1/2
Muzzy, 20 lb. pkgs. 5 1/2
Muzzy, 40 lb. pkgs. 5
Gloss
Kingsford
Silver Gloss, 40 lbs. 7 1/2
Silver Gloss, 16 3lbs. 6 1/2
Silver Gloss, 12 6lbs. 8 1/2
Muzzy
48 lb. packages 5
16 5lb. packages 4 1/2
12 6lb. packages 6
50lb. boxes 2 1/2
SYRUPS
Corn
Barrels 25
Half barrels 28
20lb. cans 1/2 dz. in cs. 1 65
10lb. cans, 1/2 dz. in cs. 1 60
5lb. cans, 2 doz. in cs. 1 70
2 1/2 lb. cans, 2 dz. in cs. 1 75
Pure Cane
Fair 16
Good 20
Choice 25
Michigan Maple Syrup Co. Brand
Kalkaska, per doz. 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25
TEA
Japan
Sundried, medium 24 @ 26
Sundried, choice 30 @ 33
Sundried, fancy 36 @ 40
Regular, medium 24 @ 26
Regular, Choice 30 @ 33
Regular, fancy 36 @ 40
Basket-fired medium 30
Basket-fired choice 35 @ 37
Basket-fired, fancy 40 @ 3
Nibs 28 @ 32
Siftings 10 @ 12
Fannings 14 @ 15
Gunpowder
Moyune, medium 28
Moyune, choice 32
Moyune, fancy 40 @ 45
Pingsuey, medium 25 @ 28
Pingsuey, choice 30
Pingsuey, fancy 40 @ 45
Young Hyson
Choice 30
Fancy 40 @ 50
Oolong
Formosa, fancy 45 @ 60
Formosa, medium 25
Formosa, choice 32
English Breakfast
Medium 25
Choice 30 @ 35
Fancy 40 @ 60
India
Ceylon, choice 30 @ 35
Fancy 45 @ 5
TOBACCO
Fine Cut
Blot 1 45
Hiawatha, 16 oz. 60
Hiawatha, 1 oz. 56
No Limit, 8 oz. 1 40
No Limit, 16 oz. 3 40
Ojibwa, 5c pkg. 1 85
Ojibwa, 5c 47
Petoskey Chief, 7 oz. 1 90
Petoskey Chief, 14 oz. 3 80
Sterling Dark, 5c 5 76
Sweet Cuba, 5c 5 70
Sweet Cuba, 10c 11 10
Sweet Cuba, 16 oz. tins 5 00
Sweet Cuba, 16 oz. foil 4 50
Sweet Cuba, 16 oz. bxs 4 80
Sweet Cuba, 1/2 lb. 2 25
Sweet Burley, 5c 5 76

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Sweet Mist, 1/2 gr. 5 70
Sweet Burley, 24 lb. cs 4 90
Tiger, 1/2 gross 6 00
Tiger, 5c tins 5 50
Uncle Daniel, 1 lb. 5 22
Uncle Daniel, 1 oz. 5 22
Plug
Am. Navy, 15 oz. 28
Drummond, Nat Leaf, 2 & 5 lb. 60
Drummond Nat. Leaf per doz. 95
Battle Ax 37
Bracer 37
Big Four 31
Boot Jack 86
Bullion, 16 oz. 46
Climax Golden Twins 48
Days Work 37
Derby 28
5 Bros. 63
Gilt Edge 50
Gold Rope, 7 to lb. 58
Gold Rope, 14 to lb. 58
G. O. P. 36
Granger Twist 46
G. T. W. 37
Horse Shoe 43
Honey Dip Twist 45
Jolly Tar 40
J. T., 8 oz. 35
Keystone Twist 46
Kismet 48
Nobby Spun Roll 58
Parrot 28
Peachey 28
Panic Twist 45
Piper Heidsick 69
Redicut 1 1/2 oz. 38
Red Lion 38
Sherry Cobler, 10 oz. 26
Spear Head, 12 oz. 44
Spear Head, 1 1/2 oz. 44
Spear Head, 7 oz. 47
Square Deal 28
Star 28
Standard Navy 43
Ten Penny 31
Town Talk 14 oz. 20
Yankee Girl 32
Smoking
Sweet Core 34
Flat Car 32
Warpath 26
Bamboo, 15 oz 25
1 X L, 5lb. 27
1 X L, 16 oz. pails 31
Honey Dew 40
Gold Block 40
Flagman 40
Kiln Dried 38
Duke's Mixture 40
Duke's Cameo 42
Myrtle Navy 44
Yum Yum, 5c per gro 5 85
Yum Yum 10c per gro 11 50
Yum, Yum, 1lb. pails 39
Cream 38
Corn Cake, 2 1/2 oz. 26
Corn Cake, 1lb. 21
Plover Boy, 1 1/2 oz. 39
Plover Boy, 3 1/2 oz. 39
Peerless, 1 1/2 oz. 30
Peerless, 1 1/2 oz. 39
Air Brake 36
Cant Hook 30
Country Club 32-34
Forex-XXXX 30
Good Indian 26
Self Binder, 16oz. box. 20-22
Silver Foam 24
Sweet Marie 32
Royal Smoke 42
TWINE
Cotton, 3 ply 25
Cotton, 4 ply 25
Jute, 2 ply 14
Hemp, 5 ply 12
Flax, medium 24
Wool, 1 lb. bales 8
VINEGAR
Highland apple cider 22
Oakland apple cider 17
Robinson's Compound 13 1/2
Robinson's Cider 16
State Seal sugar 13
40 grain pure white 10
Barrels free.
WICKING
No. 0 per gross 30
No. 1 per gross 40
No. 2 per gross 50
No. 3 per gross 75
WOODENWARE
Baskets
Bushels 1 00
Bushels, wide band 1 15
Market 40
Splint, large 3 50
Splint, medium 3 00
Splint, small 2 75
Willow, Clothes, large 8 25
Willow, Clothes, small 6 25
Willow, Clothes, m'e'm 7 25
Butter Plates
Wire End or Ovals
1/4 lb., 250 in crate 30
1/2 lb., 250 in crate 30
1 lb., 250 in crate 30
2 lb., 250 in crate 35
3 lb., 250 in crate 40
5 lb., 250 in crate 50
Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
Clothes Pins
Round Head
4 inch, 5 gross 45
4 1/2 inch, 5 gross 50
Cartons, 20 2 1/2 doz. bxs. 55
Egg Crates and Fillers
Humpty Dumpty, 13 ds. 20

Special Price Current

12	
No. 1 complete	40
No. 2 complete	28
Case No. 2 fillers, 15 sets	1 35
Case, medium, 12 sets	1 15
Faucets	
Cork, lined, 8 in.	70
Cork, lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 45
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	1 25
2-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
Kat, spring	75
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3, Fibre	8 25
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 60
15 in. Butter	2 25
17 in. Butter	4 15
19 in. Butter	6 10
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
AXLE GREASE	
	
Mica, tin boxes	75 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 35
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT
Baker's Brazil Shredded



10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

SAFES



Small size, doz. 40
Large size, doz. 75



Full line of fire and burglar proof safes kept in

14


stock by the Tradesman Company, Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Beaver Soap Co.'s Brand



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 35
50 cakes, small size. 1 95

Gowans & Sons Brand.



Single 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 00
Dome, oval bars 3 60
Satinet, oval 2 70
Snowberry, 100 cakes 4 00

Lautz Bros. & Co.
Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 25
Big Master, 72 blocks 2 85
German Mottled 3 50
German Mottled, 5 oxs 3 45
German Mottled, 10 bx 3 40
German Mottled, 25 bx 3 35
Marseilles, 100 cakes 6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 ck 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. Wisley
Good Cheer 4 00
Old Country 3 40

Soap Powders
Snow Boy, 24s family size 3 75
Snow Boy, 30 10e 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
Roseline 3 50
Armour's 3 70
Wisdom 3 80

Soap Compounds
Johnson's Fine 5 10
Johnson's XXX 4 25
Nine O'clock 3 30
Rub-No-More 3 85

Scouring
Enoch Morgan's Sons
Sapolio, gross lots 9 00
Sapolio, half gro. lots 4 50
Sapolio, single boxes 2 50
Sapolio, hand 2 25
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50



Sunday Creek Coal Company Buys Twenty-four McCaskeys

THE SUNDAY CREEK COAL COMPANY, of Columbus, Ohio, has just ordered eighteen more McCaskey Account Register Systems, after giving a most severe trial to six McCaskeys purchased some months ago and after an open competitive test in which the so-called "accounting systems" essayed to prove their superiority.

In all, The Sunday Creek Coal Company has bought twenty-four McCaskey Systems for its twenty-four stores. No other method of handling accounts is used.

The same reason why The Sunday Creek Coal Company bought only

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

should move you when you consider the installation of a one writing method of handling your accounts of goods, money, labor—anything. Whether you have one store or fifty, one hundred accounts or ten thousand. The McCaskey System will take care of every detail of your business just as it does for more than seventy thousand merchants in all lines of business in all parts of the country.

- This is what the McCaskey System will do for you:
- It will cut out your useless kookkeeping, copying and posting from one book to another, and from book to billhead and statement.
 - It will prevent your forgetting to charge an account and in this way alone it will pay for itself several times in the first year it is in your store.
 - It prevents errors and the disputes with customers that follow.
 - It collects money faster than any human agency, because every sale slip is a reminder to the customer of the money due you.
 - It automatically limits the credit of those you wish to get a credit limit on.
 - It enables you to prove your loss to the penny if your store burns.
 - The McCaskey System keeps every account posted and totaled to the minute. It ends all book work, night work, worry and trouble over accounts.
 - The McCaskey System furnishes each customer with an itemized bill after each purchase and the total of his account to date—all footed up. The installation of The McCaskey System will speak more loudly for you to your trade than anything you can say or do, that you want your customers to "Always know what they owe."
 - Every day you delay in installing the McCaskey System means a loss of dollars and trade to you. Write today for free information. We'll be glad to send you testimonial letters from merchants you know, in your own state, county and city.
 - It is cheaper to own a McCaskey than to do without one. Act now; write before you forget it.

The McCaskey Register Company
ALLIANCE, OHIO
Agencies in all Principal Cities
The Largest Manufacturers of Carbon Coated Sales Books in the World

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—Two large nickel window display fixtures with arms and holders. Eighteen small nickel display fixtures. One dozen splendid shirt racks all in perfect condition. Lighting plant for 80 foot store. Cheap. Clapp Clothing Co., Grand Rapids. 563

For Rent—Corner brick store. First-class location for drug or dry goods store. Address No. 560, care Tradesman. 560

For Sale—Two-story brick block. Store below, with modern rooms above. Corner lot 55x141, with dwelling in rear, within three blocks of Union Depot. First-class location for warehouse or light manufacturing, as it has 20 ft. alley and siding in rear. Address No. 561, care Tradesman. 561

For Sale—Cigar, tobacco and pipe store. Good location. Good reason for selling. A. V. Gropsey, Vicksburg, Mich. 559

Have party who will exchange two well located houses in Grand Rapids for a good stock of groceries. Chas. Stewart, 26 Canal St., Citz. phone 9368. 558

Wanted—To buy a good second-hand American or McCaskey credit register, 300 account. Address H. C. Witte, Granton, Wis. 556

Grocery stock for sale, located in city of 12,000, store building can be rented or will sell the property. Address No. 555, care Tradesman. 555

For Sale—Stock of general merchandise, fine business, first-class buildings, everything in best condition. Sell on account poor health. W. O. Ephlin, c-o Musselman Grocer Co. 554

We can locate you with a new stock or sell you a well established millinery shop in Minnesota, the Dakotas, Montana or further west. Call or address Stronge & Warner Co., St. Paul, largest wholesale millinery house in the Twin cities. 553

Arkansas coal and timber land. 916 acres coal and timber land, 3/4 mile from railroad. Price \$20 per acre. Will exchange for clean merchandise. Frank Bates, Waldron, Ark. 551

House and lot in a Southern Michigan town, to trade towards a farm. Address No. 552, care Tradesman. 552

If you want to trade your store or city property for farm land, write us, stating what you have; it's fair value and where you want your land. We can get you a trade. Interstate Land Agency, Decatur, Ill. 550

For Sale—At a bargain, my wall paper stock, also 200 pair shoes to reduce shoe stock. Going into other business. J. G., Box 275, Montague, Mich. 562

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

Drug Store—Owing to failing health, I want to sell out. Terms to suit. Dr. Bolio, Coral, Mich. 513

For Rent—Large roomy brick store building. Good point for general store. Dr. Bolio, Coral, Mich. 514

For Sale—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. Bicknell, Clare, Mich. 546

Special Sales—Mr. 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 A1 good business. Best location in town, low rent, fine farming country. Address Geo. E. Hartung, Homer, Mich. 542

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 one price cash basis. O. B. Eikenberry & Co. 538

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—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

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 2 1/2 and 4 miles distant. Good market town. An A1 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

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

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

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—Grocery and meat business combined, bazaar business. All good businesses. Globe Realty Co., Ludington, Mich. 494

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

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. 984

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

HELP WANTED.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Fifty dollars per week can be made by anybody. New formula for shoe polish paste, black and tan, shines at sight. Copy of these formulas \$5. Address R. Moore, Clinton, Iowa. 557

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for particulars. Address E. R. Marden, Pres. The National Co-operative Real Estate Company, L 371 Marden Bldg., Washington, D. C. 443

Wanted—Experienced salesman to sell factory line of men's Goodyear Welt shoes in Indiana, Illinois, Michigan and Iowa. Address J. W. Carter & Co., Nashville, Tenn. 525

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

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 31—Notwithstanding statistics, buyers of coffee seem to take only a languid interest in the article. Whether roasters believe in lower rates as the new crop comes in or not, the fact remains that there is very little life to spot business, and all seem to be in a waiting mood. Quotations are well sustained but nominal, with Rio No. 7 held at 13 $\frac{1}{4}$ c. In store and afloat there are 2,211,505 bags, against 3,334,530 bags at the same time last year. Mild is quiet and moves in a very ordinary manner. Good Cucuta is held at 14 $\frac{1}{4}$ c.

The excitement over granulated sugar has given gossips more to talk about than anything that has happened for years. The market is strong and the tendency at the moment is toward a still higher level than has yet been reached. Standard granulated sugar at 5.65 is something to talk about as it has been years since this rate was approached.

Teas are firm. The exclusion of colored teas will, it is thought, cut down the total supply of the country from 12,000,000 to 15,000,000 pounds, and this is certainly worth considering. It is going to make a revolution in some respects. The volume of business has not been large, but a turn for the better is looked for when vacation days are over.

Rice is doing rather better than for a few weeks. The demand at this writing is fairly satisfactory and will probably improve as the new crop arrives. Stocks are moderate. Prime to choice domestic, 4 $\frac{3}{8}$ @4 $\frac{3}{4}$ c.

Prices are firm for spices and although sales have been of moderate dimensions the outlook is quite satisfactory for this time of year. Singapore pepper, 15 $\frac{1}{2}$ c for white and 10c for black.

Molasses is in a "between-seasons" condition and little trading is looked for until cooler weather sets in. The outlook for new crop is said to be very satisfactory. Good to prime, 25@32c. Syrups are unchanged.

In canned goods the cry of short crop tomatoes worked pretty well, and quotations bounded up merrily for several days. Then the drouth stories let up and the truth seems to be that there will be a crop of tomatoes which will be almost a record-breaker. A gentleman who has just been through Harford county tells your correspondent that the supply will be enormous. For No. 3 standards the rate is 85c. Packers are not eager to take any further orders. Peas certainly seem to be in the dumps owing to real failure. Packers are making short deliveries and the situation is anything but satisfactory. Corn is quiet and other goods are in about the usual demand.

Butter is steady and is showing some advance for top grades. Creamery specials, 27c; extras, 26c; process, 21@22c; factory, 19@20c.

Cheese shows little, if any, change.

New stock of best grade is worth 12@12 $\frac{1}{4}$ c.

Eggs show little change. The very best Western are worth 23c, but the general run is around 19@20c. The market is firm.

REGULATING BUSINESS.

The various enquiries and investigations that are in progress, especially those that have to do with the conduct and management of business enterprises, are significant of the times. It is not very long ago when business was considered a private matter and only when there was a clear violation of law was any interference tolerated by public sentiment. Now, however, the state assumes not only to punish business for illegal acts, but to regulate it generally, especially when conducted on a large scale. Government regulation seems to be the order of the day.

Whether this condition of affairs is a matter for congratulation or regret only the test of time will demonstrate. But one thing is certain. Business to some extent is responsible for bringing about the interference which now prevails. Under the old system of absolute freedom, business undoubtedly exceeded its rights and limits and exacted an unjust tribute. The consequence is a reaction and the inauguration of a system of state espionage. All this may have been necessary to teach business a lesson, but governmental regulation, on the other hand, may not be always an unmixed good. In the first place it affords business an excuse for engaging in politics and of exerting its powerful influence in the enactment of legislation. This is one of the evils complained of at the present time. Other interests follow the example set and the result is what is termed class legislation.

There is no question but that business, using the term in its broadest phase, is one of the most notable and important features of modern life. Upon the success of business and its various enterprises depends the welfare of the country. Everything, therefore should be done for the promotion of legitimate business and the widest scope given to enterprise and initiative in this direction. Government regulation has undoubtedly, and very properly come to stay, but it should be exercised with caution and discretion. Business involves the public's money, and there is nothing more sensitive than money or capital. The smallest depositor immediately withdraws his mite from the bank whenever there is the slightest doubt of the institution's solvency. Too much regulation and interference may be as bad as too little. There is a mutual obligation imposed on both business and the state. The former should be so conducted as not to invite the interference of the latter and on the other hand, there should be regard on the part of the Government for the welfare of business as one of the most essential activities of life. It is undoubtedly true that present conditions have arisen from the aggression of business or capital, but if regulation is the remedy, as is generally conceded, such is the import-

ance of business success to the welfare of the people, that such regulation should be exercised in a manner free from retaliation and reprisal and with the single purpose of bettering the condition of all classes and the country as a whole. This is one of the large questions of the times and should be dealt with intelligently and with honesty of purpose.

IN FAVOR OF THE FLY.

Many pages have been written within the past twelve months regarding the danger of the house fly. And now some humane specialist comes to the front with the assertion that it is a friend, and that, in destroying it, we are cutting off one great means of protection.

The defense is that as a destroyer of garbage it should have our protection and that our attention should be given to clearing away the refuse, trusting that Nature will remove the fly when the need of it is gone. That the material which attracts flies should be done away with, every one desires. But that it can be at all times—this is another matter.

Certain it is that flies will accumulate in the neatest of homes. Of course, they breed in filth, but for this the owner of the neat home may not be responsible. It is beyond her jurisdiction. The fact that they find pleasure in perching upon her parlor furniture or her dining table is just as annoying to her. Her only defense is death to the fly.

Our olfactories were given to us for the purpose of self-defense, and if properly exercised these should serve as a very good protection against the evils from which the fly is said to guard us. Its habits are as have been pictured in the most vivid colors. Its champion does not deny this. We can not see that the presence of a second evil makes the first any the less. While the flies live on garbage, they at the same time scatter it and send in all directions that which without them would be allowed to remain intact.

During midsummer there is greater necessity for care in the disposal of waste material. Common sense should teach us this. We do not need its service in the renovating process. Like some people in the world, it makes more work than it saves. We would emphasize the plea of the fly's friend for cleanliness; but fail to see that the insect is more than a second evil.

SURVIVAL OF THE FITTEST.

The nature writers are fond of describing the furtive goings and comings of the wild animals and birds and other denizens of the forest. With them eternal vigilance is the price of life. They must keep their eyes and ears open, every sense and instinct alert, or something will pounce down and carry them away. This is not all imagination. It is mostly so, for in nature all down the line the strong make dinners of the little, the big gather in the little, and big or little it is apt to go hard with the bird, beast, fish or serpent that loafs on his job of living. And is it not getting to be a good deal the

same for human beings who dwell in cities? Is there not ample warrant for many a furtive glance up street and down before passing to the other side? In the old days to look out for a passing team was all that was necessary to safety. Now the person who would cross over looks to see where the street cars may be. Then he observes the landscape for automobiles. Then the question is whether a motor cycle is coming. The bicycle is next to be looked for, and after this the horses. With street cars, automobiles, motor cycles, bicycles and horses to watch out for the person who crosses a street must be as alert as the beast of the forest or pay the penalty and a hospital fee. When aerial navigation is perfected there will be one thing more for the city dweller to look out for under penalty of being gobbled up.

FEET GROWING LARGER.

Shoe manufacturers, who are unsentimental folk at the best, are so ungallant as to publish to the world the fact that the feet of American women are actually growing larger. We have been told that the average Chicago girl already has a foot large enough to leave no margin for further development without disastrous results to feminine attractiveness, but we must confess to have noticed no special enlargement of the pedal extremities of our Northern girls. The unsympathetic shoe manufacturers, however, declare that women's feet are growing larger and, as they make the shoes, they probably know whereof they speak.

The shoe people claim that, where formerly women used shoes from one to four in size, they now use shoes ranging from two to five. It is possible, of course, that this growth is more apparent than real, and may be due to a desire for greater comfort. It is hinted that many women formerly persisted in cramping their feet into the smallest possible shoes, being able to show a tiny foot. If the larger shoes now being sold mean that this foolish practice has been abandoned, the ladies will be all the better for it. Women nowadays take more physical exercise than formerly and walk more, with the result that the up-to-date woman is larger and stronger than her sisters of other days. Increased bodily size and vigor might reasonably presume larger feet. Whatever the cause, women's feet are growing in size, if the shoemakers are to be believed.

BUSINESS CHANCES.

For Sale—Cheap, if taken at once, on account of removing from store, Allen Sparks gasoline lighting system, 18 lamps, 9 chandelier, in perfect condition. Address Allen Sparks Gas Light Co., Lansing, Mich. 565

For Sale—I want to sell one of my stores very badly on account of old age. Can not look after two stores, will sell both. Double stores. Rent \$600. Stock will invoice about \$11,000. Dry goods, shoes, clothing and groceries. Town with 1,000 people. No better farming in Michigan. Store up-to-date. Will sell at big discount. Address No. 564, care Michigan Tradesman. 564

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

Handle It On Its Record



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



In Every Way we Make it Easy
for You to Sell

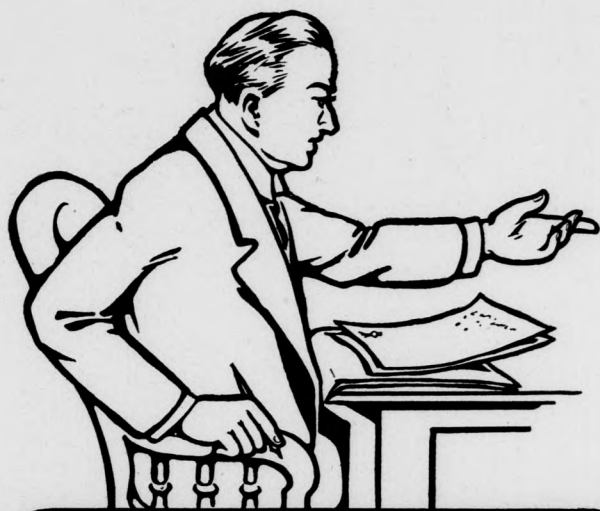
SHAKER SALT

"THE SALT THAT'S ALWAYS DRY"

The package makes it easy—clean, easy and quick to handle. The Library Slips make it easy—customers save them to secure books and magazines FREE. The trade mark on each package makes it easy—customers save them to secure the cut glass salt shakers we are giving. Our big, country-wide, 1911 advertising campaign that reaches 55,000,000 readers of magazines and Sunday papers makes it still easier and also makes it *wise* for you to



"Co-operate and Co-profit With Us"



WORDS OF
The Wise Merchants

deals," is the *only* genuine, the original

"Won its FAVOR
through its FLAVOR"

Kellogg's



Building Business for Keeps

E. ST. ELMO LEWIS

In the "Commercial Union"

"This bargain mania from which retailers are really suffering much more than the public, is driving the retailer to such a hysterical degree that he cuts prices so low that he has nothing left for the service, for the forethought, for the courtesy which makes and holds friends, creates regular customers for the house and constitutes the very essence of that good will which is worth money."

The cereal that *always* makes and holds friends for itself and for the grocer—the one that sells on its merits *without* cut prices—that is sold at *one* price to *every* retailer, without favoritism or "inside

Cooking is an Art

And he is a lucky man who has a genuinely good cook in the house.

Cooking is a greater and more useful art than painting, or singing, or acting or any other art, no matter how rare.

We can get along without almost everything else, but we can't get along without cooking.

The art of cooking is reduced almost to a science when you use

LILY WHITE FLOUR

"The Flour the Best Cooks Use"

Because it is so scientifically milled that it reduces the chances of failure to a minimum and makes success assured even where the cook is unskilled.

But in the hands of the skilled cook, who takes pride in her art and is not satisfied with ordinary results, Lily White responds most handsomely.

And, at the present time, it is not high priced. We have given all our friends the advantage of the lower cost of wheat.

A comparison with prices of other foods will show the economy of Lily White.

Every sack sewed and tied for your protection.

Valley City Milling Company
Grand Rapids, Mich.