

## The Man With the Biting Tongue

**O**NE of the best officers in the tents of Comfortas was called the man with the biting tongue. Once this soldier's anger was kindled, he poured forth fiery words like lava. No man surpassed him for courage and skill, but Comfortas was often tried because he filled the camp with dissension and strife. His brother officers avoided the man's tent as children avoid the kennel of a cross dog. Outwardly, his fellows treated him with respect because of his position, but inwardly all men feared and hated him. Once when the king and his servants were dining in the tent, a messenger came, saying that the officer's horse had stumbled, and that in falling, the man with the biting tongue had lost his life. In that hour each soldier looked significantly in the eyes of his fellow; a smile passed over all faces; each officer shook hands with the soldier at his right or left. If after a moment all sat down again without saying that they were glad, the king was troubled because he knew that the message that should have brought sorrow had brought instead a certain note of joy. When then, on the morrow, it was found that so far from the fall having killed the officer, that he had escaped uninjured, the king determined to rebuke Charos for his biting tongue and, if possible, sweeten that bitter spring. One day, therefore, when the man, in a fit of anger had charged cowardice upon a fellow-soldier and the evil tale had gone flying through the camp, Comfortas commanded his officer to meet him at noon at the market-place in the city. The day was biting cold, and the wind a gale, but the soldier was there upon the moment; then Comfortas handed a bag filled with feathers to him of the biting tongue, and told him to empty the feathers upon the street. And when the feathers had been blown in every possible direction, the king and soldier returned, each to his own place. On the following day, Comfortas sent another message to the soldier, and asked him to meet him at the same street corner at high noon; when he came, Comfortas handed the man the empty sack, and bade him go out and gather up the feathers from the four corners of the city. When the soldier's countenance was troubled that the king, whom he so greatly loved, should ask this impossible thing at his hands, this lord said, "In your anger, you often sow the camp with slanders that take wings to themselves and make their way into every tent. You flame out against your fellow, and when the heat of passion is gone, you offer to make it right with him. Since you are then so easily able to gather up the influence of biting words, it ought not to be a hard thing to assemble these feathers scattered by the wind." And the man was ashamed and sorry. From that hour the soldier drilled himself to silence and solitude. And when again he began to company with his fellows, he was seen to excuse others faults, to cloak others frailty, to pity where others blamed, until he became known as the man who could find some good to praise even in evil itself. At last, when he fell in battle, his fellows mourned for him as they would have mourned for none save Comfortas himself. And all men remembered him as that Charos who carried honey in his tongue.

*Newell Dwight Hillis.*

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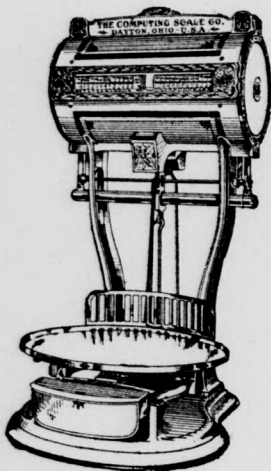
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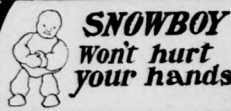
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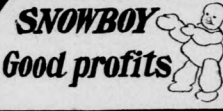
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# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 9, 1911

Number 1455

## SPECIAL FEATURES.

Page	
2.	New York Market.
3.	City Limits
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Produce Market Page.
7.	Indiana Items.
8.	Editorial.
10.	Financial.
12.	Butter, Eggs and Provisions.
14.	Soft Drink Parlors.
15.	Dead Beats.
16.	Total Passivity.
18.	Dry Goods.
19.	Business Building.
20.	Woman's World.
22.	Parcels Post Expensive.
24.	Pharmacist and Physician.
28.	Creeds of Great Men.
30.	Hardware.
31.	In the Days of Old.
32.	Information Desk.
34.	Shoes.
36.	Best Results.
38.	Saginaw Valley.
39.	Panic Talk.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

## LOSING ITS PRESTIGE.

The city of New York, the wonderful assemblage of population and wealth on the little island of Manhattan, has long been the commercial and financial capital of the United States. Whenever an American citizen becomes very wealthy in any other part of the United States he has soon found his way to the Manhattan metropolis and established himself there, so that New York City has become the residence of the most wonderful aggregation of multimillionaires in the world.

There have always been special attractions of business and pleasure, drawing people from all quarters of the country to the American metropolis, and even in the warm season that city has been crowded with visitors. It was ever since the close of the Civil War the one port where foreign goods could be imported by paying only half tariff charges, and in many cases no tariff at all, while travelers landing from visits abroad were allowed to smuggle in jewels and other precious articles upon the payment of fees to the official watchdogs of the port.

These conditions gave the metropolis enormous advantage for foreign trade over every other seaport upon the nation's coasts, and, as a matter of course, nearly all the importation of foreign goods and most of the foreign travel were done through New York. Those highly favorable conditions, after having been maintained for nearly half a century, were recently brought to a close, when the most stringent regulations were put in operation at the great port, when not only the utmost farthing of tariff charges was exacted and incoming travelers searched for smuggled jewels, but investigations were made of past crooked transactions and millions in back tariff dues were recovered by the government.

This sort of thing has operated much to the detriment of New York's

popularity, but that is not all. Its prestige as a repository of enormous wealth is suffering from another cause. This is the tax on the estates of the wealthy dead. This tax law has been but lately enacted, but already it has operated to create a sentiment among capitalists against the city and state, for it is a state law.

It was realized that it was difficult to discover a man's loose wealth so that it might be made to pay taxes during his lifetime, but when he dies it cannot be handed out to his heirs without being brought to public view, and then, it was seen, was the time to tax it. Since the law came into operation it is reported that great numbers of the wealthy have nominally, at least, removed their residences to the adjoining States of New Jersey and Connecticut, separated only by mere geographical lines from New York.

According to a writer on the subject, "the change has been beneficial in every way for the rich man, but what about the State of New York? It means not merely the loss of an important residential section of the community, but the removal of business that the state cannot afford to lose. Take, for example, the one fact that within the past year no less than 6,000 safe deposit boxes have been surrendered and their contents removed to other states. The contents represent \$500,000,000 in cash and securities, and this vast amount of money has thus changed states, not in response to trade calls, but simply to take it from the clutch of a confiscatory law. The state not only reaps no benefit from this piece of headstrong legislation—for the inheritance receipts are lower than ever before—but in its greed for the feathers it loses the whole bird.

"But that is by no means the worst of it. Safe deposit boxes are used mainly for securities and for easily portable property, and only to a very slight extent do they take the place of the ordinary bank. But bank deposits are subject to the inheritance law in the same way as all other property, and so these also have taken flight to more congenial financial climes. Within the past year \$100,000,000 have been withdrawn from the banks, and the exodus still continues at the rate of \$40,000,000 a month. Soon the Legislature will be able to boast that capital has been driven out of the state, and that, of course, will be a famous victory.

"The law is not only confiscatory, but inquisitorial to the last degree. For example, a safe deposit box must not be opened by an administrator or trustee except in the presence of the tax collector, who may examine whatever it contains. When it is remem-

bered that these boxes are often used for property of a personal or domestic nature and that has only a sentimental value it will be seen that the law involves an unbearable invasion of private rights."

At any rate, this law was expected to affect a great number of wealthy estates and bring a large income to the state, but it seems to operate to the disadvantage of the great city by driving away capital. It would be terrible for the mighty metropolis to lose its prestige as the chosen place for the assembling and operation of all the country's capitalists.

## DOG IN THE MANGER.

More than six hundred years before Christ the story was told by Aesop of the dog which lay in the manger and by its snapping and snarling prevented the faithful oxen from eating the grain that had been placed there for them. "Selish brute," has been the verdict through the centuries regarding its conduct. "It will neither eat nor let others eat."

Yet the same identical process is being enacted in our midst to-day in the labor problem. There are those who are bound to prevent others from working, even although they do not wish to work themselves. We pride ourselves that this is a free country, and yet our citizens are handicapped when attempting to support their families by honest toil.

Work is the keynote to success in any calling. Idleness invariably fosters vice. Any movement tending to restrict honest toil in any way is detrimental not only to individuals and communities but to the Nation. The failure of a crop in an agricultural community means serious loss in that community; it may mean damage throughout the entire scope of people using this product. It certainly means a general disarrangement. Any industrial disturbance causes a similar damage; and the dog that will persist in starving the ox which aids in producing the wealth of the nation is certainly a worthless cur.

Independence, the principle on which our Nation was founded, has been sadly perverted in the dictation against the exercise of a heaven-endowed power, that of labor. We are no longer a free people when the bosses dictate that we shall not perform any honest toil. The individual who submits to this is little better than the slave for whose freedom the Rebellion was fought; and a successful Rebellion in his own heart, a resolve to work for whom he wishes, on terms of mutual agreement between employer and employe, will prove his surest redemption.

## BETTER BUTTER.

That there is more good butter produced now than a few years ago, those in a position to know most emphatically affirm. There are several causes tending to produce this state, despite the fact that pasture is much less luxuriant than in pioneer days. But of these by far the most potent is that of the invention of the cream separator.

Cream thus separated is uniform in quality summer and winter; in murky weather as well as when the atmosphere is clear; the special milk house, although a convenience, is not a necessity; the skimming problem is invariably the same unless the cream gauge is changed. We may think that the soft velvety cream which issues from the cream spout is not equal to the leathery mass which our grandmothers lifted from the curdled milk; but a glance at the blue caste of the liquid from the other spout brings forth a question mark, and a taste of the skim milk is enough to assure us that there is no cream there.

The cream thus saved may be quickly soured for the churning without danger from unpleasant odors of the milk room. It is so quickly handled in the entire process that contamination is almost impossible. There is no guess work as to consistency or the amount of salt required; no special manipulations in order to adapt the conditions to the ever varying temperature.

Butter that is uniformly the same commands and deserves a better price. The buyer feels that he is taking no lottery chances. The maker is equally sure that he is giving none. He knows that the cream was of the best quality; that it was churned at the proper time; and he can take oath, if necessary, that the butter is sweet. There is mathematical accuracy in the complete mechanical process. And the claim for better products by the separator is as deserved as that for more profit.

## LOOSE COIN.

Marriage by telephone, with the officiating clergyman in one place, the bridegroom in another and the bride in still another, was made possible some days ago, when a minister at Coin, Iowa, sitting in his study, united in marriage a man at his home in Northboro and a young woman in Blanchard. Coin is five miles north of Blanchard and Northboro, three miles west of Blanchard, is about the same distance from the pastor's home.

This is about the limit for silliness, and it plainly shows that all the "bugs" are not yet provided for by the state. Of course, Coin was at the bottom of it all.

## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

## Special Correspondence.

New York, Aug. 7.—While there is a very firm undertone to the spot coffee market, the amount of trading has been rather limited, as buyers are loath to take supplies at all ahead of current requirements. In an invoice way Rio No. 7 is quoted at 13¼@13¾c. In store and afloat there are 2,184,910 bags, against 3,311,577 bags at the same time last year. Milds show little, if any, change, roasters taking only small amounts. Good Cucuta is held at 14¼c.

The sugar market bears up bravely and the prevailing rate for granulated is still 5.65c, less 2 per cent. Such figures will help to hustle the beet product along. Demand is good and the general outlook seems to be decidedly in favor of sellers.

Teas are firm. Buyers are, apparently, taking more and more interest and, with supplies not overabundant, the tendency will inevitably be toward a higher level, although, perhaps, there will be no decided advance.

There is just the usual routine in the rice market. Sales are of small quantities, and neither buyer nor seller seems to be especially interested. Most of the enquiry is for the cheaper grades and supplies of such have been quite reduced. Prime to choice domestic is quoted at 43½@43¾c.

Spices are quiet, as might be expected in midsummer, but holders are confident as to the future and quotations are well sustained, although no changes have taken place during the week.

In canned goods we have a good demand for peas and the trouble is to find a supply equal to the demand. There is certainly no stock to spare and it is not a question of price. Tomatoes are yielding under the influence of better reports from the canning sections and a rate of about 87½c seems to be the proper caper. The State of Maine promises a good yield of corn and this is a bright spot, to be sure. Quoted, \$1@1.10. Other goods are in about the usual request and, upon the whole, the market for canned goods is in quite a satisfactory condition.

Butter is very firm, especially for top grades. Creamery specials, 27c; extras, 26c; process, 21@22½c; factory, 19½@20c; packing, 16@18c.

Cheese is steady, with whole new milk held at 12½c for specials. The general quality shows improvement.

Best Western eggs are quoted at 23c, but this is top and 21c is perhaps nearer the mark for much of the stock here. There is a supply of "moderate" quality greater than the demand.

## What Some Michigan Cities Are Doing.

Written for the Tradesman.

Saginaw is considering plans for a public market and Secretary Tracy, of the Board of Trade, asserts that it would benefit Saginaw in every way and urges that it be established promptly.

Bay City will entertain the State convention of Loyal Americans August 28.

The Odd Fellows and Rebekahs of Michigan will convene in Saginaw Oct. 16-19.

The industrial outlook at Owosso is very bright. The only idle plant there is that of the Dairy Farm Products Co. and it is understood that this institution will soon resume operations.

Lansing's new city directory indicates a population of 42,725, which is a healthy gain over last year.

Saginaw has secured one of the big State meetings, the thirty-third annual convention of the Michigan Funeral Directors' and Embalmers' Association, to be held in the Auditorium Sept. 5-7.

Pontiac is growing, the school census just taken showing an increase of 494 children in the past year.

Bay City has secured a factory for the manufacture of motor trucks. The capital invested is all local.

The Sanitarium is one of the "leading industries" of Battle Creek and now has over 900 guests, the largest number in its history.

"Review Day" for the State militia encamped at Port Huron is set for Aug. 13 and the city is preparing to entertain 50,000 visitors.

A large number of the business men of Port Huron have petitioned the City Commission to set apart Aug. 23 as a civic holiday this year, and the request will doubtless be granted. The date selected is just after the junket of business men into the Thumb.

The Transportation Committee of the Kalamazoo Commercial Club will visit Michigan Central officials in Detroit soon to urge the advantages of the Celery City as the principal division point between Detroit and Chicago.

A bulletin just issued by the Jackson Chamber of Commerce is largely devoted to the good roads movement, with numerous photographs of highways before and after treatment by road building experts.

Port Huron has three auto manufacturing concerns, with prospects of securing another one soon.

August 10 will be farmers' picnic day at Eaton Rapids.

A boulevard around Lake Gogouac is now proposed at Battle Creek. The distance is seven miles and it would be a charming drive.

Upper Peninsular boosters will leave St. Ignace Sept. 5, going by boat to Detroit for a two days' visit.

Holland merchants and business men will go to Saugatuck Aug. 16 for their annual picnic.

At a special election held in Dowagiac the proposition to establish manual training and domestic science in the schools was lost.

The smoke nuisance at Houghton is being speedily cleared up, the principal offenders having installed consumers.

The bonding proposition at Lake Odessa was carried, with only eleven dissenting votes. Contracts with the Snyder-Fuller Furniture Co., of

Grand Rapids, will now be closed for removal to that town.

"Factories and electric lines are two great factors in building a city," remarks the Benton Harbor News-Palladium. "We have the electric lines coming, and with the \$100,000 for encouragement there is no question that we will soon have a large increase in the number of our substantial manufacturing enterprises."

Nashville's annual Harvest Festival will be held Aug. 10 and 11.

East Jordan, one of the big towns for its size in the State, has adopted the commission form of government.

The Fair at Benton Harbor will be held Sept. 26-29 and \$3,000 has been hung up in prizes for the track events, while other special features include the Grange exhibits and the corn contests open to Cass, Van Buren and Berrien counties. Almond Griffen.

## Why Political Priest Was Relegated To Obscurity.

Father Ponganis, who formerly presided over the destiny of the big Polish church on the West Side, undertook to assume the authority of a Czar—commercial, political and religious. Of course, he made a failure of all three, because he undertook altogether too much. Whenever a priest gets the political bee in his bonnet he ceases to be useful to his congregation. Whenever he thinks he can run other men's business and encourages his parishioners to go out on strikes and lock-outs and riots, he soon finds himself at variance with his church and is very apt to be transferred to some insignificant parish in a remote portion of the diocese. Father Ponganis went so far as to make deals with politicians for the delivery of the Polish Catholic vote. He also encouraged his parishioners to strike for higher wages, so that they might contribute more liberally to the up-building of his church. On one occasion he ordered twenty Polish Catholic girls to cease work in a certain factory and then peremptorily called on the manager to adjust the difficulty. The manager met him quietly and remarked somewhat as follows:

"Father Ponganis, I understand you are a mighty poor poker player and a wretched politician and an unsuccessful business man. You may be a good preacher, but I doubt it, because I think you are giving too much attention to poker and politics and other men's business to have any time left to preach. The girls you ordered out of my factory can never come back and two more girls who belong to your church will get their walking papers at noon. There is the door and if you ever cross my threshold again I will boot you out into the street. You are beneath the contempt of decent men, because you are a sneak and a schemer."

Ponganis' methods eventually were brought to the attention of Bishop Richter and, as a result, he was transferred to a little parish in a remote district of Northern Michigan, where he is buried in obscurity. The real facts regarding his transfer have never before been told in public print,

but the Tradesman has the facts from headquarters and knows whereof it speaks.

It is not unlikely that a certain bishop in a certain diocese not very far from Grand Rapids may also hear from the powers that be because in the late furniture strike in this city he over-stepped the bounds and got into deep water and lost himself and destroyed his followers. The Roman Catholic church does not tolerate this sort of interference on the part of its princes and preachers. It maintains that they must keep out of politics and remove themselves, so far as possible, from the business life of the community. The church does not move fast, but it moves in time. The mills of the Gods grind slowly, but they grind exceedingly sure.

## Unconventionalities.

"I just knew you were coming to visit us, Cousin Abigail; I saw the new moon over my left shoulder the other evening."

"Don't apologize for bringing the dog with you when you come to call, Mrs. Jipes. I've noticed that you do not stay quite so long when you bring him."

"I don't remember that I ever lent you any money, my dear fellow. If I did I charged it up to profit and loss."

"Landlord, I haven't given a tip to any of the waiters, but I'll give you a tip if you'll tell me how you manage to get people to come and stay at your old shebang."

"You mustn't mind my telling you, Borus, that your latest book is the rottenest thing you ever wrote—and that's saying a good deal."

"Lettie, dear, you're a good girl, but if ever you get a husband you'll have to catch him with a lasso."

A swindler always practices his vocation on himself before he is through.

Help should be so carefully and wisely bestowed that it is not a hindrance.

A toady gets into a great many places—but not very far.

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IN BUSINESS SINCE 1853

## CITY LIMITS.

## They Have Been Extended Only Twice.

Written for the Tradesman.

The limits of Grand Rapids have been extended but twice since the city was incorporated in 1850. A movement for adding to the municipality considerable territory on the south, located in the townships of Paris and Wyoming, recently inaugurated, is well supported and will be submitted to a vote in the near future. Should the proposition be approved by a majority of the voters residing in the city and in the territory seeking annexation, the city population will be increased about 5,000. The original city was three and one-half miles long and two and one-half miles wide. About the year 1860 a strip one-half mile wide was added to the original municipal territory on the east, but two years later Foster Tucker, a farmer and politician of note, E. U. Knapp and a few of their neighbors, slipped over to Lansing and, while the representative from the city was not looking, caused a repealing bill to be passed and the city resumed its initial proportions. The farmers of the strip did not like the municipal tax rate.

No further attempts were made to enlarge the boundaries of the city until the year 1891, when the Common Council passed a resolution directing the City Attorney to prepare a bill for presentation to the Legislature, providing for the annexation of outlying districts. The territory

described varied from one-half to one mile in width. Opposition to the passage of the bill was made by Julius Houseman, W. S. Gunn, Martin L. Sweet and other owners of suburban property. George W. Thompson, Joseph Penny, Joseph Houseman and Mr. Sweet appeared before committees of the House and Senate and voiced the objections of the remonstrators. The extension bill, introduced by the writer, was amended so as to contract the proposed boundaries and, as a compromise measure, was passed and it was quite generally supposed that the matter was settled for the time being, but later in the session, when a bill to amend the city charter was pending, Representative Hayward caused the section of the bill defining the boundaries of the city to be so changed as to describe the boundaries as they exist to-day and in this form the bill passed. Mr. Sweet was very indignant on account of the passage of this bill. The land he owned in the annexed district is now the property of the Country Club. Mr. Houseman's property included the land since donated to the public and known as Houseman field. The local supporters of the extension bill called attention to the existence of nine road houses located in the suburbs close to the city limits. All were very immoral. Fights for money prizes by men and dogs, drunkenness and licentiousness were promoted by the keepers of these dives. When they were brought under the jurisdiction of the municipal

police department they were closed in short order.

Under the terms of the extension the city took possession of ten schoolhouses in the suburbs and assumed the indebtedness of the school districts affected thereby.

If one should ask what benefits resulted from the extension he need but look over the splendid residence district, formerly farm lands, built up on the territory lying between East street and Reed's Lake, the substantial development of the Oakdale district and also the territory lying north of Sweet street.

Arthur S. White.

## Some Cookery Wisdom.

The Farm Journal exudes the following bits of kitchen lore, which are worth reading by those who have to fry, roast and stew. There is always a good deal said against cooking "on paper" instead of from practice; but theory also sometimes "makes perfect."

"Always put off until to-morrow what is wrong to be done to-day."

"Heat your knife before cutting hard soap."

"Wet a cloth with a bit of soda on it and clean up the grease spots on your kitchen floor."

"Jelly from berries picked wet is almost sure to mold and does not jell right. Try to pick them dry."

"Put a few grains of rice in your salt-shakers. They will break the lumps, gather the moisture and make the salt come out freely."

"Glue pieces of felt or pieces of

old rubbers to the bottom of the chair-legs, and there will be no scratched floors and less noise."

"An emergency glue may be made of rice. Boil a handful of rice in water until it is a thick fine paste. Very good for pasting white paper."

"In making cake with fruit in it, beef suet and butter, half and half, is better than all butter. I have known lard and beef suet to give good results."

"When a ham or smoked tongue has been boiled, try plunging it in cold water as soon as removed from the fire; this will make the skin come off easily and smoothly."

"A handy way to remove pies and cakes from a hot oven, is to use a common shingle. Cut away the thick end into the shape of a handle. Bore a hole in it and keep the shingle hanging behind the stove."

"String beans cut with a pair of sharp scissors, on a slant, instead of straight across, will cook more quickly if one happens to be pressed for time. This may seem a notion, but I have tried it often, and have found the beans to cook quicker than when broken straight across in the usual way."

More people would be satisfied to take things as they come were it not for the fact that most of the things that come are not worth waiting for.

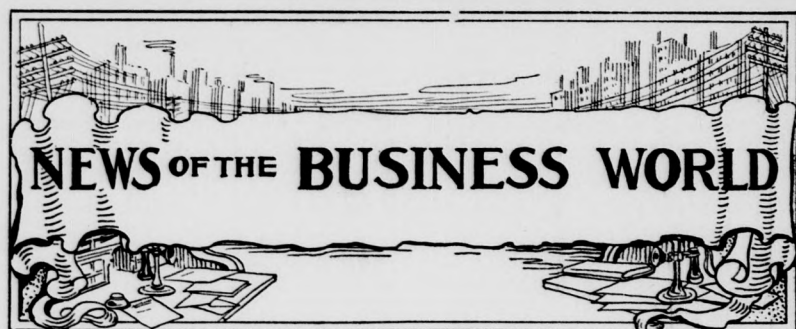
Carbon deposits which blacken a gas mantle can be removed by burning a little common salt on the burner.

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### Movements of Merchants.

Charlotte—J. B. Crosby has opened a new bazaar store.

Coldwater — Wm. Mitchell has opened a new shoe store.

Chicora — Webb Richardson has opened a meat market here.

Manistee—Frederick Becker has sold the Vienna Bakery to A. C. Hornkohl.

St. Joseph—The Pressed Steel Wagon Goods Co. has gone into bankruptcy.

Corunna—Ellsworth Saunders purchased the shoe stock of the heirs of Lowe & Co.

Vicksburg—Harry C. Beal succeeds the firm of Beal & Siegfried in the retail meat business.

Plainwell—Henry Morris has purchased a half interest in the E. E. Martin meat market.

Shelldrake—The Shelldrake Lumber Co. has changed its name to the Bartlett Lumber Co.

Detroit—The capital stock of the Detroit Utensil Co. has been increased from \$6,000 to \$12,000.

Flint—The bankrupt stock of the Kobacker Furniture Co. has been purchased by J. D. Landmer.

Petoskey — Kingsley & Soleheim will open a bazaar store in the Kit-zinger building about Sept. 1.

Reed City—B. S. Pritchard has added a line of cigars and tobaccos in connection with his flour and feed stock.

Bay City—Kelley & Co.'s grocery and bazaar stores and Fowley & Co.'s drug store were destroyed by fire Aug. 3.

Big Rapids—J. M. Wanink has sold his tea store, which he has conducted in this city for two years, to Ray Robinson.

Albion—Oakley & Fahrion have sold their hardware stock to Willis M. Little and George M. Johnson, of Belding.

Willamston — The Island City Creamery, of Lansing, has opened a branch station here with B. F. Hubbard in charge.

Newaygo—G. W. Gould, of Nunica, has bought the jewelry stock of J. A. Gleason and will take charge about Sept. 1.

Menominee — Wallace McPherson, wholesale and retail dealer in lumber, lath, etc., has gone into bankruptcy and discontinued business.

Manton—Mrs. Warren Moore has sold her stock of bazaar goods to Mrs. C. E. Ramsey, who will add the stock to her West Main street store.

Detroit—The Gaety Clothing Co. has been organized with an authorized capitalization of \$30,000, all of which has been subscribed and paid in in cash.

Benton Harbor—Monroe H. Morrow, who has been engaged in the grocery business here for twenty years, has decided to take a year's vacation.

Ludington—H. W. Quigley, of Riverton, and son, M. F. Quigley, of Delavan, Ill., have purchased the grocery stock and feed business of Jevaby Brothers.

Millington—William and Walter Brouer have formed a copartnership under the style of Brauer Bros. and engaged in the clothing and furnishing goods business.

Owosso—Fred Berner has closed out his meat market on North Washington street, corner of King. C. E. Underwood, the grocer, will conduct the market in the future.

Detroit—The Michigan Cloak & Suit Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and \$8,000 paid in in property.

Fremont—The stock and fixtures of Martin Mourhardt, meat dealer, have been practically destroyed by fire. He has moved into new quarters and will resume business.

Owosso — Emil Bellenbaum has purchased the building at the corner of West Comstock and South Washington streets, formerly owned by O. F. Hein, and will open a lunch room and soft drink business.

Kingsley—A. B. Stinson has sold his stock of dry goods and groceries to La Bonte Ransom & Co., of Manton, who will operate a branch store here. He will put in a stock of confectionery and fruit instead.

Mesick—E. R. Woodruff, who has for the past two years conducted a bakery and ice cream parlor on Main street, will retire from business on Sept. 1. The failing health of both Mr. and Mrs. Woodruff is the cause.

Stephenson—Max Cohen, who has been manager of David Goldberg's store for the past year, has purchased the goods in the store, rented the building for a term of five years and will conduct the business in his own name.

Battle Creek—The millinery stock of Mrs. Nellie B. Blood, 3 Arcade, has been disposed of at public sale, being bid in by her brother-in-law, Thomas Whalen, for somewhat over \$1,000. The stock was valued at \$1,600.

Portland—Webster & Hixson have sold their shoe stock to Lockwood & Lehman and will devote their entire attention to the jewelry and repair work. They will also carry a line of pianos.

Charlotte—Charles Murray, of the firm of Murray & Wilkinson, proprietors of the Junction grocery, was

quietly united in marriage to Miss Opal Kingman, the youngest daughter of Mr. and Mrs. Saybert Kingman, last Wednesday evening.

Portland—After occupying a unique field in the commercial life of the village for twenty years the firm of Martin Sisters will cease the millinery business within a few weeks and the Misses Rose and Hannah Martin will enjoy a rest that has been well earned.

Traverse City — Steinberg Bros. have merged their clothing and dry goods business into a stock company under the style of the Men's Fashion Shop, Incorporated, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$1,000 paid in in cash.

Detroit—Trombley Sons, dealers in house furnishings, have merged their business into a stock company under the style of the C. E. Trombley Furniture & Stove Co., with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,500 being paid in in cash and \$22,500 in property.

Willamston—J. H. Linn has merged his business into a stock company under the style of the Linn Produce Co. to engage in the general elevator and mercantile business, with an authorized capital stock of \$40,000, of which \$25,700 has been subscribed, \$5,700 being paid in in cash and \$20,000 in property.

Cadillac—Ray Jaques has rented the O'Connell building on Cherry street, near Hersey, and will open a grocery store within the next few days. The building is being renovated and remodeled for the new enterprise. Mr. Jaques was formerly identified with the management of the Wolverine Tea Co.

Lapeer—The store of S. A. Lockwood, which has been one of the most widely known trading places in Lapeer county, will close its doors permanently. Recently the store and goods were badly damaged by fire, and later the store was sold to D. F. Buttsfi proprietor of the Lapeer bakery, who will make many improvements.

Sherman—Louis Rothstein has purchased the old school house building and will move it on the lot purchased from the K. P. lodge. The building when completed will be 24x60 two stories high and veneered with brick or cement blocks. The building will also have a large basement under it and the requirements for an up-to-date store building. A new general stock will be installed about Oct. 1.

Vermontville—The building owned by C. D. Hall and used as a billiard room has been rented by W. B. Cortright, of Nashville, who is remodeling the room and getting ready for opening a department store. The place of business will be known as W. B. Cortright's Cash Department Store and will be conducted along the same lines as is a similar store owned by Mr. Cortright at Nashville. The local store will be in charge of Roy Darby, while Mr. Cortright will divide his time between Nashville and this place.

Kalamazoo—The big feature of the grocers' and butchers' excursion to

South Haven on Thursday, Aug. 10, will be the ball game between the prune sellers and the sausage makers for the handsome silver cup donated last year by the Witwer Baking Co. Last year the grocers were victors and have kept the trophy for the past twelve months. The butchers are practicing base running and other ball stunts and are resolved to capture the cup this year. The organization which wins the trophy three consecutive years will retain it permanently.

Standish—The Standish Furniture Co. and W. S. Kimberlin are no more, the deal having been closed whereby J. C. Howard has repurchased the furniture and undertaking business. Mr. Howard also bought out Fred Menzer's undertaking rooms at Omer so that now Mr. Heward is sole owner of the undertaking business formerly owned by Mr. Menzer and himself. The firm name will be J. C. Howard & Son. His son, Clayton Howard, who has devoted much time to the store and being well versed in the business, taking over a half interest.

Lansing—Alderman H. D. Parker and Claude E. Cady and City Engineer H. A. Sparks were in Grand Rapids Saturday looking over the market in that city for the purpose of getting pointers relative to the erection of a market in this city, for which \$1,800 was provided in the budget for this year by the Council. According to the aldermen many valuable suggestions were given them by the Superintendent of the Grand Rapids market, and a close tab was kept of the methods of conducting the market there. It is proposed as soon as possible to get busy on the construction of the market building here in order to have it in readiness for next spring. City Engineer Sparks will draw the plans.

### Manufacturing Matters.

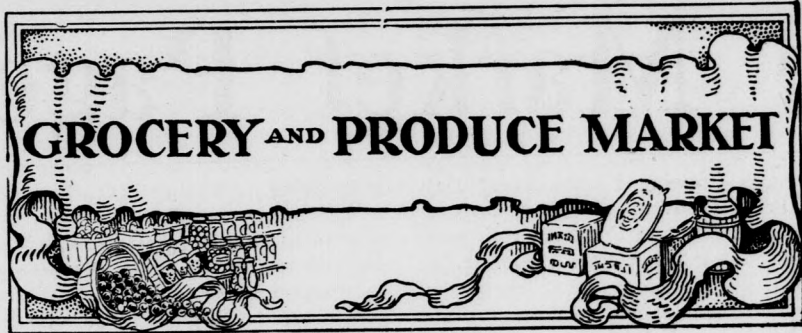
Pontiac—Lovelace & Son, of Ypsilanti, have recently acquired an interest in the Millen Baking company makers of the well known Tiger bread, and have become residents of this city.

Port Huron—A new concern has been obtained for this city in the "Secret" Boat Works, which will move from Bay City to this place Aug. 12. The concern manufactures fast yachts.

Alto—The Alto Co-Operative Co-partnership Creamery Association has engaged in business with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Flint—A new company has been incorporated under the style of the Mason Motor Co., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$10,000 paid in in cash.

Kalamazoo—A new company has engaged in business under the style of the Michigan Sanitary Cloth Co., for the purpose of manufacturing wash rags for sanitary purposes and dealing in rags and paper stock, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.



### The Produce Market.

Apples — Home grown Duchess, Transparent and Red Astrachans command 35@40c per bu. The crop is large in volume and fine in quality.

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

Beets—New, 15c per doz.

Blackberries—\$1.50 per 16 qt. crate.

Butter—Receipts are a little shorter than the average for the season, owing to the hot, dry weather prevailing in the butter producing sections. The consumptive demand is fully up to the standard, however, and the market is thoroughly healthy at about the same prices as ruled last week. Butter is selling relatively higher in the West than in the East, and the market here is therefore not unlikely to advance in the near future. Nearby butter is in very short supply and an increase can hardly be looked for for a month at least. Local dealers hold fancy creamery at 25½c. They pay 21c for No. 1 dairy and 16½c for packing stock.

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

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

Carrots—20c per doz.

Celery—18c per bunch for home grown.

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

Cucumbers—40c per doz. for hot house.

Eggs—The market is firm and unchanged. The receipts are still fairly liberal for the season, but are showing heavy loss, owing to the hot weather. The outlook is for a firm market for the next few days with possible advance on fancy eggs. 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—18c per doz.

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

Lemons — California, \$5.50@6 per box; Verdellis, \$5.25@5.75.

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

Musk Melons — 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.

Oranges—Late Valencias, \$5.

Peaches—Home grown are beginning to come in, but not in sufficient volume to inaugurate a shipping market.

Pears—Early varieties, \$1.50 per

bu.; California Bartletts, \$2.50 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, \$1.50 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 11c for fowls; 6c for old roosters; 10c for ducks; 13c for turkeys; broilers, 1¼ @ 2 lbs., 13@15c.

Radishes—15c per doz.

Squash—30c per bu. for crookneck.

Tomatoes—Home grown hothouse, 60c per 8 lb. basket.

Veal—Local dealers pay 6@10c.

Watermelons — Georgia command \$2.25 per bbl.

Whortleberries—\$2 per 16 qt. crate.

### The Grocery Market.

Sugar—Refined grades have been marked up another 10 points during the past week, being now on a 5.75 basis. Raw sugar is exceedingly strong and high, and refined is following it closely. The demand for refined sugar is active. Europe is recognized as the country that fixes prices for the entire world on sugar, and although refiners state they are not in favor of the high market they must follow the European market.

Tea—The Japan market remains firm. Only the better grades have arrived here and they show up well in quality and style. The second crop quality is fairly satisfactory, but not so attractive on account of the leaf being larger than last season. Stylish and tight rolled basket fired leaf is very scarce and what comes in brings high prices. Even extra good cupping basket without style is not in demand for the American markets, but will, no doubt, be appreciated in another year or two when cup quality rather than style will be the consideration in buying. Congous are in brisk demand at high prices, which is attributed directly to the drought in India, where only a small crop will be picked. London is buying up all the low grade Congous on the New York market. Prices of Ceylons and Formasas remain firm.

Coffee—Rio and Santos grades are, perhaps, a trifle easier in tone, but it is a question whether goods could be bought much if any cheaper. Without doubt the undertone is still strong, the easiness is only temporary. The demand for coffee is quiet at the moment. Mild grades are steady to firm at unchanged prices. Java and Mocha are quiet and steady.

Canned Fruits—The packing season is over on berries of all kinds and prices on what have arrived are about 20 per cent. above opening prices of 1910. The demand has been very good up to this time as prices on spot goods were considered low in comparison with dried fruit prices.

Canned Vegetables—Spot supplies of peas are small; wholesalers report that it is almost impossible to get any early June or marrow-fat peas in cheap grades. The wholesalers who had bought futures have been notified by the packers that they will be unable to make anywhere near a full delivery and in many cases it is below 50 per cent. The demand for corn is fair and while reports state that the pack will be small it is really too early to get any definite idea as to what size the pack may be. Prices of tomatoes are high and the market continues firm. Reports from some of the packers in the East where the largest share of the standard tomatoes come from, state that the pack will be smaller than usual. Sweet potatoes continue high and firm although the demand is light. String beans in two pound tins show an advance of 5c per dozen over last week's quotations.

Dried Fruits—Raisins have been demoralized somewhat during the week by the efforts on the part of some of the large California packers to unload old goods by offering prices about ½c below the prices some other packers are asking. Currants are unchanged and quiet. Spot prunes are hardly worth talking about, and there is practically no price on futures, as the growers and packers are in a flurry together, and the growers are demanding a very high price for their fruit. Spot peaches are moderately active for the season at unchanged prices. There is still no price on futures, owing to the excited peach market in California. Spot apricots are very scarce, and futures are still high and dull.

Cheese—The situation is firm at unchanged prices, and the receipts are about normal for the season. The quality of the cheese arriving is very fair considering the weather. No radical change seems in sight.

Rice—Reports from the South are to the effect that the new crop supplies will not come forward for some time on account of the recent rains. Millers state that buying has been of a hand to mouth order on account of buyers waiting for new crop supplies.

Syrup and Molasses—Glucose is without change. Compound syrup is dull and unchanged and so is sugar syrup. Molasses is selling hardly at all, and prices are quiet.

Provisions—The consumptive demand is very good, and the outlook is for a continuance of it at practically unchanged prices. Pure lard is in good consumptive demand at ¼c advance. Stocks are lighter than they have been. Compound lard is dull and shows only a moderate demand. Result, a decline of ¼c. Dried beef, barrel pork and canned meats are unchanged and in good demand.

Fish—Cod, hake and haddock are dull but firm. Domestic sardines are

unchanged, steady and dull. Imported sardines moderately active at unchanged prices. No prices have as yet been named on new Alaska salmon, and may not be until September. It is expected that red Alaska will not be less than \$1.30 to \$1.35 f. o. b. the coast in a large way, and it may be more. Spot salmon is quiet and very high. Mackerel of all grades are temporarily neglected. Prices are unchanged, but the market generally speaking is not very strong. On Irish mackerel it is in buyer's favor.

### Manufacturing Matters.

Caledonia — The Caledonia Co-Operative Copartnership Creamery Association has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Detroit—A new company has been organized under the style of the Durable Top Specialties Co., for the purpose of manufacturing leather and brass goods for automobiles, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Detroit—The Auto Lock & Specialty Co. has engaged in business to manufacture and deal in autos, parts, accessories, etc., with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which \$25,000 has been subscribed and paid in in property.

Lake Linden—Eddy & Belhemeu sawmill operators, have merged their business into a stock company under the style of the Eddy Lumber Co., with an authorized capitalization of \$60,000 common and \$40,000 preferred, all of which has been subscribed and paid in in property.

Detroit—The National Food Products Co. has been organized with a capital stock of \$100,000. The principal stockholders are Boyd W. Doyle, Adeline B. Doyle, Oscar M. Springer and Matthew B. Morgan. Mr. Doyle, son of the late M. S. Doyle, who operated a large plant for the manufacture of milk products at Elsie, will act as general manager of the company. The corporation is now seeking locations for about eight plants for the manufacture of butter, cheese, casein and other by-products of the creamery business, and each plant will be established in a district where 20,000 to 25,000 pounds of milk may be weighed daily.

DeHuyser Bros., grocers at 704 Wealthy avenue, have suffered a small loss by fire. The stock was fully covered by insurance.

Frederick A. Gould, baker at 42½ Michigan avenue, is now doing business under the style of the Goulds Bakery.

Wm. P. Workman, dealer in harness and saddlery, has discontinued business here and moved to Oklahoma.

The Sterling Novelty Co. has filed a chattel mortgage for \$525, covering all tools and stock.

Damas Sayfee has engaged in the grocery business at 12 Bartlett street.

# Detroit Produce Market Page

## Detroit Butter and Egg Board.

Detroit, Aug. 7—Butter receipts, 304 packages.

The tone is steady.  
Extra creamery, 26c.  
First creamery, 25c.  
Dairy, 18c.  
Packing stock, 17c.

Eggs—Receipts, 710 cases.

The cold storage warehouse report for August 1 is:

Eggs, Aug., 1911 .... 2,971,000 cases  
Eggs, Aug., 1910 .... 2,484,000 cases

Gain ..... 487,000 cases  
Butter, Aug., 1910 ... 54,160,000 pkgs.  
Butter, Aug., 1911 ... 48,582,000 pkgs.

Short ..... 5,578,000 pkgs.  
New York.

Butter—Receipts, 5,019 packages.

The tone is steady.  
Extra creamery, 26c.  
Packing stock, 18½c.  
Eggs—Receipts, 12,029 cases.

The tone is steady.  
Extra fresh, 19@19½c.  
First fresh, 17@18c.

Chicago.

Butter—Receipts, 14,664 packages.

The tone is steady.  
Extra creamery, 26c.  
Packing stock, 18c.  
Eggs—Receipts, 9,676 cases.  
The tone is steady.  
Primary first fresh, 17c.  
First fresh, 15½c.

F. J. Schaffer, Secretary.

## She Raises Most Cauliflower Seed.

Nine-tenths of the world's supply of cauliflower seed is grown by a woman on a Puget Sound island. Startling as this statement may seem, the fact remains that it is not due altogether to any supremacy of knowledge or skill that has enabled Mrs. Anne Archibault to achieve what thousands of first rank gardeners hopelessly abandoned. It is due to the peculiar climatic conditions of Whidby Island. Outside of Holland no other section affords the climatic requisites for maturing the seed pods of cauliflower plants.

It was an accident, this discovery of Mrs. Archibault, that has made it possible for her to own 1,000 acres of fertile land and to enjoy a business of \$100,000 annually. Cauliflower seed will not mature except under certain favorite conditions. One is dampness, humidity, which gives the tiny seeds the plumpness so essential to development. Another is water—not irrigation, rain, nor the wet, boggy mush of a marsh, but a continuous moist soil beneath which a hardpan subsoil acts as a floor to a reservoir. The land of Whidby Island is ideal for this culture.

Cauliflower plants are transplanted like cabbage in rows. The usual cultivation is continued until the seed pods form. Then even the wind should be kept from the fields, for even the flutter of a tiny bird over a cluster of the seed pods will mar the perfect development of the seed. Harvest consists in gathering the drying pods, artificial drying in the sun, a cloverseed separator and a fanning mill.

Mrs. Archibault's first crop amounted to a handful of seed. About this time she read in a bulletin issued by the Department of Agriculture that the supply of this seed was short and limited to a few hundred pounds. This was five years ago. Like a flash Mrs. Archibault saw her longed for independence. She grew 400 pounds of seed in 1907. Communication with some well known seedmen brought orders for her supply at \$3 a pound. Every year since she has increased the yield of seed until the present world's supply of 30,000 pounds is practically all grown by her.

Farmers all over Whidby Island grow this seed and sell their product to Mrs. Archibault, who markets it through her Eastern sales agencies.

The cauliflower fields are beautiful at flowering time, the immaculate snow white blossoms being alive with white butterflies. The mistress does not interfere with these cabbage moths, believing they aid in scattering the pollen from flower to flower  
Gail H. Fickle.

## Chicago Milk Market.

With the closing days of July has come striking evidences of shortage, which, if not relieved by more moderate weather conditions, will prove a record breaker. In some localities there has been a falling off in the supply of 50 per cent. from the high mark; but it would approximate more nearly an average of 33 per cent. over the district, some portions of which have been favored with timely rains. While there is little anxiety among dealers as yet, several good dairies have been put on under contract to the end of the period at \$1.50 per can, which seems a fair and just price to both parties for the coming months. There is little or no change of note in the market worthy of note, other than the Milk Shippers' Union fiasco, which, if allowed to maintain, will be one of the most serious blows in the history of their organized effort.  
—Milk News.

The famous "drop in the bucket" has a universe within it—so says the microscope.

## Prunes Growing Firmer Every Day.

Prunes continue to occupy the center of interest in the dried fruit market. While other lines are quiet but firm, prunes grow firmer every day and are now being held at a slight advance.

Although the report to the effect that this year's crop of California prunes will approximate 200,000,000 pounds has gained considerable credence, it is declared by the bulls in the market that this will not be sufficient to take care of the demand, with the European buying as an important factor to be taken into consideration.

There is no doubt that the packers have been helped materially in their attitude by the conditions abroad. Excessive heat, following a prolonged period of dryness, it is reported, has done great damage to the French crop, which is said to have shrunk from the original estimate of 50,000 tons to a figure not much greater than two-thirds of this. Estimates of the Bosnian-Serbian crop are also dropping.

Europe depends principally on France for her large sizes of prunes

and, owing to this evident shortage, attention has been directed by exporters to the California fruit in 30s, 40s and 50s. As a result these sizes are making a steady advance.

Most of the brokers have been advised by their principals in California to advance the figures on these sizes from a quarter to half a cent. Different packers are naming different prices. One packer is asking 5½c f. o. b. four size bag basis for 50s to 90s, with a half cent premium on 40s and a cent premium on 30s, while another quotes 5½c f. o. b. four size bag basis on 50s to 90s, 6c basis on 40s and 6½c basis on 30s.

It is said that all his mean acts are quickly brought up before a drowning man—and the same might be said of a candidate for office.

Australia has prohibited the exportation of the plumage, skins or eggs of native birds.

Wise people never spend any time congratulating themselves on their wisdom.

There is nothing so expensive as an undeserved compliment.

ESTABLISHED 1891

## F. J. SCHAFFER & CO.

### BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

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

## Egg Cases and Fillers

Direct from Manufacturer to Retailers

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

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

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

L. J. SMITH :: Eaton Rapids, Mich

## Cash Butter and Egg Buyers

### HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092

347 Russell Street, near Eastern Market—Telephone Main 3762

DETROIT, MICH.

We do printing for produce dealers Tradesman Company  
Grand Rapids



## SCHILLER & KOFFMAN

323-25-27 RUSSELL ST.  
Detroit, Michigan

We buy EGGS, DAIRY BUTTER and PACKING STOCK for CASH

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



## INDIANA ITEMS.

## Business News From the Hoosier State.

South Bend—The Fitwell Clothing Co., of Rose Hill, Va., has rented a store room at 127 East Jefferson boulevard and will begin business in this city about Aug. 10.

Evansville—This city is a contender among a score or more of cities of the United States for the location of the great printing press factories and foundries of R. Hoe & Co., of New York. This immense concern, which has been at one site in New York for more than a century, will be removed within the next year, it has been announced by the company. The plant employs 2,500 men and has a weekly payroll of from \$35,000 to \$40,000. St. Louis, Mo., is a strong contender for the location of the plant, but Evansville, due to the promptness of Secretary Keller, beat St. Louis to it in the early clamor. One of the things pointed out by Secretary Keller was the fact that this city is not many miles from the exact population center of the country. The only condition insisted upon by R. Hoe & Co. is the extermination of trades unions.

Lafayette—A company composed of people here has been organized under the name of the Lafayette Safe and Lock Co. and has bought the Potlitzer building, along the Wabash Railway, which is being equipped with machinery with a view of beginning business Sept. 1.

Indianapolis—A Commission appointed by Mayor Shank is investigating the high cost of living in this city and will make recommendations for remedying the evil. The Commission is composed of Felix T. McWhirter, President of the People's State Bank; Frank P. Duffy, International Secretary-Treasurer of the United Brotherhood of Carpenters and Joiners; George Wolf, real estate dealer; Richard Lieber, President of the Indianapolis Association, and Cassius C. Hadley, President of the Commercial Club. The Mayor has instructed the Marketmaster and all others connected with the city administration to give the Commission all possible assistance in its work. In explaining to the members of the Commission what he wished them to do he said: "I want you to investigate fully the problem of the high cost of living, the market conditions prevailing there, how many farmers sell their produce at retail at the market, why more farmers do not sell at retail and make any recommendations which you believe will tend to reduce the cost of living." No better evidence is needed that the commission merchants and retail dealers are in control of the Indianapolis city market than is shown in the prices of certain articles at the wagons of farmers and truck gardeners at the curb and at the stands in

the market 100 feet away. Some of the farmers offered cucumbers for sale at 10 cents a dozen. On the stands in the market 5 cents each was asked for cucumbers. This is at the rate of 60 cents a dozen, or six times as much as was asked by the farmers. Farmers were selling apples at 65 and 75 cents a bushel, 20 cents a peck, or 10 cents a half peck. At the stands in the market house apples of the same kind were selling at 20 cents a half peck. This is at the rate of \$1 a bushel. Farmers were offering tomatoes at \$1.25 and \$1.50 a bushel. At the stands in the market houses the price of tomatoes was 10 cents a pound. The legal weight of a bushel of tomatoes is sixty pounds. Therefore the stands were charging from four to five times as much for tomatoes as the farmers were charging. These comparative prices show what the market would be to the consumer if the gardeners and truck farmers were in control of the market instead of the middleman. The farmer could sell to the consumer at prices that would save the consumer money and reduce the cost of living materially, thus carrying out the real purposes for which the market was established. But the trouble is that few farmers do any retailing on the market or on the curb. They bring their produce to the city, and before they have a chance to offer it at retail, even if they wish to do so, they are pounced on by the commission merchants and grocers and are forced to dispose of their load of vegetables at wholesale at practically whatever the commission men is pleased to pay for it. This effectively eliminates the farmer as a retailer to the consumer, and his stuff is resold by the commission man at a profit to the standholders, who, in turn, sell it again to the consumer at another large profit. In this way the consumer is made to pay enormous prices for what he buys, and the farmer gets only a small portion of the money. Of course this is a year of high prices for vegetables, because of the unseasonable hot weather which has prevailed throughout the country, but this weather condition can not be held accountable for the great difference between what the farmers get for their vegetables and what the market standholders charge for the same vegetables. It is pointed out that the high cost of living is, to a large extent, explained by the great profits that grow out of the control of the local market situation by the commission merchants and other middlemen.

Lagrange—The Hutchings Hardware Co. is succeeded by Perkins Bros., of Elmore, who will continue the business at the same location.

Too many statesmen love their country with the disinterested affection felt by a foreign nobleman for an American heiress.

## Activities in Outside Cities.

Written for the Tradesman.

The big filtration plant at Evansville, Ind., constructed at a cost exceeding \$300,000, will be completed this fall and the muddy Ohio River will be converted into crystal pure water fit for drinking and all household uses. The twelve filter beds have a capacity of 12,000,000 gallons every twenty hours.

Cluster lights, in which Tungstens are set in ornamental lamp posts, will supplant all the arches in Columbus, except those in Mt. Vernon avenue, the cost of the new system being estimated at \$125,000.

The Minneapolis plan of dealing with drunkenness is worthy of study by other cities. It is described by Mayor Haynes, of that city, briefly as follows: "Each drunkard receives a suspended sentence in police court, say of sixty days in the workhouse and then is liberated and turned over to the care of two special agents. They try to be real friends to their unfortunate brother. They visit him, become acquainted with his family, encourage and help him to work and to save and help him to become a man again. We assume the attitude that drunkenness is either a disease or a delinquency and we endeavor to cure and to strengthen. Our statistics show that upward of 75 per cent. of drunkards have reformed and have become good citizens."

In a recent talk on "The New Criminology," Warden Coddling, of the Kansas penitentiary, said: "If the cities do not awaken to their opportunities of preventing the manufacture of criminals, our penitentiaries can not be much more than places to reform one bunch of criminals while another is being incubated. If I had my way I would hang a sign over the prison entrance with these words: 'Men Repaired Here.' One-half the men we get are soft-handed, narrow-chested hoboos and our first work at repairing this class is to introduce them to a job of good hard work. Discipline comes next in the repairing process, personal talks with the men showing that a large percentage

of them have gone wrong because of no discipline at home. Ten per cent. of the prisoners are illiterate. We give the men as much outdoor work as possible and six months before expiration of sentence the men are put in the finishing room, which is the prison farm, and a prisoner does not leave the Kansas penitentiary now without a six months' coat of tan on him. During the past two years we have put 300 men back into life and have had only 16 per cent. of them go wrong."

A municipal farm of eighty acres on city land along the river near Greenlawn avenue is planned by the Department of Recreation of Columbus for next year. The farm will be utilized to teach boys agriculture and to provide work for unemployed men.

A macadam road between Toledo and Detroit will probably be built by Detroit, Toledo and Monroe county. The total cost, if constructed of tar bound macadam, 16 feet wide, which costs \$8,000 a mile, will be in the neighborhood of \$300,000.

Almond Griffen.

## Review of the Markets.

The editor was busy when he was asked: "How are the markets?" The man was referred to the office devil, who looked wise and said: "Young men steady; girls lively and in demand; paps firm, but declining; mammas unsettled, waiting for higher bids; coffee considerably mixed; fresh fish active and slippery; eggs quiet but expected to open soon; whisky still going down; onions strong; yeast rising; breadstuffs heavy; boots and shoes, those on the market are sold and constantly going up and down; fats and caps not so high as last year, excepting foolscap, which is stationery; tobacco very low and has a downward tendency; silver close, but not close enough to get hold of."

Over all the works of man, the word "Anonymous" will some time brood.

Costly experience is a drug in the market when you attempt to sell it.

## WORDEN GROCER COMPANY

## The Prompt Shippers

Grand Rapids, Mich.

## BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of  $\frac{1}{2}$ c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.



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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 9, 1911

### FRIENDS OF LABOR.

The recent furniture strike in this city, which is now largely a matter of history, naturally developed a number of so-called friends of labor who evidently acted from different motives and touched the strike from different viewpoints.

One of the earliest self-confessed friends of labor was A. W. Wishart, the eloquent and talented pastor of the Fountain Street Baptist church. Dr. Wishart came to Grand Rapids some years ago from Trenton, New Jersey, bearing with him voluminous credentials from the labor unions of that city as to his friendship for labor and his interest in the trades union affairs. He voluntarily assumed a prominent part in the initial stages of the strike and became a member of the Commission which undertook to solve the problem. The task was entirely self-imposed and the result was as might be expected. The Commission found that the charges of the union labor leaders were not sustained and as soon as Mr. Wishart got his bearings, he published a communication in the daily papers, advising the strikers that their demands would not be complied with and that the best thing for them to do, under the circumstances, would be to secure their old positions and return to work. History has shown that this advice was the best possible advice that any man could offer at that time, yet the union labor leaders resented it as impertinent and joined with Bishop Schrembs in reviling Dr. Wishart and saying nasty things that ought not to be said by any man who pretends to wear the mantle of Christianity and uphold the dignity and decency of Christ. Mr. Wishart bore up under the ordeal without flinching, because he knew that time would demonstrate the correctness of his conclusions and the sincerity of his motives.

Another self-appointed friend of the down-trodden working man was Deacon Ellis, the erstwhile Mayor of Grand Rapids. Deacon Ellis' friendship for the laboring man is purely personal and absolutely selfish. All he cares for the laboring man is his vote. He plays a game of hide and

seek from start to finish. He debauched the good name of the city and is wholly to blame for permitting the riots which will forever disgrace the name of Grand Rapids. He is a crafty and insincere adviser and why the laboring men should pin their faith to such a demagogue and slyster is more than the Tradesman can understand.

Another man who posed as a friend of the laboring man was Andy Fyfe. Like our distinguished Mayor, his interest was purely personal and selfish. He sought to use the labor unions as a club to force William Alden Smith to give him a Government appointment and succeeded in accomplishing his object. Whenever you hear about the labor unions going into politics, you can make up your mind that somebody in the background is looking for a job and is using union labor as a club to secure it. He usually succeeds and from that time on the office holder becomes a political boss, boastfully proclaiming that he carries the laboring vote in his vest pocket.

Another self-seeking friend of the labor unions was Bishop Schrembs. He jumped into the game without invitation or request and stayed in long enough to muddle things up generally. He threatened and cajoled and browbeat. He said nasty things about the furniture manufacturers and uttered untruths which would place a less prominent man beyond the recognition of candid and careful men. His interest in the strike was wholly selfish and personal. He plunged headlong into the vortex of the contest without keeping his feet on the ground, depending upon the lofty position he holds to carry him through in safety. He failed in every attempt. Many utterances and acquisitions he made against the manufacturers were unfounded and proven untrue. Instead of taking a broad view of the situation, as Dr. Wishart did, and advising the men to secure their old places while they were still open to them, he proved to be the worst possible enemy the laboring men could have by encouraging them to remain out on strike. One word from Bishop Schrembs would have ended the strike before the city was disgraced by riots and anarchy. He would have been justified in saying that word, because he could see, as plainly as any man could see, that the strike was futile and that his connection with it was a blunder and an embarrassment. Instead of seeking to bring peace and order out of chaos and arraying himself on the side of good order, he improved the opportunity to widen the breach between employer and employe and the result was the West Side riots, which will, necessarily, result in depriving the firey Pole of permanent employment by any manufacturer in Grand Rapids. Bishop Schrembs invariably cries wolf when any one questions his motives and hides behind the mantle of the Roman Catholic church, which he has persistently disgraced and whose traditions he has cast to the winds. He impugns the motive of every Protestant and seeks

to place any one who questions him and his methods in the position of opposition to his church. In other words, he assumes that he is as infallible as the Pope claims to be, and that any one who questions his methods or refuses to accept his judgment is an enemy of the church which he so wretchedly represents.

Another so-called friend of the labor union was MacFarlane, who walked out of Grand Rapids the other day with six thousand good dollars filched from the pockets of the laboring men. He made nothing but trouble for all concerned. He never expected to win the strike. He did not believe in the justice of his own cause. His sole object was to line his pockets with ill-gotten gains, so that he might spend a few months in sloughful ease in the capitals of Europe.

There are other so-called friends of labor who might be taken into consideration in the strike, but their methods are so transparent and their relation to the cause are so questionable that further comment is unnecessary.

### THE CAMORRA IN ITALY.

The trial of the thirty-odd Camorra prisoners, charged with the murder of one of their companions and his wife, which has been in progress in the town of Viterbo, Italy, for several months past, with no prospect of an early termination, is not impressing the world at large with a very high opinion of the court procedure of that country in criminal trials. The caged prisoners are allowed to make shameful demonstrations from time to time, to browbeat witnesses and insult even the court itself, while opposing lawyers engage in endless wrangles that would not be permitted even in our own lenient criminal courts.

But while the trial is not an edifying spectacle, it is throwing a flood of light on the scope and doings of the Camorra Society. Considering the terrorism which the criminal society exerted upon the masses of Italians it is surprising that as many police officials and others as were called as witnesses could have been induced to furnish as strong testimony as they did. It has been shown that the ramifications of the society are widespread and that its principal aims are blackmail, usury and plunder, not to mention the terrorists' methods used in removing obstacles from its path. One of the leading witnesses was a Captain Fabroni, who did a good deal of work in hunting down the Camorra suspects. Fabroul explained the relations of the Camorra with politicians whom he named and declared that the chief objects of the Camorra were blackmail and usury; that certain members lured youths into gambling dens with the aid of women, where they ran into debt, after which the usurers could get in their fine work. He pointed out one cobbler who collected \$160,000 through the Camorra. He accused Alfano, the leader now on trial, of having been engaged in a plot to pluck youths and pointed out that when Alfano was tried and acquitted his law-

yer was a brother of the judge who tried him. Naturally, that raised a tumult, and Fabroni accused Alfano's lawyer of having "caused to be forged" certain documents used in Paris when the Treasurer of the Camorra was in trouble there.

While there is room for doubt that the jury sitting in the case will dare find the accused guilty of the crime charged against them, many of the facts developed at the trial are of the highest interest in this country. It was shown that members of the Camorra, when forced to flee from home, invariably sought refuge in the United States, and developments in our large cities, such as union slugging and murder, bomb throwing, Black Hand outrages and the terrorizing of peaceable Italians, indicate plainly that the Camorra methods have in a measure been transplanted to our shores, although they are confined almost entirely to the Italian colony. If, after all, these revelations at Viterbo the Italian government takes no steps to break up the Camorra and similar societies, it will demonstrate a degree of moral weakness that will be deplorable.

### THE CRONIC BORROWER.

An exchange mentions among the helpful hints to housewives a pad for such items as these: Borrowed a cup of sugar of Mrs. A. Lent Mrs. B. a cake of soap. The advantage claimed is that, as each item is cancelled when the debt is paid, it prevents future difference in opinion.

The value of this memorandum is apparent if such data must be accumulated, but in few communities should this practice of borrow and lend be found really an advantage. Closer connection with stores should put away this relic of pioneer days, when the necessities of life were a day's journey away, and if the fire chanced to go out upon the hearth, a bit must be procured from a neighbor to replenish it.

While there may be neighbors which require a bit of this old fashioned interchange, the practice of depending upon a neighbor every few days for a bit of yeast, a loaf of bread or a "drawing" of tea is a most pernicious one. It is a nuisance to the other side if that party be self-supporting. Often the bread returned will be of poorer quality. At least the one lending will feel this to be a fact. It may destroy her planning for her own family, as she justly feels that the borrower should have done for hers. There are little deprivations here and there as a result, some of them not worth mentioning, and yet they are felt.

Worst of all, it destroys self-reliance of the chronic borrower. There is no cultivation of resourcefulness; no art in making use of substitutes; no planning to avoid scant supply in future. The woman who relies upon herself sees in advance when the sugar jar is nearing the end. Her pad may be in readiness, but it is to record needed supplies rather than to enumerate petty loans secured.

The title "Professor" has produced more self-consciousness than it is worth.

### THE BANANA.

Within the memory of many of us the banana was a luxury—almost a curiosity—and certainly to be indulged in only on rare occasions. Now no fruit is more generally consumed; and the end is not yet, for we in the North have used it mainly in the raw state, while in its native land enough has been done through frying, baking, boiling and rendering into meal to show that the future for the banana is much more extensive.

Within the past year it is estimated that the people of the United States have spent more than \$35,000,000 for bananas and that they have consumed a quantity which, if placed on end, would reach thirteen times around the globe at the equator. The fruit is wholesome and agreeable to most people. It may be eaten at all times and places without danger of soiling the clothing; and, happily, it is now obtainable at nearly every grocery store and restaurant. Combined with the beaten white of an egg it forms a good substitute for cream. Used with oranges or many other fruits, it is a delicious dessert. And the housewife will within the next five years have still added many to its list of combinations.

Within the tropics it is the poor man's plant, speedily helping him to get rich while giving sustenance to the family. A sugar plantation is expensive, but banana plants may be obtained wild if you wish, although it is better to pay 25 cents a hundred for the suckers. In a few months after planting the suckers, bunches of bananas crown the summit of the stalks, maturing in from seven to twelve months. For years after the plants continue to fruit with almost no extra care.

Just what intensive culture can do for the banana remains to be seen. Thus far it has flourished largely through self-culture. In a belt of 25 degrees on either side of the equator there is ample room for a banana industry which will make our wheat crops look small, and that its consumption will keep pace with production is evident.

### THE FAULT FINDER.

Whatever our occupation, we can not dodge this class of people. All that we can hope to do is to meet them with the best possible grace and to aid in dissipating the atmosphere of unrest which they create.

A woman from an adjoining neighborhood recently entered a prosperous country store. She wanted buns and they had only bread. She at once expressed her opinion of the limited supply which that town afforded, and the clerk readily drew the inference that this particular store was in her estimation the height of incompleteness. Then she wanted oranges, and those shown seemed to be unusually small, "but she supposed she would have to take them." The clerk did not resent the complaints but simply strove in a pleasant way to cater as far as possible to her whims.

Yet did this mild treatment appease her? Not a bit of it. All through the category of purchases nothing was right. She assumed a

patronizing air at times, at others her complaints were pronounced. Yet she never brought an impatient word or look from the attendant. He would have been much happier when serving Mrs. A., who was always ready to find bananas nice when she could not get oranges; who saw the artistic patterns in embroidery without finding it necessary to score those not to her liking; who was pleasant, even although unable to find even a substitute for the goods she wanted. But he preserved equanimity even in the midst of the tirade of complaint, part of which he knew to be unjust. He was a student of human nature, and read in the face of the grumbler no hopes of reconciliation. He had learned the lesson of making the best of things. While the chronic fault-finder knew that she was being as well served as was possible, even although she professed to be dissatisfied with every purchase. Had she been reasonable he might have converted her, but in this instance it was wise to let her have things her own way; to offer no apology, no resentment.

### FOR HEALTH'S SAKE.

The season has been a peculiar one. Extremes have been the predominating feature. One month we sweltered under the most relentless bombardments of Old Sol and the next we almost shivered. Physical prostrations inevitably result from such combinations or from the extremes of either. Yet we have had attention called to the fact that a bit of precaution within the reach of most of us may save many a doctor's bill.

The intense heat gained no firmer grip on its victims than that of preventing sleep. In many well regulated homes, with the sleeping apartments upstairs, perhaps near a slate roof that concentrated all the heat of the day, rest at night was next to impossible. Tossing in bed for hours at a time when Nature demands rest brought the only result which could be expected—collapse.

Yet in these same homes were lawns where the conditions were at least comfortable. Blankets are easily provide when hammocks are not available, and the bed of Poor Lo is an enviable one during dog days. One sensible woman turned her upper and lower porches into sleeping rooms, surrounding them with the shades necessary for privacy, and then effectively scattered the word among her neighbors of how nicely she had solved the heat problem by letting her girls and boys each, as a special treat, invite a chum every night to occupy the one vacant sleeping place in her airy chambers. In this way the whole neighborhood soon learned the advantages of the plan.

Our heated term may be over. August may bring still a greater hot wave. In either event, it is essential to guard as much as possible against extremes in temperature; to eat pure food and to remember that iced foods give only temporary coolness, and may do serious injury. Moderation is an essential in all things at all times, but most especially now.

### A SANE CHRISTMAS.

Indianapolis has started a movement in this direction which seems to be as feasible as the sane Fourth of July, which has now proved a reality. While there must be sacrifices in some directions, as with all new rulings, there are many housewives who will receive the news with genuine joy. It has come to pass that the day which should be set aside to happiness and holiness has in many instances been so perverted as to be a burden and a dread. It means to the woman overworked with her regular duties an added measure which is almost unendurable. It means a going without necessary comforts in order to pay one's Christmas's debts. Instead of being the happiest in the year the day is becoming one of the most burdensome.

If the presents so illy afforded and so laboriously made could chance to fall where they are needed the situation would not be so bad. But more frequently than not the bit of embroidery or drawn work for which time is stolen months beforehand is of no real use to the recipient; the vase is out of harmony with the remainder of the furnishings; the garment is ill-fitting or a duplicate which is not needed; and the auburn haired girl gets the bright red dress, which she must wear to her own mortification or wound the feelings of some well-meaning friend who lacks in taste or judgment.

There is one objection to the plan which promises to confine the presents to the immediate family and the financial resources: There are some who have no family; no friends. To give to these when promiscuous giving is banished may require tact. Yet there are ways in which it can be done without giving offense. There are ways through which the good of the many may be better served than by the system of social slavery and penniless purses which has become prevalent. Then will the true Christmas spirit prevail—that of giving for pleasure and not a barter with unwillingness on one or both sides.

### FRANKNESS.

Frankness is a virtue, and its opposite, deception, a positive vice. Yet just where frankness should end is a line which scarcely two people mark in just the same way. We admire this or that one for being plain spoken; we trust him for his honesty. Another may take equal pride in what he claims to be the same virtue, and yet be regarded as blunt. There are times when we like to have the unvarnished truth; and others when it is as objectionable as it is unnecessary.

The frankness which causes needless worry should be eliminated. Life has enough of worries at best, even although we find it enjoyable on the whole, and part with it most reluctantly. Worry shortens life and curtails capacity for doing. The plain speaking which might have been avoided is robbing the world of just that much energy. It is taking something from it without replacing it. It

is theft of the lowest sort, for it comes in the garb of virtue.

The frankness which hurts the feelings of another needlessly is similar in results save that it leaves a sting of bitterness added to the rest. The habit of exercising this quality which we are apt to term plain speaking grows unless we keep it curbed. Curiosity at how one will take this or that rebuff leads to a certain indifference when the feelings are wounded. There are even those who have a keen delight in giving a snub under this guise of frankness. A frankness composed of honor, helpfulness and good will is not to be confounded with that which brings trouble and pain—unless through these greater trouble may be saved. We are here to give our fellowmen the truth; but it is not necessary to taunt them with their faults; to tell them that their dog is the worst looking cur we ever saw, or that they have red hair when it is really auburn. It pays to skip many of the asperities and dwell upon only the bright spots. The unpleasant ones will assert themselves enough.

### WHAT NEXT.

This is the question with which thousands are now grappling. The young who has just passed the high school door; the middle aged who are still in part at least guides to the younger generation. And there are so many conflicting currents.

Each school and college has some special attraction. Here are features which render this one best for one student, while another will be better served elsewhere. The natural bent of the individual student should never be lost sight of. His special liking for science or mathematics may have a decided voice in the selection if future success is to be assured.

The large college no longer has a monopoly in popularity, some of the smaller institutions proving their efficiency along certain lines. It is quite an item in many instances to place pupils within fifty or a hundred miles of home. Other things being equal, this is certainly an advantage not to be lost from sight. There may be a saving in the laundry bill, a lessening of expenses in several ways and, most of all a stronger tethering by the silken cords of love to home; a more complete acquaintance with their associates and ways of living.

The strength of the athletic team has a fascination for youth—sometimes too great a one. Athletics are valuable as they serve to round out physical development and thus build up the mental poise; but the preponderance of any occupation or recreation is bound to work injury; and where baseball supersedes Latin and geometry the educational test will eventually be found wanting.

After all, manhood is the proper test, and the college which develops character—which rounds out into perfect manhood and womanhood—is the one which accomplishes the greatest good. Class standing counts for little; it matters not if they lead in athletics, unless there is taught both by precept and by example the foundation for truth.

# Financial

## Some Good Ideas on Advertising Banks.

Indifferent advertising may be depended upon to produce indifferent results.

Like almost any other undertaking, the final results are in evidence in about the same ratio as were care, thought and attention in the preparation.

Whatever is worth doing is worth doing well, and this surely has a double application in advertising, because space, whether purchased in the newspaper, on billboards, theater curtains, programmes, circulars or calendars, represents a cash value. And this value, so far as cost is concerned, is the same regardless of how the space is utilized.

If space is worth paying for at all, it is surely worth filling well. The better the copy which fills the space the greater the value of the space.

Look over any newspaper, magazine or trade journal that comes to your desk and compare some of the advertising. In a general way each advertiser has paid the same amount of money for a given amount of space.

Each advertiser has the privilege of talking to the same number of people.

Position may give favor some times. Such favor usually commands a higher value. But generally speaking, each advertiser has the same opportunities.

The checked up total results from the advertising pages of any periodical will prove beyond a doubt that there are such qualities as good, bad and indifferent in advertising and that the good advertising is seldom an accident or due to luck.

Some of the most indifferent advertising in any class of periodicals is to be found in the banking journals and magazines.

The size or location of the bank seems to have no relation to this fact.

When it comes to downright merit, there are banks scattered all over the country, in towns of less than five thousand people, who are actually doing more to advertise their business along scientific and sensible lines than their brother bankers of the cities.

If you do not believe this, take up your banking journal and get a few copies of almost any of the country weekly newspapers. A comparison will allow you to judge the respective merits of the bank advertisements.

But this is also true: Many of the larger banks which are content to run the same standing advertisement of bank, town, state, capital, surplus and officers, in the banking journal would not do the same in their local newspapers.

There seems to be a prevalent idea that bankers can be impressed only

through long rows of figures and tremendous totals, whereas, they are no more convinced through this process than any other individual.

Men are human, whether they happen to be bankers or not. Things of human interest attract and appeal. Personality enters as a large factor in their every-day life and because of this, men can be influenced through the printed word, provided there are present news, human interest and personality.

To prepare advertising possessing these qualities one must know his audience as well as his subject. There are instances when the briefest statement will suffice. To elaborate would be useless.

And there are other instances when briefness would be folly—to be explicit, necessary.

The occasional advertiser will seldom sense the proper attitude. There is, after all, a certain "knack" in advertising that comes from practice, adaptability and long experience.

But the fact remains—if advertising is worth the doing, it is worth doing well. It is sometimes wise to call in outside assistance. Some bankers think this would be a reflection upon their abilities. But it is not.

Almost any man can take a set of carpenter's tools and build a fence or a chicken-coop. But unless that man be a carpenter of experience he would be foolish to undertake the construction, unaided, of a dwelling.

So much has been said in condemnation of theater programme advertising that one is apt to get the idea that any attempt to advertise the bank to a theater or pleasure seeking audience must fail.

However, let us consider what is now the most popular place of amusement in almost every town of 1,000 or more population—the moving picture show.

These small play houses have sprung up everywhere, the film play has become as common or more so than the talking machine. Audiences are attracted regularly through a change of programme so that almost the same individuals are found in attendance two or three times each week.

Perhaps the one thing more than any other that has popularized the moving picture show is the low price of admission, 10 and 20 cents being the usual charge at each performance.

There has been created a new theater going public, the laborer and small wage earner.

And it so happens, if you have ever taken the time to look over such an audience in your city, that here are assembled several hundred individuals, nearly all of whom should be money savers—patrons of the savings bank.

In most of these small theaters several minutes are given to the display

## Kent State Bank

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

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

Deposits  
6 Million Dollars

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

3½ %

Paid on Certificates

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

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

**GRAND RAPIDS SAVINGS BANK**

Only bank on North side of Monroe street.

Merchants and tradesmen will find the COMMERCIAL a convenient place for their banking. Thoroughly equipped branches at 46 W. Bridge and corner 6th and S. Division and the main office at Canal and Lyon streets.

R. D. GRAHAM, President.  
C. F. YOUNG, Vice President.



## Grand Rapids National City Bank

Monroe and Ottawa Sts.

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

## City Trust And Savings Bank

Campau Square

BRANCH

Monroe and Division Sts.

Capital \$200,000  
Surplus 40,000

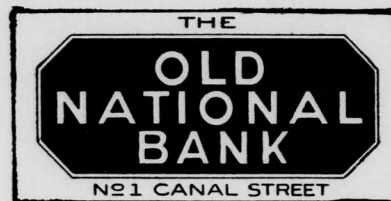
The capital stock of this bank is owned by the stockholders of the GRAND RAPIDS NATIONAL CITY BANK.

We  
**Buy and Sell**  
**Timber and Public**  
**Utility Bonds**  
**Gas, Electric, Telephone**  
**and Industrial Stocks**

We will be glad to send you our weekly quotations

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

Capital  
\$800,000



Surplus  
\$500,000

Our Savings Certificates

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

## PEOPLES SAVINGS BANK

OF GRAND RAPIDS, MICHIGAN

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

Savings Department Reserve 18%

Commercial Department Reserve 27%

## THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITARY

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

ing of local advertisements upon the screen. In most cases the slides upon which the wording is placed are poorly executed and are anything but pleasing to the eye.

And quite often the operator, in a hurry to finish his work, fails to leave the slides exposed long enough for the audience to read the advertisement.

Now the bank may not consider this a dignified nor proper place to advertise its business and it is true that upon the character of the "house" should rest the decision, but if the motion-show is well conducted and is attracting men, women and children week after week, the bank will suffer no loss of dignity or standing if it can make satisfactory arrangements to have advertising slides shown upon the screen at each performance.

The slides should be carefully prepared, neatly lettered and designed in effect to show up clear and distinct. The message should be short and right to the point, such as:

**Are You Saving Money? Why not open an account with \$1 at the Blank State Bank? Do it To-morrow.**

\* \* \*

**You can start a bank account of your own with \$1 at the Blank State Bank.**

\* \* \*

**Your neighbor saves. So can you. The Blank State Bank will be glad to help. Start with \$1.**

\* \* \*

**Every boy and girl here to-night can open their own bank account with \$1 at the Blank State Bank.**

Photograph negatives can be used to excellent advantage. A blank negative, under the hand of one skilled in lettering, can be lettered to suit local requirements.

I have often wondered why the houses who manufacture this class of goods do not make up plates for local use. Perhaps there are some concerns who do this. If so the local theater manager should know of them.

The charges made by the local owners for showing advertising of this nature are altogether too high in many instances.

It must be taken into consideration that the slide is shown for not more than thirty seconds twice in an evening. The audience may vary from fifty to two or three hundred, depending upon the season and the weather.

A nominal charge for the average motion show in the smaller towns would be from \$2 to \$5 a week. The fewer advertising slides shown the greater value to the advertiser as the display of more than eight or ten slides tends to lessen the impression upon the reader. If twenty advertising slides are shown in rapid succession it is doubtful if any lasting impression whatever is made where they are at once followed by the motion play.

The motion play advertising slide may not be the best form of adver-

tising and direct results may not be traceable to the method, but as a choice of programme, theater-curtain or lantern-slide, the latter would seem the more preferable as offering the greatest certainty of reaching the eye and brain of the audience.

As to the impressions made upon a motion show audience, it is quite certain that the individual does not carry away the lasting memory of a pantomime that would be probable after listening to a spoken play. And it is quite true, also, that the comics in pantomime are better remembered than the tragedy or the drama of slow action.

But this would not mean that a comic or funny advertisement would make a more lasting impression than one which carried a straight business message.

Even when on pleasure bent, the individual may absorb in an instant a truthful suggestion that will recur again and again later on. It is on this fact that the advertising here discussed must be based.

Results and profits are the real test in advertising. You may advertise because your competitor does, but unless there is some return to compensate for the expense, you are wasting both your efforts and your stockholders' money.

It is possible to increase your dividends without increasing your present advertising expense. But there is only one way to do this—by intensified methods.

Economy in advertising is having the best advertising possible for a specific purpose to secure defined results at a reasonable cost.

The cheapest in advertising means merely the paying of less money. If you have ever tried the cheapest in food or clothing you know something of the final satisfaction secured.

When you purchase a typewriter or an adding machine you simply pay for the privilege of reducing personal labor, thereby permitting you to devote more time to the serving of your customers.

The advertising you purchase does more than this: It represents the bank, its service, security and its officers. Therefore, choose carefully your publicity. It is of greater importance than any piece of furniture or machine of convenience in your office.

Indifferent advertising may be depended upon to produce indifferent results.

H. B. Craddick.

### Careless.

"I met Flubdub to-day. He's looking rather rusty."

"Yes, you see he has been taking a preparation of iron to build up his system, and he got caught out in the rain."

There will be more confidence placed in specialists when they stop dying of the diseases they profess to cure.

### Once His Bank, Always His Bank.

A curious incident is reported from Paris throwing light upon the policy of the Rothschild Bank in that city. No new accounts are allowed to be opened with the Rothschilds nowadays, but any old customer or any descendant of an old customer while he keeps a balance in the bank is never reminded how small the balance is or even that it has been overdrawn.

A young officer whose father had known Baron James and had kept a rather large account with him strove to keep a balance in the bank, because to have a balance with the Rothschilds is in itself a source of credit with the Paris tradespeople. But at last he was forced by circumstances to overdraw and nothing was said.

He then repaid the overdraft and continued to use his account as before. Later he was again obliged to overdraw, and finding no notice taken he continued his practice for several months and was surprised to find that he had unlimited credit with the firm. He is to this day wondering whether he is specially honored in this regard or whether it is the practice of the firm always to honor a draft if one has at any time been a customer.—American Hebrew.

### New Cement Has Greater Resistance.

It has been stated that the durability of the old cements—for instance, those of the Romans—is due to a low proportion of soluble silicates and a low lime content—under 50 per cent.—and that most modern

high lime cements are deficient in resisting power when exposed to waters containing dissolved alkalis and sulphates. An American company has begun the manufacture of a cement which it is claimed will resist alkalis and sulphates by virtue of a low lime content and an excess of silica, using limestone, shale and blast furnace slag as raw materials.

### Be Careful With Ink.

There are many good reasons why we should be wary with ink; its disagreeable effects upon the clothing and temper are well understood, but few realize that it may also seriously endanger health. Most ink is made with gall-nuts and is liable to contain germs of disease that may result in blood poisoning if taken into the system. A trifling scratch or puncture made with a pen often gives rise to dangerous symptoms, due to the numerous bacteria the ink contains, especially if left in an open bottle. It should therefore be kept carefully covered when not in use.

Shakespeare set a terribly bad example, in borrowing his plots, and it has been followed ever since.

Better give away your time than spend it foolishly.

## GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

WE WILL

## BUY---SELL---QUOTE

Securities of BANKS, TELEPHONE, INDUSTRIAL AND PUBLIC SERVICE CORPORATIONS

Ask for our quotation sheet

## C. H. Corrigan & Company

343 Michigan Trust Building Grand Rapids, Michigan  
Long Distance Telephones—Citizens 1122, Bell 229

## BOND DEPT.

of the

## Continental and Commercial Trust and Savings Bank

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

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

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

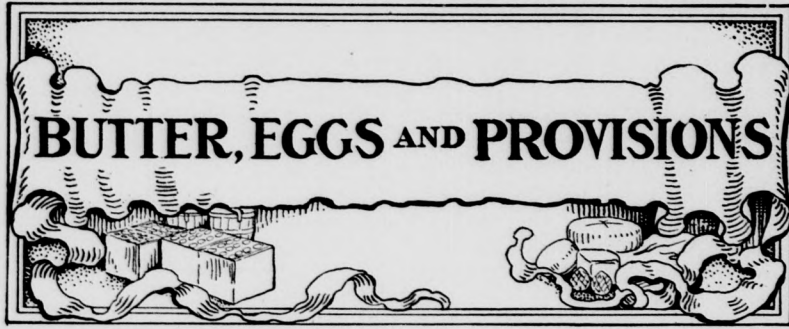
J. E. THATCHER, Michigan Representative, 1117 Ford Building.  
GEO. B. CALDWELL, Manager Bond Department.

## We Only Issue Plain, Understandable LIFE INSURANCE POLICIES With Guaranteed Values. Lowest Rates.

The Preferred Life Insurance Co. of America  
Grand Rapids, Mich.

JAMES R. WYLIE, President

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



### Enthusiastic Plea For the Score Card System.

The subject of dairy inspection is one of the most important now before the farmers, and the fearless, clean-cut remarks of Dr. G. M. Whittaker, now of the National Dairy Bureau, are always worth attention. He writes as follows:

I have read with much interest your editorial on the "Coming milk inspection," and from my standpoint—that of an enthusiastic advocate of the score card system of inspection—it seems to me that a confusion sometimes arises as to the idea of a "requirement."

The underlying principle of the score card system of inspection is that a place shall be rated accurately and impartially according to conditions that actually exist. Then if a place is so poor that it can not be entitled to more than 20 or 30 points out of a possible 100, the quicker it is "required" to go out of business the better; but if a place is rated in the 40s, in the 50s, or in the 60s, the premises are not so bad as to call for summary drastic action, and yet they are not so good as to be quite satisfactory; hence, the province of the Board of Health is to secure an improvement in such score.

Now then, take barn cellars for manure. I do not understand that they are defended by any authority. I do not know of an authority anywhere who if starting to build an ideal new barn would build one with manure cellar, and yet there are many barns with manure cellars where conditions are so excellent in other respects as to tend to offset this disadvantage; but a dairy with a barn manure cellar when rated with a score card would necessarily lose a number of points. Similarly, as regards the use of horse manure for bedding, it is not an ideal bedding. No one will claim that it is so. Such bedding is to be criticised, and where it is used the rating of a dairy will be reduced on that account. But in spite of that disadvantage other conditions might be so very excellent as to partially offset it, and give a respectable score. What has been said would also apply relative to the keeping of pigs in the barn, something for which under ordinary circumstances there can be no excuse; and, without any arbitrary "requirement" on the subject, it would so reduce the score as to give the producer a very poor rating.

I fully appreciate what you say about the impractical city doctors who draw up a set of ironclad rules shutting the producer out of the market unless he makes a lot of ex-

pensive changes; but with the score card system of inspection this can not happen, and with the score card system of inspection there is little chance for disturbance and friction.

The score card system appears to avoid many of the objections against prevailing systems of dairy inspection. It seems to provide a way out for the man who believes he can produce good milk without making extensive changes in his equipment. The whole system of inspection should be equalized and the same score card and the same principles of judging dairies used in each of the States thus making conditions equal for all shippers. But even if the more extensive changes were avoided the fact must not be lost sight of that it costs money to produce what is termed sanitary milk.

In Dr. Whittaker's own bulletin, "The Extra Cost of Producing Sanitary Milk," he figures that "to increase the score of a dairy from forty-two to seventy points there may be in a fifteen cow dairy an added expense of five cents per cow per day for labor, also in extreme cases five and one-half cents for additional equipments; and if we add five cents per cow more to remunerate the proprietor for his extra care, there will be an increase of fifteen and one-half cents per cow per day which, at an average of five to twelve quarts to a cow per day, would add to the cost of milk one-half cent to one cent a quart, and sometimes this might raise the increase one to two cents a quart more for new construction and new equipment. The allowance for extra remuneration to the dairyman for added care, which is not included for estimates of this kind, but which is considered in the business world in estimating what is reasonable as to salaries, would bring a total added expense per quart from one and one-half cents when cows give a large amount of milk to three cents when the cows are of low production. This added expense of improved method and equipment, however, would no doubt be partly offset by increased economy of feed, so that the net expense of producing clean milk would probably be somewhat less than the figures given."

It is evident at a glance how out of the question it is to produce milk costing one and one-half to three cents more than at present and to sell it at present wholesale shippers' prices. There is almost no profit now and under such conditions there would be ruinous loss. It would be well for some of the consumers' leagues and other well meaning reformers to consider these figures when getting out their literature. Meanwhile the score

card system would perhaps afford a certain ground of compromise by encouraging the producer to improve the milk in the less expensive ways. According to Dr. Whittaker a careful dairyman would get a good score even if allowed nothing for the plant and of course nothing for outside cellars, cement floors, air flues and other pet requirements of city doctors.

It is believed that the only practical way to improve the milk conditions is to approach it under the lines of least resistance encouraging the producer to pay attention to the points which bring more and cost less. These are no doubt the items of question, in keeping the cow clean, keeping the milker's hands clean, cooling the milk and cleaning the utensils. These points do cost extra labor and ought to be paid for, but they do not require a large amount of capital and they do insure conditions that are practically sure to produce reasonably sanitary milk; quite as good milk as the contractors or consumers will be ready to pay for the present.

A milk inspection bill was reported to the Massachusetts Legislature Tuesday, which, as conditions are now, seems likely to become a law if any bill succeeds in passing the Legislature and the Governor's veto. This bill provides for a milk board to consist of two men elected annually by the State Board of Health, two by the State Board of Agriculture and one, who must be a sanitary engineer, to be chosen by the other four. This

### Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

We are in the market for

## Duchess Apples

The Vinkemulder Co.

:: Grand Rapids, Mich.

## WANTED---Packing Stock Butter

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

Dairy Farm Products Co. Owosso, Mich.



We have the output of 30 factories. Brick, Limburger in 1 lb. Bricks, Block Swiss. Write for prices. Milwaukee, Wis.

## COFFEE

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

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

Fine Drinking Santos 19c  
to retail at 25c

Fine Central America Coffee 22½c  
to retail at 30c

Pure Mocha and Java 28c  
to retail at 35c

### Coffee Ranch

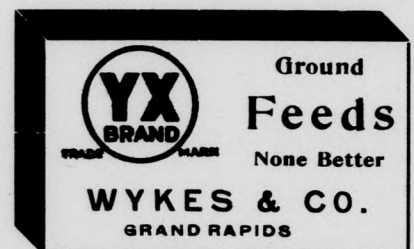
J. T. Watkins, Prop.

Lansing, Mich.

## 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



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

We do Printing for Produce Dealers

board of five members would have power to make regulations on producing and handling milk and to issue permits, but this power would be subject to the will of the various towns and cities, since the enforcement of regulations is left to the local boards of health, and the proposed milk interferes only when desired to do so by the various towns or cities. The expense of the enforcement and inspection is borne by the local communities. This bill, with some modifications, is likely to be supported by the State Board of Agriculture and by the milk producers' company. It is to soon yet to say what chance it has of meeting the approval of Legislature and Governor, but the Governor has shown a disposition to approve of bills that were favored by farm interests. The milk consumers' league is likely to oppose the measure as this organization prefers that the inspection should be carried on by the State Board of Health, for no other reason apparently than the farmers do not wish the State Boards of Health in control and the consumers jump at the conclusion that farmers are opposed to reasonable inspection rules, which is not the case, the opposition to the State Board being based upon fear of impractical and tyrannical methods.

**Dairying the Highest Branch of Agriculture.**

The following paragraph is taken from an address given by W. F. Stephens, Huntingdon, Que., in the Report on Agriculture for the Province of New Brunswick:

There are many more things I might say in regard to the dairy industry. It enriches the soil and it enriches the pocketbook, and is the highest branch of agriculture a man can follow. It requires intelligence and the more intelligence we develop the better are we able to work out the problems not only of the farm, but of our country. Go at the thing as if you meant business. It is not necessary to start on a large scale; begin just as your means will allow and evolve gradually to the point you have set as your goal. It will not be drudgery; on the other hand you will find it an enjoyable occupation.

It has been a mortgage lifter in my own case and has helped me to be what I am to-day. Young men, have high ideals. Just such object lessons as were provided in the show ring here to-day during the judging competitions are what is needed to place in the minds of our young men what is required in a high grade farm animal. We older men did not have the advantages of such opportunities. If you want to be a successful dairyman you must be a good judge of the dairy cow. Such knowledge will save you many dollars and mistakes. The Chinese have a proverb, which could well be adopted by our dairymen, viz., "Aim at the sun; although you may not reach it, your arrow will fly higher than anything aimed at yourself."

It is a pitiable exhibit when any one tries to make up with affected eccentricity, what he lacks in real power.

**Good Roads—What They Promise.**

One hundred million of dollars for good roads! One hundred million times as much money as the Government ever spent to make the country roads a little easier for traffic! That is what a prominent United States Senator has recently advocated. Think of it! Just to fill up the ruts and the holes to make pulling a trifle easier for a few tired farmers' horses!

Why? Because the people of the United States have at last come to see that there is but little else in this country so fundamentally necessary to the individual welfare of each citizen as are good roads. That is the answer. It appears, on the face of it, a perfectly simple answer and one that at first thought does not provoke much interest and arouses no astonishment. Yet the gospel of good roads has come to mean salvation for the dying towns and the sick communities as well as for that greater evil—the high cost of living.

Never before in the history of this country has there been such an awakening as that which has resulted recently from the scientific study of the economic conditions now in existence. The citizens' physicians who made the diagnosis have stated that bad roads are at the bottom of the existing high prices of necessities. Why? There are several answers. One of them is best illustrated by the story of the woman in a small town who recently went into a grocery store and asked the price of eggs. The storekeeper quoted his price.

"Why!" she exclaimed. "That is more than they ought to be at this time of the year; six cents more than I ever paid before."

"I know that," replied the merchant, "but it can not be helped. The roads have been so bad lately that the farmers won't bring in their products."

That is the whole story in a nutshell. There are many others like it, some more important than others. That same woman probably placed her order with a mail order grocery house, leaving the express company to deliver the goods irrespective of the condition of the roads. The merchant in the story lost a customer, the farmer lost a chance to market his products and the woman finally found that she had paid a big price for her goods after all—and all of this because the roads were bad.

**Corn an Increased Factor.**

The increase in exports for that portion of the Government's fiscal year that has just passed is more than \$304,000,000. This is the heaviest increase for the length of time taken into consideration in the history of the country. The farm and the factory have both contributed. The greater portion of the increase must be credited to manufactures, \$140,000,000, and to cotton, \$135,000,000. But the fact that is significant to us is that exports of corn increased about \$10,000,000.

This is good news for corn growers, for it means that an increased demand for corn is being established in foreign markets. It has been almost a hopeless task to introduce corn and

corn products in foreign lands. Totally unused to it as food, foreign nations apparently would not learn to prepare it properly. Even demonstration campaigns conducted abroad seemed to fail to produce much effect and progress has been very slow.

That progress has been made, however, the figures given above will prove. Now that a substantial advance has been made further use of corn products will doubtless be accelerated. An increased export for corn can not fail to insure the American corn grower a steadier if not a higher market.

While corn exports were increasing, wheat exports experienced a sharp decline.

**Maybe.**

Smith—I wonder why they call a chicken dressed when all of its feathers have been removed?

Jones—For the same reason that they call a woman in a ball gown dressed, I suppose.

If you have sustained any great misfortune, guard against it thereafter, in every possible way—it will always be hanging around, trying to get back to you.

A stated and assured income, however large, is liable to keep you poor.

Once in a while haste is worth more than the waste it causes.

**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.



**Mr Grocerman: Your interests are ours, too. Sell MAPLEINE**  
(A distinctive flavoring)  
Better than real maple. Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into one, that's Mapleine. Makes home-made sugar syrup better than real maple at a cost of 50c per gallon. Can be used anywhere a flavoring is desired. Advertised everywhere—nice profit, demand steady and growing. Order from your jobber today, or Louis Hiltner Co., 4 Dock St., Chicago, Ill.

**CRESCENT MFG. CO., SEATTLE, WASH.**

**Roy Baker**

**General Sales Agent Michigan, Indiana and Ohio**  
Sparks Waxed Paper Bread Wrappers  
And Weaver's Perfection  
Pure Evaporated Egg

**Wm. Alden Smith Building Grand Rapids, Michigan**

Established 1876

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

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

**Both Phones 1217 Grand Rapids, Mich.**

**Huckleberries and Blueberries**

Want to arrange for regular shipments  
We have the trade and get the prices

**Both Phones 1870 M. O. BAKER & CO. TOLEDO, OHIO**

**ISBELL'S SEEDS WE WANT YOUR SUMMER ORDERS**

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

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

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

**W. C. Rea Rea & Witzig A. J. Witzig**

**PRODUCE COMMISSION**  
104-106 West Market St., Buffalo, N. Y.  
"BUFFALO MEANS BUSINESS"

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

REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers. Established 1873

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

## SOFT DRINK PARLORS.

## Old Timer Calls Them Kindergarten Saloons.

Written for the Tradesman.

"Talk about your blind pigs!" exclaimed the schoolmaster. "Why, there's something abroad in the land far worse than they ever were, something that is leading our young folks—aye, the very children—into the slumways of perdition. It's a wonder to me that nothing is said about these kindergarten saloons that flourish in every town and crossroads in the land."

"What has come over you now, Tom?" and Grocer Adams looked his curiosity, noting as he did that old man Tanner had broken out in a new spot, rather unexpectedly he said.

"A sort of disgust, I reckon, for folks who can not see an inch before their noses," articulated old Tom. "Look over yonder. You see what?" The old fellow pointed to several loads of young people driving toward the lake where a Sunday school picnic was in course of development.

"Oh, that's the boys and girls of Miss Nolan's Sunday school class."

"And they are going where?"

"Why, to the picnic of course. I thought you knew of that."

"Oh, yes, I knew of it, and a jolly time they'll have eating ice cream, boat riding, singing Sabbath songs and drinking beer!"

"Now, then, Tom, you know better than that. This is a purely family gathering of little tots, with a sprinkling of older folks to look after them to see that they come to no harm. I think it a nice custom—"

"Very nice, indeed! The preacher will be there, of course, and Deacon Dudley with his pious amens and proper number of groans. It's all very well, of course."

"You're cranky as a pessimist Tom, I thought—"

"That I was a liberal minded old scamp, eh?" with a laugh. "I trust I am, in a measure. I attended one of these picnics the other week, by special invitation, mind you. I enjoyed some of it, too, but it was not so pleasant to see the kindergarten saloon attachment."

"What do you mean by that, Tom?"

"I mean the soft drink parlors attached to every sort of doings, temperance and otherwise. Even the preachers patronize them and the wives of old line prohibitionists think nothing of leading a small lad of half a dozen years up to the bar, buying a bottle and giving it to bub to drink."

"Well, but the drinks are as harmless as water, Tom," protested the grocer, whose own little son had often patronized the soft drink parlors of the village.

"That's as anyone looks at it, maybe," half assented the schoolmaster. "If drinking all sorts of sweetened slush from bottles is conducive to the growth of temperance boys and girls, all well and good, but I do not believe it. I am not a teetotaler myself, Sam, but it sickens me when I see boys and girls of all ages lining up to a counter, drinking various colored liquids from bottles. If the ex-

ample is not wholly dangerous then I do not know what is. There is much of hypocrisy mingled with the temperance movement, I'll admit, but when you see a good Christian mother stand behind the bar of one of these soft drink parlors and crack a couple of bottles of near beer for her own twin boys of 10 years, ordering them to get from sight behind some boxes while they drink the contents, it gives me what the boys call a pain."

"But, Tom, you don't mean to tell me you ever saw the like of that?"

"Certainly I did. That is nothing. It's a common occurrence to see lads and misses of tender years at these picnics, running about, guzzling from long-necked bottles, laughing, imitating their elders who frequently take something stronger than colored water. It's the example, the accustoming children to drink from bottles

gusted I am. When the local option fighters get on the rampage to down the daddy drink shops they wax themselves into a fury over the sin and wickedness of the saloons, forgetting that they themselves have patronized the A, B, C schools for the fattening of the strong drink shop later on."

"By George, Tom, you put this argument pretty strong. I have noticed the drinking of bottled goods at the parlors in question and never once stopped to think what it might lead to."

"It seems strange to me why people will allow their children free access to such places. But, then, I do not know as one could expect anything else when we see the baby saloon running free at every picnic ground, in every village and every summer resort. Even although there may be no great harm in the drink

itself, there's the example. As the boys grow older, having been accustomed to the use of the bottle, it will be a very easy matter for them to go behind the house or barn and take a 'snort' of something stronger.

"Blind pigs aren't frequented by boys, neither are saloons which are regulated by law; but there is no let or hindrance to a child's drinking 'fizz,' 'ginger ale,' 'near beer,' and the like, whenever he feels that thirst coming on and has the necessary nickel to invest. The result of this kindergarten intemperance is an acquired thirst that is surely going to result in the drinking of something more harmful in the future."

"That makes me think," suddenly spoke the elderly groceryman. "When I was a kid we youngsters tried to pattern after adult users of the weed. We invented all sorts of makeshifts to take the place of tobacco. I was given a strong taste of the ferule once when the teacher caught me in the act of lighting a paper cigar beneath the screen of my desk. I deserved the licking I got, but that did not deter me from trying various other experiments outside of school hours.

"In my uncle's attic—I lived with an uncle when I was a boy—I found a cast off hoopskirt of my aunt's. Hoops in those days were made of rattan, which you know is of a porous nature. These hoops I cut up into four inch lengths and took them to school, trading them off to the boys for marbles, candy and the like. These rattan cigars we smoked in the woodshed, behind outbuildings; anywhere safe from observation."

"Exactly," agreed the schoolmaster. "I had a hand in such foolishness myself. I remember, however, that the rattan became sour after smoking a short time and made my tongue sore. All the same, however, from that very beginning I learned to smoke."

"My fix, exactly," laughed the grocer. "While I still indulge, you had sense enough to quit the habit years ago."

"True," admitted old Tom. "I do

## SWAT THE FLY

Swat the fly, don't do it gently

Bang him one and do it neat,

He's the chap so fond of bathing

In the soup we love to eat.

Shoot him, boot him, slam him, jam him; give him fits and then repeat

Lest you have a million feeding on your choicest slice of meat.

Screen him, clean him, kerosene him,

Never stop for sleep or rest

Till you've cleaned this grand, old footstool

Of this most annoying pest.

On old baldy's pate he's prancing, any wonder for our sin

When the baby wakes from sleeping with them chewing up his chin?

Never mind the roach and skeeter,

Ants and bedbugs, pass them by,

Join the hosts of earth now marching

To the conquest of the fly.

Chase the nuisance out the pantry, swat him in the dining room,

Give him bug juice in the woodshed, swat him with a club or broom.

Oh, the fly, please help us swat him,

Every one, I guess, has got him,

Swat him, blast him, then bombast him

Anywhere and any place

And you'll earn the lifelong blessing

Of the whole fly pestered race.

—N. R. Lowe.

across a bar that is sure to lead to bad results in the future. In my day nothing of the kind was ever thought of. Even in the days of free whisky children would not have been allowed to make such an exhibition of themselves. These kindergarten saloons are bound to have their effect on the morals of the rising generation.

"Frankly, Sam, the soft drink craze is an evil and nothing but an evil. I am surprised that so many otherwise good men and women are seen patronizing such things. Our boys and girls are quick to imitate. Many of even the younger tots know of this or that old sot who has his regular spree, and no sooner do they get hold of the bottle containing harmless pop or ginger ale than they begin to imitate the real drinker of intoxicants. No harm in it! By the lord Harry, if I had my way these baby saloons would be relegated to the scrap heap in less time than it takes to say Jack Robinson! The more I see of these cheap John places the more dis-

Flies!  
Flies!  
Flies!

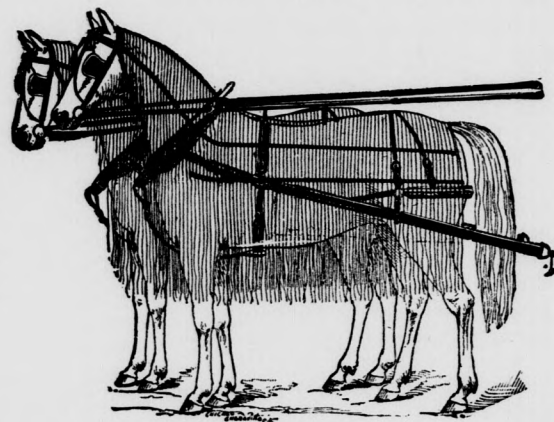
Your customers who own horses will agree with you that

FLY  
NETS

are a most popular and necessary article for the next two or three months.

By showing our splendid line of these goods, you can make quick sales and satisfy customers, for each number is a decided bargain at the prices you can make to your trade. If your stock is low, get in your order and mark it **RUSH!** If you don't handle our line, write for our special catalog of **SUMMER GOODS**, which features goods and quotations that every dealer should know about.

**BROWN & SEHLER CO. GRAND RAPIDS, MICH.**  
"Sunbeam" Goods Always Wear





not consider rattan cigars, however, half as dangerous to the morals of rising humanity as are the kindergarten saloons of which I have been telling you. We'll hear from them later on, you may be sure of that." Old Timer.

**Shop Shots by a Good Marksman.**

Don't be afraid to start small. No business man ever began at the top and stayed there.

A good physique sheds work and worry from a business man's back like a duck's back sheds water.

Don't neglect to make plans for some recreation just as certainly as you make plans for developing your trade.

I like to see a merchant make money, and I like to see him save money, but not at the expense of health or happiness.

The physical, mental or moral weakling can not win out in the business race nowadays. Keep fit in all those three departments.

It is desirable to acquire authority, but it is undesirable to let it puff you up like a balloon. No one likes to work for an autocrat.

Don't be the merchant who is run by his store, instead of running it. The first way produces failure; the second way success.

The employer who gets the most out of his help is he who takes them into his plans and allows them to share in his successes.

When you see a good advertisement, one that makes you want the goods, no matter where it is or what it advertises, cut it out and save it.

If you lack faith in yourself, in your own ability to succeed, you will certainly show it, and other people will soon lack that same faith.

System means simply the most economical use of time, space, energy, all the forces and attributes that go to the making of business success.

Have you placed a limit on the amount of business you think you can do. If you have, be sure you will never get above that limit. Better take it off.

When you are away from home, notice the shop windows and make a note in your pocket memorandum of every one that seems attractive to you. Ideas gathered thus are worth money.

When considering any new undertaking, give attention to your financial ability to swing it, of course, but do not fail to consider your mental ability as well. It is even more important. Frank Farrington.

**Made His Reputation.**

Bosh—That fellow Bangs is an enthusiast, isn't he?

Josh—That's what! You know he likes to speak of himself as a sportsman?

Bosh—Yes.

Josh—Well, the only thing he ever did in that line was to go on a wild-goose chase three years ago.

The politician, like a good Christian, is happy when he can make his calling and election sure.

Talk is so cheap that most of it has to be disposed of at a discount.

**DEAD BEATS.**

**Their Ways Not Like the Ordinary Debtors.**

Written for the Tradesman.

If every retail merchant who grants credit to his customers had the nerve to say "No" to requests for credit whenever he has misgivings about the applicant's intention or ability to pay as promised the loss from bad debts would be very much less.

Many a merchant will admit to himself if not to others that he "knew better at the time than to trust that person." He has no difficulty in refusing credit to certain ones who are well known to him; and it is not always because they are dead beats, but because they are so dilatory, so ungrateful for special accommodations, because they question the correctness of accounts, fail to pay at the times promised, have to be prodded often or finally threatened, or something or other so that their account is always an annoyance, a vexation, a disagreeable matter.

Yet somehow the genuine dead beat sometimes gets the merchant's goods on credit in spite of the latter's misgivings—in spite of suspicions as to his character or convictions as to his intentions. The fact of the matter is, the ordinarily wary merchant is trapped—is tricked into allowing the smooth stranger credit.

The dead beat first causes the merchant to forget that he is a stranger—a transient person—who asks for accommodation. He is easy to get acquainted with. He does not wait for the merchant to make advances. He is friendly and communicative, ready to compliment the merchant on the appearance of his store, his displays, his favorable location, the evidence of an abundant trade, anything that will please the merchant.

He causes the merchant to think that he has no lack of money. He never haggles over the price of goods. He always calls for the best, giving the impression that he can afford to pay for the best grade of goods. He is usually well pleased with quality.

He never says, like the rough and ready workman or farmer: "You'll have to charge this;" and walks out with the goods. He does not make his request for credit with averted gaze or faltering words. He does not cringe or shrink as though he knew that the merchant knew he ought not to be granted credit. No; the dead beat is a professional. His plans are carefully thought out; his method—exact duplicate of others of his class—is adapted to the time, place and circumstance.

He pays for his first purchase. For a week or month he calls frequently and always has the money ready to hand over. He does not count it out like a miser. He does not clutch at the piece which slips away. He does not act as though he begrudged the merchant the smallest profit on his goods. He gives the impression that he is a liberal, intelligent, well bred business or professional man.

All these impressions are well grounded in the merchant's mind be-

fore the dead beat begins his real operations—before he asks for credit. He takes plenty of time for his preliminaries. He does not ask to open an account for any length of time. That would put the merchant on his guard; would remind him of his accustomed plan of dealing with requests for credit. It is an emergency; it just happens that he has not the money at the time. "Would the merchant kindly accommodate him until he comes in again?" Who could refuse so small a favor to such a prospective good customer! And that is the beginning—the first step. He gets the goods; he calls and pays for them. Once, twice, three times or more this is repeated. Then he pays part and gets trusted for more.

Right here every wise merchant should stop—should say "No." But he fears to offend the customer. There is more bait in sight—he is counting on keeping the trade of this new customer. He can not slap him in the face by refusing to continue to accommodate him. Next it is the wife or some member of his family who comes for goods and says that Mr. D. B. will settle for them when he comes in. He may call and make excuses and promises, or he may drop in and buy something, pay the cash and thus avoid reference to the account.

By and by the merchant wakes up to the situation. There is a big account and no prospect of ever getting a cent on it. The debtor has departed or he refuses to pay. He has been offended or something. He would not notice the merchant on the street. He is a very superior person. Duns and threats are alike useless. He regards them not. He has worked his game to the full on one obliging merchant and is probably operating elsewhere now.

A business men's credit association is a good thing; ability to read character and detect human frauds is better; an established trade among honest, industrious citizens is better yet, and to be entirely free from the bur-

dens and anxieties of credit business is best of all. E. E. Whitney.

**Both Came Out Ahead.**

"You see," said Uncle Jim, "me an' my brother don't have much to do here in the mountains, when the cold weather comes. It's all right in the summer; we make our livin' by tradin' around among the neighbors, an' among the city folks that comes up here. Me an' my brother is both good traders, an' can al'ays come out ahead.

"But when it comes winter, every-thing sort o' freezes up, an' there don't seem to be much of anything a-doin'! Then my brother an' me gits together, every day, an' trades back an' forth, an' makes a livin' that way."

"But how can you do that?" asked the summer visitor, with curiosity in his voice. "It seems to me as if what one would make, the other would lose, and neither one of you would achieve any progress."

"Wall, it would look a little like that, first off," admitted Uncle Jim. "But ye see, it's like this: Each one of us has somethin' he don't want, an' that wouldn't be any use to him in livin'; an' he's anxious to trade it off an' get somethin' that's useful to him. 'What's one man's meat is another man's poison,' the poet has said: an' so in a good many of our trades, we both come out ahead. But the biggest profit we both made was when we was both young fellows, an' traded gals. We both came out ahead on that deal.

"Ye see, I was goin' with a gal named Cornelia, an' he with her sister, who was called Cordelia. We both thought we could do a little better by tradin', an' so we done so an' told the gals about it. They was so mad that neither one of 'em would marry either of us, an' we've both of us thanked God many an' many a time since."

Powdered pumice applied with wash leather will remove fingermarks from books.

**RAMONA**  
**Mid-Season Shows**  
 This Week  
**"Talk O' The Town"**  
 M. Golden and His  
**RUSSIAN TROUBADORS**  
 5—Other Features—5  
 Next Week  
**FOUR FORDS**  
 Most Sensational Dancing Act In The World!  
 Positively

### TOTAL PASSIVITY.

#### Concentration By Which We Acquire Knowledge.

Written for the Tradesman.

Our character is a sort of an inheritance, the life blood of our parents, the essential part known as the subjective principles of our constitution. Our habits, temperaments and peculiarities are governed according to our character, that is to say, the intellect or families of thought controlling these characteristics will never allow the individual to get away from his own grist mill if he does not use a little of the objectivity Nature has implanted in him.

If our character, habits, temperaments and general environment are not just as pleasing as our objective sense would like to have them, we must learn the difference between receptivity, passivity, activity and positiveness.

We can not learn very much if we are not passive—totally receptive. Total passivity is concentration by which we acquire knowledge.

The grandeur, nobility, majesty and sublimity of the mind are sorry figures, disgraced and stained if the individual has not learned the value of concentration.

Thousands of years ago when man discovered that he could influence his fellow man by what we call suggestion, men of learning taught the people to be receptive and passive to their suggestions, and teaching them to concentrate their minds on the subject they desired to have carried to the front.

Perhaps Frederick Anton Mesmer knew more about this subject than any other man in his day, and if we would take some of his ideas and use them upon our own minds, perhaps we could handle ourselves more intelligently.

We are upset, thrown off our balance, or drawn from our center, decomposed and many times are made to be ashamed of ourselves, in some cases we are disgraced and thereby become unworthy of the flourishing and distinguished life which the knowledge of concentration can bring us.

Fascination, admiration and astonishment follow the experience of concentration. Unimaginable and strange, indescribable and unheard of wonders pertaining to intellectual matters enter the mind that knows just how to concentrate.

The mind of man can only handle one thought at a time. New and ambitious thoughts can not enter a mind when it is concentrated on inconsequential lines of thought.

It takes courage and bravery to break away from our old and embroiled thoughts. Thoughts of achievement are not characteristic of a coward.

Our poltroonery feeling together with our fear of losing what we have is the reason of much of our inattention to things that belong to this progressive age.

Our unwillingness to take a few hours each day to read carefully things of general interest leaves us nameless on the book of time and

our business is simply drifting along meekly and lowly without much real life in it.

Our activities should be watched very carefully. Our mental activities are very magnetic. Our brains imitate lodestones gathering in everything that comes in contact with them.

When we develop our positiveness to a high standard we will be able to resist much of the drawing force of the mind and train it to work spontaneously and in a smooth running order, so that we may pick off the fruit just as we need it.

There are but few of us who are not automatic. We have uncontrollable, irresistible and mechanical brains turning out the very same thoughts day in and day out, year in and year out in the very same old way and never once think of trying to do something different and something better.

Let us take a look at ourselves and ask the power behind us what it has invented through us? If we can not show inventive ideas all through our work, then it is a plain case that we are automatic, that we are not positive enough with the activities of the voluntars of progression that are lying near our brains.

We are too easily persuaded. We are gracious and cordial to our inherent beliefs. We are made to believe what was good enough for our fathers and mothers is good enough for us. We do not want an electric light bad enough to climb a pole. The old horse cart is good enough. The steam engine may blow up. These are the unsettled questions—as it were—that we are laboring with. We are simply afraid of ourselves. We all seem to be embarrassed.

Too many of us are controlled by the fates of obligation, compulsion and subjection. We are elected early in our childhood and are foredoomed by fatalism, and have been taught that our lives have been predestined, therefore it is no use to try to be inventive and progressive.

If you think fate is against you and you are allowing yourself to continue to be automatic in your thinking and working, take our advice and venture out on the highway of intellectual matters and you will find gold where you now see mud.

Too many have tied themselves down to one line (one line of thought) and have stayed there so long that they would not move from this condition if the line were taken away.

Who is our authority on the question of what we should do and how we should think—if we are not the center of our own field of thought? Where is the man, woman or child who can give us better advice than that we receive from our experience? Yet there seems to be something wrong with the human family. Who can tell us what it is? Most of us are inexorable. Nothing can move us out of the alternative currents that we are floating in.

There are but few who really and truly know anything at all about intellectual inspiration, the impulses of

the mind or the instinctive power of deliberation.

When it comes to habits, customs, immemorials, fashions and regular established precedents the people fall all over themselves to get in line. Still we would not have it said that we are not a civilized people. Nevertheless the world goes on habitually, rooted and fixed according to tradition, common laws and second-hand inspirations.

If there are any of the readers of the Tradesman who have their minds fixed on the idea that they are subject to fate, that there is no use in their trying to get out of their environment, we would advise them to take this article and re-read it many times and try to catch the power there is in it. There is life in these

words—plenty of life—enough to change the atmosphere of the whole world.

Try to learn all you can about receptivity, passivity, activity and positiveness. These principles, when fully understood, will make you free, will make you happy, wise and successful.

We are trying to find ourselves, we are still in the wilderness, but as we see the light we wish to draw your attention to it.

We do not want to "put our candle under a bushel."

Edward Miller, Jr.

Often you think you are "governing your temper," when you are just merely governing one manifestation of it.



CITY BAKERY CO.,  
GRAND RAPIDS, MICH.

### Mr. Bread Merchant

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

City Bakery Co., Grand Rapids, Mich.

IMPORTED FROM HOLLAND



### IS THE ONE TO PUSH

QUALITY has placed FROU-FROU in the front rank of the Biscuit world in less than four years. Uniform Quality. Persistent Advertising. Satisfaction to the Consumer. Lucrative Profits to the Dealer.

Write for samples and the address of our nearest distributor.

**BISCUIT FABRIEK "DE LINDEBOOM"**

American Branch—Grand Rapids, Mich.



### The Girl Who Can Not Keep a Job.

"Why did you not take that little protegee of mine?" asked a woman of a man friend. "I'm sure she was well recommended."

"Too well," replied the man. "A girl who comes to you with letters from five different employers in as many years has a screw loose somewhere."

"But they all spoke so highly of her!"

"I know, but something's wrong somewhere! Any girl as valuable as those write-ups say, wouldn't be doing an endless chain of job holding."

The woman was unconvinced, and I, who knew the girl from infancy, did not feel called upon to enlighten either of them.

That girl was a good worker; she was as faithful, quick, willing and competent as her employers said. What they did not say was that she was a hopeless gossip!

There is no malice in her gossip; she does not mean to hurt her employer's interests, much less her own, but talk she must. Every petty office detail is repeated—not enlarged, merely repeated—with no judgment as to listener.

The girl herself does not distort facts, but with constant repetition they become distorted—and dangerous. They also come back to the employer!

#### Employer Takes Easiest Way.

And he, because it is not the way of men to do the brave thing with his silly employe, makes excuse of business being slack and gently drops the talker. If one of them would but have a plain talk with her and tell her how her tongue was ruining her prospects she might be able to keep a job longer than a year.

#### And the letters?

The girl, naturally distressed at losing her position, asks for a letter of recommendation. The man, weakly glad to get off without a scene, writes the good things he justly can say, and thinks, "Let the next fellow discover her tongue for himself."

I have tried to tell the child what is wrong, but she will not or cannot believe me. So her job hunting and tongue wagging bid fair to continue until she learns her lesson of silence in the bitter school of dire poverty.

The girl who is always out of a job may not have herself to blame—but the chances are against it. There are cases of hard luck, and misunderstood genius, but the office rolling stone usually rolls because she will not fit into any one place.

So far from these constant changes "gathering no moss," they do worse than that—they accumulate an unenviable reputation.

#### Question for Each Worker.

This may not be tangible, as with our friend, the talker, but it is none the less hurtful. Business men and women naturally distrust the girl who is ever on the move. They think, "What is wrong?" And because it is so hard to find out they will not take the risk of engaging the rover.

Now, what is wrong, each girl who is always on the lookout for a new

place must ask herself conscientiously. The answer to those questions will be hurtful to self-love, but like the old time plaster, they burn to cure.

Perhaps the girl herself may not know what makes her a business rolling stone, but she should make it her business to find out. There is sure to be some disinterested friend honest enough to risk breaking up friendship by the truth.

It is surprising how apparently trivial some of the reasons may be that make a girl a chronic job hunter. Much less often is working ability at fault than personal qualities or habits.

One gifted girl cannot keep a place because she never can forget that she was not born to earn her living. When she is not boasting of her superior social position, she is bemoaning her loss of luxuries or indignant that SHE should be asked to do "menial" tasks that sensible business women accept as all in the day's work. Soon employers and fellow workers tire of this attitude of superiority—and the girl goes.

#### Debt a Serious Obstacle.

Another good worker cannot keep her place because she is careless in her personal accounts. She does not manage her income and is often followed to the office by duns or her employers are asked to hold up her pay for a back debt. Such things are distinctly irritating to a business man and hurt the reputation of the best clerk, who may not, however, be told the real reason of being "let out."

One exceedingly clever and valuable little bookkeeper friend of mine is a job hunter because of her unruly heart. She always has a love affair on, and when it waxeth hot, so do the telephone wires. When HE is not calling her up at the office to make dates, she is phoning HIM to explain some trivial happening. Or the suitor of the moment comes down to the office to walk home with her or meets her for lunch.

There is nothing wrong! The lassie is only fickle, and if she ran her love affairs out of office hours would not suffer for them. Being without sense to do this, the clerk's talk, employers disapprove and—the girl goes.

A really pitiful instance of the job-hunter is a pretty girl who needs badly to support an invalid mother. She is capable enough to make a success were it not for her unfortunate pride. Sensitive to a fault, she is ever on the lookout for slights, which she promptly resents. And because employers have not time to soothe hurt feelings and hate scenes—the girl goes.

#### Advice Hard to Give.

A little stenographer once came to me with tears in her eyes, asking, "Miss Mason, why cannot I keep a place? I can write faster and take better notes than lots of other girls, yet they can keep their jobs?"

I learned then to sympathize with the employer whom I have always called a coward for not telling the clerk he discharged the real reason. One of the hardest things I ever did was to tell that child that the prob-

able cause of her roving was an exceedingly offensive breath.

The plunge once made we had a straight talk on it, and now, six months later, the girl by visits to the dentist and care of her diet is holding a good position with satisfaction.

So many things make a girl a job hunter that the list is limitless.

It may be unpunctuality or a "fresh" manner, a bad temper, a tricky nature, a lying tongue, or a propensity for mischief making that causes the trouble.

It may even be nothing more harmful than not knowing how to dress suitably in an office. Many a girl has lost her place because she will dress at work as befits a ball room or opera box.

In an office I had occasion to visit recently I was a bit startled when the attendant, a young girl, came forward to meet me. Her naturally pretty blonde hair was hopelessly bleached and coiffed; her blouse was of sheerest material, showing a wild display of pink ribbons, and the collar arrangement would have been much better suited to a dinner frock, so low was it cut. The girl apparently was supremely unconscious of her ill advised costume, and no one had the heart to call her attention to it.

If you are always "out of a job"

don't lose heart. Before you set yourself down as a failure or think life is against you, make sure the fault is not one that you cannot easily correct when the wish is there to be a sticker instead of a rolling stone.  
Alice Mason.

An Eastern editor draws a sharp contrast between the foul bakeries which have given the baking business a bad name and those which large combinations of capital are sure to erect and operate. This is the way it is put: "An inspector discovered recently, in one of Boston's bakeries, a mother and child asleep in the bread-mixer; in all the congested districts of cities the loaves in the underground bakeshops have been found commonly exposed to marauding vermin and to the foul conditions that pertain to the 'boarding-in' system. The 'trust' erects modern, well-lighted and ventilated baking establishments of spotless cleanliness; it wraps its loaves in the bakeshop before they are handled; it invests in special wagons and impervious baskets. It competes with other large and well-organized baking companies."

An old man once said to me: "My son, you will make a success—if you will work."

## National Biscuit Company Products

Enjoy the Goodwill of a mighty Nation

The National Biscuit Company has millions of dollars invested in lands, buildings, machinery, raw materials and other necessary adjuncts to the carrying on of a great industry. Yet all this investment, all these facilities would not avail *without* the goodwill that has become a part of the making and selling of Uneeda Biscuit, Nabisco Sugar Wafers, Zu Zu and the other National Biscuit Company In-er-seal products.

"How does this apply to my business," you say? In this way—You must have the goodwill of the people in your vicinity in order to do business.

The various products of the National Biscuit Company, in packages and in glass-front cans, already enjoy that goodwill. It will bring trade to your store—it induces habit, and your sales profit thereby.

NATIONAL  
BISCUIT  
COMPANY



### Profitable Advertising Results Follow Persistence.

"I have tried advertising, and it does not pay," said a retail dealer not long ago. "You can talk about it until you are black in the face, but you can not convince me, for I have had experience."

Well, it developed in the course of conversation that he had tried it--for three consecutive issues in the weekly paper of his town. Further more, his advertisement consisted of a two-inch single-column card. The same card was used, without change, all three issues, and simply told the public that he dealt in dry goods and general merchandise, at the corner of Main and another street. All of which was known to the readers of the paper long before he announced the fact in printers' ink.

"So you see, you can talk until you are blue in the face, or black, or green, or any other color, and you can not convince that man of vast experience that there is anything in advertising. Of course, you can not convince him. He belongs to the class that knows it all, and has a monopoly on the wisdom of the world. It would almost be a heartless shame to show such a man he was wrong, if such a thing were possible. He is so happy, in his blissful ignorance, the increase in his business that would result from proper advertising might not be fair compensation for the loss of his contended, egotistic state of mind. Funny, isn't it, how a little fellow like that pits his foolishness against the wisdom of those who have made big fortunes out of advertising? But it is always the way. The less a man knows the more he thinks he knows. A boy in his teens talks more about his vast experience in life than the matured man of 50. After awhile he goes out into the world and gets a taste of actualities that knocks the conceit out of him; and after that he is a much more pleasant companion and a more useful member of society.

Let us analyze the position of the poor ignoramus whose words have been quoted:

He advertised three weeks, two inches a week, or a total of six inches. He paid for that at the rate of 20 cents per inch. Entire expenditure, \$1.20. Enormous outlay! He says it did him not one bit of good and we believe him.

A storekeeper may reap returns from his first advertisement if he has some phenomenal bargain to offer. Under such circumstances, it means that he has determined to pocket a loss, usually, in order that

he may offer a great price inducement. This is part of his game of advertising, and it is no more than proper to charge to publicity account the profit lost on the goods thus sacrificed. Let the advertising pay its way by assuming responsibility for the inroads it makes upon profits. It can stand upon its own bottom, and still be a highly profitable servant. But, in such a case, the cost of advertising has been increased for the sake of making quick returns, and, by comparison, the trifling outlay of the tightwad whose remark has been quoted sinks into utter insignificance.

The paper in which he advertised is a fair average country newspaper, capable of making satisfactory returns to the merchant who uses its columns intelligently. It has a good circulation, is well thought of by its readers, and is competently edited and acceptably printed. Consequently his unfavorable comment is unjust to the paper. Where the publisher fell short of his opportunity was in not insisting upon the dealer's inserting copy of greater drawing power. A beginner in advertising needs this instruction, and it is to the interest of the publisher to give the advice. The alert newspaper man takes more thought for his advertisers than merely signing them up to contracts and collecting the bills. The copy must be of the kind that "pulls," or the paper gets the blame.

Furthermore, at the low rate charged, and considering the space used by others in the same paper, two inches made a lamentably small display. There are circumstances and places where even a single inch card is sufficient, as, for instance, in the case of a professional man; but, for a general merchant, in his own town paper, the littleness of the advertisement would be taken as an indication of the smallness of the storekeeper's way of doing business. It would stamp him as either unsuccessful or stingy, either reason being sufficient to harm, rather than help, his trade.

The broad-minded man, with confidence in the quality of his offerings, is not afraid to risk a moderate sum in this exploitation. It is not unlikely that the publisher may have made suggestions to him along these lines and that he was too narrow-minded and close-fisted to accept them. It is possible to conceive almost anything in the way of gross stupidity in such a man.

If there is a storekeeper contemplating his first advertising campaign who harbors the delusion that he is going to use a very small space and

get returns from the beginning, let such a man halt, turn back and save his money. The course he has mapped out will disappoint him and will not justify even the slight expenditure he proposed to devote to it. Let him do it right and with persistence, or keep away from it. This is not the day of small things, and the merchant will naturally be judged by his publicity policy.

One man, unfavorably located as to his street in the town, will force his business to success by the individuality of his advertising, while his competitor in the main thoroughfare fails. It is because he has the advertising sense and the grit to keep at it. That is the kind of man you can not keep down, for he will win out in spite of adverse fate and circumstances.

The man who says he has tried advertising without success, when he has really only made a sickly attempt at publicity, does injury to others, because he discourages some who have not tried it at all and really believe he knows what he is talking about. There are many retailers who are influenced by the alleged experience of others, and they are more inclined to accept the statement of the merchant who says it is no good than of the one who declares himself well pleased with results obtained. In fact, as in everything else, it is the disgruntled one who talks the loudest and makes the most noise. People are more prone to condemn than to praise. Many a good thing in life is passed over without serious consideration just because somebody has said it is worthless. Especially is this true of anything that means the expenditure of a little money.

### Not the Usual Way.

Jorkins—How did you ever come into possession of such a cheap looking umbrella as that?

Dorkins—Why, I got this umbrella in a very peculiar way—I bought it.

A vast amount of ignorance is caused by a fear of knowing the truth.

### Make Your Name an Asset.

A name is synonymous with a reputation. Whether it's your name, as an individual, as a business man, the name of a firm or the name of an article, it is the same. Your name, John Jones, suggests something. It is the qualifying adjective which means either good or bad when prefixed to your business. It does not stand for your business; it indicates how you conduct your business.

You, as a retailer, can not advertise that you conduct an up-to-date establishment and make people believe it unless you do conduct an up-to-date establishment; you can not make people believe that you handle the best goods at right prices unless you do handle what they know to be the best goods at right prices. You must live up to the name you would create.

Much depends upon the universal conception of what good value is, but more depends upon knowing what that conception is and living up to it. By doing that your name, John Jones, will become synonymous with a reputation of giving the best. That is accomplishing far more than you would accomplish were you to merely advertise that you gave the best and let it rest at that.

The thousands of dollars which have been and are being spent in creating reputations for certain well known goods have resulted in giving them great names which alone stand for all that can be said of their quality. The name would become as synonymous with lack of quality if the goods were not up to the universal conception of what good value is.

F. Marion Fluke.

No good dream ever came true, unless the one who dreamed it was true.

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

## If You Are Ambitious

To better your condition this fall, get ready now, and put in a line of our

**Cotton Blankets      Wool Blankets**  
**Crib Blankets      Comforts      Outing Flannels**  
**Canton Flannels      Shaker Flannels**  
**Wool Flannels      Flannelettes      Storm Flannels**

We have a very strong line at prices that are absolutely right

**GRAND RAPIDS DRY GOODS CO.**

**Exclusively Wholesale      :::      Grand Rapids, Mich.**

We close Saturdays at one o'clock

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

Talk Number Six.

The second success injunction is, Know the other fellow.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands of dollars have been lost by not knowing the other fellow and by putting him in the wrong place.

Thousands of dollars have been expended by fond parents in their attempt to make doctors and lawyers of sons that Nature never intended for such professions.

Thousands of hours of honest effort have been wasted by those who have been advised to go into lines of business for which they had no ability.

Thousands of lives have been ruined by persons of jarring temperaments marrying.

Thousands of parents have quarreled with their children and turned them adrift—simply because they did not understand their children.

Thousands of children have quarreled with their parents for the same reason.

Thousands of men on the road fail as salesmen simply because they do not understand the other fellow.

Thousands of merchants become bankrupt because they do not understand men and women. Instead of securing and retaining patrons, through their want of tact, they lose those who come to them with their trade.

I put the question to you, Mr. Employer, How can you handle the men under you if you do not understand them?

I put the question to you, Mr. Salesman, How can you sell goods to persons you do not understand?

Since the greatest statesman and the greatest professional men owe their success largely to their skill in handling men and women, can you afford to be without this knowledge?

Can directors of banks and railroads and corporations, in whose power it lies to select men for executive offices, afford to put the wrong man in the high place?

Such a mistake may involve a railroad or corporation in bankruptcy because of the incompetency of the man selected. A man may be elected president of a bank who is by nature a defaulter.

There was an excuse for this before character analysis had become a science. Now, however, this science has been formulated and developed to a high degree of accuracy by Dr. Katherine M. H. Blackford, of Boston. The man who would be progressive must master it to keep up with the age.

There is a story told of a doctor being called to treat a shoemaker who was thought to be dying. The shoemaker craved salmon. The doctor thought the man was in such a desperate state that he might as well let the fellow have what he wanted,

as, at the worst, the salmon would kill him only a few moments earlier. However, to the doctor's surprise, the salmon cured him.

Later the doctor was called to cure a blacksmith suffering from the same complaint. As the salmon had been so efficacious in the case of the shoemaker the doctor thought it would be equally so in the case of the blacksmith. The result, though, was different. The blacksmith died. So the doctor wrote down in his memorandum book, "Salmon cures dying shoemakers, but not dying blacksmiths."

"What is sauce for the goose is sauce for the gander," is not true in the business world. You can not cure the blacksmith with the same medicine that cures the shoemaker.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

If all men were alike salesmanship would not be an art.

You know you must handle the quick-tempered man with gloves; the lethargic person you must urge to action. This much the novice knows. But mankind is not divided simply into the quick and the slow. There are many types and variations.

The art of analyzing character scientifically is not as simple as the alphabet. Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be remarked. You must be able to do it quickly, too.

The value of such study I am sure you must feel. If you are looking for commercial or professional success, master it. It will repay you largely.

**Know Your Business.**

Equally important is the third success injunction, Know your business.

This means more than know your job, although you should make sure you know that first. After that, however, you should get busy, and know the job above yours. Yes, even the job above that. For the fellow just above you may not be able to fill the job above him. If you can there is your chance.

While it is the doing that counts in the battle for success, it is not the doing that starts the battle for success. It is your preparation to do the things that should be done when the opportunity arrives that makes you "make good" at the supreme moment.

**Become a Post-Graduate.**

Make the world need your service and the world will pay you for your service. The more you make the world need it the better it will pay you.

Who is the man who is always looking for a job?

The efficient man or the inefficient man?

Is it the fellow who brings in the weather report or the salesman who hustles and gets the orders? Is it the book-keeper who strikes his balance "first pop," or the fellow who

adds the year of our Lord in his columns and then takes a week to discover the result of his mind wandering? Is it the aspirant for histrionic honors who thought "shuffling off this mortal coil" in Hamlet's soliloquy meant "to take off your clothes," or the actor who has mastered his art to perfection—the Garrick, the Siddons, the Booth, the Bernhardt, the Irving, the Mansfield—that takes the world by storm?

The man who takes the world by storm must be able to do something worth while.

Is it the railroad clerk "who gets his traffic charges mixed" and charges you passenger rates on a carload of pigs, or the Harriman or the Hill, who masters railroad technique to perfection, who becomes the president of the road?

Is it the one-hundred-and-fifty-word-a-minute stenographer or the graduate of the "four weeks' course in shorthand," whose notes are as undecipherable to him as a chop suey bill of fare in original Chinese would be to us, who is always looking for a job?

Why are so many men always looking for a job? Why are not more filling the job!

I will tell you the reason: It is because the world is always looking for competent service. It is not going with a searchlight looking for the man who wants a job—but the man who can fill the job is always sure of the job. The job wants him—more jobs than he can fill. Job-hunters are not job-fillers, and job-fillers are not job-hunters.

To be a job-filler you must be a man whose positive or success qualities are developed. The world does not want sick men, but well men; not moral wrecks, but reliable men; not timid men, but bold men.

Obeys the laws of health; develop the powers of your mind, "your thinker, your feeler, your rememberer." Give these three the proper exercise, and the world, because of the efficient service you can render, will recognize you as a competent man. Then develop your "imager" and your "willer" and it will recognize you as an exceptional man—a man of initiative.

You will stand at the threshold of success.

In Talk No. 7 I will take up the last injunction, the obeying of which will lead to achievement.

A. F. Sheldon.

A really "square deal" must be square enough to go all the way round.

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.

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

**Miller, Watt & Company**  
Fine Clothes for Men Chicago

## It's Up To YOU

To select the line of fall hosiery that will give the best results. We can help you by showing one of the most select lines of Ladies' Men's and Children's in fleece lined and wool. Be sure to inspect our line before placing orders.

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Grand Rapids, Mich.

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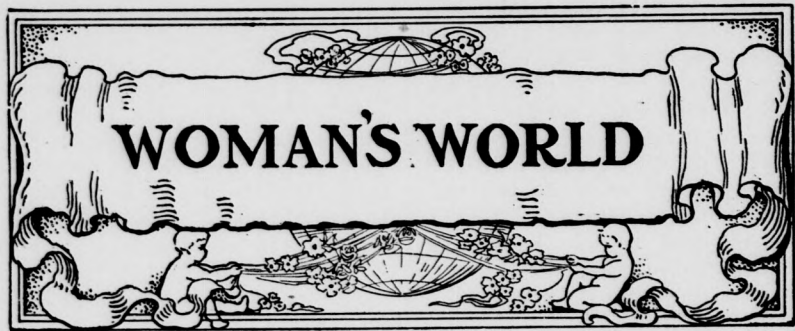
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It is *Convenient, Reliable, Durable and Practical*. It gives the user more umbrella service for his money than he can get elsewhere. Don't buy another umbrella until you see a Baker. For photographs and prices address

**The Holland Umbrella & Specialty Co.**

**Holland, Mich.**



### The Automobile—From a Woman's Point of View.

Written for the Tradesman.

Considered as a toy or a plaything, the automobile is a man's toy. Regarded as a surpassing triumph of inventive genius and constructive skill, it is man's triumph. Viewed in its darker aspects as a gigantic extravagance, financially; as the means of a recreation which easily descends into a dissipation to the neglect of business and other duties; as the instrument of a sport in which the most brutal and sickening disregard for human life constantly is being manifested—in whatever way you look at it, the automobile is essentially man's.

Woman can claim no part in the great credit which very properly attaches to it; she can wash her hands in entire innocence of any blame concerning it. Her relation to it is passive. She is ready to make use of it as she is of almost all the other enjoyable things of life, when it is brought to her door, but she would never have invented it, not in a billion years; never would have brought it to its present high degree of perfection and efficiency; and she has to be in very good circumstances, financially, before she is willing to put up for the gasoline to run it.

Many women own cars, but there is this important difference between the attitude of a man and that of a woman toward the buying of an auto: A man is ready to purchase one the moment he can by any sophistry of reasoning persuade himself that he is able to make the outlay, often long before his better judgment endorses the proceeding. With a woman it is different. Not until she has everything else she wants—plenty of good clothes, her house furnished and fixed up just to suit her, all the bric-a-brac and articles of vertu she may fancy—is she ready to part with any of her precious coin for even the swellest, niftiest, smoothest running and most luxuriously appointed 1912 model that the most persuasively eloquent demonstrator can show.

These statements are, of course, generalizations treating of the situation as a whole, and so are subject to occasional exceptions. For instance, the passivity of the sex regarding the auto might seem to be called in question by the fact that many women act as their own chauffeurs and take great satisfaction in the feeling of mastery and skill which they experience. But it should be remembered that the number of female drivers is large only when taken in the aggregate, for in reality women make up only an inconsiderable frac-

tion of the entire number of persons who operate machines. Indeed, it is fully admitted that cranking a car and holding the wheel when going over sandy roads are altogether too heavy work for a woman of ordinary strength.

As to the financial phases of the subject, there may very rarely be a woman who becomes so infatuated with the pleasures of automobiling that she goads her husband on to the purchase of a car when he knows he can not afford it and so buys under protest. But such instances are so rare as to cut practically no figure. In nineteen cases out of twenty it is the man who gets the craze for an auto, and if, in order to have it, a mortgage is put on the home, the wife's signature is placed on the execrable document with reluctance and tearful remonstrance. In a world of women—if the reader can imagine so anomalous a place—the automobile industry would fall flat as a flounder.

Preachers, editors, moralists of all kinds, always have been ready to chide women who were wasteful or extravagant and to impress upon the sex the necessity and beauty of economy. She who spends her husband's money too freely ever is subject to reproof. Now women may take a little wicked satisfaction in calling attention to the fact that the great extravagance of the age, the automobile furore, which not only has brought countless individuals to the verge of ruin but has tied up vast sums of capital that are needed in other lines of industry, and made bankers and grave financiers stand aghast in horror and apprehension—this is man's and not woman's extravagance. When it comes to spending money, woman is compelled to acknowledge her inferiority. Her capability in that line as compared with that of the male creature is only "as moonlight unto sunlight, and as water unto wine."

In any fair consideration of the subject, a sharp line of distinction should be drawn between legitimate motoring and that which is lawless. The man of slender means, working on a small salary, who takes his little all and buys an auto, deserves rebuke; but his lack of prudence should not throw into discredit the enjoyment which a man of amply sufficient means may rightfully take in owning and operating a car. No more should reckless speeding and racing on the part of some owners and chauffeurs cast approbrium on the thousands and thousands of careful drivers who show utmost consideration for all other travelers whom they meet or pass on the road and among

whom an accident of any kind is most rare.

In almost every community a great portion of the men stand morally on what may be termed middle ground. They are not confirmed saints, neither are they out and out sinners. While not genuine sports, still they do not belong to the class to whom we naturally turn for Sunday school superintendents. It is difficult or even impossible to elevate them to a much higher status, and certainly it is most undesirable that they should sink to a lower. Some diversion or amusement that will keep them happy where they are is a necessity. Automobiling supplies this and so is an unmistakable boon. It is not so expensive as yachting nor so demoralizing as the horse race.

It also has some homely utilities to recommend it. For the man who is not in circumstances to employ a chauffeur—and the vast majority of cars are owned by those who are not—the machine furnishes all kinds of healthful exercise. Who does not know stout, well-fed men by the score who do more hard muscular work in one season after the purchase of a car than they did in the five years preceding? When such a one gets down under his "gasoline buggy" and perspiringly toils by the hour with wrench and pliers and screw-driver, as must sometimes be done—well, it is a question whether the gymnasium has anything better or more flesh-reducing to offer.

In the average well-to-do family father is like Jones, he pays the freight. Lots of money is spent from which he receives very little good except indirectly and vicariously. He buys a fine piano for the girls and pays for hundreds and hundreds of lessons, and as recompense may occasionally be able to coax from them a reluctant rendering of a waltz or a twostep. He signs good-sized checks, a number of them each year, to keep the boys in college, when all the

pleasure he possibly can get out of it is the satisfaction of feeling that he is doing his duty and giving them the best possible advantages. It is the same with clothes. He likes to see his wife and daughters well dressed, but his masculine eyes can not take in the exquisite beauties of expensive fabrics, nor appreciate the perfections of cut and mode.

But what he spends in buying and running a car father enjoys with the rest and as keenly as anyone. Every fair-minded woman must rejoice that at last a luxury has been found that is exactly after a man's own heart. In motoring, as perhaps in no other pastime, a whole family may take pleasure together. Father and mother, with sons and daughters, out for an exhilarating country trip, gaining health, recreation and rest from business and household cares—this is the fairest picture the automobile can furnish and forms its ample justification.

It is greatly to be hoped that better roads, together with improvements in the construction of cars, that will lessen their cost and at the same time increase their durability, soon will place legitimate automobiling within easy reach of vastly greater numbers than can not enjoy it.

Quillo.

### An Economic Suggestion.

Gladys—Tommy Tightwad is the meanest man I've ever encountered.

Gwendolyn—What has he done?

Gladys—He's engaged to Tilly Tilton, you know. It appears that he picked up a ring at a bargain sale and had the nerve to offer it as an engagement ring. It was much too small for her finger. What do you suppose he suggested?

Gwendolyn—What?

Gladys—That she diet until she could get it on!

It is astonishing how quickly a girl acquires beauty after she inherits a fortune.

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

Terpeneless High Class  
Lemon and Vanilla

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

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Something New All the Time

# Coffy Toffy

Our latest product is a summer novelty.

Good Old Fashioned Butterscotch

Dipped in icing flavored with Coffee—It is going some.

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

### Got Into the Harbor With Sails Flying.

Although my subject is sugar, and although it will admit a sprinkling of spice, this confidential talk with women is not to be about cooking.

In fact, it is not to be especially about domestic life. It is to concern itself with sweetness for which sugar is a synonym, and with variety which is naturally suggested by spice. A life without sweetness and without flavor must indeed be dull and wearisome.

There are some of us who live such lives from the beginning to the end of our days. We get into a rut and stay there. We make up our minds that there is nothing before us but drudgery, and we accept our fate without even a protest.

Life seems monotonous and we do not see our way into change, excitement or pleasure that would make a break in the monotony. What we need is sugar to sweeten our days, and spice to keep them from being insipid.

In dear Old Mother Goose we are shown the king in the parlor counting out his money, while the queen is in the kitchen eating bread and honey. What a sensible queen is this, and what a good example she sets to every daughter of Eve. If one is starving one does not disdain dry bread, but in ordinary circumstances, dry bread is penitential fare.

The personage who spreads her bread with honey is having a jolly time in the kitchen, a far better time than the poor king in the parlor, who has nothing to do except count sums of gold, wrap them up, put them aside, send them to the bank, turn them into investments and lie down at night to worry lest he shall lose instead of gain, in the ups and downs of the market.

The little queen with her white bread and her honey in the comb is a more enviable figure than the king, and we are becoming aware of it in these anxious days when one never knows what may be happening to Fortune in the turning of her wheel.

To drop metaphor, and come down to plain speech, what is the open secret that makes one woman attractive and prevents another from possessing charm? Why is one woman invariably popular while her friend sits neglected in a corner, makes no particular impression and drifts into dullness because the tide on which her boat sails is so sluggish that it carries her nowhere?

The woman who is sweet in temper, who thinks very little about herself, but a great deal about others, who takes the side of the under dog and extends a cordial hand to help the friend who needs a lift, is the woman most wanted and best loved in this queer old world.

More or less, everybody one meets has now and then a mood of discouragement. It may tax your credulity to believe it, but the saddest men I have ever known have been professional humorists, devoting their talents to the entertainment of the period. The comedian on the stage who keeps the house in a gale of wild laughter may himself be inclined to tears.

More or less, everybody is at times lonesome. The woman who is sweet in mood, in temperament, in manner and action, cheers the lonely, comforts the sad and helps her comrades to gaiety and gladness. She is like the queen in the nursery rhyme, only she dispenses bread and honey with it.

As for spice, it is just a little different from sugar. It is half compounded of ability to see fun and disposition to enjoy it, of quickness in repartee, of wit and of humor. Whoever in a family, in a group, in society or in business has the gift of saying clever things in which there is no barbed point of malice, who can be droll, yet hurt no one's amour propre, who is unexpected and surprising and willing to accept a laugh against herself, is sure to be sought, sure to awaken merriment, and sure to make other people pleased with themselves.

This last characteristic is beyond price in social intercourse. There are shy people, chilly people, low-spirited people and disappointed people who grow cynical and misanthropic, and who require an influence from the outside to make them forget their demon of bashfulness or depression. They are not at their ease in company.

She who has a magic wand to lift them into the sunshine, make them pleasing to others and satisfied with themselves is a social enchanter. She may be young and then she is a good fairy; she may be old, and then she is a fairy godmother. Anyway, the fairies presided over her cradle, and when they dropped gifts upon her they showered her with the spice of life.

I remember stepping into a room one day when it had been dismantled and was in that half-chaotic state that a living-room has when the occupant is ready to move elsewhere. Never does furniture assume so disreputable an aspect as under these circumstances; never does home seem so unhome-like as when despoiled of rugs, pictures, china and books; the moving van at the door ruthlessly packing everything in, while the piano and the lamp and the pots and pans hobnob together in a fashion of equality hitherto unknown. Standing by the window amid the upheaval of her room, my friend greeted me with a smile like a sunbeam. In her hand she held a curious little card case; on one side of it was the miniature, on ivory, of an exquisitely beautiful woman, somebody's great grandmother, perhaps hers.

On the reverse of the case was a picture of a king sitting on a throne and extending a golden scepter to a lovely maiden visible between parted curtains. Under this picture were the words: "Unto the half of my kingdom." My friend said as she showed me her precious heirloom, for such it was, "I have been bubbling over and effervescing with pure delight ever since I came across this in a drawer of my desk.

"Oh, yes, we are moving, we have lost our money, Jack hasn't a job in sight, and I don't know when I shall get a new gown, but here is the king who is my symbol of love, and he holds out a sceptre and tells me I

can have all I want to the half of the kingdom, and, on the other side of the case is the picture of my great grandmother, who never had a crumpled rose leaf to mar her perfect bliss, and she seems to beckon me to walk as she did, not indifferent to care, but able to carry it lightly. It does not matter what we have, does it, so much as the way we look at life, whether we are happy or miserable."

As she finished, her husband, manly, debonair, not a bit discouraged, made his appearance on the scene, and I knew that he two of them would be equal to any emergency. They possessed sugar and spice, and with this freight in their cargo they were safe to make a good reckoning and get into harbor with sails spreading and pennants flying.

Margaret E. Sangster.

### Why Not Have Girl Scouts Also?

The Boy Scout movement, suggested originally by Ernest Thompson Seton, and taken up in England by General Baden Powell, is growing in this country very rapidly—notwithstanding the opposition of the trades unions, which have no use for either boy or man unless he is a sneak and a liar—and will probably soon be another picturesque feature of our more or less picturesque civilization.

The Boy Scouts are a large army, graded according to age and general ability.

A boy is placed according to what he can do and the measure of his honor. He must be able to make a camp, hunt and fish, walk long distances, be familiar with woodcraft, rescue people in emergencies and prove his self-reliance in many ways. Unless politics or graft gets into this

new machine it ought to prove effective.

But why confine the movement to the boys?

Why not have Girl Scouts also? They could be taught, for example:

To wash dishes.

To learn the use of a broom.

To wear simple clothes.

To avoid slang.

To help mother.

To learn something about how to take care of a young baby.

To speak respectfully to their parents.—Life.

The Tradesman is informed that Mr. Seton is at work on a Girl Scout ritual and organization and that he will present it to the public in the course of a few days.

### No Use Going Any More.

"Mrs. Findlay says she has crossed the Atlantic fifty times."

"Yes; but the customs inspectors have become so inquisitive that I heard her say the other day that she had about decided to see America now."

### Cooling the Atmosphere.

Dobbs—My diningroom is the hottest place on earth. I wish I knew what to do to cool it.

Wobbs—Did you ever take a friend home to dinner when your wife did not expect it?

If Love is blind, it is because Folly has put out his eyes.

### Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Engraved and Bound, 5,000 Original Bills, 5,000 Duplicate Copies, 100 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it. No charge for itself in for other charges alone. For description, circular, samples and special prices on large quantities, address The GROSS-THOMAS CO., 1225 Wabash Ave., Chicago, Ill. Agents Wanted. NOTE:—In terminal orders, do not expect to furnish copy of print, as desired. It takes from 10 days to 2 weeks to execute orders.



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Get our prices and samples for store and house awnings.

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**Schools** The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

**Lodge Halls** We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

### American Seating Company

215 Wabash Ave.



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NEW YORK

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### PARCELS POST EXPENSIVE.

#### Decrease in Postal Cost Means Increased Taxation.

The House Committee which has been listening to arguments concerning parcels post has adjourned, after hearing one side of the case. There will be a later session, which will be for the purpose of giving the other side its inning. So far, all was from the standpoint of those in favor of the proposed change in the postal system of carrying packages. Most of the arguments seem to have been based upon the threadbare and insufficient contention that what is being done in other countries should be adopted in the United States, and such argument is about as profound and substantial as to assert that we should all belong to one political party or have one religion because the other fellow is of that belief. America for Americans is what concerns us, and what may or not be the proper policy for England, France or Germany is of little importance in this country where conditions are radically different, as has been practically proved.

Opposition to the proposed experimental parcels post, to apply to rural routes only, has come from farmers, who claim this is not satisfactory and will prove disappointing as an experiment, as it will not give the farmer an opportunity to reach the city markets with his produce. Other objections of various kinds to the Sulzer bill, but favorable to the general idea of parcels post, have thrown the situation into a state of confusion which makes it not unlikely another bill will be prepared, possibly emanating from the Democratic side. According to authoritative information received by the New York Journal of Commerce, Democrats are now contemplating the bringing forward of a parcels post bill. Albert O. Bursleson, the chairman of the Democratic caucus, who has been considerably interested in the subject, has had a talk with Commissioner of Corporations Smith for the purpose of getting the co-operation of the Bureau of Corporations in a study of express companies and their business. A few days ago Mr. Bursleson introduced a resolution calling upon the Bureau of Corporations to investigate:

"The causes of the excessive transportation rates being charged by the express companies doing business throughout the United States; the capital stock of the express companies, and the ownership; the actual value of the physical properties of the express companies and the assessed value of same by cities, counties or states, the names of the directors and officers; the investments by express companies in the stocks or bonds of railroads and the contracts of express companies with railroad companies, including those for terminal and switching charges, and the apportionment of rates between express and railroad companies; the contracts or agreements of said express companies with the Federal Government or the departments thereof, and the extent of the competition of said ex-

press companies with the Postoffice Department; the rates furnished to publishers of magazines and newspapers by said express companies and the details of service rendered in connection therewith, and the considerations given or amounts paid by said express companies to newspapers or magazines, or any others for the establishment of a parcels post."

The Bureau of Corporations considers the getting of the information a very long and costly undertaking, but has indicated that it is possible to get a smaller amount of data on the necessary phases of the subject if desired. It has not been determined as yet what will be done, and the situation is complicated by the fact that the express companies are placed by the terms of existing law under the jurisdiction of the Interstate Commerce Commission, which would, therefore, naturally make any such investigation. The demand for the investigation, however, is in line with the apparent disposition shown by Democrats in the hearings before the Committee on Postoffices and Post Roads, and which are apparently leading up to the reporting of some parcels post bill.

There are a few very positive advocates of parcels post among the newly elected Democrats and these, together with the older advocates of the scheme, make a rather formidable body of support for it. If the Bureau of Corporations is called upon to complete its investigation before a bill is reported, nothing could be done at the current session. Parcels post legislation was not included in the list of subjects officially recognized by the Democratic caucus at the opening of the session.

Friends of parcels post, who think it would be a very great convenience, overlook the fact that it would be far from economical. Charges for package carrying might compare favorably with the rates demanded by express companies, but there would be a largely increased deficit in the Postoffice Department, which would have to be met by general taxation, and the hopes of decrease in the cost of living would thus go glimmering, for taxation is largely responsible for the deficit in family pocketbooks.

In an address of John A. Ordway, of Boston, before the New England Dry Goods Association, the speaker said:

"I ask your attention to what, in my judgment, are positive objections to the parcels post, objections that are not based wholly on dollars and cents, but on the broader principles of humanity that are above the fleeting tribulations of our little hour and whose laws of action create or destroy states or nations as they are applied wisely or unfortunately.

"John Stuart Mill, one of the strongest reasoners in political economy, stated in an incisive sentence that 'The community that contains the greatest diversity of industries will always be the most prosperous and intelligent.' It would seem as if his vision were prophetic of our loved New England, where towns and villages contain within their borders

the farmer, the manufacturer, the merchant, the teacher, living in useful harmony, and by their diversity of thought and action producing men equipped to accomplish the destiny of this wonderful land. Such environment, such healthy conditions, produce the character of Americans that the country needs, and the practical benefit from the New Englander reared in such communities is impressed upon all sections of this great land. It is to wither and destroy these safeguards of national security that the proponents of the parcels post intend. In their infinite wisdom they would sweep the village aside in their zeal for the mail order octopus and the magazine advertisements. A great city whose water supply is polluted is in serious danger; a great community that stems or hinders the growth and influx of healthful men is short-sighted, and decay will follow. Totally aside from personal gain, I believe we should steadfastly oppose any attempt, open or concealed, to sap the vitality of the New England town. Boston exists because of New England, and Boston should protect its own.

"Another objection to the parcels post is that its operation will add a tremendous force of Government officials to the already swelling list. Excepting always that human hog who never votes, never reads, never thinks, but roots and grubs along, grunting out one single word, 'Dollars,' which happily die with him, this objection should be considered by all thinking men. The stronger the entrenched force of the party in power, the more difficult will it be to effect needed reforms when stagnation in office produces disease.

"Another objection is that our government of free men was never intended to block or hinder the pathway of individual endeavor. Rather was its function to be that of aid or protection to insure equal opportunity under sane restriction. Following this connection and not to be lightly regarded, is the assumption that is clearly foreshadowed, that should the Government engage in the transportation of merchandise the inevitable result would be the national ownership of the railroads, thereby still further increasing the centralization of power, which is diametrically opposed to the con-

ception and scope of our general system of representative government.

"Again a serious objection is that the transfer of conditions of transportation with its accompanying word paintings of alluring advertisements would tend to increase general extravagance, particularly in those sections where prudence is necessary for happiness or precaution for old age. A distinguished writer has said that more discord and misery are caused in this country by our national extravagance than from any other source, not excepting the results from alcohol.

"Still again, it is closely argued with logical coherence that the various monopolies that now practically control many branches of trade would welcome the development of large distributors at the expense of the present countless individuals, because of the greater ease of organizing in combination. The tremendous sales and enormous profits of one mail order house are the subject of daily comment, and should the Government lend its aid to still further increase these figures, the time would not be distant when similar institutions would start into life in other sections. Backed by ample capital, and equipped with the experience regarding methods, their success would doubtless become immediate, until such time as competition among themselves endangered profits.

"It is no fanciful assumption that when that point is reached combination or absorption will add another

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Grand Rapids, Mich.

## A Good Place To Establish A Profitable Grocery Business

This announcement is made by the Business men of a thriving, up-to-date town in Michigan.

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

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

### Good Churches—Good Schools—Good Climate

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

Obey that impulse.



impregnable monopoly to the already threatening list.

"The present monopolies have produced such colossal and unwieldy fortunes that the employment of their surplus is a constant thought, and so rich a plum would not escape.

"Finally, for I have detained you gentlemen long enough, is the rank injustice of this proposed measure. If by taxation of the people as a whole, some permanent benefits be obtained, two blades of grass be grown where one existed, or even one section developed through the agency of the whole country's help, no one would more eagerly advocate such action, for I realize that a healthful growth spreads its benefits everywhere. But this measure does nothing, creates nothing, carries with it no lifting of burdens, but simply takes from A to give to B, without assurance or guarantee of betterment of service or conditions. As all dry goods retailers know, not one article sold by mail order houses, in their line, but is daily and usually sold by them at the same or lower price, without any special fuss or feather about it, and all of us understand, without possibility of contradiction, that the advertised brand, in nine cases out of ten, does not depend on its intrinsic merit for its sales, but instead relies on the credulity of a thoughtless purchaser.

"Again, what justice is there in any law that proposes Government aid to the man whose product weighs eleven pounds, or measures within certain cubic inches, and denies the same relief to another citizen and taxpayer whose product necessarily exceeds these limits? If this is not special legislation bestowing subsidy or patronage on the few at the expense of the many, then what is it?

"For these reasons, and many more, my friends, I oppose the parcels post as to-day presented. I believe it unwise and manifestly unfair. I believe its passage would cause tremendous initial loss, without subsequent compensating gain. I believe it is a move in the wrong direction, as it affects the Government. I believe that the people, through their representatives, and under the constitution, should have and should use the power to regulate the channels of trade, and I strongly deprecate any additional departure from the simplicity, the directness of our form of government, and especially if such action should hinder or usurp the zeal or ambition of any citizen in his wage earning capacity, conducted under the law. If an express company violates the law treat it under the law with the same justice as would be given a second-story burglar, but no more consider the opening of governmental lines of express in opposition than you would consider the governmental employment of other second-story burglars as punishment to law-breakers.

"The fewer that we have the better, but as self-respecting citizens let us strive to maintain their standard of even justice, regardless of special interests of our own personal discomfort."

### Some Sensible Maxims For Summer Guests.

It is always assumed that a guest is invited for her own pleasure and the pleasure of the hostess, consequently the obligation is a mutual one to make that anticipation a reality on the part of each.

If you receive a definite invitation to a country house to make a visit of a certain duration do not, above all things, if you are obliged to decline, say that you will come some other time soon, leaving your would-be hostess to fear you may drop in when least expected and when she has no room for you in her plans.

It takes a very close friendship indeed to stand this sort of putting to the test, but if one's invitation is accompanied by the assurance that "if you can not come at this time I shall be very glad to know when you can give me that pleasure," the letter of acknowledgment may most fully explain the whys and wherefores of declining and say when the writer would have an opportunity to be with her friend.

The servant question of to-day makes these formalities necessary, even among the closest friends, for the hostess must know something definite about the coming and going of her guests so that any depletions in the ranks of servitors may be corrected and the domestic machine be in perfect running order when visitors arrive.

If visiting wealthy people so much forethought about minor matters is not required as if visiting people of moderate means and a simple mode of life.

In the latter case plan to give as little trouble as possible, and to seldom require the special services of the housemaid or the one general servant, if there is but one kept. If there are two servants their time is very fully occupied when there are guests in the house and, if only one, every minute of her time is pre-empted by her taxing work and she may not, considerably, be called on

at all times and seasons to "hook you up."

Take two medium size trunks instead of one huge one and a suit case along with you for immediate needs.

If you have them, take your own golf sticks, racquet and riding habit.

While the guest rooms of wealthy hostesses are always found to contain a desk which is furnished with stationery and stamps, one can not rely upon finding these conveniences in the average home, and should carry them along, not forgetting a pen, but relying upon the hostess for ink, which no good travelers ever carry in their trunks.

People whose visits are enjoyed are those who convince their entertainers that they are quite content to do nothing at all—those who know how to "loaf and invite their souls."

The considerate guest has some needlework or a book that she takes out of doors to some shady nook, leaving the hostess for a while each day in order that she may arrange household matters.

But while the right sort of summer guest expects nothing more than the pleasure of enjoying the country in a quiet way, it is always possible for an attentive hostess to plan many little drives and jaunts within the radius of her environment.

There are women who have no right to the gracious name of hostess who invite people to visit them and then act as if the mere privilege of coming and staying under the roof was all that was due a guest, being perfectly indifferent to the obligation of reasonable entertainment. But these, happily, are rare. Marian V. Dorsey.

### Her Answer Was a Contingent One.

Percy Pakington rose and brushed the dust from his knees. Then drawing himself up to his full height, he gazed resentfully upon the form of Miss Muriel Muggins, who nonchalantly fanned herself the while.

"Very well, Miss Muggins," came in bitter tones from Percy. "Oh, very well! You have spurned me, it is true! Indeed you have spurned me twice! But although despair eats my heart I shall not die! I mean to go into the busy world. I will fight! I will win! My name shall become known and my riches shall become envied—"

"Pardon me for interrupting you, Mr. Parkington," interjected Miss Muggins, "but when you shall have accomplished all that you may try me again."

### Sure Thing.

"I like George, but he is such a small man. I wish he was taller."

"Well, it's better to have loved a short man than never to have loved a tall."

A man may be honest in his opinion and very crooked in his practice.

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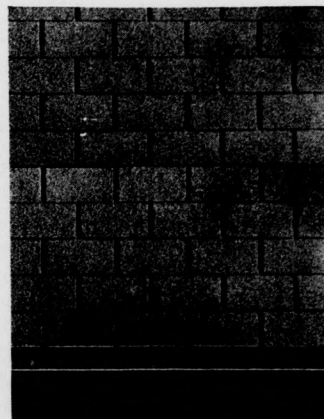
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## PHARMACIST AND PHYSICIAN.

### Relations They Should Sustain To Each Other.

This subject is as "old as Ann"—older than some of the "Annie's"—and I am afraid that before I get through with it it will be as dry as the weather, and this is the longest dry spell that we have any record of. A friend of mine, knowing my inclination to butcher poetry, suggested that I write on this subject in verse, I replied that I thought I could make it dry enough in prose—and anyway, since Walter Cousins broke in on the "Rhymesters' Union" I've reformed. Some people choose hard subjects, others have them thrust upon them; the query committee are to blame for this one and if after I get through you have any tears to shed hunt them up and throw yourself upon their brisquets and remember I'm not to blame. Certainly it is not expected that I should advance any new theories or evolve any Utopian plans, for it is evident that a subject which has been "cussed" and discussed as much as this one, has had all the subject matter brought to light. Therefore, the ground over which I will go will possibly be along the old beaten path, calling attention to unsightly conditions which mar and dwarf our progress, much in the same manner as the civic beauty expert goes about removing unsightly objects to which we have become so accustomed that we have ceased to notice them.

First it must be remembered that doctors and druggists are after all only men—except those who happen to be girls or women; that the whims and foibles of one are the common heritage of both; that the differences between them are in the greater number of instances imaginary rather than real; still there is no getting away from the fact that here are certain conditions and abuses which tend to retard and hinder a more complete and harmonious co-operation. Henry P. Hynson, Ph. D., in an address before the Wayne County Medical Society at Detroit, in a very able manner handles this subject, and I commend his article for your careful reading. He sums up these obstacles under six heads, which I will give you, after which I will comment briefly on them. He says:

"Hindering practices, that retard the accomplishment of idealistic conditions, which would not only conduce to the peace and comfort and the happiness, to the real success of us all; such most desirable conditions of mutual respect and confidence as would render more efficient, more serviceable to diseased humanity, ourselves and the work we do. What, then, are these practices?"

1. Such incompetency of a pharmacist as prevents him from meeting the reasonable demands of the physicians, and makes him incapable of properly selecting, caring for and dispensing medicinal substances, in accord with modern methods and in conformity with more recent pharmaceutical accomplishments. The inability on the part of some physicians to appreciate creditable pharmaceutical attainments or to differentiate between

the true and false in pharmacy, also a want of care in estimating the comparative value of standard, properly manipulated products and those that are the reverse.

2. The unpardonable evil-doing on the part of the unworthy pharmacist, which is much less common than is sometimes represented, known as substitution. Unnecessary and inconsiderate specifications and the prescribing of commonplace proprietary mixtures by physicians.

3. Disregard of the wishes of physicians regarding the refilling of prescriptions by pharmacists and the unwillingness to protect the pharmacists against the demands of the customer by the physician.

4. The advertisement and sale of "patents," nostrums and "Our Own Make" specifics by the pharmacists and the recommendation of preparations in "original packages" and stock bottles of pills, tablets, etc., by physicians.

5. Reckless and non-emergency counter prescribing by pharmacists and unnecessary and commercialized dispensing by physicians.

6. Undignified and unwarranted subserviency to "side lines" by pharmacists; the too frequent interference with the charges of pharmacists and the making of undue and very unbecoming claims on the pharmacist for his patronage by the physician."

A physician has just ground for complaint and disgust when he discovers glaring ignorance of a pharmaceutical education on the part of those who handle his prescriptions; on the other hand the tactful physician is not slow to recognize and appreciate the pharmacist who understands his business, who has equipped himself with a technical knowledge of his profession, and who serves the best interests of the physician and patient with conscientious care and painstaking skill.

Periodically we see in some papers a great deal about "substitution" and when there is an insidious propaganda at work constantly sowing seeds of falsehood, the wonder is we do not hear more of it than we do. When a customer hands me a prescription with the injunction to be sure and not "substitutue," I feel that he has reflected upon my integrity the same as he would had he requested that I be sure and give him all his change. I am of the opinion that the practice of substitution is carried on only to a very limited extent and never in the sense that the public understand the word, for they have an idea that it means the substituting of an entirely different medicine and not a different brand of the same medicine. Unnecessary and inconsiderate specifications on the part of the physician are never necessary where there is a proper and harmonious understanding between the doctor and the pharmacist. As we all are aware, there are many reputable houses who manufacture precisely the same medicines under different names at much less cost than the trade marked article—they cost less because they are advertised less. If the pharmacist will simply call the attention of the physician to these remedies as they appear and say, "Doctor, here

is the same goods put up by a reliable house under a different name with which we can fill this Rx at a less price. With your consent we will fill this Rx with this and give the customer the benefit of the saving, but if you think the original is better, or if for any reason you prefer it we will use it and will charge the customer accordingly; all we ask of you is, if there is any complaint from your patient as to the price, or if the claim is made that a competitor fills it at a less price, that you sustain us, because we too could fill it cheaper if the cheaper medicine was used." The doctor thus addressed, if he is in favor of a square deal, will appreciate your confidence in him and will approve of your open and frank dealings.

Confidence begets confidence, distrust is the mother of suspicion. The physician who deals square with his druggist and the druggist who is on the square with his physicians seldom have trouble—never when they are both gentlemen, and when either discovers that he other fails to measure to this specifier a dissolution had better take place.

We do not hear much complaint about the abuse of refilling of physicians' prescriptions and the evil is not carried on as extensively in this section as it is in others. Occasionally you will discover when a bottle is being passed around from one relative to another to be filled for similar complaints. In such instances attention of the physician should be called to it and his wishes should be respected regardless of financial consequences. The sight of a few cents' profit should not be allowed to obscure the implied obligation of co-operation which you owe your physician; on the other hand, when the complaint gets back to the physician that the druggist has refused to re-fill the prescription then there should be no dodging on the part of the physician, no saying "oh, well, he did not understand that I would not have objected to you," but he should come out boldly and sustain the druggist, although the party making the complaint may come of a very large family of extremely sickly people possessing a very healthy bank roll.

The manufacture of "patent" medicines and "our own make" remedies, where injudiciously pushed, creates serious impediments to co-operation between physicians and druggists. If it can be demonstrated to the physician that these remedies are only used to supply the natural demand for "patents" and are never used in competition with the physician, possibly there would be easy sailing. As for myself I prefer keeping the rocks out of the water than indulging in the hazardous feat of sailing around them; consequently I have no patents. It takes a very discreet druggist to differentiate between the right and the wrong course when it comes to the sale of patent medicines. It's hard to find a combination saddle and harness horse; it's just about as hard to find a druggist who can hit the happy medium between commercial pharmacy—by that I mean the sale of proprietary and patent medicines—and professional pharmacy which has to

do with the compounding and filling of prescriptions. In the first instance he is of necessity compelled to sell these patent lines, or they will be sold through other channels, causing a loss to his business which he can not sustain, and placing the sale in the hands of parties who would make it much more objectionable to the medical profession. This last condition is frequently lost sight of by doctors who object to the sale of patent medicines. I would be opposed to any one in my community keeping a pack of vicious bull dogs, but if conditions are such that some one is going to keep them I had rather it would be my friend than my enemy—for my friend would be more careful to see that they did not hurt me. So with the doctor, if any one is to sell patent medicines—and some one is going to sell them—it is better that it be his friend than his enemy. I make it a rule to sell my customer what he calls for. If he has not made up his mind what he wants but states his ailments and asks me what I can recommend, I always recommend him to a physician if there is one in reach. If he demurs I then sell him something that is recommended for his case, according to his diagnosis, but I never fail to tell him that after trying it if he finds he is not benefited, he had better see a reputable physician and place himself under his care; this appears to me to be the correct position, giving a square deal to the patent medicine man and to the physician.

The physician often, if not always, makes a mistake when he prescribes proprietaries in original packages. The user of the prescription, if benefited, sees what it is he has been using—for generally the name is blown in the bottle—and in discussing his ailment with his neighbor tells him what Dr. Johnson used in his case. His neighbor, apparently similarly affected, goes to the drug store and asks for and uses it, and if benefited he tells his neighbor, and this continues ad lib until finally possibly a dozen families are doctoring themselves from the first prescription. We wish to pause here just long enough to ask where in the last eleven cases did the doctor come in? The literary dope that has been sent out by the proprietary houses on the subject of "substitution" and "original packages" is now bearing fruit, at least for the proprietary house, but the doctor who has been induced to distrust his druggist must content himself with nibbling the core.

There seems to be quite a tendency toward extremes in "side lines." Sometimes when I read where drug stores are serving ham sandwiches I wonder how long a fellow is going to have to wait until he can get his mule shod at the corner drug store or telephone the head prescription clerk to bring his plumbing tools down and open up the waste pipe in the bath room.

Doctors sometimes make the mistake of pricing prescriptions. Evidently those who do so have never thought how manifestly unfair it is to price the other fellow's goods or work. The druggist would have the same

## 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.*

right to say what the doctor should charge for his professional services. Then when it has been pointed out how often pharmacists make mistakes in charges for prescriptions, frequently pricing them much lower than they should, it would be quite natural that the physician who does not keep up with a fluctuating market and other conditions which enter into the equation, is not in a position to say what a prescription should be worth. It always makes unpleasant relations between the pharmacist and his customer for the physician to say a prescription will cost a certain price and the pharmacist to charge another—unless it be a cheaper price, in which instance you never hear of it. In the great majority of cases I believe that the doctor makes these suggestions after having been quizzed by his patient. He should say, "I am unfamiliar with the price, but I am sure it will be reasonable, and if it seems high you must remember there are some remedies which cost the druggist very high." This suggestion is always well to be made where the physician is aware that the prescription is going to come high, for no druggist enjoys "chewing the rag" with his customer, and frequently this leads to the evil of substituting a cheaper manufacture in order to avoid this unpleasant contention with the customer, when only a word from the doctor would have prepared him to expect the prescription to be expensive. There are some, however, though I believe they are rare and are no credit to their profession and have but little standing in its councils, who display a meddlesome spirit in pricing prescriptions, hoping thereby to ingratiate themselves into the good graces and confidence of their patients by making them believe they are standing between them and the "hold up man"—the druggist. But the practice is wrong in principle and in the end will not succeed.

Some druggists complain that their doctors do not treat them with proper respect. I have never had this to complain of, and I believe that no man who treats himself with proper respect will have just cause to complain at treatment received from others. Some allowances must be made for racking nerves, tired minds and weary bodies, and no druggist should be too sensitive about his feelings. Should he become convinced that he can no longer maintain his self respect he should get rid of the offending physician or the drug business one or the other.

The indiscriminate counter-prescriber is a person who secures money under false pretences—he pretends to be a doctor and he is nothing of the kind. Reckless and non-emergency counter-prescribing should never be indulged in and we hope and believe the evil is growing less year by year. Sometimes I think this evil has its origin with the ambitious young man who is anxious to impress the public with his attainments. Having once formed the habit it stays with him throughout his career, and no one can suggest a pain or ache but what he is Johnny-on-the-spot with a remedy for every ill. In the first years of my business

experience I cherished this same ambition. I thought if I could only get a few people to calling me "Doc," my reputation would be secure. I succeeded to a very limited extent in getting a few friends to thus address me. Finally an old negro "herb" doctor came along and everyone called her "Doc." I then discovered there was not a great deal in a title unless you had something to back it up, and in such case it was not necessary to emphasize your attainments.

Commercialized dispensing by physicians is an evil often attended by serious results. It tends to excessive use of medicines, unnecessary changing of one treatment to another, the lowering of the medical profession, and there is no check between the doctor and the undertaker. The overworked doctor, weary from loss of sleep and deep anxiety, is more apt to make an error in dispensing than is the pharmacist who is relieved of many of these cares, is more accustomed to these duties and who has systems of safety to guard against fatal errors.

There is one other practice which I will call attention to which calls for some very plain talk. The abuse varies in form and extent in different localities, and the medical as well as pharmaceutical professions should frown upon it in no uncertain manner. It is the practice of giving gifts, privileges, emoluments and commissions to physicians as a consideration for their influence in officiating at or making headquarters at certain drug stores. There is but one exception where such acts are justifiable; that is where as a professional courtesy the physician makes no charges for his work in the family of the druggist; the druggist should return the courtesy to such an extent as to balance off all such favors. But for a physician to simply select his headquarters with a view single to the question of how much he is going to get out of it is a very cheap form of petty grafting. The practice simply builds up a bunch of grafters, the doctor grafts the druggist, the druggist in turn grafts the customer. The physician who, after due deliberation, would take a cash commission on the prescriptions he writes would graft were he in the legislature; the druggist who would buy the influence of a doctor by such methods would buy votes were he running for office. Many good pharmacists and many physicians of highest standing have possibly in the past been guilty of this practice, not seeing the wrong involved, but an outraged public conscience is crying out for a stricter honesty. The druggist who gives a "rake-off" to his doctor must of necessity add this item of expense to his doing business, and in the end this must be paid by the consumer. It is neither just nor right that this additional expense be laid upon him who has already paid the doctor all he asked for his services and the druggist all he charged for his medicine. If you are forced to resort to this form of petty bribery to keep your doctors with you you had better take up grand larceny and live in affluence with as clear a conscience. The unfortunate consumer who has such a druggist

and such a doctor can console himself with only this one thought; he is like the Saviour in one respect—he is hanging between two thieves.

Let us investigate these evils frankly, let's go about it in an earnest and honest endeavor to remedy and correct them. Failures in the past should not discourage us; achievements easily accomplished are usually of little value; generally it's the victory gained by heroic fighting and herculean effort that is really worth the while. Strive for a more perfect co-operation, a more thorough understanding of the intricate dove-tailing of interests, and have the courage and the manhood to do your duty to yourself and to others, and although you pass this way many times and view the same old impediments to complete success, labor on until victory comes at last.

Walter D. Adams.

Men will eat bread that tastes good and looks good. They won't eat bread that tastes bad or looks bad very long unless they can not help themselves. The only moral we can see in the "Standard Bread" craze is that the fools are not all dead yet.—American Miller.

Hunger is the best spice and boyish activity brings an appetite which has been marveled at in all ages. This family bone of contention about mother's bread never was anything but an unanalyzed boyish memory haunting the dreams of manhood.

To toil for others is really to toil for yourself—because you love or pity the others.

Just as Sure as the Sun Rises

VOIGT'S CRESCENT FLOUR

Makes the best Bread and Pastry

This is the reason why this brand of flour wins success for every dealer who recommends it.

Not only can you hold the old customers in line, but you can add new trade with Crescent Flour as the opening wedge.

The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

Make Crescent Flour one of your trade pullers—recommend it to your discriminating customers.



Voigt Milling Co.

Grand Rapids Mich.

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



JUDSON GROCER CO.

Wholesale Grocers

Grand Rapids, Michigan

### Care of Children in Traveling.

When traveling with children in hot weather much thought in planning for their comfort is necessary. The mother who has been confined at home so much with the little ones is not to be blamed in her eagerness for a change of scene. But she finds it quite a task to journey with her brood in comfort. However, if provision is made for the care of its food and person the baby will bear the trip wonderfully well.

With the present style in folding go-carts little is left to be desired in that line, and it is unnecessary to carry the child in warm contact with one's person. For babies a folding cot can be bought which may easily be carried, as it is light in weight and put together simply. It could be made at home by the handy man with little labor, on the plan of the folding canvas cots in the stores. The top is made of canvas, oilcloth, or rubber sheeting. The two latter will allow its use as a bath tub, if there are no seams and the goods is plaited to fit the ends. A hair pillow placed in this makes an excellent mattress and a smaller one may be provided for the head. With the mattress protector, sheet and blanket this forms a comfortable crib which can be folded and carried anywhere.

Dark green mosquito netting should cover the crib and should be used on the train to prevent dust and cinders reaching the baby. The cot may be placed between the two seats, leaving the aisle unobstructed.

### Hammock Also Convenience.

A baby's hammock is a traveling convenience, too. These hammocks are reasonable in price and may be swung across a berth or bed. There are baby food refrigerators in the shops which are zinc lined and have a compartment for ice and one for the bottles. One may be made at home from an ordinary covered market basket lined with oilcloth. A tin bound box or tightly covered tin canister is filled with ice, and the bottles, filled and cooled at home, are placed around it and all is covered with a small blanket.

The bottles are plugged with cotton or new corks and the nipples are in a glass ready for use. It is well to weaken the food if the weather is hot or the journey long. A bottle of barley water should be prepared along with the food to use if the child becomes ill. On trains and in hotels one may always procure hot water in which to heat the food, but a tiny alcohol burner is a great comfort in emergencies.

Plenty of boiled, cool water must be taken, as the drinking water on trains and boats is not fit for children. Of course, they should never be allowed to drink from the public cup. Collapsible cups, small glasses, or even a clean envelope may be used when the former are not at hand.

So many mothers prepare train lunches that (while they are appetizing and digestible for adults) are exceedingly bad for children. And at no time is a child more apt to suffer from indigestion than when traveling. Plenty of wholesome bread and butter sandwiches with a plain filling of

minced beef or chicken or jelly are good, but no pickles, sauces, or rich spices should be in them. Arrowroot, graham, soda or animal crackers are better than sticky cookies and cakes, which are apt to encourage nausea.

### Some Good Precautions.

Much of the illness in traveling comes from the child's previous condition. It is sometimes well to give a laxative two days before starting, that the child's system may be in order. Then the breakfast or the last meal before leaving must be eaten slowly. Children are generally excited at such times, and are at all times liable to bolt their food. Better let them eat little and slowly than swallow much in a hurry. If nausea does attack the child suddenly the wisest plan is to use cones made from newspapers if no basin is at hand.

Plenty of towels should be taken, and a small wash basin or baking dish which will fit in the basket cover. The basin is used on the train for sponging baby. Castile soap, a bottled solution of boracic acid to wash the baby's mouth—or eyes, if dust should get into them—a small bottle of castor oil, lime water, a bulb syringe, and the hot water bottle should not be forgotten for colic invasion.

Some mothers use the cheap hospital cheesecloth for baby's napkins when traveling. It is light, absorbent, and may be thrown away when used. A small folding clothes rack may be purchased which just fits in the trunk. It is handy for drying articles in one's room. There is also a folding nursery chair for children's comfort.

A new linen picture book which has not been seen before will afford quiet amusement for a while, and so will any toy or trinket that does not take up too much space nor strain the eyes. The porter on the train will furnish a lap table for their convenience, which will keep the children occupied with their toys.

They should be dressed coolly. A wrap should be provided for extra warmth. If rompers with low necks and short sleeves are made to match the outer suit and worn underneath it, the dress may be taken off in the train and put on again on reaching the destination. This will allow the little folks freedom in play, and they will appear neat and clean on leaving the train.

With a little thought in regard to the child's food and clothing the mother may find it no greater trouble to care for them than at home.

Irene Stephan.

### A Hard Answer.

While S. M. Hewlett, once the comrade of Gough, and as fine a mimic, although not so powerful an orator, was upon one of his temperance-lecturing tours, he spoke one evening in a town where there was a distillery. The proprietor of this institution for the evolution of spirits did not fancy the idea of a temperance lecture within his bailiwick, and looked around for some method of breaking it up. He finally hit upon Andy Stimson, a large and very uproarious young man, who consumed daily a fair proportion of the distillery's output.

"Now, Andy," said he, "I'll give you all you want to drink, at the start. Then you go to the lecture and sit there, and wait for a chance to break in. As often as Hewlett gets excited, you jump up and blurt out something in reply. No matter what it is, so that it downs him. You hear?"

To his surprise, however, the lecturer did not get excited. His discourse was so mild and even, that Andy soon fell asleep. Some of the facts and arguments, however, greatly disturbed the distiller, who rose in the midst of the exercises and tried to do the interrupting himself. He shouted:

"Fellow citizens, this is a destroyer who has come amongst you! He wants everybody to quit drinking; and that would close the distilleries! If it wasn't for them what would you do with your rye? And your corn? And your barley? And your rye? And your barley! and your corn! And your—"

One of his gestures had inadvertently struck Andy under the chin; and he roused just in time to yell out in reply, "Feed 'em to y'r hogs, y' fool!"

### Imitating Union Sluggers.

"How is that boy of yours getting on at his trade?"

"Fine! He's only been at it six months an' he's after goin' on strike for the third time."

A stab in the dark is bound some time to show in clear sunlight the coward who gives it.

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

Watson-Higgins Milling Co.  
Grand Rapids, Mich.

## Evidence

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

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

### "Purity Patent" Flour

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

"Purity Patent"

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



## IT PAYS

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made SHREDDED WHEAT better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see SHREDDED WHEAT being made and tell friends and neighbors of its cleanliness and wholesomeness. SHREDDED WHEAT is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

Shredded  
Wheat  
IT'S ALL IN THE SHREDS

## CREEDS OF GREAT MEN.

### Principles Observed by Generals of Commerce.

Mayer A. Rothschild,

"The honest Jew," one of the few great men history points out as having developed a son greater than his father, was born in the Ghetto at Frankfort, Germany. Jews were so restricted that even surnames were denied them. Thus the founder of the Banking House of Rothschild was named Mayer Anselm, which signified that he was a son of Anselm Moses, who, as a matter of course, was a son of Moses. When good, honest work placed him in possession of all the rights of free citizenship, Mayer Anselm annexed the name of Rothschild, meaning "Red Shield," which he appropriated without charge from the sign on the house where he lived all the days of his sixty-nine years. Rothschild anticipated Emerson by putting into practice the thought, "Trust men and they will be true to you; trust them greatly and they will show themselves great." That is to say, the surest way to make people have confidence in you is for you to have confidence in them. "Business is founded on confidence" is not the discovery of modern politicians. Rothschild knew this at the time he was working out his system of banking in the little jewelry store in the Ghetto. Confidence, learn to know people and then trust them, and the idea of several houses working separately but together—these formed the business creed of Rothschild. He started, as had his father, and as did many another business man during former centuries—with a pack on his back. In going from house to house, young Mayer Anselm met a rich man's son, William Landgrave. In later years Landgrave had to trust all his money into the keeping of some one while he fled to escape the wrath of Napoleon. He chose "The Honest Jew." To give the money greater safety, and to keep it working, Rothschild entrusted it to poor Jews then emigrating to London. There it was delivered to his son, Nathan, and the House of Rothschild was firmly established. What Nathan did is another story, but suffice it to say that in the working out of Rothschild's principle of confidence none of the parties suffered a loss.

John Jacob Astor

Was a business man who never forgot that Nature had tagged him a musician. In his twentieth year this young Hollander, with a soul full of music and a carpetbag full of flutes, landed at Baltimore and straightway started for New York. Astor was a born trader, as well as a born flute player. Since it is only a step from trader to business man, Astor shifted his position with ease and profit. In fact, at the time he started in life the business men were traders, or traders were the business men. Read it either way, it means the same. Astor knew how to buy, and he knew how to sell—two business essentials. And he knew some other things. He was an organizer.

Organization consists in getting close to your proposition, and to the men who are to carry it to completion. Astor organized the fur trade, and all the way from Albany to Montreal he had the Indians looking out for his interests. He knew the value of opportunities and fortune by making friendship, and so he increased his opportunities and fortune by making men his friends. The basis of all friendship is faith—faith in one's self, faith in others—and to have faith is to take the first step toward success. To keep faith is to "make good," and John J. Astor was one of the conspicuous make-goods of his time.

Astor prophesied the march of civilization across the American continent. In his mind's eye he saw the great cities that were yet to be. He pointed out to Thomas Jefferson the exact location of Chicago, Minneapolis and St. Paul and other cities. And he contributed more than his share to the blazing of the trail westward, much of which is preserved in "Astoria," by his friend, Washington Irving. Yes, Astor had faith—faith in himself, and others—in little things as well as great. He brought the first stock of musical instruments to New York at a period when there was little time for music, and he originated the "free bus" idea when he opened the Astor House, thus showing us how to go out after trade and bring it in.

Robert Owen

Was the world's first great business man. He proved that the best way to look out for No. 1 is to look out for No. 2. He was a seller who put himself in the place of the buyer. And he grew rich and famous by selling an article for exactly what it was, and by sticking to a policy that dealer and consumer each should be made happier and show a profit on every transaction. Owen's entrance and exit were accomplished in the same house in Wales, but three of his more than four score active, useful years (not counting the time spent in America) were lived in England. Ideas know no limitations, and so his creed has belted the world, and the ethics of modern business trace back to Owen. Owen was the first to realize the value of and use a trade mark, and he insisted that sales could not be increased by decreasing prices. His idea was that a trade mark should stand for something, and as fast as customers knew the quality, they would pay the price. He coined the thought, "Not how cheap but how good." "Anybody can cut prices," said Owen, "but it takes brains to make a better article." He opened the eyes of the world to the value of co-operation—co-operation of the man who makes, the man who sells and the man who buys. Owen was not an old man with a collection of ossified theories. He was a business man who fought his way up from poverty to salesmanship and then showed others how to sell articles that are needed to those that need them. The town of New Lanark represented the theories of Owen worked up into real, living facts. Here the great men of his day came to see, and then

went home and asked Owen to come and talk to them. He put his imprint on the business methods of all time just as surely as he put his trademark on cotton goods of his own time.

Peter Cooper

Was a man of action. And so his creed comes down to us more from what he did than from what he said. He practiced the Golden Rule idea that the best way to serve one's own interests is to serve the interests of others. Peter Cooper did things, and did them "fust," as David Harum used to say. He made the first locomotive in America, and was its engineer; he rolled the first iron rails for railroads; he made his first isinglass in this country; he cast the first iron water pipes used here; he made the first iron beams for use in constructing fire-proof buildings; he built the first iron bridges; he helped to lay the Atlantic cable; and lastly, he closed a career of ninety-two years by erecting his own monument—Cooper Union—an institution that more and more is serving as a model for our public school system. And just to fill in his spare moments he invented a machine for mortising the hubs of wagon wheels, another for finishing woolen cloth and others for doing other useful things. Unlike so many of our great business men, Peter Cooper began with the manufacturing and not the selling end. He first learned the trade of wagonmaking. Two strong points stick out of Peter Cooper's creed. Reduced to few words, here is the first: Do not center your mind and energy on just one thing. And the other: Failure comes only to those who think failure. Or, to put it another way, life is merely a series of opportunities for turning failures into successes. In making success grow where failure

had sprouted, he built his locomotive; and from a venture headed the wrong way he gave to the world the idea of iron, fire-proof buildings. Thus Cooper Union in New York stands as America's first building with iron frames. Peter Cooper believed in keeping busy. He believed in himself. He believed in others. He was genuinely American—push, get there and all.

George Peabody

Was a bachelor. He also was a successful business man. The fact that he never married may or may not have contributed to his success. We are told that the exception proves the rule, and—well, Peabody was an exception. He was merchant, banker and philanthropist. Andrew Carnegie's desire to die poor is but an echo of George Peabody, who, had death not caught him napping, would have gone out of the world penniless. Peabody is remembered as one of the few American citizens whom an English sovereign wished to knight. But the honor was declined with thanks. At his death, however, Queen Victoria ordered that the body be buried in Westminster Abbey. Here it rested until the discovery of a written request that his grave be made in the old home cemetery in Massachusetts. Peabody, Massachusetts, was named for him, as was Peabody Institute at Baltimore, Peabody College at Nashville and the Peabody Apartments for the poor of London. This man who did so much for others that others did much for him, began his business career in a country store—a good place to learn merchandising. His name is peculiarly associated with the farm machine trade. At the first World's Fair, held in London in 1851, Peabody gave \$15,000 toward the exhibition of American inventions, chief of which

**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, F. O. B. Detroit, Alpena, Traverse City or Bay City.

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar  
Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.

were McCormick's reaper and Whitney's cotton gin. Peabody said this: "You can not afford to sell anybody anything which he does not need, nor can you afford to sell it at a price beyond what it is worth." And this: "When I sell goods I try to leave the transactions so I can go back next week and sell more." And this was a part of his creed: "Credit is the sympathetic nerve of commerce. There are men who do not keep faith with those from whom they buy, and such last only a little while. Others do not keep faith with those to whom they sell, and such do not last long. To build on the rock, one must keep his credit absolutely unsullied, and he must make a friend of each and all to whom he sells." Add to this a quiet, unassuming charm of manner and you get a passing glimpse of George Peabody.

#### A. T. Stewart

Was an Irish schoolmaster with a tongue tipped with blarney. He was headed for the ministry, but fate played a sly trick and pushed him behind a counter. There he remained to create America's first great store, piling up more than forty million dollars as evidence that legitimate merchandising pays a substantial profit. Business success is the result of two things—the right goods and the right methods. Stewart was very particular both as to methods and goods. He had just turned 21 when he made his bow to the ladies of New York. All women were ladies and all men were gentlemen to Stewart. He insisted upon gentlemanly clerks.

At that time the salesgirl was in her cradle or to be more accurate, her mother was. To Alexander T. Stewart we are indebted for the "floor walker," who, so Rose Stahl says, "is to the manner born." He was the inventor of the "cost sale," the "remnant sale" and other bargain counter sales which have grown dear to the heart of the chronic shopper. In Stewart's day customers did not expect to pay the price asked, and when they did clerks gasped and threw in a spool of thread for good measure. Later he helped to change this old "dog eat dog" custom into our modern one-price system. Stewart seems to have been one of the first merchants to realize that success consists of something more than customers who merely are customers. To him a customer should be a friend. He knew the value of good service. This he proved when all New York sat up and noticed the ladies' parlor and dressingroom on the second floor of his store. And again when he increased the enthusiasm by installing the first full-length mirrors brought to America. He knew what it would mean to a woman to see the fit of her dress at the back, just as every merchant should know what it means to serve the best interests of his customers. Stewart did things, not because others had done them, but because they were the things to do. Instead of following the crowd, he had the crowd following him. He made the name of Stewart stand for satisfaction. Hence, popularity, friends, customers, millions.

#### John Wanamaker

Was a pupil of A. T. Stewart's. The latter taught the former many things about merchandising, and Wanamaker taught Stewart at least one thing when he announced, "One price. All goods marked in plain figures." Stewart acknowledged the lesson by adopting the plan. It was a bold move on the part of young Wanamaker. But he won and the entire buying and selling world is his debtor. Wanamaker's one-price system cut the cord which had so long bound us to the haggling, do-or-be-done past. Moreover, it saved time and toil, and made room for the salesgirl. Both Stewart and Wanamaker proved that business success does not depend so much upon location as upon the quality of goods sold, and the service which accompanies the sale. Also, that these essentials give magic to a name, which, after all is said is the greatest of business assets. To Wanamaker goes the credit for the department store, and besides being a merchant, he is a teacher of merchants. He believes that those who sell should anticipate the needs of those who buy, and then should supply such needs at the lowest possible margin of profit. It may be well to remember that we make our money out of our friends, and unless a customer becomes a friend he is not likely to contribute very much to our financial success. It was in 1865 that Wanamaker put into operation the one-price system, and in the few short years that have elapsed, his idea has revolutionized

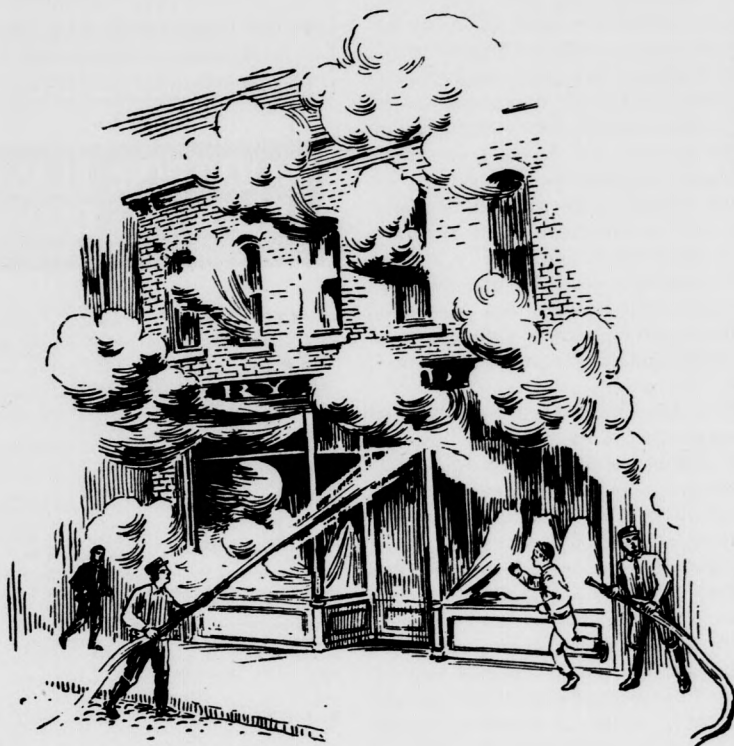
the retail trade of the world. Today, the child and the oldest, most experienced shopper buy the same grade of goods at the same price. In the days of our fathers, salesmanship was a matter of shrewdness; in the days we call our very own, salesmanship is a matter of honesty. To fail to realize that it is just as important to play fair with a customer who does not know, as with one who does, will quickly tag a merchant for the toboggan. These principles along with the passing of the maxim, "Let the buyer beware," trace back to John Wanamaker, merchant, teacher, humanitarian, successor to the ideas and business of A. T. Stewart.

The entire object of true education is to make people not merely do the right things but enjoy them—not merely industrious, but to love industry—not merely learned but to love knowledge—not merely pure but to love purity—not merely just but to hunger and thirst after justice.—Ruskin.

My experience of life makes me sure of one truth, which I do not try to explain: that the sweetest happiness we ever know, the very wind of human life, comes not from love, but from sacrifice—from the efforts to make others happy.—O'Reilly.

Every one of us, whatever our speculative opinions, knows better than he practices, and recognizes a better law than he obeys.—Froude.

The easiest way to come to grief is to follow our own advice.



## Account Books Burned

### Stock Fully Insured But There Will Be a Big Loss on Accounts

You have noticed these daily paper headlines frequently, haven't you? Of course you have, but you always said:

**"It Will Never Happen to Me"**

Well, we hope it won't, but it's liable to just the same. If you haven't a safe, or if it's old and furnishes no protection, don't delay a minute.

**Order a Safe Today**

Or at least get the business under way by writing us for prices. We can give you what you need, save you money and do you good.

**Grand Rapids Safe Co.** Tradesman Building  
Grand Rapids, Mich.



### Crop Conditions and Trade Conclusions.

The highest crop authorities now agree that the country's hay crop has been shortened by unfavorable climatic conditions by at least 33½ per cent. The same causes have taken at least 25 per cent. off the oats crop. Wheat and corn, while likely to fall below early estimates, will compare favorably with the crop of last year, and are likely to be in excess of a ten-year average. These conclusions may be considered to be authoritative and final results will doubtless approximate very closely to these figures.

Reliance being placed upon the accuracy of such conclusions, what are the effects to be upon trade? Dependent as the implement business is upon crop results, knowing actual crop conditions, it ought to be easy to determine well within probabilities what the effects upon the implement trade are likely to be.

While the danger to the hay and the oats crops are well nigh universal, thus distributing the effects of the partial failure pretty well over the country at large, and thus minimizing the effects in any particular locality, the damage that has been sustained by other crops, such as corn and wheat, present an entirely different condition of things. Final yields of these two most important cereals will be affected as to volume by damage that has been sustained for the most part in a well defined territory. This territory includes the states of Dakota, Nebraska, Kansas and Oklahoma. It is true that some damage has been occasioned in other localities, but for the most part such localities are scattered, limited in area and could not much affect general results. Furthermore, such effect as these spots could have upon general trade, from the fact that the effects must be localized, can be regarded as negligible in estimating the probabilities of trade in general.

Manifestly, where damage has been impartially disposed, and where it has affected all crops alike, there will trade suffer the heaviest loss. It is evident then that the jobbing trade of Sioux Falls, Omaha and Kansas City must bear the brunt of trade recession due to crop failure. That this will be serious goes without saying, since the four states named have long been recognized as immensely prolific fields for implement endeavor. When trade is adversely affected in that territory everybody in the implement business feels it. That such will be the case admits of no manner of doubt and every manufactur-

er of implements must take this certainty into consideration when estimating his trade possibilities for the coming fall and for next spring. At this writing no data are at hand to warrant any estimate of the size of the stocks that must have been carried over in the hands of the retailers in the states named, hence it is impossible to even surmise how great a reduction in trade will be experienced, or no one may say whether the heaviest loss will occur on fall or spring business. The most that is warranted now is to assert that the loss will be serious, that it will affect all lines and that its full influence will not have been experienced until after the spring trade of next year.

Trade recession of serious magnitude is not to be expected from other sections of the country. That there will be some disturbance of trade conditions, and some loss of volume here and there, due to local crop damage previously referred to, is unquestionable, but that there will be much loss of trade in general is not at all probable. Then, too, the very fact that a real shortage of hay and oats exists will enhance the value of the other cereal crops and will have a tendency to increase their purchasing power. Furthermore, an increased purchasing power is likely to stimulate a desire to buy. There therefore ought to be an actual increase in trade in most sections of the country, thus compensating in a way for the loss which is inevitable in the Missouri valley.

The obvious conclusion from these arguments is that the implement trade during the ensuing six or eight months ought to be larger than for the corresponding period of last year. We believe these conclusions are warranted by the facts now known, and we believe they may be relied upon. There would therefore appear to be no reason why implement manufacturers need repine over conditions as now presented. Missouri River jobbers will doubtless suffer, and our sympathies are extended to them, but, upon the other hand, we believe we can congratulate the manufacturers upon the excellent trade prospects confronting them.—Implement Age.

An Illinois clockmaker suggests the use of alarm clocks to be used in the home to apprise the members of church time, instead of the ringing of bells, which disturbs the sleep of those who do not attend service.

The more independent you become the harder in life your work will be.

### Trimming the Sail To the Wind.

In coming to the conclusion that trade ought to be larger than for a corresponding period of the past, in the face of admitted crop damage of serious import, nothing has been said as to the direction in which such increased trade is likely to manifest itself. It is a truism to re-assert that the implement trade is dependent upon the crops. But at the risk of being accused of dealing in platitudes it is essential here to emphasize that assertion, because in it lies the secret of that increase in trade which we think we can see. Not alone is the implement trade directly dependent upon the crops, but the very nature of the implement trade is determined by the character of the crops which are garnered. Therein lies the kernel of the nut we have to crack.

After all about the most important function of the farm is to produce food for four-footed animals. Human food may be imported or a wide limit of substitution may be practiced whenever there exists a shortage of those grains which constitute the major dependence of man for food. Such importation and such substitution is not so easy in the case of food for animals other than man. Conditions this year are peculiar insofar as the great deficiency in food stuffs is confined more particularly to hay and to oats, primarily the food for stock. Of the other cereals there will be the usual amount and human animals are destined to suffer not at all, unless it be from a higher cost given to wheat and corn because of the smaller supply of oats and hay.

This condition will be reflected in the character of the implements which will be the most likely to feel the effects of such conditions.

It happens that past history points out that in seasons of scarcity of food products adapted for stock, an impetus is given to the sale of certain kinds of implements that do not usually assume a position of first importance in the attention of the average retail implement dealer. Such machines are corn harvesters, corn binders, corn huskers and shredders, fodder cutters, fodder shredders and all kinds and conditions of feed grinders.

It is true that there is an annual demand for most of these articles. But that demand is a more or less uncertain element in figuring trade possibilities in advance, and too many dealers are inclined to regard trade on these lines as more fortuitous than certain. They have failed to recognize the possibility of developing trade on such tools in normal years, and have grown to regard an increase of demand for them in any year as a result of abnormal condi-

tions. Some have even gone to the extent of dubbing them calamity machines, and as dredging indications for an increased sale on them as being indicative of poor crop conditions.

Time would be wasted in arguing the fallacy of this estimate. The wiser plan will be to point out the presence of conditions that warrant unusual attention and unusual effort in the direction of these machines, and to advise the dealer that he is the smart man who trims his sails to the wind. There can be no doubt that the present year offers an exceptional opportunity to increase trade on such lines as are too often neglected. The necessities of the case demand it, and the dealer who is acute enough to appreciate the situation, and who is sufficiently aggressive to take advantage of it, will reap a profit upon the chance presented.—Implement Age.

Whatever is may not always be right; but if not it can be righted.

### ROBIN HOOD

AMMUNITION (Not Made by a Trust)

Ask for special co-operative selling plan. Big Profits

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The HIGH GRADE PRESERVATIVE



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

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

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

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

Manufactured by

E. J. KNAPP & CO BELDING, MICH.

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



## IN THE DAYS OF OLD.

## Places Where Grand Rapids People Were Entertained.

Written for the Tradesman.

Collins' Hall was located on the top floor of the four story Collins building, which stood on the northwest corner of Canal and Erie streets forty-six years ago. The hall was used for dances and show purposes. The Nunn family, composed of a mother and five talented children, all musicians, conducted a vaudeville show in this hall in 1869. A building owned by C. C. Rood, located on Pearl street, west of the Arcade, contained a hall on the third floor, with a small stage, where a variety show was given during the greater part of several years. Variety shows are now called vaudeville.

A small church building, located on the ground now covered by the Lemon & Wheeler Company's building, was also used for the giving of variety performances.

On the river adjoining the Fulton street bridge a large rink was used by skaters in the winter and an amusement resort in the summer. It was a cool and pleasant place when the weather was hot. A small stage was occupied by an orchestra and by speakers when political meetings or ceremonies celebrating the Fourth of July were held under its great arched roof. The building was destroyed by fire.

Concert halls flourished in the city for a time in 1875 and the years following, but they were so vile that the authorities finally closed them up in response to the demands of the public. Beer and other refreshments were served by "pretty" (not always) waitresses and immorality prevailed. One was located on Pearl street, near the Arcade; another at 12 Canal street and a third on the same street near Bridge.

"Billy" Remington, an old-time negro minstrel, ran a free and easy show in the Leppig building, on Lyon street. In his printed programme the words, "Go and see Billy at the bar," were frequently interlined. Geo. S. Knight, who became famous as a German dialect comedian, Frank McNish, J. W. McAndrews, Lou Hall, and other old-time favorites played engagements at Remington's place. It was a tough joint—the headquarters of bums and thieves in the days when the lives and property of the people were unguarded by a drunken and corrupt constabulary elected on the ward system.

Luce's Hall was the favorite local place of amusement. It was located on the third floor of the old Luce block and was reached by a single stairway. The voices of many eminent men and women were heard by the citizens in this hall. Of the orators who appeared upon its barren stage the writer recalls Charles Sumner, Horace Greeley, Frederick Douglass, T. De Witt Talmadge, Milburn (the blind preacher), Anna Dickinson, Susan B. Anthony and Mary A. Livermore. Of the actors there were Edwin Booth, Lawrence Barrett, "Gus" Williams, Edwin Adams, Jane Coombs, Eliza Weath-

ersby and Emma Abbott. Grand Rapids was very fond of music in those days and listened in turn to Ole Bull, Jules Levy, Wehle, the Campbell & Castle Opera Company, the Holman Opera Company, Peak's bell ringers, the Berger family and the minstrel companies, the latter of which usually played engagements lasting from three to six days. Gilmore's band always played to full houses.

A gentleman who attended one of Ole Bull's concerts related an incident that is worth repeating. Ole was a musical trickster. While he was an artist of great ability, he never hesitated to descend to the level of the uncultured in music by playing compositions that would please them. His "Carnival de Venice" was of that character. On the occasion mentioned by my friend the hall was crowded. There were present men and women who understood musical composition and knew how the numbers should be played. For their entertainment the crafty Ole played classical selections and the "Carnival" followed. For the piously inclined he played the Austrian and Pleyel's hymns. To conclude the programme he played a medley of American ballads and coon songs and closed with the "Arkansas Traveler." The spirit of the audience rose to the occasion and had the artist continued to play it would not have been surprising if the hearers had risen and carried the benches to the gallery, where they usually were stacked when the floor was needed, and joined in a cotillion to the enlivening strains of the "Traveler."

Arthur S. White.

## The Right Word.

The colored porter of the warehouse had been absent two days without leave, and on the third came in looking very much the worse for wear.

"You are a nice sort of man to walk off the way you did!" exclaimed the indignant proprietor.

"Didn't Uncle Mose Ransom stop and tell you dat I was laid up wid de grip?"

"No, sir, he didn't, and I don't believe you were. It looks to me as if you had been in a row and got badly handled. Don't try to lie out of it."

"No, sir—no, sir, I won't dun lie. De troof am I had a leetle alteration wid Gawge Johnson."

"Oh, you did, eh? You mean you had an altercation with him? Alteration means to change, to alter."

"Den dat's 'zactly what I mean. Say, boss, I altered dat man's countenance till his own mudder passed him on de street and thought it was Sam Rawlins!"

## Cheated.

"Jennie had her fortune told yesterday, but she doesn't believe a word of it."

"Why not?"

"Because the fortune teller didn't say that she is going to marry a rich man."

Many a human chanticleer escapes injury until he begins to crow.

## Should Be Taught To Keep Feet on the Ground.

Grand Rapids, Aug. 8—I was naturally very much pleased to read Prof. Davis' letter in the Michigan Tradesman of Aug. 2, but one statement therein I think should be challenged. That is the one that if our high school boys had entered our furniture factories as laboring men they would never have a chance to rise above that condition. I can not, for the life of me, see how he can make such a statement when he comes to consider that three-fourths of the men who are now at the head of the furniture factories in Grand Rapids started as common-working men. William Widdicomb used to work at the bench. So did John Widdicomb. So did Julius Berkey. I can well remember when Harry Jordan and Tom Garrett, now at the head of the Michigan Chair Co., were common working men at the Grand Rapids Chair Co. I can remember when Bob. Irwin, of the Royal Furniture Co., was a common working man for the Grand Rapids School Furniture Co. How Prof. Davis could form such a conclusion in the face of these facts, I am unable to explain. Merit wins and success counts and patience has its reward. I do not believe that nine-tenths of the boys who graduate from our high school care a continental whether they become big men or not. They are so thoroughly imbued with the idea that they must look around for a soft snap and an easy job, with big pay and short hours, that the theory of giving an honest day's work for an honest day's pay never enters their heads. I know this was so in my time and I do not believe that thirty-five years have changed matters very much.

The fact is our whole theory of education is wrong. We teach boys to get their heads above the clouds when we ought to teach them to keep their feet on the ground. They are not to blame for this, because it is a system fastened on us from which we can not escape without effort; but you and every other good man can assist in righting-about-face and making school education what it should be and not what it should not be. E.

## The First Symptom.

"My wife has joined the suffrage movement."

"What does she propose to do first?"

"Get some reliable woman to take care of baby."

"Home is" often "where the heart is" broken.

## Acorn Brass Mfg. Co.

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Makes Gasoline Lighting Systems and Everything of Metal

STEEL STAMPING  
ALL KINDS

Patented articles made and sold on royalty basis

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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.

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Michigan State Agents

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Established in 1873

Best Equipped Firm in the State

Steam and Water Heating  
Iron Pipe  
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PEANUT ROASTERS  
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00  
EASY TERMS.  
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10 and 12 Monroe St. :: 31-33-35-37 Louis St

Grand Rapids, Mich.

### INFORMATION DESK.

#### Business Need Which Serves Both House and Public.

Why does the modern business establishment, which is more or less in touch with the general public, have to surround its general offices with a railing, station "Information" at the opening, and as far as possible keep its office heads and overseers in the background?

There are two distinct reasons that are involved in marked manner. First, that the average caller does not know what he wants, and "Information" has his or her desk at the entrance. Second, while "Information" draws a salary for his station at the entrance, the heads of the institution find that there is no better investment to the extent of its cost than is "Information."

Here is a story that is typical of the services which a competent person as the agent of information may render to callers. It is illustrated in a circumstance which for a few minutes caused the absence of the young woman from her desk.

While the young woman was away from the entrance a young man appeared, passed through the railing unchallenged by others in the office, went directly to the head of the concern, interrupting the manager in dictating his letters for the day. Inside, the young man explained to this head of a printing and stationery establishment that he had some illustrations and letterheads as samples, indicating that the patron would be ready to take it up and to the point within a few days, perhaps.

#### How the Situation Arose.

"All right," explained the manager, "I am busy now and will take the matter up just as soon as possible," putting the matter into a pigeonhole and indicating to the young man that the whole matter would be handled at the first opportunity. He nodded to the young man and the young fellow passed out of the office.

About an hour later this same young man was received by the young woman at the door and, seeing the name of a patron on the card, showed the young man into the office of the manager.

"I have come for those papers which I left here awhile ago," explained the young man in quite chilly tones. The manager did not understand, and as he took them from the pigeonhole, remarked that he supposed they had been sent as specimens for examination, later to be passed upon by his client and himself. But without a word in further explanation, the young man turned away with the papers and type designs.

"The next morning I received an icy letter from the customer," said the manager. "He said that in view of the discourteous dismissal of one of his representatives the day before, he was ready to audit any bills which we had against him, thereafter to close the account, promptly and finally."

"I have not answered the letter," said the manager. "I would not know what to write if I were even willing

to try. In the first place, I have no idea what kind of a story that young man carried back with him, and I wouldn't ask, even although my stenographer heard everything and knows that no discourtesy was shown or intended.

But the whole situation came about through the few minutes' absence of the young woman at the information desk.

In this particular house this young woman is fully equipped for her work. She has a courteous presence and when she has listened to a caller a moment she knows just what disposition to make of his queries. In the case of the particular young man she would have asked the purpose of his call and directed him at once to another man who is employed wholly for the purpose. But she was not there—and the young man acting as messenger did not know.

#### Value of Information Desk.

How much the information desk is needed in the larger offices is shown in the offices of this man's firm. How much the person at the information desk is needed is illustrated in the fact that three men in the house have the same surnames. Two of these men are officers in different places in the organization, while the third man is a book-keeper. In that one office the questions of callers and the counter questions of the young woman at the information desk save the company untold time and the callers untold confusion.

"Is Mr. Blank in?" is a set question of the caller asked of the young woman at the entrance.

(There are three Blanks in the office.)

"What do you wish to see him about?"

(Here the caller may be a little impatient, according to the business

which brings him there, but he explains.)

"Oh, yes, then you want to see Mr. Samuel Blank. He is at the second door to the right," ushering the caller inside. At which the usher may smile and add, "You know, there are three Mr. Blanks in the office."

At which, always, the irritation of the caller merges into a smile. It had not occurred to him that two or three men of the same family name could be employed in the same house. It dawns upon him that these three men manifestly wouldn't be engaged in the same line of work in the organization. He understands why the young person at the information desk answered his questions with questions.

As an example of how the lack of the competent person at an information desk may invite trouble within an organization, I have the experience of a friend in mind: This friend was connected with a large business which had been split into a number of quite distinct, general divisions, no one of which had bearing directly upon another division. Incidentally, the head of one department had office quarters at the suite 404, while the head of another and wholly different department occupied the suite at 440 on the same floor of a big skyscraper.

#### Mistake of Mixing Numbers.

One day a man, blazing with anger, appeared in room 404, just at the luncheon hour, when only the manager was present.

"I want to know!" with trimmings, was the burden of the man's beginning. The friend in the office, recognizing that the man had a logical kick to make, passed over the challenge that was to be inferred and started to say:

"I don't know about that. If you will—"

"I thought you didn't know anything when I looked at you!" broke in the irate patron, with a sneer so insolent that a second later my friend had him by the throat and had pitched him into the hall, throwing the man's hat after him.

One may see at a glance that some blunder was made, such as would not have affected the house or the customer had the customer not had a vigorous protest against a mistake. If the man appearing in room 440 had snorted out his anger as he had done in room 404 probably the man finally would have left the place smiling and fully satisfied that a mistake had been made and full reparation accorded.

But, with the information desk in place and the corridors of a big office building to be passed, room 440 and room 404 are numbers easily twisted in the brain of the caller. In this particular house, however, there is no well equipped information desk that is becoming so essential to the greater establishments. Time and again, in the course of one week, the house experiences this mistake of the numbers. If the person at such a desk were ever so careful in speech, directing the caller, the mistake can happen.

#### Simple Solution of Problem.

Then why not a blank slip upon which the suite number may be written rapidly and clearly in pencil? It would be a stupid person indeed who would mistake in such a case. Merely making these mistakes virtually impossible, how much is that accom-

#### 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.

## You have had calls for

# HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

**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.**

plishment worth to a house doing a business of a million dollars a year?

That greatest psychologist who ever lived would be unable to sit in the chair of the information desk and decide from any philosophizing, off hand, whether this man, or that man, or the other man, should or should not be admitted. Certainly he could have no hope of directing the caller directly to the one department he should visit unless he knew the routine of business order arrangement and discipline.

In any case where a caller is mis-directed, fumbles, obtrudes in the wrong place, or in general is left to feel that he's "been made a fool of," that desirable caller, according to his knowledge of men and things, will have feeling in the matter. He will feel the hurt before he looks for the cause.

Let the caller in the big establishment prepare for the inquisitions of the information desk as distinctly necessary to him as well as to the house.

Hollis W. Field.

**Will Know Some Law Pretty Soon.**

The annual summer vacation had begun, and the Professor had gone as usual to the summer home of many years on the old farm back in the Vermont hills. He found everything there about as usual when he arrived, and it was not until he and his host's family had gathered about the supper table that he observed that the oldest son of the clan was missing.

"I tell you, Mr. Bubbins," said the Professor, as they all gathered about the board, "it is mighty nice to get back here again, and to find you all looking so well."

"Ya-as," said Mr. Bubbins. "We're all nicely."

"Everybody appears to be on hand," said the Professor, genially sweeping the board with his eye, "except your boy, Andy. What's become of Andy?"

"Ya-as," said Mr. Bubbins, "exceptin' Andy Jackson, we're all here. Andy's down to Boston studyin' law."

"Studying law, eh?" ejaculated the Professor. "Well, well, well! Isn't that fine. The law is a great profession. I hope he is getting along well?"

"Ya-as," said Mr. Bubbins. "Andy's gettin' on some, I reckon. He's been up on supplement'ry proceedin's three times; been arrested eight times for speedin' an ottermobile too fast; sued for breach o' promise by a widdy down by Brattleboro' way onct, and jest now he's out under bounds to keep the peace for battin' a sassy trolley-car conductor on the eye out round Brookline. Looks to me, Professor, like Andy'll know some law pretty thorough before he gits through."

**Foresight.**

Why did Dobbs buy a motor-boat? Whenever he left the house his wife insisted on knowing exactly when he would be back. Now he can not possibly tell her.

Encourage persistently the very best that is in your friends and you will get it.

**Money Making For the Middle Aged Woman.**

"There's no place in the business world for a middle aged woman," said a widow of 50, recently. "Young girls of to-day are educated along practical lines, but in my time we were taught domestic arts rather than those which would bring us financial returns, and now that I am left to earn my living I am absolutely at sea."

Her position is that of many others, who, thrown upon their own resources for the first time, must face the hard facts of unskilled labor.

While some notable exceptions may be cited, the average woman will merely waste time in her attempt to acquire professional or business experience at a mature age. Stenography, typewriting, music — all these suggest themselves as money-earning outlets. As a matter of fact, however, the world demands such expertness that the untrained worker will have little chance when in competition with those who have youth, and consequent quick memories, and the ability for rapid performance.

The business of keeping boarders has been discussed in these columns, and, if carried on competently is, perhaps, the logical outcome of a domestic life. Women, who have kept their homes for their families, are trained along lines which make it possible for them to make homes for other people. A boarding house may acquire a stamp of distinction if the woman who runs it knows how to keep up to social and business demands. She may acquire independence, and there will be none of the harrowing competition with younger minds which so often weighs on the woman who works in an office.

In the big cities there has opened up a means of earning a livelihood which is unique and often exceedingly profitable. Many women find that when they are left alone in the world at 50, or in later years, their only asset is a houseful of good furniture. To make this furniture bring returns forms the business problem of a number of clever women who live in crowded centers.

During the winter months in the Southern cities and during the summer months in Northern cities there is always a floating population which does not trouble itself with household goods. Such people live mostly at hotels, but there is a rapidly increasing number who prefer a well furnished apartment, where, for a short time, they may play at house-keeping.

The women with good furniture will find it profitable to rent an apartment and sublet it to such tenants. Often a one hundred dollar advance on the original rent may be obtained. It should be understood, however, that cheap furniture and cheap apartments are not wanted. The furniture must be good, substantial and up-to-date, and the apartment should be selected in a good neighborhood.

One woman, who makes her living in this way, uses a certain amount of her profits each year to add to her

stock. She buys new curtains, new rugs, replenishes the linen. When new tenants come in they find everything in order. Not a cracked dish or a ragged towel.

It must be remembered, however, that the business of sub-letting a furnished apartment must not be conducted in a slipshod fashion. Success follows only when you can put your apartment in competition with the better class of hotels. Sometimes it pays to buy new furniture for the purpose, if there is sufficient capital to make such an expense possible.

Domestic training may often be used profitably in furnishing meals to the employes of factories and other large plants. One woman has the contract to serve lunches for one hundred and fifty employes of a big factory. The lunches were necessarily small, but by good management a profit can be made. The needs of that particular class of people have to be studied and their appetites consulted.

All of these things require cleverness and the power to work out problems, but they do not require professional training, otherwise than domestic. Almost any woman who has managed her own home can manage that for some one else, or can provide meals for families which are not her own.

Temple Bailey.

**Words of Wisdom by Thomas Carlyle.**

Midas longed for gold, and insulted Apollo; the gods gave him his wish and a pair of long ears. What a truth in those old fables.

How true that other old fable of the Sphinx who sat by the wayside, propounding her riddle to the passengers, which, if they could not answer, she destroyed them. Such a Sphinx is this life of ours. Of each man she asks daily, in a mild voice, yet with a terrible significance: "Knowest thou the meaning of this day?" Answer her riddle, it is well with thee. Answer if not, pass on regarding it not, it will answer itself; the solution for thee is a thing of teeth and claws.

In the center of the world whirlwind, verily now as in the oldest days, dwells and speaks a God.

One strong thing I find here below — the just thing, the true thing.

When one has opinions that are currency I yet them circulate.

Jesting Pilate asked: "What is truth?" He could not have known it had a god shown it to him. The inner retina of those smiling eyes of his were gone paralytic. He looked at Truth, and discerned her not, there where she stood.

A fair day's wages for a fair day's work is the everlasting right of man.

Such a platitude of a world, in which all working horses can be well fed, and innumerable working men die starved?

Let us return to nature, and her veracities and integrities.

Brothers, I am sorry I have got no Morrison's pill for curing the maladies of society.

Given a world of knaves, how can we produce honesty from their united action?

Quacks and dupes are upper and under side of the same substance, convertible personages; turn up your dupe into the proper fostering element and he can himself become a quack.

No man speaks plain to me. Every man feels bound to be something more than plain; to be pungent withal, witty, ornamental. His poor fraction of sense has to be perked into some epigrammatic shape, that it may prick into me. Such grinning inanity is very sad to the soul of man.

All work is noble; work is alone noble. And, in like manner, too, all dignity is painful.

Our highest religion is named "the worship of sorrow."

For the son of man there is no noble crown, but a crown of thorns.

The whole wretched atheism of these days is the pretension to be what we call happy. The prophets preach to us, "Thou shalt love pleasant things and find them not." The people clamor, "Why have we not found pleasant things?"

So long as our knowledge is restricted by the conditions of this terrestrial life we are not in a position to make negative assertions as to regions of existence outside of these conditions (i. e., science, as such, has simply nothing at all to say of immortality).

**Making It Easy.**

"I see that you have a new automobile."

"Yes. Both my wife and I have quit eating potatoes."



**Chicago Boats**

TWICE DAILY

**G. & M. Line and G. R. & Holland Interurban**

Day Trip, Leave - - - 7:40 A. M.  
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**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



### Shoes Fitted According to Requirements of Each Foot.

Probably no greater fallacy was ever foisted upon the retail shoe trade than the advice that all shoes should be fitted long and narrow. Many a retail shoe merchant has injured his best interests by passing this information along to his clerks without any modifying qualifications and at a recent meeting of Southern retail shoe men quite a lengthy paper was delivered along these very lines.

It is far from the writer's thought in this article to take issue with any individual, but the judgment which prompts the advice of fitting shoes "long and narrow" has been a hindrance for years to otherwise well intentioned retail shoe men.

What right has a shoe salesman to follow such advice, if he be trying types of feet presented for his attention every hour of the day in a large retail establishment? All feet are not alike; neither are all shoes made on lasts producing shoes to be fitted "long and narrow." Therefore, it is anything but common sense to think that all shoes are properly fitted if fitted "long and narrow," even although the shoe salesman admits that such a shoe might necessarily be stretched if a sufficient cause is apparent.

Supposing a new workman just cutting his eye teeth in fitting shoes should receive this advice to fit shoes "long and narrow," and he proceeds to put this advice into immediate execution. Let us suppose that his next customer is a lady whose foot draws size 2 on the measuring stock spring with her instep correspondingly high on the top of the foot, but with her toes short and round and full.

Right here is where such advice is decidedly detrimental to the salesman, if based upon the method of fitting described below. Let us ask the champions of such a method what they will do with a characteristic Southern foot requiring the high-shanked footwear, and how in the name of common sense can a person conform shoes to such feet when laying down one line of procedure for all shapes of pedal extremities?

It is, of course, fair in any shoe business to recommend fitting shoes sufficiently long and to do all within reason to influence shoe salesmen along such lines, but it is decidedly a detriment both to the salesman, merchant and the general public to advise fitting shoes "long and narrow" and then chop off the advice without any accompanying suggestions

I am glad that it is unnecessary for me to have my feet fitted by an active advocate of such a theory, for coming under the methods of last construction during the last five years, and coupled with these erroneous methods of fitting feet, the result will be disastrous to health, comfort and appearance.

The old idea of fitting shoes "long and narrow" is worn threadbare. In fact, it long since acquired a hoary hirsute growth and has been pushed into the discard class. It is on record also that shoes fitted "long and narrow" were the first to run over at the outside, or, in other words, to lose their shape.

In fitting shoes the salesman must use his eye and reason rather than rigidly adhere to any hard and fast rule, for the great variety in the form of human feet—their various types and shapes—allows only the correct adoption of the shoe to be fitted with the question of length rightly determined when the shank-spring of the foot faithfully conforms to the arch of the shoe, or, in other words, when the bunion joint of the foot drops into the shoe at the proper place.

To accomplish this the salesman's eye must be trained so that he will know intuitively the correct height of shank to be used that it may conform to the foot, whereas the length is judged by the use of a measuring stock not always correct; in fact, a great many times feet fail to reach the distance expected in the shoe after certain allowances for fitting are made over the size which the foot draws.

What are the advocates of the "long and narrow" theory going to do in such a case? Add more length or back up a few?

In the above connection it would be interesting to know how such theorists would suggest fitting President Taft. Our ponderous chief executive wears a size 11 in EE width. Possibly the "long and narrow" champion would recommend shoving his feet into a 12½ B.

Let me reiterate that shoes need to be fitted according to the requirements of each foot and enough length should be given to permit the correct setting at the toes, so if there be any shifting forward the foot will be cared for. Again, it is well to remember that some feet require proportionately more length than others, drawing practically more length on the measuring stick, and here the trained eye of the fitter is more requisite than any rule of thumb and adherence to measuring-stick methods.

For illustration, a foot with a high shank naturally requires a shorter

shoe than another foot with a low arch, and the width is determined according to whether the foot is stout or slim in proportion to its length. All these features must be determined by the trained eye of the fitter, who must select his shoes accordingly.

Again, let me state, that a shoe carrying a low heel, and a shank which conforms to a low heel, is naturally longer in the forepart and necessarily requires increased length in the fitting, than a shoe carrying a high heel, high shank and short toes. Therefore, it stands to reason that such a foot will not extend as far in a high shank shoe as possible when placed flatly in a shoe. Here again a sorry mistake would be perpetrated by fitting the foot with a

high instep and short toes in a long, narrow shoe.

A salient feature in modern-made footwear, and one that has more to do with the fitting of shoes than any

**Martha  
Washington  
Comfort Shoes**

TRADE WINNERS

**Office Stationery**  
LETTER, NOTE AND BILL HEADS  
STATEMENTS, ENVELOPES, COUNTER BILLS. **TRADESMAN COMPANY.**  
GRAND RAPIDS

**"Buy 'em where they have 'em"**



We ship orders the day  
received

**Simmons  
Boot & Shoe Company**

Toledo, Ohio

**Easy Sales---Quick Profits**

Are to be realized on

**White Pumps**



We have them in canvas, crashette and  
white buck

Orders will be filled the same day they  
are received

**HIRTH-KRAUSE COMPANY**  
Grand Rapids, Mich.

other adopted by shoe manufacturers in recent years, is the apportionment of the wood in new lasts so that it prevents very little slipping forward by the foot. The new "drop ball," as this feature is termed, has eliminated this tendency of feet to slip forward fully 50 per cent. and, to drop into the vernacular, constitutes the best stunt that has ever been pulled off in years. By thus preventing the feet from slipping this feature further nullifies the old reasons for fitting shoes "long and narrow."

Perhaps it would be well to make this point a little clearer. By placing additional wood on the bottom of the last, just back of the ball, and forming a depression inside the shoe where the ball strikes the sole directly following that point of contact where the arch conforms to the shank of the shoe, and with the pressure naturally on the ball of the foot, the sole of the foot at this point drops into the depression in the sole formed by such a last and prevents the foot from slipping forward in stepping.

In other words, the foot obtains a purchase in the bottom of the shoe at the ball and remains there because of this depression in the sole, there being no high point at this part of the arch as formerly to catch the underside of the foot and project it further forward when in action of walking.

Formerly the leather innersole was sufficiently stiff and smooth to slip the foot forward because the lasts carried a sharp break too near the lower bend of the arch, but the introduction of the new "drop ball" lasts and the depression in the sole permits the foot to drop into the bottom of the shoe, where it remains as long as it is worn. The experienced fitter will readily recognize that this adaption of space renders it wholly unnecessary to fit feet "long and narrow" in shoes constructed over these improved lines.

Lasts were built too long in the forepart for years and it is only in the near past that lastmakers discovered the comfortable short effect without the attendant discomfort of building the forepart too short. This is accomplished by the method I have endeavored to describe above and if the reader grasps this idea he will readily recognize the uselessness of instilling into the minds of retail shoe salesmen the advice to fit all feet "long and narrow," because the new and far better style of lasts will not, and could not, admit of fitting feet according to the proposed "long and narrow" plan.

I am at present wearing a pair of shoes made over a pair of lasts formerly too short for me. Taking this same pair of lasts I added a "drop ball" to the soles, according to the new methods above described, but left the toes untouched and did absolutely nothing towards lengthening the lasts in the forepart. The reader will promptly see that I gained increased length by shotening up the shank and dropping the ball so that my foot would not slip forward. The result is a perfect fit and absolute comfort.

Another feature in these new lasts, which enables the feet to obtain a full spread on the bottom, is the widening out of the shanks and admitting space where the fleshy part of the foot naturally squashes or bulges when the foot sustains the weight of the body in walking. It is obvious that this squash, or bulging of the flesh must go somewhere in the shoe, and if the lasts have not been provided with sufficient width at the points of receiving this displacement the feet naturally become tired, ache and suffer from a burning sensation along the center of the bottom.

The new development in lasts has provided the natural remedy for this annoyance and it is safe to state that shoes now being made, and yet to be made, will prove more comfortable than in many years past. It is also safe to state in this connection that fitting them "long and narrow" will do anything but add increased comfort to the wearers of footwear constructed on these modern lines.

Very likely few retail shoe dealers are aware that the average last used in the manufacture of shoes is proportionately narrower on the bottom in the wider widths than they are marked. Yet it is true to the extent of a full width. Furthermore, manufacturers of low and medium-priced footwear are using this method to save sole leather. Such lasts are made to run regularly up to the C width, but in the broader widths of D, E and EE they are usually graded as follows:

In the D width such a manufacturer utilizes a last carrying a C bottom, but constructed with sufficient wood in the body of the last to admit of the shoe bulging at the side so as to carry the effect which naturally calls for a D width. The shoe marked E is made on a D bottom, but it in turn carries an E bottom, but an EE body.

In this way the shoe manufacturer saves sole leather which is more expensive than upper stock, yet by this method of construction the manufacturer can place the strap on a last so that they will come up to standard measurements.


In fitting shoes "long and narrow" in such footwear the salesman has no chance at all of obtaining anything like enough room for the bottom of his customer's feet, because this "long and narrow" policy further emphasizes the effort made by the shoemaker and the lastmaker to deprive the poor, unsuspecting consumer of sufficient room in which to stand.

Under such conditions it will readily be seen that the "long and narrow" advice is as impractical as it is unreasonable, and the retailer who seriously considers such advice will continue to carry on his shelves shoes which have been there since the day he started in business. Such a retailer is not keeping in touch with the new developments in his particular industry, and to that extent is hampering the services of the shoe trade to the people at large.

"Use Judgment in Fitting" would constitute a more useful slogan for present day shoe salesmen than "Fit Them Long." Bertram E. Drake.

## Our No. 314

The boys' high shoe that absolutely satisfies. Built to stand hard wear — boys' hard wear — you know what that means.



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

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## Herold-Bertsch Shoe Co.

Makers of Shoes    :-:    Grand Rapids, Mich.

## BEST RESULTS.

## They Appear Only When Work Is Cheerfully Done.

A general store is not a college, or a university, and yet it may be, and is a school for any young person who starts in to learn how to be a merchant. It is preparatory to larger operations, as has been shown by the vast army of men who have graduated from it to pass out into the instructions furnished by the world in more complicated courses.

There is one feature of college life, however, which should be drilled into the working force of every store, and fostered and encouraged to the fullest extent—that is what the French call "l'esprit du corps," the "spirit of the corps," the harmonious endeavor of each for the success of the business. It means not only united effort, but it means real, live interest in the business of the establishment. It is what we know, familiarly as "college spirit," the enthusiasm that finds vent in college yells and songs. The inspiration which makes the student look upon his own college as the bright, particular star in the firmament of educational institutions.

We may make all the fun we want of the "rah-rah boys." We may look upon their idiosyncrasies with commiseration. We may laugh at the uncouth styles they adopt as to long hair and short trousers. We may regard with pitying indulgence their boastful stories of the prowess of their scholarly seniors. But back of it all there is something that is worth while—a loyalty that is no mean factor in the actual success of the university. If these excitable, exuberant and often exaggerative students were less enthusiastic and made excuses for their Alma Mater, instead of boldly claiming for it all the virtues under the sun, and then some, it would be much harder to keep the roll of attendants up to a length satisfactory to the responsible officials of the school. If this fact were not well recognized, there would not be so much liberty allowed and so much encouragement given to the athletic sports which serve to keep the student body always keyed up to the proper pitch of enthusiasm.

Of course, tradition has much to do with fostering this spirit. From senior to junior, and from sophomore to freshman, are handed down the antiquities of the college which finally become classics. What a horde of great men must be among the alumni of the university. One almost hesitates to matriculate in an institution endowed with the reputation of so much that is extraordinary, and yet who could resist the temptation to tread the halls made famous by such an army of worthies who have made it famous? The very walls seem to be redolent of wisdom and the atmosphere is heavy with knowledge.

Can you imbue the employes of your general store with any such spirit of loyalty, even in a moderate degree? Can you make them so fond of it that their fingers would unconsciously tighten into fists at sound

of any slighting remarks? Can you bring among them such a reign of good-fellowship that they would regard each other with almost the fondness of David and Jonathan?

You can; for it has been done, and what man has accomplished, he can do again and yet again. One merchant rises to say that he attributes a large measure of the success of his eminently satisfactory business to this very cause. The clerks are companionable. They like each other. They do not fail to be respectful in speech and manner, but they have their interests in common and they associate with each other even out of business hours. They discuss together store affairs and are watchful for chances to further its welfare. They wish it to be a big thing, because they are connected with it and they always give out the impression that it is the very paragon of stores without flaw and free from blemish.

What can you do with a business place with a force like that? Just watch it grow. You could not hold it back. You can only ask how the merchant brought about this ideal condition. He hardly knows, but thinks it is because he tries to employ the right kind of assistants, treats them with consideration, endeavors to keep out of their ranks any person not congenial and sees to it that store and stock are such that honest pride in them will not be hard to acquire or to maintain. Each clerk is given some responsibility, greater or less, and is made to understand that his particular work is of prime importance.

Some one has said, and truly, that we who have our living to make should make it in the most agreeable manner possible. It is not only hard grind in business but there may be pleasant relations with companions as well. The store should be a place to which each employe goes with pleasure, not as a slave driven to an unappreciated task. Much of the making of surroundings rests with the proprietor, who can set the pace. As he establishes the intercourse, so will it be followed. If he is pleasant, his assistants will be good natured. If he is grouchy there will be sourness on every countenance, even although the actual outburst in language is controlled through fear of the "boss."

What must be the result of all this upon the poor unoffending customer? He, or she, must be the goat upon which the pent-up ill humor is worked off. Clerks will be unmannerly with purchasers when they feel that they have been treated with harshness themselves. They do not care what becomes of the business. Let it go to the dogs, for all the difference it makes to them. When in anger they do not stop even to consider the effects of all this upon their positions. They are too much out of patience to give a thought beyond the immediate trouble. It is not likely there will ever be any "college spirit" in such a store.

It must be manifest to the most casual observer that there is no use to expect the best of service from any employe where the heart is not in the

work. You can not force people to be happy by any set rules. They must really have interest in anything in which they are expected to show interest, or the showing will be so very thin and insincere that it must be patent to all who come in contact with them that the interest is counterfeit. Enthusiasm can not be evoked from cold and unfeeling people who simply perform assigned tasks because they must, and who are trying to do as little as they can without losing their positions.

Try the method of having everybody happy by pleasant words and kind consideration. Familiarity is not necessary nor desirable. But cheerfulness, and even temper will allay opposition and bring about the condition of affairs which makes business life pleasant. Then the assistants will like to work for you and will be anxious to retain their positions even if offered situations elsewhere. Others will want to be on your payroll, and this will make those already there more satisfied. After that the "college spirit" comes in, and you will get better returns from your payroll investment than you ever thought possible. To want anything, and then to feel proud of it after it is acquired, is productive of enthusiasm. Why should it not be that way about a position in your store? It is so in some places.

## Alcoholism Should Be Treated as a Disease.

For centuries the drunkard has been despaired of and treated at great expense to the community, as a criminal. The person occasionally found intoxicated in public also has been despaired of. Society has pushed him down, at expense and to its detriment, into the ranks of confirmed inebriates and criminals. Reform has been little thought of; the moral and economic waste has been fearful. The special committee appointed by the Board of Estimate of this city to consider the advisability of establishing a Board of Inebriety and a hospital and industrial colony for inebriates reports that the centuries of mistaken treatment have involved "a heavy expense," yet they were "wholly fruitless." The Board of Estimate will consider its Committee's report, and take steps to check this waste.

According to the Committee, this

city is spending \$80,000 a year for the cases of intoxication committed to Blackwell's Island and \$65,000 a year for the cost of the "overflow" wards at Bellevue; moreover, the proportion of expenses for these cases in the Magistrates' courts "is at least \$125,000 a year," besides the great expense incurred in policing the inebriate inmates of the city prison and the alcoholic wards of hospitals. "As a result of all these expenses under the present system," the Committee says, "There is a complete lack of accomplishment. There is no pretense even that the individual is helped, but the contrary."

The inebriates law of 1910 for this city would tend to prevent drunkenness. It would release the occasional offender, and would place on probation the second offender. If the probation officers fail, the inebriate would go to a hospital, not to a jail, and to an industrial colony, not to evil associations with criminals. Only the hardened offenders who have actually developed into criminals would find their place in jail.

Alcoholism is a disease. Its victims are neurasthenics. It is inhuman to treat them as criminals. It is inhuman not to restore them to health and, to the last degree, contrary to public policy to help them away from lives of reformation, recovered self-respect and renewed usefulness to their kin and the state. A site for the city's new institution of thrift and healing should first be selected at a cost not to exceed \$50,000, and a Board of Inebriety must be constituted in order that the work may be commenced.—New York Times.

## The Supreme Test.

"She's of very cheerful disposition, isn't she?"

"Yes, indeed. She even sings when washing dishes."

True love may be temporarily changed into hate, but is always liable to "come back."

Which bores you more—listening to people's troubles or their jokes?

## G. J. Johnson Cigar Co.

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

There is a Vital Something in a

## Green Seal Cigar

That makes it taste like more

The New Standard Size  
will convince you

3 for 25c at your dealers

Detroit Cigar  
Manufacturing Co.  
Detroit, Mich.



### Why Don't Detectives Detect?

Never have facilities for finding and ferreting crime been more numerous—more varied—one would think. Telegraphs and telephones burrow and climb almost everywhere. The policeman walks up to an iron box at the street-side, opens it with a key and talks to headquarters as if he were there. The farmer, in many cases, can "head off" by the marvelous talking-wire any one who should be arrested, although the malefactor have a start of many miles. The chemist is capable of analyzing whatever is put before him, even so accurately as to distinguish human blood-corpuscles from all others. The hand-writing-expert stands ready to magnify disputed chirography, throw its shadow on the screen, and expound it to the judge and jury. The camera can frequently be brought into service to make a picture-record of untoward events, or contribute additions to the "Rogues' Gallery." Detective-bureaus abound, anxious to undertake the finding-out of anything in the world, if they are paid for it.

Yet, in this complexity and multiplicity of machinery for detection, there are horrible and unnamable crimes, whose perpetrators are never brought to justice. Almost every city street and country road has its tragic mystery. The cemeteries abound in dead bodies that became so—no one seems to know how. What is the reason?

The student of human nature will probably give several. One is, that while there are new and improved methods of detection, there are also more facilities for concealment. New and subtle poisons have been discovered, and are for sale at the druggist's. Many so-called "medicines" can be used as intended poisons. Weapons are handier, more easily carried and concealed, and, from their commonness less easily identified as to their owners. Means of getting from one place to another without being noticed in the throng, abound; and there are more hiding places and methods of disguise than there used to be.

Besides, most people do not care to give evidence in court, if they can possibly avoid it. A witness, nowadays, is often treated as a sort of junior or secondary criminal. The prisoner's attorneys may institute against him almost as severe a campaign as the prosecutor does against the defendant. If there is anything unusually weak in his record, it is exploited, and made to appear at its very worst—in order to impeach his testimony or render it of less value. Matters that had long been atoned for and well nigh forgotten are now once again brought forward, sometimes to the witness' ruin. Even if there is nothing against him, a lawyer of the scoundrel variety can sometimes blight a portion of the witness' life, by asking questions in a manner to indicate that something is known which the witness is hiding, and does not wish revealed.

Add to this the fact that he receives scant pay for leaving his business for the purpose of testifying,

and that he is virtually a prisoner whenever the prosecution desires to have him so, and it is no wonder that the average individual feels like shirking the pillory of the witness-chair, where it is taken for granted by the opposition that he is a liar, and that he is to be diligently cross-questioned to prove him so. The above facts often make difficult the obtaining of witnesses to a crime—even when it is morally certain that the guilty one has been apprehended, and the public virtually know that there is abundance of evidence in witness of his guilt.

Again, the newspapers, in order to feed public curiosity and swell circulation, have their own detectives constantly working on any case of importance; and as these people, naturally, do not know as much about evidence as they do about sensationalism, and care much less for obtaining justice than getting "a good story," they keep the real criminal constantly informed of everything they can possibly find out concerning the means taken for his capture. For a few cents the fugitive can ascertain each day whatever has been found out against him, and thus learn how to meet or evade it. What chance do detectives have, when they are hampered and embarrassed by the constant interference of newspaper writers, who know nothing about and care nothing for the case, except as it furnishes material for "copy?"

Whether or not the spirit of corruption that pervades our country at present and appears to be on the increase, has possessed the souls of certain officers of the law; whether money is more and more used to conceal the theft of money, and the murder of justice to conceal the murder of men, women and children, may be a question worth some little thought. The fact remains that unpunished crimes, so far as the law is concerned, are increasing every day.

### A Fool Fools Fellow-Fools.

A distinguished alienist tells the following story:

"There was a half-witted youth in Bridgetown to whom the neighboring farmers liked to offer a penny and a nickel.

"Gathered about him in a circle on market day the farmers, one after another, would say:

"'Now which'll ye be havin', Peter? Here's a cent—here's a nickel—take yer choice.'

"And the foolish Peter invariably would choose the cent rather than the nickel, and the farmers, before such incredible foolishness, would roar with laughter, double in two and clap their legs noisily with their brown hands.

"'Peter,' I said one day to the lunatic, 'Why is it that you always take the cent instead of the nickel?'

"Peter grinned a very cunning grin.

"'Suppose I took the nickel,' said he, 'would I ever get a chance to take another one, or cent, either?'"

### Never.

Faint heart never won fair lady without the help of a full pocket-book.

### Popularity of Bread in France.

France has frequently been alluded to as pre-eminently the land of bread. She has no reason to feel in the least ashamed of this; on the contrary, she has acquired an enviable reputation for her bread of which she has every reason to feel proud. Sample bread in different quarters of the city; you will find a wide range both in price and quality, between the bread dished up in good class restaurants and in the working-class districts; but common to all this bread is a certain tastiness seldom encountered elsewhere. This agreeable flavor has much to do with the big bread bill of France. A little time ago we were reminded that less bread was consumed in this country; one fails to notice such a disquieting sign in every-day life. One is bound to admit that the French, particularly the well-to-do classes, eat a very great deal more bread than the English—they always have done so—and consequently do give a correspondingly greater amount of employment to the baker and miller. Why is bread so much more the staff of life in France than it is in England? First, because the French know nothing of meat puddings and pies; second, French housewives very seldom, if ever, think of baking a cake—if ever so plain—as is done in England daily; third, the price of meat and vegetables is considerably dearer in France than it is in England. Bread acts as a substitute; being good and cheap it is in general demand by all classes. French bread has a particular, not to say

unique, flavor of its own; again, it is so beautifully baked that it readily appeals to everyone. Further, the art of dining is widely studied in France. It is precisely in such a country as France, where people so thoroughly understand how and what to eat, that we find this large consumption of bread. One can hardly expect England, after all these years, to consume as much bread as France. As already observed, "Circumstances alter cases." — Practical Confectioner and Baker.

### He Would Go Fast.

Richard, aged 12, Warburton, aged 14, and Gordon, aged 10, were discussing what they would do with a million dollars.

Richard said, "I would buy a motor-boat."

Warburton said, "I would spend my million for music and theater tickets."

Gordon, the 10-year-old, sniffed at them derisively. "Humph!" said he, "I'd buy an automobile and spend the rest in fines!"

When it comes to a question of what store treats its patrons well, the children know almost more than the grown-ups and they do not hesitate to express their opinions publicly.

### Wilmarth Show Case Co.

#### Show Cases And Store Fixtures

Jefferson and Cottage Grove Avenues  
Grand Rapids, Mich.

**A Steady Demand  
A Clean Profit---  
No Argument**

**Post  
Toasties**

**"The Memory Lingers"**

For both Grocer and Customer

**Postum Cereal Company, Limited**  
Battle Creek, Michigan

# Saginaw Valley

## News and Gossip of Interest To Business Men.

The Saginaw Board of Trade will hold its quarterly conference aboard ship this year on Wednesday, August 16. The steamer, Rutherford B. Hayes, has been chartered for the occasion, being a roomy and comfortable boat, making its headquarters here. A programme fitting the occasion is being arranged, during which there will be speeches, entertainment, music and discussions. Incidentally, the commissary department will not be overlooked.

During the outing the general question of transportation will be considered, with special reference to increasing the marine service to this port. At the present time the Government is engaged through contractors upon a gigantic scheme of dredging the entire channel from out in the bay to a point south of this city. It is also being straightened and put in shape to be vastly more navigable and useful than at present. The progress of this work will be inspected. The affair will be for members of the Board exclusively.

### For a New Highway.

One of the outcomes of the recent automobile trip of the Manufacturers' and Wholesalers' Association is a movement for a good highway between Saginaw and Flint. A special committee of seven has been appointed by President Cimmerer, of the Board of Trade, to work out the details and it is expected the intervening townships will contribute towards the work. The Genesee avenue road is favored for the improvement as being the most direct. There is already under construction a boulevard highway between this city and Bay City and, with the Flint addition, Saginaw will have done considerable towards solving the good roads problem at this end of the State.

### Some Live Topics.

There are some live topics assigned to distinguished speakers who are on the Board of Trade programme for the outing on August 16. The outing in itself will be one of the most unique affairs which has been arranged in years in this or any other city and will draw together a quite notable assemblage of men who are entitled to say "I" with an accent. At the same time it will bring together the strong forces of the Board of Trade for their quarterly conference, at which the tale of progress and of effort will be told. The following programme, detailed upon the topic of "General Facilities," shows the scope of subject the gathering will discuss:

"Going After Members"—W. H. Klenke.

"Saginaw Going Some"—Geo. W. Weadock.

"Traffic on Saginaw River"—John W. Symons.

"Railroads and Railroad Men"—A. Patriarche.

"Federal Enterprise"—Col. C. Mc. D. Townsend.

"Factories and Transportation"—Benton Hanchett.

### Congressman Is Liberal.

Congressman Joseph W. Fordney, outside of his views on reciprocity and other matters, has views which are good for the general community. He has given the city a park in the neighborhood of his home and the gift was properly celebrated by a big family gathering last week, at which some 500 people assembled and took their baskets. Mayor Stewart, Postmaster M. N. Brady, of the West Side, and Dr. S. C. J. Ostrom made addresses. The programme was a most interesting one and the event was wholly enjoyed.

### Third Automobile Trip.

Another trip has been arranged by the Merchants' and Manufacturers' Association, to take place August 9. This trip will take in seventeen cities, including Cass City, Caro and Vassar. Dinner at Cass City and supper at Vassar will be features of the trip and with its completion the party will have covered the entire Thumb district, leaving other territory to be taken care of later. Following is the schedule:

Arrive	Town	Leave
	Saginaw.	6:30 a. m.
7:20 a. m.	Reese.	7:40 a. m.
8:00 a. m.	Gilford.	8:15 a. m.
8:35 a. m.	Fairgrove.	8:55 a. m.
9:15 a. m.	Akron.	9:35 a. m.
10:00 a. m.	Colling.	10:20 a. m.
10:30 a. m.	Ashmore.	10:40 a. m.
10:55 a. m.	Colwood.	11:05 a. m.
11:20 a. m.	Bach.	11:30 a. m.
11:50 a. m.	Owendale.	12:05 p. m.
12 25 p. m.	Gagetown.	12:40 p. m.
1:00 p. m.	Cass City.	2:30 p. m.

### Dinner at Cass City.

2:45 p. m.	Elmwood.	2:55 p. m.
3:05 p. m.	Ellington.	3:15 p. m.
3:35 p. m.	Caro.	4:35 p. m.
5:00 p. m.	Watrous ville.	5 15 p. m.
5:45 p. m.	Vassar.	7:30 p. m.
Supper at Hotel Columbia.		
7:50 p. m.	Richville.	8:05 p. m.
8:45 p. m.	Saginaw.	Bancroft House.

### Business Notes.

Walter Campbell, Gilford, has put in a stock of boots and shoes.

C. E. Mead, Frost, Charles A. Lewis, Vassar, and A. Lenz, Bay City, were in town this week, calling on the jobbing houses.

John Hartmann, formerly in the shoe business, has closed out that line on the West Side, Saginaw.

Any of the men carrying samples of formaldehyde ought to do something at Reese. Mrs. Jane Gilford, of that place, is quoted as recommend-

ing the preservative as a deadly "fly swatter." Instructions should be given the men not to drink their samples.

J. W. Brady.

### He Was Saved.

"I am a man that does not go about looking for trouble," said the grocery drummer, "but when it comes to me I try to be ready to meet it. For instance, the last time I was West a man called me a liar over a game of billiards. It was my duty to haul off and punch his head, but a friend caught my arm and hustled me out of the place. I demanded an explanation, of course, and he said:

"The fellow you were going to hit is Red Mike."

"But what of that?"

"He is keeping company with Senator Black's cook."

"And what of that?"

"The Senator's wife wouldn't part with her cook for anything."

"But what have I to do with senators and their wives and cooks?"

"It's this way. If you had hit Mike you'd have been arrested for assault and battery. He'd have told the cook and she'd have called it fel-

onious assault. She'd have told Mrs. Senator and she'd have made it attempted murder. The Senator would have heard about it, and he'd have called it premeditated, and by the time they had you in court you'd been good for twenty years in the jug."

"But he called me a liar, and thirty of you heard him."

"I know, but if we were summoned we'd have to swear that it was you who called him a liar."

"But why?"

"Because you are going away in a day or two, while Mike, the cook, Mrs. Senator and the Senator will continue to live right on here. It is the future we look at in this town, and you'd better go back and tell Mike that you meant he was a gentleman instead of a liar."

## 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, Mrs.  
SAGINAW, MICH.

## The Old Reliable Soap

For General Washing Purposes

Premiums for wrappers. Send for list. Order from your jobber.

Manufactured by Atlas Soap Works, Saginaw, Mich.

## Always Reliable

## Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan

## It Satisfies

Holds trade and makes new customers

## St. Laurent Bros. Pure Peanut Butter

All size glass. Tin and fiber pails. Also preparers of the famous Valley Brand Salted Peanuts. Order through your jobber.

ST. LAURENT BROS., BAY CITY, MICH.



## PANIC TALK.

## Merely Hobgoblin in Minds of Many People.

Written for the Tradesman.

Everywhere you go you find they have been breaking records this summer.

Really it is enough to discourage the old chap who keeps the chronicle of the years—the way his annals are being rendered stale and uninteresting by virtue of latter-day performances.

Up along the Atlantic seaboard they are talking about a recent hot wave that positively broke all records for forty years back; and out in Central Missouri they are saying it has actually forgotten how to rain. Out in Kansas they are still talking about that hot Sunday—the last Sunday in June. Some say it was 107 in the shade, and others contend it was from 112 to 115. It makes the perspiration roll off of one to hear them tell about the scorching, withering, blistering wind that blew across sweltering Kansas on that famous June 25. Birds, so I have been told by eye witnesses, actually suffocated in the trees and fell out stone dead. Can you beat it?

I have not been North this summer, but I venture the assertion that records have been broken up there, too. It's either been hotter than it was ever known to be, or dryer, or cooler, or wetter, or something. And records have been broken Down South. Through the Middle West the rainfall was never known to be so sporadic and local as it has been during the present summer. No general rains at all; just local showers here and there, and over yonder what you would call a good, soaking rain. Beats the band what funny stunts the weather has been up to this summer! Nothing like it since Heck was a pup. It's got the oldest citizen scratching his head to see if he can dig up a parallel in years gone by.

And yet, when you come to think about it, the regularity with which we break records summer by summer is positively droll. We broke records in either the same manner, or in some other fashion, last summer. The summer before that we broke records. And the summer before that. And so on as far back as the memory of man runneth. While I haven't looked up the statistics, I believe there isn't a year on record when we have not broken records. Always it's notably dry or astonishingly wet. If we don't have "the hottest day ever known" in our section, we have the coolest night on record. Hot, dusty and unseasonable in your section, eh? Take it from me the drought will end sooner or later and old Sol will go off and hide somewhere. Then you'll have it so damp and cool that the ancient inhabitants in your precinct will begin reckoning back by decades to find a time when it was as wet and chilly as you'll presently be finding it.

Poor, indeed, is the summer where in records galore are not hopelessly fractured! Some feature of every summer's weather surpasses similar

features of all other summers since time began. When Uncle Noah was a plain, unknown citizen he probably did his share of gossiping about the drought. In those halcyon days when the world was young and people didn't so much as have an official weather man, folks got together in the cool of the evening and talked about the astonishing behavior of the weather. When the rain didn't fall for five or six weeks, and crops began to look a little sick, local prognosticators stroked their whiskers, squinted at the sun and sagely remarked: "This is the worst drought on record. Looks as if the earth is going to burn to a crisp and blow into the sun! It will certainly never rain again." But like as not they had rain within the fortnight.

Why is extravagant weather talk, anyhow? Just because we are built that way. Most people talk with fluency only when they are handing out superlatives. Then so many people are inclined to pessimism even as the sparks fly upwards. It is perfectly notorious how our fruit crops invariably get reported as total failures. And yet we nearly always get enough apples and peaches and plums to make our necessary allowance of cider and preserves and jelly. The wheat crop is either a near-failure, shockingly bad in localities, or largely spoiled in the harvesting. From the time when the winter wheat farmers are seeding their soil until the frost-crystals are scintillating on the pumpkin, there are failures and rumors of failures. Numerous people get you by the lapel, pull a wry face and tell you in mournful numbers how the country is going speedily and inevitably to the bow-wows. Last year every authordox panicmaker in the country was working his jaws over-time telling us how thoroughly the comet's tail was going to put us out of commission. But we passed through that gaseous appendage without so much as sneezing. Even our sensitive friends with the hay fever "temperament" experienced no inconvenience.

Some people are saying that business is the rottenest it has been for years; that it is going to continue so until after our next presidential election, or some other more remote period. Judging from their talk alone you would be inclined to think people had stopped eating, stopped buying wearing apparel and things for the home, stopped providing themselves with everything that demanded money as a medium of exchange. But looking in on the merchants of any town or city at almost any business hour of the day, you realize that people are still buying such things as they need. Take this whole business situation up one side and down the other, while things are not quite as brisk as they were, say, a couple of years ago, there isn't any panic in sight. This panic talk is merely a hobgoblin in the minds of people who have a penchant for superlatives. They have a temperamental hankering for record-breaking stunts; therefore the present wave of "sane and

safe" conservatism in American business looks to them like a panic.

Listen courteously to this exuberant and pessimistic talk, if you are minded to, but discount it generously. Take it with a double handful of salt. Panic talk, like the breaking of weather records, is a periodic phenomenon. About every eight or ten years we have it. Every recurrent panic is infinitely worse than all other preceding panics. Listen courteously to this incessant and inevitable weather-talk and panic-talk, but keep your mind on the sober, practical task of pushing to-morrow's sales.

Eli Elkins.

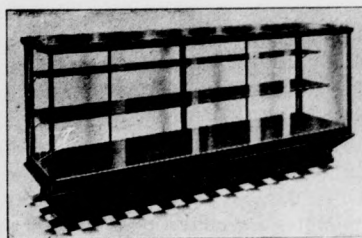
The young often deride old age, when all the time they are getting nearer and nearer to it every day.

It is pleasanter to be rich and imposed upon than poor and neglected.

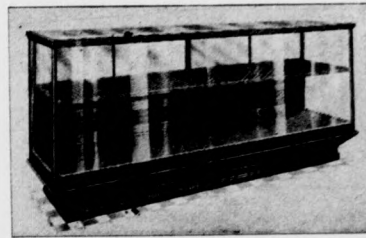
## Making Good With Dealers.

It is an unwritten rule with all manufacturers to "make good" with their product. If a machine or tool is sold for a certain purpose, more or less argument, written or oral, is used to convince the dealer or farmer that the tool or machine will perform the work for which it was designed. If it fails to work, either through the efforts of the farmer, the dealer or the factory expert, it is apparent that the machine is defective in construction, and there can be no fine dividing line between the moral and technically legal right of the manufacturer to force payment therefor. His duty is to "make good" to the dealer and the farmer, failing which he should take back his machine and refund whatever had been paid therefor.

Do you do the amount of work you get pay for doing?



No. 81 Display Case



No. 84 Cigar Case

Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.  
We make all styles Catalogue on request



## 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

## 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



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#### Recollections of an Old Traveler.

Selling goods to the implement trade west of the Missouri River in the seventies and early eighties, was a very different proposition from what it is to-day.

Almost all of the traveling salesmen at that time were direct representatives of Illinois, Indiana and Ohio manufacturers, and were usually known as "General Western Agents," a quite high-sounding title to which most of us tried to live up.

The contracting season varied with the line carried. Then, later on, came the settlement with the dealer, the checking up of free repairs and the taking over of what cash and farmers' notes the dealer might have accumulated as a result of his season's labor.

The farmers' notes referred to were taken on the companies' blanks and made payable to them, but were usually endorsed by the dealer just to show his good faith in the men to whom he had sold his goods. When these notes matured, they were sent out by the manufacturer to the local banks or express offices for collection, and the traveling salesman was provided with a list of all past due notes, and he made it a point to check up with such banks or attorneys as held his company's notes for collection. When he found a note that needed personal attention he would take up the note from the collector and go after the party himself. Many of the larger companies had regular traveling collectors, but the greater number depended upon the efforts of their regular salesmen to take care of their collections.

Many amusing incidents occurred in collecting and renewing this class of paper in those early days.

It must be remembered that most of the Western States allow a married man an exemption of one hundred and sixty acres of land, one

team, one cow and the necessary wagons and implements with which to farm his place, and as that was about all the average settler ever possessed at that time, it looked very much as if it depended on his good disposition as to whether or not he ever paid his notes. However, the notes usually contained a mortgage clause covering the machine for which the note was given, together with such other chattels as he could be induced to mention at the time the note was signed. This made him more careful in protecting his paper than he would otherwise have been.

At one time I had spent the day at a small Western town, settling with our dealer and checking up with the bank that had some of our farmers' notes for collection. I found that there were a number of notes that needed personal attention. I took up these notes and went over to the hotel, where I found my friend, Mr. Mack, who was the collector for a large reaper company, going over the list of notes. He had been in the country that day on a collection trip, and had met with only moderate success. The wheat had just been harvested and the farmers were selling their crop, and we both felt that if we did not get the money in promptly we might have to wait another year before payment could be made. We checked over our lists together and found several instances where we each had notes against the same party; so we decided to hire a team and go after as many of our delinquents as possible the next day.

We arranged with the liveryman and hotel people to get an early start, and then spent the rest of the evening going over a map of the county, mapping out a route that would take in as many as possible of those we desired to reach.

We were not disappointed in our early breakfast or in the team the liveryman gave us. The morning was beautiful, and although the indications were for a warm day, we enjoyed the ride and the time required to reach our first stop was spent in going over the prospects of collecting the various notes we had selected for that day's work.

I remember Mack told me of one party he had tried to see the day before, but failed to find them at home, although he was certain he had seen them from a distance while passing over a hill half a mile from their house. I will not dwell on our successes or failure during the forenoon drive, but shortly after noon we came over that same hill and saw the man and his wife at the little house a half mile away. Mack said that it

was just as they were yesterday, but that when we got over there, they would be gone again or he would lose his guess.

The road led us down across a little valley and did not give us another view of the house until we were quite near to it. Sure enough, both the man and his wife had disappeared. This seemed strange, as it was in an open prairie country where it would have been impossible for them to have gotten out of sight in so short a time except in the direction from which we had just come.

We found the door of the house open, and after knocking and calling we entered and carefully searched the two or three rooms, but without success. We examined the well, but found it was of so small a bore that a human being could not have entered it. We then searched the barn and henhouse with no better success. A small stack of straw was then carefully forked over until we were convinced they could not be hiding beneath it.

My attention was then attracted to a frame building used for the storage of grain, but as it was open, I soon satisfied myself that it could not harbor the people who seemed to have the power to vanish at will, or, at least, at the sight of a note collector.

We were just giving up in disgust and preparing to drive on, when I noticed that the grain house was supported on two by ten joists, and that these were placed about two feet apart. I pointed this out to Mack and we both went over and looked in between these timbers, and, sure enough, we found our Bohemian friends. They absolutely refused to say a word or come out. It was not until we got the pitchfork and showed them the sharp tines that they decided to come out and face the music.

We soon found that they had the money with them to pay both notes, but were reluctant to part with it, as money could be readily loaned at 2 per cent. per month, while the notes were only drawing 10 per cent. annual interest.

A more sorry looking couple you never saw as they crawled out from under that building, but a good laugh all around put us all in a good humor.—Implement Age.

#### Tricking the Lawyer.

Client—So you think that if I take the matter I've stated to court I shall win?

Lawyer (scenting a big fee)—Unquestionably. I am prepared to guarantee you will get a verdict in your favor.

Client—Hm! Then I don't think I'll go to law this time. You see the side of the case I gave you is my opponent's.

#### A Responsible Role.

"Don't you enjoy having summer boarders?"

"Not much; most of them read the comic papers. Marie insists on my eating with my knife and saying 'b'gosh' so as to keep 'em convinced that I'm a regular farmer."

#### "Knocking Up" Trade.

The man stopped in sudden confusion, in the middle of the road, and watched helplessly as the taxicab bore down on him.

There was a cry as it hurtled him in the air. When he struck the pavement the chauffeur had stopped the car and was down from his seat, rushing to him.

A doctor was in the crowd that gathered, and made a hurried examination. He announced cheerfully that no bones were broken. There were only a few minor bruises.

"Git into my taxi an' I'll take yuh home," the chauffeur invited.

They helped him tenderly into the taxicab which had struck him, and the chauffeur, taking his address, mounted to the seat.

Arrived at home, the driver helped him into the house.

"Thank you," the injured man remarked. "As it was not a serious affair, we'll let it drop. Probably I was—"

"There's a dollar-fifty due me," the chauffeur interrupted.

"A dollar-fifty? What for?" the other gasped.

"My register says it's a mile out here from where yuh got on. That's a dollar. An' I always charge a half-dollar extra when I have to help a guy into the house!"

#### A Dull Cruise.

You must have felt down in the mouth when you found yourself inside the whale's stomach," said the reporter to Jonah, shortly after the latter had landed after his famous cruise.

"Oh, no," said Jonah. "I didn't feel half as badly about it as the whale did. He was blubbing all the time."

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

## Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

**News and Gossip of the Traveling Boys.**

The stork stopped at Bill Drake's house long enough Sunday night to leave a bouncing 8½ pound boy. Never mind, Bill, most boys are late in showing up.

Erskine McLeish, with Edson-Moore & Co., Detroit, is spending his vacation at Heck's Corner.

W. D. Eaton, former Traverse City resident and member of Traverse City Council, No. 361, U. C. T., has moved to Grand Rapids. W. D. intends transferring to 131.

Mike Clarkin, of Detroit, is taking a much needed two weeks' vacation. Mike is alternating between the Armory Score Board and Dietsches Corner.

Frank Ewing spent Saturday and Sunday at Sylvan Beach with his family. Frank really went before Saturday, but we mention these days, as his firm are subscribers to the Tradesman.

Senior Counselor Homer Bradfield spent Sunday at Ada. Homer's daughter, who has been spending some time in Ada owing to ill health, has fully recovered. She must have needed a rest to get cured in Ada.

Walter Shaw has engaged in the dry goods business at St. Clair. Frank Minne, representing Edson-Moore & Co., also property owner, captured the opening order.

J. R. Seewald purchased a lady's diamond ring this week. And potatoes \$2.50 per bushel, too!

Here is one on Grand Secretary Richter that happened at the time of keep it any longer. The Muskegon convention. Could not his party were leaving Muskegon for home, they decide that they would like to have some "ginger ale" to drink on the train. Fred was delegated to purchase same. In the restaurant where the bottles were purchased he saw a plate of what he supposed to be hard boiled eggs and immediately concluded that they would be just the thing for a lunch. Enquiring the price, Fred was told they were two for five. He immediately bought all there were, just an even dozen. After riding a short distance he concluded he would eat an egg and drink a bottle of be-inger ale, but when he cracked the egg he found to his chagrin he had purchased a dozen raw eggs.

A. J. Foster, Secretary and Treasurer of Ann Arbor Council, No. 456, was the guest of H. B. Wilcox one day this week. Mr. Foster represents Peck, Johnson & Co., of this city and is one of the most enthusiastic members of the United Commercial Travelers in the State.

At the last meeting of the U. C. T., No. 131, a committee was appointed to make full arrangements for the annual picnic, which will be held the latter part of this month.

J. M. Goldstein.

**The Boys Behind the Counter.**

Mt. Pleasant—William Boland has gone to Saginaw, where he will work for the Clark Grocery Co.

Owosso — Willam Kennedy has gone to Dryden, where he will man-

age a large elevator, in which he will also have an interest.

Perry—H. W. Hutton has resigned his position with R. H. Cattrell & Son, in the clothing business. He is undecided whether to return to the Methodist ministry or start into business for himself. Mr. Hutton spent five years in the ministry before accepting his present position with Cottrell & Son nine months ago.

Durand—Neil Hulin has resigned his position in Obert Bros.' store and has gone to Owosso to clerk for Lyon & Pond.

Republic—Fred Verila has taken a position as meat coter with the Humboldt Store Co., at Humboldt.

**Grand Rapids U. C. T. Picnic.**

Grand Rapids, Aug. 8—The annual basket picnic of U. C. T., No. 131, will be held at Manhattan Beach (Reed's Lake) Aug. 26. Dinner will be served at 1 o'clock sharp. Bring the wives and kiddies and sweethearts. The following contests will be pulled off:

- Ladies' ball throwing contest.
- Boys' running race.
- Girls' running race.
- Married ladies' needle race.
- Fat men's race.
- Ladies' running race.
- Thin men's race.
- Girls' bottle race.
- Boys' potato race.
- Swimming contest.
- Swimming contest for men.
- Swimming contest for women.
- Swimming contest for boys.

J. H. Shumaker,

Chairman Picnic Committee.

**Traverse City Travelers Score.**

Traverse City, Aug. 7—The Traverse City Council, U. C. T., No. 361, has a ball team. If you don't believe it, ask the Hannah & Lay Mercantile Co.'s aggregation, who were the challengers of Sunday's game.

Flaggart, for the U. C. T., held them to no hits for six innings, when he was relieved by Richter, who allowed three hits, striking out five men during the balance of the game.

Fielding of Em. Wilhelm was the feature of the day. Score is as follows:

	R H E
U. C. T. ....	11- 3-3
Hannah & Lay Co. ....	8-17-9
	W. S. Godfrey.

A. E. McGuire has been very ill during the past week and on Monday his life was held in the balance. Pneumonia symptoms developed late last week, but the lungs are now clearing up. His temperature is lower this morning and his general condition gives hope of his ultimate recovery.

St. Johns News: Manley Percey, who has been in Kansas since last fall traveling for the Blanke Tea & Coffee Co., of St. Louis, Mo., will hereafter make this city his headquarters while acting in the capacity of traveling salesman for the same concern in eight counties of Michigan.

To pay as you go is the best plan, particularly if the man in charge will not let you go until you pay.

**THE VILLAGE LOAFER.**

Those of us who can remember back a quarter of a century have distinct recollection of a half dozen or so of these individuals who regularly patronized the store steps in summer and the corner around the stove in winter during a considerable portion of the day, and were joined by others who were compelled to work as soon as the day's work was done. They were some of them old, caring little to read and having little to read. A few were scarcely past middle age, yet with wants so few and easily satisfied that they had taken upon themselves a vacation for life after a term of no particular usefulness, either to themselves or to the world.

But the loafer is by no means inactive. His eyes see and his ears hear everything that is public property and some things that should not be. The timid woman of those days dreaded going to the store like having a tooth pulled. She felt that her every step was watched. She knew that every purchase was carefully noted and just what it was and how much she paid for it were soon public comment among the families of the town. If she was economical her methods of scrimping were the subject of ridicule; but if she transgressed in the other direction—the matter was much more unpleasant!

The proprietor may have disliked the clan which clung so persistently, yet he could not afford to gain their ill will. But the changed conditions have accomplished a reformation in a way which gave offense to no one. The village loafer is now a rare specimen, and soon destined to become totally extinct. Work has solved the problem. With the more varied employments now in vogue, almost every one sees some attractive means of making a living before him. There are more ways to spend money—and more money is needed. The few left behind get lonesome and follow the crowd into some kind of employment, while the daily paper contains matter of more vital importance than whether Mrs. Jones buys red calico or blue gingham, and whether she pays for it in cash or trade. We note the increased business of the merchant as well as the absence of the looker-on and it is a pleasure to contemplate the general improvement for all concerned; and the fact that it may all be traced to the growing habit of being busy. For employment not only brings results to show for it, but also the added increment too little appreciated, in crowding out the objectionable features sure to attend idleness.

**DETECTIVES DETECTED.**

Detective stories always spring some surprises, but the Perkins case, recently closed at Erie, Pa., has already shown some most startling phases, with others still to follow. Briefly, a few months ago the mausoleum of the late W. L. Scott was broken open and a portion of the contents removed. Almost immediately the Perkins detective agency was employed to hunt down the ghouls. As predicted by Mr. Perkins to Mr. Strong, the son-in-law of Mr. Scott,

threatening letters, demanding \$50,000 or the life of some member of his family were received on several occasions.

Chapter number two opened with the arrest by Federal officers of Perkins and his associate, charging them with being the authors of the letters, the whole thing being a neatly laid plot to extort a small fortune from Mr. Strong. A jury trial resulted in their conviction and sentence to three and five years, respectively. Perkins still maintains innocence and declares himself the victim of a bit of blackmail from a rival firm, which he will prove in a higher court, while the Federal authorities announce that there are some sensational developments soon to be made regarding the identity of the grave robbers.

The story is a gruesome one from the beginning. It is to be regretted that a firm professing to ferret out crime should be so evidently its author. Granting that Perkins is innocent, we must look for the culprit among others making equal profession for the right. The outlook is not optimistic, to say the least; yet the facts are here.

There are attorneys who have been known to play false to a client; policemen who conceal the guilty; and now detectives, it would seem, who resort to black hand letters against a client. Yet even these are eventually shown in their true colors; and if Perkins is being wronged the culprit will yet probably be shown. It is the one palliating feature while sin is still in our midst that it is getting more and more difficult for the wrong doer to escape.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, Aug. 9—Creamery, 22@26½c; dairy, 20@24c; poor, all kinds, 14@18c.

Eggs — Fancy, candled, 21@22c; choice, 19@20c.

Live Poultry—Fowls, 13½@14½c; ducks, 14@16c; turkeys, 12@14c; broilers, 16@18c.

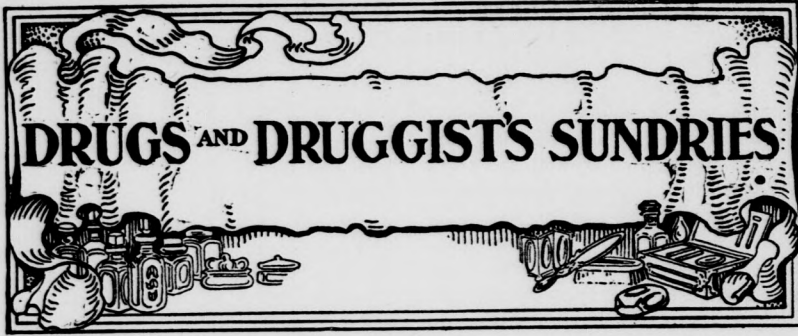
Beans — Marrow, \$2.50; medium, \$2.40; pea, \$2.40; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, \$3.40@3.50 per bbl Rea & Witzig.

Jonesville — The Clyde Produce Company, which purchased the kraut mill in this village several months ago from the LeRoux Company, of Toledo, has been overhauling the machinery and making improvements, preparatory to doing an extensive business. Machinery has been installed which will make it possible to handle more cabbage with much less help than formerly. It is the intention of the new owners to install a canning plant for the purpose of canning vegetables of various kinds.

Geo. A. Burton (Worden Grocer Co.), who has been ill for the past seven weeks with stomach trouble, picked up his grips again Monday. His territory has been covered in the meantime by Ed. Hart.

There is always something to be thankful for, even if it is only that things are not worse.



**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. Panckboner.  
 Secretary—Wm. H. Tibbs.  
 Treasurer—Rolland Clark.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Headache Remedials Which Should Be Prohibited.

The bromides, guarana, catteine, camphor monobromated, cannabis, valerian, valerianates, morphia, chloral hydrate and aromatic spirit of ammonia were the drugs employed in different forms before the introduction of the synthetic remedials for headaches.

Guarana in the form of a fluid extract was very popular for the relief of nervous headache; its good effects, as is well known, were due to guaranine, an alkaloid identical with caffeine or theine.

The aromatic spirit of ammonia, given alone or combined with valerian or the bromides, was largely employed for the relief of headache. It is always of value, as it neutralizes acidity of the stomach and has a gentle, stimulant effect which relieves nervous pain without untoward action.

Monobromated camphor was occasionally employed to subdue headache caused by over-stimulation of the brain.

Cannabis in the form of the extract was frequently exhibited to mitigate attacks of recurrent headache.

Caffeine and the bromides of sodium and ammonium were, however, the most prescribed in the treatment of headaches before the days of anti-pyrine and acetanilid. While the headache remedials cited do not relieve as speedily as the coal tar derivatives, yet there were scarcely any fatalities. This, however, can not be said of acetanilid or similar products.

Now of the old remedies for headache but three are constantly pre-

scribed. These are caffeine, monobromated camphor and the popular bromides, but scarcely ever alone, usually combined with acetanilid or acetphenetidin in tablet, wafer or powder form. A tablet containing two or three grains of acetanilid, camphor monobromated a half grain, caffeine one-half of a grain, given every two or three hours, rarely causes trouble unless the person who takes it is susceptible, debilitated or suffers from a heart lesion. The same applies to headache powders consisting of acetanilid, caffeine and bicarbonate of sodium, provided the dose does not exceed three grains. I believe that the large number of deaths attributed to headache tablets and powders is due to one of three things: first, the dose was too large of the acetanilid or similar products; second, the remedy was taken oftener than was directed; third, no caffeine in combination or not enough for effect, or the person was debilitated from organic disease of some kind, usually heart disease.

There is one singular effect from acetanilid worthy of investigation. If taken in the form of an effervescent salt it is not so depressing, and less of it is needed to relieve. Whether the generation of carbonic acid gas antagonizes the cardiac depression from the acetanilid and at the same time enhances the action of the caffeine on the heart muscle and nervous system is something to be precisely ascertained. I have observed this effect on myself and others. At any rate there are few, if any, deaths recorded from taking acetanilid combined with other agents in an effervescent form.

The use of acetanilid and acetphenetidin is steadily on the increase for the relief of migraine, gripe and neuralgic conditions. It seemingly matters little what has caused the headache or pain, acetanilid or similar compounds speedily relieves the trouble, and all must agree that we can not obtain the same gratifying results from other remedials lauded for the same purpose. No vegetable, animal or mineral drug or combination thereof, can equal them. It seems therefore that the analgesics of the aniline group have come to stay in the great field of therapeutics, but the food and drugs act now in operation condemns these synthetics if the words "cure" or "harmless" are printed on the label of the package containing them. Action on this score has been taken of late by the Government against a large number of manufacturers, and in nearly all of these cases the manufacturers of the

"cures" pleaded guilty to violations of the act and were fined.

Dr. Wiley, the Federal pure food and drug expert, warns the public against the use of any of the alleged headache cures commonly sold in pharmacies and advises the sufferers to call on a doctor. This is all right. Let this kind of good work go on. The public must be educated up to the fact that, while acetanilid will relieve most headaches, yet it may be dangerous in certain susceptible or debilitated individuals at any time; five grains of it has proven fatal. But, in spite of all efforts to discourage the use of acetanilid or similar products in headache powders, tablets or wafers, they will be demanded more and more by the medical profession and public on account of their prompt action. Yet, all of these anilines, as the Government declares, are poisonous; they cause skin eruptions of various kinds, also disturbances of the digestive and nervous system. In large doses or when taken for some time in small doses, acetanilid develops blood changes. According to Butler, the blood changes may consist of oxygen fixation, with the formation of methemoglobin or even haemolysis with methemoglobin production. These blood changes, he says, are largely due to the action of paramido-phenol, into which, or compounds of which, practically all of the derivatives of this series are broken down.

From a therapeutic standpoint the great question is, how can we make the administration of acetnild or allied products as safe as possible? Physicians in order to relieve the patients must prescribe them, pharmacists also have to manufacture headache powders in order to satisfy the demands of patrons. It is an everyday occurrence for the pharmacist to supply a headache remedial, and I believe that he should, but at the same time he likes to feel safe, he desires to do good but not to jeopardize human life. As I stated before, the ordinary tablet or powder seldom does harm if the dose of acetanilid or acetphenetidin does not exceed two or three grains, and if it is combined with caffeine, monobromated camphor and an alkaline salt. But is there anything better? I believe that if acetanilid is exhibited in a fluid form with efficient heart stimulants, as caffeine, nux vomica and aromatic spirit of ammonia, more satisfactory results will be obtained.

The following formula will fill the bill and if properly administered will cause scarcely any harm whatever:

**Elixir Acetanilid Compound.**  
 Acetanilid ..... 320 grs.  
 Caffeine ..... 32 grs.  
 Tincture nux vomica .... 256 mms  
 Spirit ammonia aromatic .. 8 fl. oz..  
 Purified talcum (U. S. P.) .120 grs  
 Aromatic elixir (U. S. P.),

sufficient to make ..... 16 fl. ozs.  
 Dissolve the acetanilid and caffeine in the aromatic spirit ammonia by agitation, then add the tincture nux vomica and sufficient aromatic elixir to make sixteen fluid ounces, incorporate the purified talcum thoroughly with the mixture and filter. Dose, one

teaspoonful every two or three hours in a wineglass of water.

Philemon E. Hommell.

#### The New Candy Adulteration Law.

The new law, preventing the adulteration of candy and to regulate the sale thereof, which went into effect August 1, is as follows:

Section 1. No person, firm or corporation shall manufacture for sale, offer or expose for sale, sell, exchange or deliver, or have in his possession with the intent to sell, exchange or deliver, any candies or confectioneries adulterated by the admixture of terra alba, barytes talc or other earthly or mineral substances, or any poisonous colors, flavors or extracts, or other deleterious ingredients detrimental to health.

Sec. 2. Whoever violates any of the provisions of section 1 of this act shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than fifty dollars nor more than one thousand dollars and the costs of prosecution, or by imprisonment in the county jail or State House of Correction and Reformatory at Ionia for not less than six months nor more than three years, or by both such fine and imprisonment in the discretion of the court for each and every offense.

#### Rules For Success.

Have a definite aim.  
 Go straight for it.  
 Master all details.  
 Always know more than you are expected to know.  
 Remember that difficulties are only made to overcome.  
 Treat failures as stepping stones to further effort.  
 Never put your hand out farther than you can draw it back.  
 At times be bold; always prudent.  
 The minority often beats the majority in the end.  
 Make good use of other men's brains.  
 Listen well, answer cautiously, decide promptly.  
 Preserve by all means in your power "a sound mind in a sound body."  
 W. W. Dougherty.

#### Essence of Ambergris.

Rub down two drams of clean washed sand and then gradually mix in one pint of alcohol. Transfer to a stoppered bottle, add 25 minims of solution of potassium hydroxide and macerate for 21 days, shaking well each day.

#### The Drug Market.

Opium—Has advanced.  
 Morphine and Codeine—Are higher.  
 Oil Cassia—Has declined.  
 Oil Citronella—Has advanced.  
 Oil Lemon Grass—Is higher.

#### Celery Salt.

Pimento Powder .....  
 Mace Powder aa ..... 4 drs.  
 Celery Seed Powder ..... 3 ozs.  
 Table Salt ..... 12 ozs.

#### Soothing Syrup.

Tincture hyoscyamus ..... 1 oz.  
 Syrup lactucarium ..... 4 ozs.  
 Syrup ..... q. s. 16 ozs.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Fiora, Folia, Gummi, Herba, Magnesia, and Oleum. Includes a large advertisement for Hazeline & Perkins Drug Co. with an image of their building and text: 'Our New Home Corner Oakes and Commerce'.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED, Confections, Raisins, Mince Meat, Flour, Meal, Cheese, Cocoanut, Wheat.

Index to Markets By Columns

Index to Markets table listing various goods and their corresponding column numbers (A through Y).

1 2

Main price list table for columns 1 and 2, including items like Arctic Ammonia, Axle Grease, Baked Beans, Broom, Brush, Butter Color, Candles, Carbon Oils, Cereals, Cheeses, etc.

3 4 5

Main price list table for columns 3, 4, and 5, including items like Chewing Gum, Confections, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa, Carbon Oils, Cereals, Coffees, Roasted, etc.

Sweet Goods

Table listing various Sweet Goods and their prices, including items like Animals, Atlantics, Avena Fruit Cakes, Beauty Bar, Bonnie Doon Cookies, etc.

6

Table of goods including Soda Crackers, Uneeda Biscuit, and various flour and grain products.

7

Table of goods including Jaxon Terp. Lemon, Jennings (D. C. Brand) products, and various oils.

8

Table of goods including O P Laxo-Cake-Meal, Cottonseed Meal, and various meats and oils.

9

Table of goods including 5 lb. pails, Smoked Meats, and various oils and fats.

10

Table of goods including Hemp, Russian, Mixed Bird, and various oils and fats.

11

Table of goods including Sweet Mist, Sweet Burley, and various oils and fats.

# Special Price Current

<b>12</b>	
No. 1 complete	40
No. 2 complete	28
Case No. 2 fillers, 15 sets	1 35
Case, medium, 12 sets	1 15
<b>Faucets</b>	
Cork, lined, 8 in.	70
Cork, lined, 9 in.	80
Cork lined, 10 in.	90
<b>Mop Sticks</b>	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 45
<b>Pails</b>	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	1 25
2-wire Cable	2 30
Paper Eureka	2 25
Fibre	2 70
<b>Toothpicks</b>	
Birch, 100 packages	2 00
Ideal	55
<b>Traps</b>	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	40
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	60
Kat, wood	80
Kat, spring	75
<b>Tubs</b>	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3, Fibre	8 25

<b>Washboards</b>	
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
<b>Window Cleaners</b>	
12 in.	1 65
14 in.	1 85
16 in.	2 30
<b>Wood Bowls</b>	
13 in. Butter	1 60
13 in. Butter	2 25
17 in. Butter	4 15
19 in. Butter	5 10
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
<b>WRAPPING PAPER</b>	
Common Straw	2
Fibre Manila, white	3
Fibre, Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 3/4
Wax Butter, short c't 13	2
Wax Butter, full count 20	2
Wax Butter, rolls	19

<b>YEAST CAKE</b>	
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
<b>AXLE GREASE</b>	
Mica, tin boxes	75 3 00
Paragon	55 6 00
<b>BAKING POWDER</b>	
Royal	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

<b>13</b>	
<b>CIGARS</b>	
Johnson Cigar Co.'s Brand	
	
S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32
Worden Grocer Co. Brand	
Ben Hur	
Perfection	35
Perfection Extras	35
Londres	35
Londres Grand	35
Standard	35
Puritanos	35
Panatellas, Finas	35
Panatellas, Bock	35
Jockey Club	35
<b>COCOANUT</b>	
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
<b>COFFEE</b>	
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.	

<b>SAFES</b>	
	
Small size, doz.	40
Large size, doz.	75
	
Full line of fire and burglar proof safes kept in	

<b>14</b>	
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.	
<b>SOAP</b>	
Beaver Soap Co.'s Brand	
	
100 cakes, large size	6 50
50 cakes, large size	3 25
100 cakes, small size	3 95
50 cakes, small size	1 95
Gowans & Sons Brand.	
	
Single boxes	3 20
Five box lots	3 15
Ten box lots	3 10
Twenty-five box lots	3 00
J. S. Kirk & Co.	
American Family	4 00
Dusky Diamond 50 8 oz	2 80
Dusky D'nd 100 6 oz	3 80
Jap Rose, 50 bars	3 60
Savon Imperial	3 00
White Russian	3 60
Dome, oval bars	3 00
Satinet, oval	2 70
Snowberry, 100 cakes	4 00
Lautz Bros. & Co.	
Acme, 30 bars, 75 lbs.	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 25
Big Master, 72 blocks	2 85
German Mottled, 3 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 Passoit	
	
Atlas soap	3 25
Proctor & Gamble Co.	.....
Lenox	3 25
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 85
Tradesman Co.'s Brand	
	
Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	2 25
A. B. Wrisley	
Good Cheer	4 00
Old Country	3 40
<b>Soap Powders</b>	
Snow Boy, 24s family size	3 75
Snow Boy, 60 5c	2 40
Snow Boy, 30 10c	2 40
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Pearline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 80
<b>Soap Compounds</b>	
Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 30
Rub-No-More	3 85
<b>Scouring</b>	
Enoch Morgan's Sons	.....
Sapolio, gross lots	9 00
Sapolio, half gro. lots	4 50
Sapolio, single boxes	2 25
Sapolio, hand	2 25
Scourine Manufacturing Co	.....
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50

## Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York

Chicago St. Louis

Minneapolis

The McCaskey Register Co.  
Manufacturers of  
The McCaskey Gravity Account Register System  
The one writing method of handling account of goods, money, labor, anything.  
ALLIANCE, OHIO



Increase Your Sales of

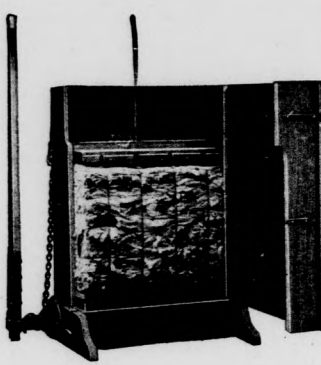
# BAKER'S Cocoa and Chocolate



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

Ask our salesman or write

Walter Baker & Co. Ltd. DORCHESTER, MASS.



# The Paper Mills Want Your Waste Paper

And Will Pay Good Cash for it if Properly Baled

☐ You have no idea how much Waste Paper you sweep out and burn in a year.

☐ Why don't you send for a **HANDY** Baling Press—try it for thirty days—and find out for yourself how much money you can make on your Waste Paper.

☐ It will pay a good part of all your rent.

☐ No experience necessary. Simply dump the paper into the **HANDY PRESS** every evening, and when it is full, pull down the lever and press it down.

☐ A child can do it.

## The Handy Paper Baling Press

is the greatest of them all. Strongly built—handsome in appearance and is built in five sizes, \$40, \$50, \$65, \$75 and \$85.

WRITE FOR PARTICULARS

# THE HANDY PRESS CO.

251-263 So. IONIA ST., GRAND RAPIDS, MICH.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

First-class bakery and restaurant. Reputation of fifteen years. Modern two-story brick building, 30x140 feet; city 80,000. Only two bakeries on same street. Monthly business \$3,000, all counter trade, no wagon. Tile flooring in store and dining room; mission wood finish, furniture to match. Am owner of building and business; will sell business at invoice; may amount to \$5,000. Closed on Sundays. Good lease to right party. Chas. Schöber, 27 East Superior St., Duluth, Minn. 582

For Sale—Grocery, bakery and cafe having established trade. Located on good business corner in center of Grand Rapids. Must be sold to close estate. Carl E. Mapes, Attorney, Grand Rapids. 577

For Sale—Almost new stock gent's furnishings and merchant tailoring. Good location in Grand Rapids. Invoice about \$4,000. Good reason for selling. Address No. 578, care Tradesman. 578

For Sale—Restaurant and lunch room in city of 2,000. Address Brown & Ray, Washington, Ill. 576

Valuable residence with electric light and bath, in good town, to exchange for merchandise. Address No. 575, care Tradesman. 575

For Sale—Three 150 H. P. R.P. Erie boilers in good condition. Full particulars upon request. Tonawanda Board & Paper Co., Tonawanda, N. Y. 574

For Sale—First-class drug store in a Northern Indiana town of about 600 population. Good business. Will sell or trade for the right kind of real estate. Invoice about \$3,000. Reason for selling, failing health. Address O. C. K., 176 Hillsdale St., Hillsdale, Mich. 572

40 men's overcoats and 75 boys' suits, 4 to 16 years. Good clean stock at 50c on the dollar. Enquire Bargain, care Tradesman. 571

A Fine Business Chance. \$6,500 shoe stock, nearly new. Finest shoe store in city, county seat. Up-to-date fixtures. Location has been shoe store thirty years. Failing health necessitates change. An opportunity worth investigating. Address No. 570, care Tradesman. 570

For Sale—Drug stock. Thriving country town and splendid large territory. No opposition or cut rates. Cash business \$7,000 annually. Owner wishes to retire by October 1. Address Box 86, Lum, Mich. 569

For Sale—The largest and best located two-story solid brick building in Merrill. Business established fifteen years. Must give up business on account of ill health. Parties interested will do well to investigate. Address No. 568, care Tradesman. 568

For Sale—Store building and small stock general merchandise. Centrally located in good farming community. Good proposition. Good reason for selling. Living rooms over store. For particulars address No. 567, care Tradesman. 567

For Sale—Grocery stock and fixtures, doing good business. Good location. Good reason for selling. Address No. 566, care Tradesman. 566

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 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—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

Arkansas coal and timber land. 916 acres coal and timber land, ¼ mile from railroad. Price \$20 per acre. Will exchange for clean merchandise. Frank Bates, Waldron, Ark. 551

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

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For Sale—Good clean stock hardware in Central Michigan, town of 600 population. Address Hardware, care Michigan Tradesman. 545

For Sale—Grocery and meat business combined, bazaar business. All good businesses. Globe Realty Co., Ludington, Mich. 494

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

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—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

For Sale—A long-established shoe business in Lansing, Michigan. Best location. Valuable five year lease. Stock in good shape. Invoice about \$7,000. Will take good unincumbered real estate to the value of \$5,000. Balance cash. Good reason for selling. Address Box 395, Lansing, Mich. 537

For Sale—Stock of general merchandise and fixtures which can be reduced to about \$6,000 in good manufacturing town of 1,300. Monthly pay roll of factories \$10,000. Yearly business \$30,000, best location and enjoying best trade. Two good summer resorts 2½ and 4 miles distant. Good market town. An 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—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

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

## 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-Griser 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—Window trimmer or card writer or both for established window trimming and show card business. Right man can buy half interest. State age, salary, send samples. Address United, 327 3rd St., Milwaukee. 579

Wanted—Married man with \$500 to take charge established mercantile business. Must be experienced. Good opportunity for hustler. Owner has other interests. Address C, care Tradesman. 573

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for particulars. Address E. R. Marden, Pres. The National Co-operative Real Estate Company, L 371 Marden Bldg., Washington, D. C. 443

## SITUATIONS WANTED.

Wanted—Road position in any line. Eight years' experience. Address No. 580, care Tradesman. 580

Wanted—Position in retail dry goods or grocery store. Eight years' experience. Address No. 581, care Tradesman. 581

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

**ECONOMICS OF BUSINESS.**

The enormous expense of living and doing business in the wonderful Manhattan metropolis is telling against that world-famous city.

Taxes and other burdens of daily life and business are so heavy that immense numbers of the people who work on the island live elsewhere, on the mainland of New York State, on the nearby islands and the neighboring State of New Jersey.

To enable these people to go back and forth between their homes on the outside and their places of business and employment in Manhattan, there have already been constructed surface railways, elevated railways and subterranean railways, some of them passing through tunnels dug under the rivers, and yet these facilities are entirely inadequate to the service required of them, so that there is an urgent demand for more subways and more tunnels under the rivers, and these must be constructed at an immense expense.

But there is not houseroom on Manhattan Island for the people who continue to live there, or for the business in which they are engaged. The only provision possible to meet these needs is to pile houses on houses, until there are numerous structures of twenty, thirty and fifty stories high. This is necessary to enable the owners of the property to gain enough from the rents to pay the taxes and other expenses and still have a profit.

But while any sort of light industries, such as the printing and publishing of books and newspapers, can be carried on in those towering parlors, the heavy industries are being driven out of the city for lack of room and of cheap transportation. One overwhelming burden is the immense amount of draying or trucking required to secure the raw material after it is laid down from ships and railways, or when the manufactured goods are to be shipped to distant destinations.

These observations are suggested by the announcement that the world-famous manufacturers of printing presses (Hoe & Co.) are to move from the location they have occupied on Manhattan Island for a century past because of their lack of room for their business, and on account of the great and constantly increasing cost of carrying on their business there.

There is perhaps not a great daily newspaper office on either side of the Atlantic Ocean but is equipped with Hoos' presses or with others which use the Hoe patents and pay a royalty on them. And now the Hoe establishment is to be moved to some other city where it will enjoy greater advantages. Several American cities are candidates for the succession, and among the most prominent is St. Louis. The history of this great establishment engaged in a most important industry is not without interest.

The Hoe plant has been on its present site for something like 100 years. When it started, of course, it covered only a small corner of its

present area, but the business was added to until now the main plant covers two solid city blocks from Grand street to Delaney street, and from Sheriff street to Columbia street. In addition, on Broome street, near East River, is a foundry covering an entire city block. The latest building erected by the company, on Delaney street, running through from Sheriff to Columbia street, alone has fourteen acres of floor space.

The company employs at present, going at full capacity, 2,500 men, including machinists, draftsmen, molders, patternmakers, blacksmiths, carpenters and painters, and does an annual business of between \$4,000,000 and \$5,000,000. In addition it conducts a school for its apprentice boys, where they are instructed in mathematics, drawing and all the elementary branches.

The idea of moving from the present location has long been considered because of the great cost of manufacturing on a location in such a congested spot in the City of New York, the ground covered by the buildings and owned by the company being valued at \$2,000,000. This means heavy taxes, and the trucking of its raw material and its finished product to the various docks to be lightered to railroads or loaded upon ships is a great item of expense the company wishes to avoid.

But this is only a single item in a movement that is inevitable. The time has come when all business economies must be considered and secured for every heavy manufacturing business. It must be located contiguous to railroads, where the heavy drain of drayage or trucking can be eliminated, and there is no place in the United States where these advantages exist to such a degree as at Grand Rapids and Detroit. We do not consider and prize these inestimable benefits they deserve, but the day is not distant when others will do it for us. When these most important conditions shall become known strangers will come here to take advantage of them and reap the opportunities that have so long been knocking at our doors.

**GROWING EXCESS OF GOLD.**

There are a few persons in the business world who proclaim that gold is a great evil, not because it has been from the earliest times of human history a temptation to vice and crime, not only to individuals, but also to nations, but because it is wrecking the business of the country by reason of being the world's money standard.

Preachers of righteousness have in every age inveighed in burning words against the inordinate desire and struggle for wealth as the means of gaining the importance, influence and power in commercial, social and political life so eagerly sought by many, but they have not condemned gold, because it is merely a representative of wealth.

But there are persons who, regarding the subject from no moral or religious point of view, find in the yellow metal the cause of the increased costs of the necessities of life, hold-

ing that since it is the money standard of the world and is rapidly becoming so plentiful that it will soon be mere dress, like the dust under our feet, its superabundance will continue to carry up the costs of living until few persons will be able to buy bread.

There are still living in this country many persons who saw Confederate paper money becoming so abundant that it was difficult to dispose of it in business and finally impossible to give it away, but nobody sees to-day gold in any such state of financial degradation, and nothing of the sort with regard to gold was ever known in any age of the world, nor will it ever be realized by human beings.

No gold passes in the daily business of the city or nation. What there is of it in the country is locked up in national, state and bank vaults. Our people find it more convenient to carry on their domestic business with paper notes or confidence money, when they go abroad they must have gold, because that is the money of the world, but even in the countries where gold is used there seems to be no excessive abundance of it. Nobody strews it around in prodigal waste except some wealthy Americans in foreign countries, and they find no difficulty in disposing of it. Ever since the discovery of gold in America by the Spaniards four centuries ago gold has been pouring in streams into Europe from this country, and whenever our finances, as they often do, become seriously cramped, we get relief only by borrowing a few hundred millions of gold from our transatlantic cousins. Should our American gold mines cease, as they one day will, to yield any further treasures, we will soon find that all our gold is in Europe and Asia, and there will scarcely be left a scrap of the yellow metal.

**THWARTING OF IDLENESS.**

There is no more wholesome outlook for us as a nation than the growing custom of being busy. The lazy man still exists and, perhaps, always will, but his ranks are thinning out. He finds so many outlooks for something to do that he is more certain of finding something to his liking. Then, as he finds himself more and more alone, there is not so much pleasure in loafing. He gets lonesome. He has a growing feeling that sitting on a cracker box and watching the purchases made by others is in a measure losing its gentility as an occupation. He is simply being frozen out into activity.

The vacation period of youth is no longer a listless one, a hunting for mischief, an aimless wandering about the streets. The children have their playgrounds, their gardens and their vacation schools; and the return to the public schools in the fall shows increased muscle, together with some material proof of industrial training. They have gained something which will aid in the race of life, making them more independent and better citizens.

The prisons are being turned into reformatories, not so much through sermon and lecture, although these

have high places as a part of the plan; but the great secret is in keeping the inmates employed; making the good in life literally crowd out the bad; giving them a skill which will enable them in future to be self-supporting. As laziness begets vice, so industry acts as a repellent power. Those permitted to spend the time behind the bars at cards or indecent stories emerge worse than when they entered; but if given steady work, compelled to keep their rooms in order and given rooms rather than cells many of them eventually become useful citizens. It is the keeping busy which keeps us pure and useful. Idleness, like the stagnant pool, only fosters malaria. It is the dash of doing which gives a life that is worth living.

**WEIGHTY WOMEN.**

Five thousand leather workers, half of them girls, obeyed a general strike order some days ago, issued by the Fancy Leather Goods Workers' Union, and walked out of their shop, to stay out until their employers grant a fifty-two-hour week and an advance in wages of 10, 15 and 25 per cent. When the strikers had stationed their pickets in the vicinity of their factories they were surprised by the appearance of a band of strong-arm women. These women athletes, weighing from 180 to 250 pounds each, attacked the pickets. The girls were scratched and pulled about by the hair, and the men had their beards yanked and their faces slapped. The strikers claim that the women "prize fighters" who appeared to annoy the pickets are in the employ of the leather manufacturers. The strikers will ask the court to protect them if the tactics are resumed. It must have been exciting to see the "heavy-weight" sisters hair and whisker pulling in their efforts to break the strike. This was a case of sister against sister, with "mere" man on the side. What a much grander spectacle the ladies with the weight would have made had they been "matched" with our wife and women beaters who so frequently figure fistically in the news of the day. Avoirdupois is the thing in a scrap.

**BUSINESS CHANCES.**

Sanitary, Effective, Reasonable In Price—Paper advertising cups. The Veau Novelty Co., Thompsonville, Mich. 586

Location wanted for good doctor, where people will assist. Write Physician, care Tradesman. 587

For Sale—Established general business in best farming community. Must be sold quick account death of owner. Two railroads, county seat. Rent reasonable. Good location. Address Litmans, La-Grange, Indiana. 583

For Sale—Hardware stock in town 1,200 population, invoices \$5,000. Will discount with quick sale. Reason for selling, sickness. Also stock jewelry, invoicing \$2,500, in Southern Michigan town 1,200 population. Reason for selling, want to retire. Address A. W. Carpenter, Reading Hotel, Reading, Michigan. 585

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. 584

Drug Store—Owing to failing health, I want to sell out. Terms to suit. Dr. Bolio, Coral, Mich. 513

House and lot in a Southern Michigan town, to trade towards a farm. Address No. 552, care Tradesman. 552

**HELP WANTED.**

Wanted—An experienced saleslady for dry goods, cloaks and suits. State experience and wages expected. Address No. 584, care Tradesman. 584



## EFFICIENCY---ECONOMY

These are the two factors in all business that count most for success. Applied to your delivery service they mean quicker time in getting each package delivered—a wider territory in which to do business—more pleased customers—a big saving in wages, rent, feed, upkeep and insurance.

## INTERNATIONAL COMMERCIAL CARS

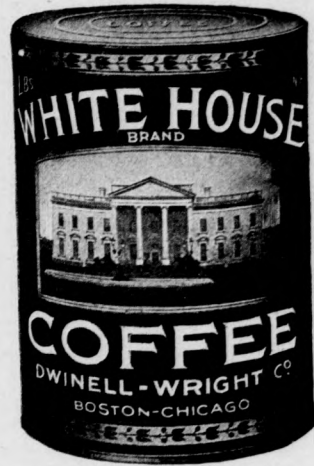
Have proved their quality for business men everywhere under every condition. A complete series of statistics which we have recently compiled, show that International Commercial cars are saving their owners from 25 to 50 per cent. over horse drawn vehicles and doing this month in and month out. Let us send you copy of these reports.

**INTERNATIONAL HARVESTER COMPANY OF AMERICA**

(INCORPORATED)

85 Harvester Bldg., Chicago, U. S. A.

# “SELLING”



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

## WHITE HOUSE COFFEE

Find that IT sells very FAST

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



WORDS OF  
**The Wise Merchants**

## Getting in the “Cheap Class”

**B. H. ALBEE**

*In the “Grocers’ Review”*

“Shun price-cutting as you would the plague. Let your customers understand that everybody is always treated just the same in your place; that you are selling a good grade of goods for a fair price, which yields you a reasonable profit. No man or woman wants you to do business for nothing. They don’t themselves. But if you are foolish enough to offer them something lower than they can obtain the same thing elsewhere, then you have established the fact that you are more or less cheap.”

Mr. Grocer, the *only* flaked food sold in America which does *not* go to the price-cutter at a *lower* price than to the average buyer, is

# Kellogg's



“Won its FAVOR  
through its FLAVOR”

# Take Your Pencil and Figure it Out



## Is Your NET PROFIT What it Should Be?

Yearly Business Expense	Yearly Volume of Business
Rent, per year - - - \$ _____	Gross Amount of Business for Year - - - \$ _____
Salaries of Employes - \$ _____	Gross Percentage of Profits - - - - \$ _____
Horses, Wagons and Upkeep - - - - \$ _____	Gross Profits - - - - \$ _____
Insurance - - - - \$ _____	Deduct Total Yearly Expense - - - \$ _____
Light - - - - \$ _____	Net Profit - - - \$ _____
Heat - - - - \$ _____	
Advertising - - - \$ _____	
Sundry Expenses - \$ _____	
Total Yearly Expenses \$ _____	

This Net Profit is what you should get. If you are not getting it, then losses are occurring in the handling of your money and accounts.

An improved National Cash Register will stop these losses and enable you to get the profit from your business you should.

Write for booklet that tells how

## The National Cash Register Company

DAYTON, OHIO

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