

## *The Game is Worth the Candle*

If still there bide within your breast  
One dream or one illusion,  
Then wake each day and go your way  
And live without confusion.  
If still there be one soul you love  
Without or blame or scandal  
Then life's a game worth while, my friend,  
And the game is worth the candle!

If still there be a song you prize,  
Soar skyward with the linnet.  
And though you weave a winding sheet  
Oh, live the while you spin it.  
If still there be a task you love  
Or tool you like to handle,  
Then life's a game worth while, my friend,  
And the game is worth the candle!

If still there be in earth or sky  
One daisy or one planet,  
You've still the right to drink its light  
If joyously you scan it.  
If still there be a peak to climb  
Or babe you care to dandle,  
Then life's a game worth while, my friend,  
And the game is worth the candle!

*Edward Wilbur Mason.*

## *The Dreams Ahead*

What would we do in this world of ours  
Were it not for the dreams ahead?  
For thorns are mixed with the blooming flowers,  
No matter which path we tread.

And each of us has his golden goal,  
Stretching far into the years;  
And ever he climbs with a hopeful soul,  
With alternate smiles and tears.

That dream ahead is what holds him up  
Through the storms of a ceaseless fight;  
When his lips are pressed to the wormwood's cup,  
And clouds shut out the light.

To some it's a dream of high estate,  
To some it's a dream of wealth;  
To some it's a dream of a truce with Fate  
In a constant search for health.

To some it's a dream of home and wife;  
To some it's a crown above.  
The dreams ahead are what make each life—  
The dreams—and faith—and love!

*Edwin Carlisle Litsey.*

## *The Vacation Season*

A SEASON for living with the kindly sun and the blue sky; days of keen delight in little things, of joyous questing after beauty; days for the making of friends by being a true friend to others; days when we may enlarge our little lives by excursions to strange places, by friendly association, by the companionship of great thoughts; days that may teach us to live nobly, to work joyously, to play harder, to do all labor better; so should each June bring us indeed a golden summer.

*Edwin Osgood Grover.*



## Candy for Summer

COFFY TOFFY, KOKAYS, FUDGES, (10 kinds), LADY LIPS,  
BONNIE BUTTER BITES.

They won't get soft or sticky. Sell all the time.  
Ask us for samples or tell our salesman to show them to you.  
We make a specialty of this class of goods for Summer trade.

**Putnam Factory, Nat. Candy Co., Inc**  
Grand Rapids, Mich.

Distributors of J. Hungerford Smith's Soda Fountain Fruits and Syrups.  
Hires Syrup. Coco Cola and Lowney's Fountain Cocoa.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

Grand Rapids, Mich.

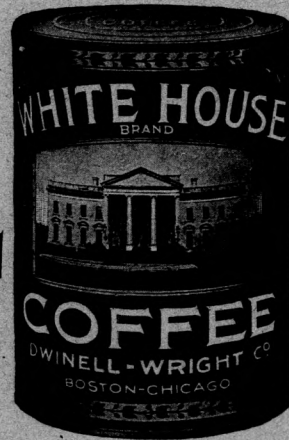
"Where does the best coffee  
come from?"

It comes from a red carton  
bearing the words



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

**Boston Breakfast Blend**



LEAD YOUR CONVERSATION  
PROMPTLY UP TO  
"WHITE HOUSE"

When you have suspicion that your  
customer is ready to replenish  
the coffee canister.

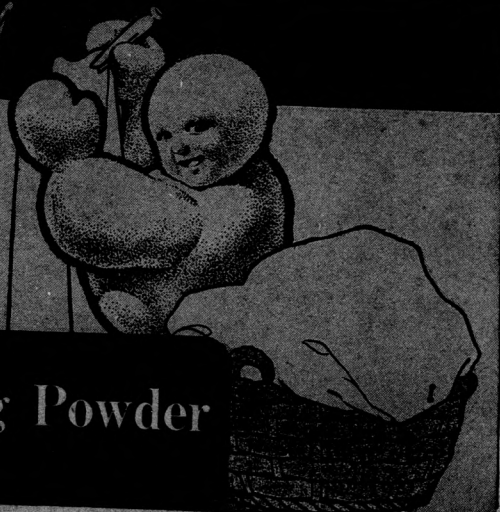
**DWINELL-WRIGHT CO.**  
BOSTON Principal Coffee Roasters Chicago

**next time**

Don't forget to include  
a box in your next order

Lautz **Snow Boy** Washing Powder

Lautz Bros. & Co. Buffalo, N. Y.





# MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JUNE 12, 1912

Number 1499

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## OLD TIME MAIL CARRIER.

### Instance of Unreliability of Bloviating Chaps.

Written for the Tradesman.

"We had a queer old codger up in the lumber country in ante bellum days," remarked the retired schoolmaster as he warmed his feet by the depot stove preparatory to the two hours' wait for the belated Christmas train. Such conveyances are proverbially late at holiday time.

Old Tom Tanner was about to pay a visit to a married daughter living a hundred miles south of the Valley City. Two commercial travelers were like himself, here to take the south bound train, rather uneasy and grouchy because of the annoying delay. Old Tom was usually ready to enliven such occasions with a story.

"The new country was full of strange characters I am told," remarked Tony Baldwin, the candy drummer. "I've heard father tell—"

"Let's hear Tom," broke in fat, good-natured Will Berkley, the second man of samples.

"The man I speak of was Jeremiah Roscoe, our mail carrier," continued the schoolmaster. "He was a character and no mistake, a rantankerous state rights man, full of enthusiasm for the South, which was at the time talking secession from the Union."

"Should have thought Uncle Sam would have taken him in hand," said Baldwin.

"For what?" a twinkle in old Tom's eye.

"For preaching disunion at such a skittish time as that."

"Why, bless your heart, boy, Uncle Sam himself was very much disposed to lean in the same direction at that time. President Buchanan believed it wrong to coerce a state—you have read history to that effect, haven't you? The President had many admirers among Northern people, who believed as he did, that no power was inherent in the Constitution

to prevent a state quitting the Union when said state was so disposed."

"That was arrant treason—"

"It would seem so, yet many well meaning men stood for that through thick and thin, some seeing their devotion to state rights with their blood, going South to fight in the Rebel army."

"Was your mail carrier one of these?"

"Hardly. It is not of his disloyal belief that I thought to speak, but of the eccentricities of the man and of the difference between the manner of doing things then and now. Our settlement had but one mail a week, the carrier making his thirty mile trip on foot. The pay was fairly good, too, when we come to consider the price of living. Almost everything in that line was at a very low ebb in the years immediately preceding the Civil War.

"Roscoe carried the mail in a desultory, haphazard manner, going down the river one day and back the next—such was the Government requirements, which, however, the mail carrier heeded only when it was convenient for his personal comfort. Sometimes a very little snow flurry would be sufficient excuse to delay the mail a whole day, and if there was a real storm I have known a whole week to pass without mail. It was very annoying. I was a great reader then, absorbed everything from the heavy editorials in the New York Tribune to the frothy exudations in Bonner's Ledger.

"Then there was the dear old Saturday Evening Post, Deacon & Peterson, publishers, the great family paper of the fifties. Father was an investigator into the new religion of Spiritualism, subscribing for the Partridge and Britton Spiritual Telegraph. Of course there were publications of minor importance, such as The Little Pilgrim, a youth's paper edited by Grace Greenwood of blessed memory, Godey's Lady's Book, the fashion and household magazine of the time, Peterson's and Arthur's following later.

"Well, our folks took all of these, so that for a backwoods family we enjoyed a fair share of the literary and news productions of the day. Among the more serious works were the fiction volumes, among them 'Harold, Last of the Saxon Kings,' 'Mysteries of the Court of the Stuarts,' 'Uncle Tom's Cabin,' and the like. I devoured all these before I entered my teens.

"Missing the mail for a few days meant much to us, even more than it did at a still earlier date when Muskegon, twenty miles distant, was our nearest postoffice, we depending on neighborly people who traveled up

and down the river to fetch the mail. Roscoe was, if my memory serves me, our first real mail carrier. The establishment of the postoffice early in the administration of James Buchanan was an event of no small importance to the scattered settlers of the pine woods.

"On one side of the river was the postoffice and store, the opposite shore, occupied by a straggling old tavern, partly of logs and lumber. It was the custom of the mail carrier to get his dinner at the tavern. On such occasions he would come in with a bustling stride, slamming the door to with an oath and fling the long canvass sack under the sink in the barroom, not to be looked after again until he had drank his glass or two and sometimes three of toddy, eaten his dinner and smoked his pipe.

"I rather think the Government knew nothing of the man's careless indifference to the safety of his letter sack. It is a wonder the bag was never robbed, since there were times when it contained registered packages of considerable value. For an hour after his meal Roscoe would sit in the barroom, blue with smoke, telling stories or airing his political principles without once thinking of the responsibilities of his position."

"The reason he was not molested was because nobody kicked, I suppose," suggested Tony.

"Very likely," assented the schoolmaster. "I know, boy although I was, I came near reporting the fellow once I was that mad over his reckless disregard of the rights of the patrons of our postoffice. Only two weeks before he had delayed the mail two days because of a simple washout on the woods road, which need not have delayed him an hour, traveling as he did on foot.

"I had to cross the river bridge in going to school. While crossing one day near the noon hour I stopped to watch an approaching lumber raft which was run in sections, each to be manned later on by two men when the lower, swifter waters of the river were reached. A heap of something amidsthips attracted my attention. As the raft came nearer this nondescript body arose in midair, resolving itself into a tall man with a canvass bag in his grasp—old Jerry Roscoe.

"Going to land?" I called to him as the raft came within speaking distance.

"Not to-day," he yelled. "Tell the folks I'll fetch the mail to-morrow, and then he was carried on down the stream, dropping back to his haunches like an expectant and hungry dog. I was very angry. You see, at this time I was very much interested in a story running in the Ledger; I think

it was 'Maggie Burns, the Heroine of the Delaware,' written by the most prolific fictionist of that day, one Sylvanus Cobb, Jr. Now I did not propose to have my expectations thus trifled with. The story had been continued at a very interesting point. Instead of continuing on to school I turned about, at the same time shouting to long Jeremiah: 'I'll report you this very day.'

"I hastened back to the store and to the postoffice, where I penned an indignant letter to the Third Assistant Postmaster General, detailing the situation, and was sealing the letter when a loud scuffling of feet on the platform outside attracted my attention. The next moment the door flew open and Jeremiah Roscoe came stamping across the threshold, panting and swearing vigorously.

"Here, boy, 'he growled, 'is your blasted mail bag.' 'So you thought better of running away with the mail,' said I, very much relieved that my threat had been sufficient to bring the mail carrier to his senses. He answered with another growl, mingled with a lot of profanity. I did not send the letter—"

"I'd have done it I believe if I'd have been in your place," said the candy drummer.

"Oh, I didn't want any trouble. My threat had its effect so that the mail carrier was less given to careless disregard of his duties thereafter. During the hot arguments just prior to the firing on Sumpter, Roscoe emitted secession fire worse than the parrot guns that belched destruction on Major Anderson's devoted head in Charleston harbor.

"I didn't understand that Major Anderson was destroyed," chuckled fat Will Berkley.

"No more was he, but Fort Sumpter was," corrected the schoolmaster. "Soon after Lincoln's election we lost sight of tall, loud-mouthed, sprawling-limbed old Jeremiah. Another man, one loyal both in speech and action, took his place. The last time I saw him he swore roundly to me that he was going South to take up arms for the righteous secession cause."

"And have you an idea that he actually meant what he said?" from Baldwin.

"Hard to tell," said old Tom, shaking his head. "These bloviating chaps are never reliable, you know."

Old Timer.

A business that goes by spurts is a good deal like a flickering lamp—it needs attention.

If you knock your town, why should you expect any one to boost your business.



## BANKRUPTCY MATTERS.

## Proceedings in Western District of Michigan.

June 5—In the matter of John Bryant Watson, bankrupt, of Boyne City, an order was made by the referee calling a first meeting of creditors to be held at his office on June 20, for the purpose of election of trustee, allowance of claim, examination of the bankrupt, etc.

A. E. Daas, formerly merchant at 1156 South Division street, filed a voluntary petition and, in the absence of Judge Sessions, the order of adjudication was made by the referee. An order was also made calling the first meeting of creditors to be held at his office on June 20. The following assets are scheduled by the bankrupt:

Stock in trade	\$ 650.00
Household goods	205.00
Horse, and wagon	100.00
Due on open account	65.00
	\$1,020.00

Out of this the bankrupt claims as exemptions, the household goods, horse and wagon and \$250 in stock in trade. The total liabilities are \$2,485.32. Among the largest creditors are the following:

Worden Grocer Co., Grand Rapids (secured by chattel mortgage given Feb. 27, 1912)	\$550.00
Saati Brothers, Milwaukee (judgment)	140.00
Musselam & Company, Chicago, (judgment)	146.00
M. Salamy, Grand Rapids	500.00
J. T. Saidey, Kansas City	204.00
National Biscuit Co.	21.86
Watson-Higgins Milling Co.	14.88
Blue Valley Creamery Co.	11.36
Yuille-Carroll Co.	16.15
Chas. E. Coye	13.00
Silbar & Company	12.50
Citizens Talc Co.	10.25
Ellis & Bashara	75.00
Valley City Milling Co.	97.85
Voigt Milling Co.	27.50
Woodhouse Company	45.06
Vanderberg Cigar Co.	12.40
Mills Paper Co.	19.75
Kuppenheimer Cigar Co.	15.00
G. Sietsma	23.63
Putnam Candy Co.	12.35
H. Hamstra Co.	10.00
Washburn-Crosby Co.	34.40
Johnson Cigar Co.	20.00
H. VanderVeen	18.75
L. Ebling	12.00
Evening Press Co.	85.00
Swift & Company	12.50
E. J. Gillies & Co., New York	33.00
Salamy & Jabara, New York	110.00
Coopersville, Creamery Co., Coopersville	40.00
Business Men's Paper Press Co., Wayland	25.00

An order was made by the referee adjudging Charles F. King, grocer at 39 Michigan street, a voluntary bankrupt, and a first meeting of creditors called to be held at the office of the referee on June 21, for the election of trustee etc. The bankrupt's schedules show assets aggregating about \$2,450, out of which \$250 is claimed as exempt by the bankrupt and \$510 is covered by title contracts. The unsecured liabilities aggregate about \$3,403.44, the largest creditors being as follows:

Carroll & Huyge Co.	\$23.48
Ellis & Bashara Co.	101.85
Mosely Brothers	12.00
C. J. Ryker & Co., Fruitport	15.26
Renfro Brothers Co., Chicago	63.00
G. R. Muskegon Power Co.	31.15
Swift & Co.	24.24
C. Bylena	163.55
William Waigt	35.74
Fisher & Levi	71.20
C. A. Brooks Candy Co.	23.43
Blue Valley Creamery Co.	19.71
Denison & Co., Chicago	22.50
National Biscuit Co.	69.52
G. R. Grain & Milling Co.	44.47
Imperial Merchandise Co., Terry	21.75
H. Hamstra Co.	11.18
P. Huizenga	487.00
Kuppenheimer Co.	14.00
W. F. McLaughlin Co., Chicago	38.87
C. W. Mills Paper Co.	58.26
Vinkemulder & Co.	38.95
Voigt Milling Co.	34.60
V. C. Milling Co.	77.47
Worden Grocer Co.	1,069.24
Watson-Higgins Co.	53.71
Reed, Murdock & Co.	33.85

June 6—In the matter of Ottenwess & Huxoll, bankrupt, formerly at Grand Rapids, the trustee, Leonard D. Verdeer, filed his final report and account showing a balance on hand for distribution of \$2,616.59. An order was made by the referee, calling a final meeting of creditors to be held at his office on July 2, to consider such final report and for the declaration of a final dividend for creditors. Creditors are directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made.

June 7—In the matter of Hendershot Credit Clothing Co., bankrupt, of Grand Rapids, an order was made confirming the trustee's report of sale of the merchandise assets for \$514.70.

June 10—In the matter of Laverne F. Jones, bankrupt, formerly of Grand Rapids, an order was made closing the estate and discharging the trustee. No cause to the contrary being shown by creditors, a certificate recommending the

bankrupt's discharge was made by the referee.

In the matter of Perry W. Nichols, bankrupt, formerly merchant at Cadillac, an order was made closing the estate and discharge Mr. Louis B. Belalre as trustee. No cause to the contrary being shown by creditors, a certificate recommending the bankrupt's discharge was made by the referee.

Willard C. Gregory, of Grand Rapids a Pere Marquette freight conductor, was adjudged a bankrupt by Judge Sessions on his own petition, and the matter referred to Referee Wicks. There are no assets scheduled above exemptions the calling of the first meeting has been delayed until money for expenses is advanced. The following liabilities are scheduled:

Mary C. Moran, (housekeeper)	\$ 80.00
Madison Square Bank, (secured by chattel mortgage)	86.00
Louis Wesdyk (watch pledged for security)	10.00
C. Den Herder	50.00
Robert Den Herder	25.00
Mathew Sheitem	36.00
Mary N. Parish	59.40
James McInnes	59.00
Peter Ronan	22.00
Martha B. Staufer	30.00
John N. Wright	126.00
B. A. Nelles	20.00
Brummeler & Van Strien Co.	30.50
C. A. Grumbach	11.00
Charles Chemical Co.	1.50
American Loan Co.	25.00
	\$621.40

## Study Employer's Tastes Before Applying For Job.

When you are about to pick out your employer you might pause to think of the advantages that accrue to the man who selects the crank. Here you will find the competition small. Nobody loves a cranky man; no one tries to please him except those who know that their bread and butter depend on it.

The crank knows this and resents it. Therefore he is an "easy mark" for the employe who tries to please him by not recognizing him as a crank.

Competition is the life of trade, but lack of competition is the life of promotion. The employer who is recognized as a crank is often a man of real kindness. His crankiness is due to physical strain and tension. At heart he may be a better, kinder and more just man than the placid, good natured employer who is proclaimed a good fellow. The crankiness is due entirely to a high strung temperament. He tries to restrain his irritability and crankiness and fails. The attitude of his employes shows him that he has. It is a constant irritation because it constantly reminds him of his failure.

## Different Kinds of Cranks.

Such a man is peculiarly susceptible to tact and consideration. The employe who manages things so that trying situations are avoided wins the early esteem of the crank. The man who is able to manipulate the affairs of the day so that the employer's weakness is saved from rasping contact finds his reward in the pay envelope.

Other employers are cranks, or are called such, because they have a finer intelligence than ordinary men. That which would satisfy others irritates them. They see the imperfections in work that others would accept. They see reasons why certain conduct is objectionable which would not present themselves to a less acute mind. They ask much of themselves because their standard is so high and they ask as much of their employes.

An employer may be a crank on one subject only. Perhaps he is a crank

about loud talking, cigarette smoking, parting the hair in the middle, wearing soiled cuffs, being a few minutes late in the morning, whistling. The list may be extended indefinitely. Whatever is the crank's abhorrence is the unforgivable sin for his employe. Good work often goes for nothing when it is coupled with the crimson necktie the old man can not abide.

In approaching the crank to ask for a position it is well, of course, to know what sort of a crank he is. There are so many sorts that definite information is necessary. It is usually not hard to pick up this information if a man takes the necessary time. The office boy is usually full of knowledge, for he comes in personal contact with the crank. His chances of observation are better than those of any other employe for he observes the boss at moments when the latter is making least effort at self-control. A tactful bit of sleuthing around the coveted office will usually bring results.

## How One Man Got Job.

I knew a young fellow who secured a position at a good salary through a little such information. He found that the employer whom he wished to adopt as a paymaster-in-law was a crank about neatness of dress. He did not demand expensiveness in clothing or especial taste. But he did demand cleanliness and tidiness.

The young man also discovered that the crank had an especial distaste for light tan shoes. He had on a pair of such shoes at the time. They were his own particular pets. He regarded them as triumphs of the shoemaker's art and as the finishing touch to his own costume. But it was the crank whom he meant to please, not himself. He went out and had his shoes stained black. He also ripped loose a corner of the bow of his hat ribbon, not many threads, just enough so that one could say it was loose. Then he practiced pinning that corner in place with neatness and dispatch.

When he called by appointment to present his claims to consideration, he was neatness itself. His shoes were black. At the proper point in the conversation he discovered the lost stitches in the ribbon, and absently, as from a habit of life long tidiness, reached for the pin and fixed the ribbon deftly in place, at the same time continuing his explanation of experience in former positions.

That one little touch got him the place. The crank noticed the little act. He felt at once that here was a neat man, a man who appreciated the value of personal appearance. He employed the ingenious youth. The latter has continued to cater to the weakness of his employer and keeps himself unobtrusively but thoroughly neat and presentable. The result is he is getting along well in his work.

Amos Andrews.

The man who finds the business of his neighbor absorbing usually has little of his own.

Clouds may come and clouds may go, but the sun shines on forever.

## Latest on "Embalming."

Here is the latest bit of egg gossip going the rounds of the newspapers. We, however, advise readers one and all to swallow it with a good pinch of salt or else not swallow at all. It reads:

"Schemes to circumvent the pure food law by the embalming of eggs must now be invented before they are hatched, for a new invention makes the hen more wily than our late Government chemist, Dr. Wiley.

"Chemists have devised a scheme of feeding to the hen a chemical called hexamethylenamin, which mingles with the constituents of the egg in the making before the shell is formed, and preserves the contents without the aid of storage warehouses or salt or lime. Eggs which were laid fresh are brought into competition with a laboratory which travels about on two legs and clucks and keeps its products always up to the scratch.

"The embalming is so skillfully conducted that no one suspects the duplicity of the designing poultry owner until the eggs are opened and the faint flavor of the chemical preservative salutes the sense of taste. The drug is mixed with the screenings which are thrown into the chickens coops or dissolved in the water.

"Hens can sit on these embalmed eggs for many months without altering their constituents, although the eminent scientist, Dr. Herman Kimmensch, reports that after artificial incubation for several months he produced chicks with wrappings like those of ancient Egyptian mummies, which, when released, immediately began to make tracks in the soft earth of the henyard resembling Egyptian hieroglyphics."

## Artificial Sponges.

The process for making artificial sponges is said to consist principally in the action of zinc chloride on pure cellulose. This results in a pasty, viscous mass, which is mixed with coarse rock salt. Placed in a press mold armed with pins, the mass is pierced through and through until it appears traversed by a multitude of tiny canals, like the pores of a natural sponge. The excess of salt is subsequently removed by prolonged washing in a weak alcoholic solution. The artificial sponge swells up with water, but hardens on drying, just like its prototype. It is said to be eminently adapted for filtering water for sanitary or industrial uses, and it can be employed for all the purposes that are usually assigned to the natural sponge.

A well-screened window is a better fly preventive than a cloth swung in the hand of a worried woman.

The best way to get trade, like anything else, is to go after it.

## 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.



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 10—The demand for spot coffee is limited to quantities large enough for current requirements, but would-be buyers are taking no chances on having a supply ahead. Quotations are firmly sustained and in an invoice way Rio No. 7 is worth  $14\frac{1}{4}@14\frac{3}{8}c$  and Santos 4s,  $15\frac{7}{8}@16c$ . In store and afloat there are 2,158,564 bags of Brazil coffee, against 2,419,973 bags at the same time last year. Mild grades are also firm and good Cucuta is worth  $16@16\frac{1}{4}c$ .

As is the case with coffee, so with sugar. Orders are for rather limited supplies and buyers evidently have an idea that lower levels will prevail, so they buy only "from day to day." A big demand is looked for with confidence as the fruit crop still gives most favorable promise of a large yield. If this proves to be the case granulated will probably be well sustained.

Peas are decidedly dull. Occasionally one finds a seller who claims to have a very satisfactory trade, but as a rule it is freely admitted there is room for improvement. While quotations are not changed, it is likely that concession would be made if circumstances required such heroic treatment.

Rice is firm both here and at primary points. In fact, the ideas of sellers seem to be rather above those of buyers and at the moment there is no great activity in the market. Prime to choice domestic,  $5\frac{3}{8}@5\frac{5}{8}c$ .

Spices are quiet, and yet there is probably as large a volume of business going forward as in previous seasons. Pepper is showing more attraction than any other article, Singapore black being quoted in a large way at  $11\frac{1}{2}@11\frac{5}{8}c$ .

Supplies of molasses are light, but the demand does not require a great quantity. Quotations are firmly maintained. Syrups are meeting with very little attention.

Really good 3s standard tomatoes are quoted at \$1.25 f. o. b. factory and sellers are firm. Futures are about  $82\frac{1}{2}c$ , and this, it can be safely asserted, seems to be about bottom Peas give promise of a good pack in Maryland and are quoted at \$1.20 for Early June standards. Corn is quiet for either spot or futures. Other goods are steady and about unchanged.

Butter remains practically without change in any respect. Extra creamery,  $27\frac{1}{2}@27\frac{3}{4}c$ ; firsts,  $26\frac{1}{2}@27c$ ; imitation creamery,  $23\frac{1}{2}@24c$ ; factory,  $21\frac{1}{2}@23c$ .

Cheese shows more firmness, although quotations are about on the level of last week— $13\frac{3}{4}@14c$ .

Top grade eggs are firm at  $20@22c$  for Western; but the great bulk of

arrivals is working out at about  $18\frac{1}{2}@20c$ .

## The Basement Store Steppingstone to Bigger Things.

You would hardly expect Dame Fortune to lurk in a basement. Yet that is just the place where hundreds and possibly thousands of Chicago men have found her, and are still finding her. The basement store is hardly ever a failure. On the other hand, it frequently leads to business on a large scale.

There is a story going the rounds on the West Side, in Chicago, of a young book-keeper who took a stroll through some of the congested streets and passed a number of basement stores. In one of these he observed a bedraggled individual standing behind the counter making a sale of two collar buttons for a cent.

"A cockroach merchant," the book-keeper remarked to one of the party who was "slumming" with him. They all laughed at the witty characterization of the merchant by the book-keeper. A few years later, so the story has it, the "cockroach merchant" was the senior partner in the concern in the loop district which employed the witty book-keeper.

The story may or may not be true. Certain it is, however, that the basement store is never owned by one man more than two or three years. After spending two years in a basement store in some of the congested districts a man who has any business ability has saved enough money to go into something better in a more respectable place of business, and in a wealthier section of the city.

## Like Business Ants.

The owners of basement stores on Jefferson street, Maxwell street, Milwaukee avenue and similar thoroughfares in the humbler parts of the city are literally business ants. They work fifteen and eighteen hours a day. In fact, there seems to be no limit to their working hours. Whenever you pass one of these basement stores early in the morning or close to midnight, you will always find the merchant ready to wait on you, no matter how small your trade may be.

The price asked for an article in one of these stores is frequently double the amount you are expected to pay. The merchants there take it for granted that you are going to bargain with them, as almost every one in these stores bargains, so they take no chances. The language employed by the owners of the stores and by their customers is different from the language employed in a department store. It is cut and dry and matter of fact language. There are no such phrases used as "please" and "thank you." There are no courtesies or favors shown. Business there is a struggle. The customer fights to knock down a cent from the "last price." The merchant fights to keep the cent on, for this cent is a large share of his profit.

On the whole, therefore, the basement store is a mighty unattractive proposition, but it is also a mighty well paying proposition, considering the small capital it requires. Attractive

or not, the basement is the first steppingstone of many a prosperous business man of a later day. It is an anchor for many a novice in business.

## Sure Sign of Success.

It is a belief with many business men on the West Side that the man who started business in some basement or equally dismal place will never be a failure. And the belief is justified. There are good economic reasons why the man starting business in a humble place should be successful.

"You see," explained one man who is the proprietor of a little store on a small street just west of Canal street, "the basement store affords a course of least resistance. I had \$300 when I went into business here. With that amount I could do nothing any other place. If I were to rent any sort of a store on the street level I would have to pay \$150 for the first month's rent and for putting the store in shape. Before I would get down to order goods for the store my money would be gone. And after I would have opened the store my chief concern would be to pay expenses.

"In the basement I have no high rent to pay and I have few other expenses. I need no other help. Whatever profit I make stays with me instead of going to the landlord, the gas company, and to a clerk. This way I have saved—well, I don't mind saying—close to \$1,000 in the three years I have been here. Now I am looking around for a good business location above the street level. But I am in no hurry about it. I will stay here at least another year, save a few hundred dollars more, and then I think I can safely venture into business on a bigger scale."

## Change Hands Often.

The extent to which the basement is the steppingstone to bigger and better stores and eventually to successful business establishments in the loop district, is seen in the rapidity with which the basement stores change hands. There are a number of "business brokers" on the West Side who make a comfortable living keeping track of these basements, finding purchasers for those who want to sell their stores, and stores for those who want to buy them.

"Three years is about all that a man stays in one of these basements," a business broker said. "During that time a man generally accumulates a sufficient sum to go into business on a larger scale. I know hundreds of business men in all parts of Chicago who have made their start in a basement store in the poorer districts.

"Many a smartly dressed, alert and faultlessly polite business man behind a clean counter in the loop is only half a dozen years removed from the era when he was a 'cockroach merchant' down in the ghetto where he haggled and bargained with the customer. The man has simply responded to his surroundings. As the owner of a basement store he was frequently expressman, office boy, porter, proprietor and salesman in one. He could not afford neatness

then. His loop success, however, goes back to the painstaking business training he received in those years when, like the busy ant, he spent eighteen hours a day in the basement store."

Andrew B. Erdmann.

## Perhaps Your Eyes Are at Fault.

How are your eyes? Do they itch and burn and pain you until you are unable to concentrate your mind upon the work you have in hand? If they do, if only for a time each day, they are impairing your efficiency and you should seek a remedy at once.

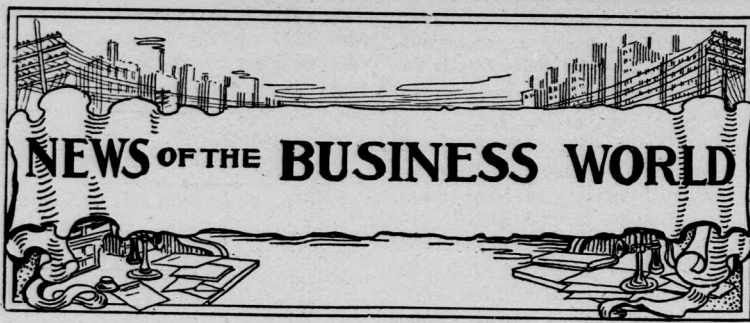
Many persons, especially clerks, have the mistaken idea that as long as they can see the figures in front of them their vision is all right. The fact of the matter is that the majority of those who suffer most from eye strain are persons with excellent vision. Strain exists where the eyes are naturally out of focus, but can be and are held in adjustment by the overuse of the ciliary muscle.

Take a person who is far sighted, for instance. If the degree of far sightedness is not great, the brain keeps sending enough nerve force to the muscle to keep it constantly contracted. The same thing happens in a low degree of astigmatism. The victim can see well enough and refuses to recognize eye strain as the cause of the burnings and itchings and headaches from which he suffers.

A continual strain upon the eyes causes not only headaches, but, according to Dr. Woods Hutchinson, a majority of the cases of stomach trouble are due to eye strain. This may seem a surprising statement, but if the eyes require an unusual concentration of nerve force it is reasonable to suppose that the stomach, as well as other organs of the body, must suffer in consequence. Itave come in contact with a number of cases in which a continual strain upon the eyes has affected the mind. In some of these there was evident simply an inability to concentrate the brain upon any one subject. In others there was a loss of memory, and in two a mild form of insanity. Many clerks of my acquaintance have lost good positions simply because they failed to recognize the obvious fact that they were straining their eyes.

It is easy enough to tell whether a strain exists. Normally, the eyes should never make their presence felt by pain or discomfort of any kind, even when subjected to unusually long service. If they pain you, something is wrong, even if you do feel that your vision is as good as ever. The remedy, of course, is simple. Glasses properly fitted relieve the strain, and are a good investment, even if you find it necessary to wear them only a part of the time. No one obliged to earn his living can afford to experiment with his eyes, and an ounce of prevention is worth a pound of cure. You can not serve your employer efficiently with impaired vision, or when you are suffering from the many ills due to strain upon the eyes. You owe it to him as well as to yourself to remedy the fault if any exists.





### Movements of Merchants.

Rochester—A. Erlacher has opened a bakery here.

Kalamazoo—Herman Vetten has opened a sporting goods store here.

Marquette—J. G. Koepp will open a shoe store here about August 1.

Hastings—Frank Horton has sold his grocery stock to the Crandell Co.

Jackson—C. B. Farnham has added a line of shoes to his clothing stock.

Brookfield—Mrs. Lulu Dack will open a dry goods store here about June 15.

Battle Creek—Lamb & Yarger succeed Sewell & McDowell in the meat business.

Port Huron—E. B. Mackey & Co. succeed Ed. J. Rodgers in the drug business.

Jackson—The American Top Co. has changed its name to the Luke-Christie Co.

Big Rapids—H. R. VanAuken & Co. succeed D. H. McFarlan in the grocery business.

Owosso—Gaymer & Root have added a line of shoes to their repairing outfit.

Freeport—Elmer Roush has engaged in the grocery business here—lost Ed. Roush, as stated last week.

Oxford—Hagen & Johnson, grocers, have sold their stock to Stephen Lobban, who will continue the business.

Portland—Earl R. Barr, formerly of Howard City, has purchased the George Snyder meat stock and taken possession.

Beulah—E. Gilbert has sold his stock of general merchandise to Geo. Rose, recently of McBain, who has taken possession.

Muskegon—B. J. Vos has sold his grocery stock to C. A. Dahlquist, formerly of Cadillac, who will continue the business.

Jonesville—Wilson & Blanchard, bakers, have dissolved partnership, A. B. Wilson taking over the interest of his partner.

Lansing—Frank E. Yakeley is closing out his stock of dry goods and will remove to Quincy, where he will engage in a similar business.

Mancelona—Albert Dolezel has purchased the George Burke implement stock and will continue the business at the same location.

Homer—Leon C. Smith has purchased the Crumbley Lynn & Co. clothing stock and will continue the business under his own name.

Port Hope—A new bank has been organized under the style of the State Bank of Port Hope, with an authorized capital stock of \$20,000.

Benton Harbor—Fred B. Collins has purchased the Wenman Drug Co.'s stock and will continue the business at the same location under his own name.

Negaunee—Mrs. John Simmons, dealer in cigars and confectionery, has sold her stock to John Hutander, manager of the store for the past three years.

St. Johns—Clark A. Putt has purchased the interest of his partner, E. H. Osgood, in the grocery stock and bakery of Osgood & Putt and will continue the business under his own name.

Manistee—William Wenthe has purchased the stock in the J. E. Mail-hot grocery for \$960 from William Nungesser, the assignee, and the store has been re-opened with Mr. Mail-hot in charge.

Grand Ledge—Dr. D. B. Niles has sold his interest in the clothing stock of Niles & Stark to Jerome Selling, recently of Detroit, and the business will be continued under the style of Selling & Stark.

Peter Leestma, Assistant Cashier of the Michigan Exchange Private Bank, residing at 880 Caulfield avenue, is wearing the smile that won't come off these days. It is a girl, born June 10. Mother and babe are doing well.

Lansing—The Supreme Court has modified the judgment of the estate of Michael McDonald against the Central Drug Co., and the family of the man who was killed when a gas tank exploded, a few years ago, will receive \$3,000 instead of \$6,268.01. The case has been in the Supreme Court once before. The Central Drug Co. appealed the case on the grounds of an excessive judgment.

Fennville—John Crane will erect another store building just west of Reynolds Bros.' store, which will be used by that firm for their general stock. On the two lots east of the opera house building L. S. Dickinson will build a double store to be occupied by Dickinson Bros. with their buggies and implements. G. L. Dutcher is also erecting a new store building.

Kalamazoo—So successful did the Thursday afternoon closing movement among the grocers and marketmen prove last summer, that it will be inaugurated again this year, an agreement being reached among the dealers by which every one of them will lock their doors at noon Thursday and not re-open until Friday morning. The practice will be continued through June, July and August.

### Manufacturing Matters.

Fremont—George Bode, who for the past fifteen years has been connected with the shoe firm of G. Bode & Co., has disposed of his interest in the stock to Gerrit Bode, Arthur Bode and John Ensing, who will continue the business under the style of G. Bode & Co. Mr. Bode is Secretary of the Michigan Shoe Dealers' Fire Insurance Co. and will devote his time in the future to the interests of that corporation.

Perkins—John Von Klotz will re-open the cheese factory about July 1.

Traverse City—The Desmond Chemical Co. has been re-organized and will increase its capacity.

Beaverton—The Beaverton Butter Co. has been organized with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in property.

Port Huron—The Port Huron Candy Co. has engaged in business with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed, \$1,500 being paid in in cash and property.

Detroit—The Jack-O-Lantern Co. has engaged in business to manufacture and sell Jack-O-Lanterns and novelties, with an authorized capital stock of \$5,000, which has been subscribed and \$2,000 paid in in cash.

Coleman—Fire in the Coleman creamery and cheese factory destroyed the building and machinery. Very little of the stock was saved. The loss will reach close to \$6,000, partly covered by insurance. The creamery will be rebuilt at once.

Saginaw—August C. Heid, baker, has merged his business into a stock company under the style of the Heid Baking Co., with an authorized capitalization of \$50,000, of which \$40,000 has been subscribed, \$500 being paid in in cash and \$39,500 in property.

Detroit—The National Supply Co. has engaged in the general roofing, paint and building material business, with an authorized capital stock of \$13,500 common and \$11,500 preferred, of which \$19,000 has been subscribed, \$5,500 being paid in in cash and \$13,500 in property.

Three Rivers—A disastrous fire Monday night at the plant of the Sheffield Motor Car Co. destroyed the testing building, paint shop and one of the storage buildings. The fire started in the paint shop and is thought to have been caused by spontaneous combustion. It is estimated that the loss will amount to nearly \$100,000. The Sheffield company is a branch of the Fairbanks Morse Company and is the principal industry of this city, employing nearly 1,500 men. It is expected the burned buildings will be replaced.

The fellow who strolls through life aimlessly as a moon-mad swain never arrives at his destination, since he has none.

The task which is easy of accomplishment usually is of minor importance.

Many a man spoils the good opinion others may have of him by talking.

### Oppose Fake and Scheme Advertising.

Kalamazoo, June 11—Planning the revival of the fight against "fakes" and scheme advertising with the old weapon of a Censorship Committee, and the installation of a credit rating bureau which will minimize the losses on poor accounts, the new retailers' division of the Commercial Club got right down to business at the first meeting. Chairman Willard M. Ryan presided over an enthusiastic meeting and the way in which the merchants tackled the solution of their problems promises much for the success of the organization.

"Fake and scheme advertising takes thousands of dollars out of our pockets yearly," said one of the members, during the discussion, "and anything which will help us to pick out the worthy propositions will mean more for them and more for us. If some committee could go over each scheme before it is submitted to the merchants and refuse a sanction to the swindles, it would result in a great saving."

It was finally decided to secure the general support of all merchants in a movement to refuse contributions to any cause which had not first received the sanction of a Censor Committee of five.

### Child Labor in the East.

Boston, Mass., June 10—Toddling babies, hardly able to walk, are forced to work to aid their parents in earning bread, according to Rabbi Levi, of Temple Israel. There is no age limit for child labor in Maine or New York, he declared and cited statistics to prove his contention. The rabbi told the National Clothiers' Association and the owners of department stores here to-day that unless they take action to see that anti-child labor laws are enforced, the effect on the future of the nation will be most disastrous.

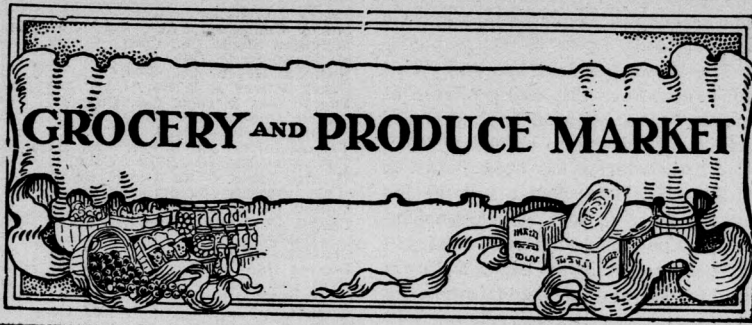
"In one scattered canvass in New York," he said, "which took in only 558 children, were found four working who were only 3 years old; twenty who were 5; forty-one who were 7; forty-five who were 9, and seventy-six who were 10. In Maine hundreds of children as young as 5 years are employed in the canning industry twelve to fifteen hours daily. In the candy factories in New York there are 175,000 children under 12 working."

Will Jones (Worden Grocer Co.) was on his back three days last week for the first time in many years. He was threatened with an attack of typhoid fever and would probably have succumbed to the ravages of the disease but for the skill of his physician and his own rugged constitution.

A Grand Haven correspondent writes: Ivan Biggar has accepted a position as salesman with the Stern & Mailey Co., dealers in laundry soaps, starches, etc., and is now on the road for that concern.

C. C. Day, of Marshall, has resigned his position with the Wayne Oil Tank Co. and taken one with the F. S. Bowser Co., of Fort Wayne.





### The Produce Market.

Apples—Western box apples, \$3@2.50 per box.

Asparagus—\$1 per doz. for home grown.

Bananas—\$3.75 per 100 lbs.

Beets—75c per doz. bunches for new.

Butter—There has been practically no change in butter prices since the first of June. Supplies have been large but the demand has kept the markets fairly well cleaned up and prices continue to hold at about 3c per pound above the prices ruling a year ago. Buying for storage has not been as heavy as usual, on account of the high prices which have prevailed during the entire month of May, and unless there is a decline soon storage butter will be several cents higher next winter than during the past season. Extras are now held at 25c in tubs and 26c in prints. Local dealers pay 18c for No. 1 dairy grades and 15c for packing stock.

Cabbage—\$2 per bbl. for Texas.

Celery—Florida, \$3 per crate; California, \$1.10 per doz.

Cucumbers—85c per doz. for hot-house.

Eggs—Local dealers are paying 15½c for strictly candled stock, free from cracks and dirt. Receipts have been of fair size, but the demand has been of sufficient size to keep the market well cleaned up and prices to day are about 3c per dozen above prices of a year ago.

Grape Fruit—Choice Florida, \$8 per box of 54s or 64s; fancy, \$9.

Grapes—Imported Malagas, \$4.50@5.50 per bbl., according to weight.

Green Onions—12c per doz. for Evergreens and 15c for Silver Skins.

Green Peppers—70c per small basket.

Honey—18c per lb. for white clover and 17c for dark.

Lemons—California, \$5.25; Messina, \$5.

Lettuce—Hothouse, 10c per lb.; head, \$1.50 per bu.

Onions—Texas Bermudas are in ample supply and excellent demand on the basis of \$1.40 for white and \$1.25 for yellow.

Oranges—\$3.25@3.50 for Navels.

Pieplant—85c per 40 lb. box for home grown.

Pineapples—Floridas command \$3 for 24s; \$2.85 for 30s and \$2.75 for 36s.

Plants—65c for tomatoes and cabbage; 90c for pepper.

Potatoes—The call for seed stock is practically over. Old, \$1.10; new, \$1.75.

Poultry—Local dealers pay 10½c for fowls; 6c for old roosters; 8c for

geese; 10c for ducks; 12c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Radishes—12c per doz. for hot-house.

Spinach—75c per bu.

Strawberries—Home grown are now in market, commanding \$1.50 per 16 qt. crate. The flush of the crop will be next week.

Tomatoes—Four basket crates, \$2.25.

Veal—5@11c, according to the quality.

Watermelons—35c apiece for Florida stock.

Wax Beans—\$1.25 per basket.

A German mechanic who has spent his entire life in mechanical pursuits desires a position as all-round utility man in a factory or shop requiring the services of a man who is an expert mechanic and machinist and can repair quickly and economically any tool or machine in the establishment. This gentleman is now an inmate of the Michigan Soldiers' Home, but is in good health and rugged in constitution and is anxious to secure a position which will enable him to make himself self-sustaining. Any one having such a position or knowing of such an opening is invited to address the Michigan Tradesman.

### Why It Was Slow.

The man with the black pearl pin in his tie was telling us about being in Washington and what he saw there, when the old man with the lop-shoulder leaned forward and asked:

"I 'spose you saw the monument while there?"

"Oh, of course."

"And made a trip to the top in the elevator?"

"Yes."

"Did you ever see an elevator ascend more slowly?"

"Never in my life. We were two hours and a half getting to the top."

"Oh, you must be mistaken about that, sir. It's surely a slow elevator, but I believe it makes the trip in fifteen minutes."

"But I figured it at full two hours and a half."

"You must have been impatient to reach the top."

"Well, I guess it was that way. There was only one other person in the cage, and that was my divorced wife, and I guess we were both in a hurry to separate again!"

It is not until one is over 50 that one thanks God for every happy face one sees.

### The Grocery Market.

Sugar—The market is something of an enigma. Raws have weakened about 1-16c during the week, but refined has not changed as yet. Refiners are quoting sugar on the basis of 5.20c for granulated, but practically all will sell at 5.10c and some at 5.05c, and there seems to be no immediate prospect that they will ask any more in the near future. The demand for sugar is opening up well.

Tea—Latest reports from Japan indicate that prices are well held up and do not vary much from previous firm at ½c advance over last year. The season is somewhat later, but the cup quality is fully as good, although the leaf is a little bolder and not so good style. The Formosa tea market opened May 1 and the production is expected to be larger with higher prices than last year. Six American firms are now represented at Tamsui as tea buyers and exporters. The future of China teas in this country is a problem. The demand seems to be growing less every year, while that of Ceylons is increasing. The local trade is fair but no brisk.

Coffee—The demand for Rio and Santos is exceedingly dull, and the market, while nominally unchanged, is probably just a shade in buyers' favor. Mild coffees are unchanged and dull. Java and Mocha are quiet at ruling prices.

Canned Fruits—The new pack strawberries from Maryland are expected in a couple of weeks. Prices are about 10 per cent. higher than a year ago. The opening prices on California fruits are expected in a few days and from those announced by some of the small packers they will be much lower than the opening prices of 1911. Prices of futures will not have any effect on spot goods, or at least not for some time as the new pack can not arrive before some time in September. The demand for all kinds of pineapple has been unusually large and, as has been predicted, Hawaiian supplies are scarce, and from present indications will be entirely cleaned up before the new pack arrives.

Canned Vegetables—Tomatoes have taken a turn and the market is much firmer than during May. Prices on standards show an advance of about 10c per dozen for the week. The low and medium grades of peas are well cleaned up and packers state that futures have been selling well. Prospects are very good in Michigan for a large pack, but it is still too early to make a definite statement. String beans, sauerkraut and hominy have been meeting with only fair success and prices are unchanged. There is very little trading in corn, although most of the cheap offerings are picked up as soon as they are on the market.

Dried Fruits—Both apricots and peaches have been declining until at the present time they are about on a level with the prices of futures. It is thought that with prices where they are now the demand will be heavy during the next six weeks or

two months. There seems to be a difference of opinion as to the size of the prune crop for the coming season and some packers insist that the crop will fall much short of last year's pack, but notwithstanding these reports prices of futures are lower now than they were some time ago. Raisins are dull; not much doing, either spot or future.

Cheese—The quality is showing improvement as the season advances and there is some demand for the finer grades for cold storage. The market is ruling to-day at about 1c per pound lower than it did last week, and as the speculators are likely to take the surplus, there is not likely to be a much further decline.

Rice—Prices are unchanged and advice from primary points state that stocks are well cleaned up. It is still too early in the season to definitely know anything concerning the growing crop, but conditions in some sections are said to be very bad on account of the high water.

Syrups and Molasses—No change in either cane or compound syrup. Sugar syrup is unchanged and quiet and so is molasses.

Olives—Moving freely now in both bulk and packages and it is expected that there will be an unusually heavy demand, as prices are very low in comparison with the past seasons. The consumption of olive oil is steadily increasing and prices are holding quite firm.

Fish—Cod, hake and haddock are steady and in quiet demand. Domestic sardines show no marked change and the demand is light. Imported sardines are dull and unchanged. Salmon is unchanged. New prices on Columbia River salmon are expected shortly. Mackerel are unchanged and quiet.

Soap—On June 1 nearly all free deals on laundry soap were withdrawn, and the market is firm with indications of an advance in prices. Retail grocers have been buying quite freely in order to take advantage of the free deals.

Provisions—Smoked meats are firm at prices ruling about the same as last week. Both pure and compound lard are steady, with an active, consumptive demand, at unchanged prices. Barreled pork, canned meats and dried beef are showing increased consumptive demand without any change in the price.

B. C. Robbins, Michigan and Indiana representative for the Proctor & Gamble Co., who was very severely injured in a street car accident March 22 and whose life hung in the balance for several weeks, has so far recovered that he is able to write his friends at this market that he expects to be able to resume his calls on the trade before the end of the month.

A blank wall may conceal a beehive of industry, and a busy brain may be hidden behind an expressionless countenance.

A good many fellows figure accounts receivable at one hundred cents on the dollar—and go broke.



## AFTER THE COIN.

## Fruitvale Crowd Want Taxes and Other Contributions.

Chicago, June 10—Ever heard of the United States Land & Irrigation Exposition or Fruitvale Land Development Co. or Fruitvale Improvement Club? All chics from the same egg. Don't ask me who is behind those companies or club. I can't tell you. If you write to them they will answer and sign one or the other of the above titles, but no names. If you call at their office you will meet there a lady, who will sing to you of the beauty of Fruitvale; the gameness of the fish in the river and how the only thing you have to do is to catch them. Incidentally, she will also dwell at length on the fact that she broke her arm when visiting the Fruitvale paradise last winter; but if you ask her where your 25x100 foot free lot is situated, she will take a pencil and gracefully draw a circle on a map, which circle may take in a couple of Michigan counties, leaving to your hunting instinct the privilege of locating your property ready for your bungalow, summer cottage, etc. The lot was given free to you (\$3 fees excepted). It is up to you to locate where it is situated. You will get the abstract sometime. That is, the lot was given free on payment of \$3, but is it your property? Let's see.

I am one of the owners of lots situated somewhere in Muskegon or Oceana counties, I don't know which. As a land owner, I would be glad if some one would be kind enough to figure out where I stand. Here is the conundrum: May 24 there was posted at Chicago, 8 p. m., a letter to my address, in which was enclosed five warranty deeds conveying to me lots 41, 42, 43, 44 and 45 of block 393 of the Blue Lake addition to Fruitvale, Michigan. A note informed me that the abstract has been purchased and will be mailed at a later date. If I received no abstract or plat showing the location of my share of land in the wilds of Michigan, the land company did not forget to include five so-called tax slips advising me that each lot was taxed 60 cents, and that I would be delinquent on payment of my taxes May 25—that is, according to the land company. I was delinquent on payment of my share of taxes before the United States mail could possibly deliver the letter to my address. How is that for swiftness in collection? Can you beat it? The queerest part of the deal—and I have it from good authority—is that no taxes are due or collectible at the Treasurer's office of Muskegon county on the property. Now what I want to know is:

If the lots conveyed to me by warranty deed are my property, why should I have to pay taxes to the land company instead of the Treasurer of the township or county in which the property is located? Why should I have to pay 60 cents taxes on each lot when, as a matter of fact, the taxes on each lot are less than 1 cent per lot? The property is and will be for many years taxed

by acreage at about 10 cents per acre. Again, what legal authority has the land company to constitute itself as the legal tax collector of the township or county? So far as I know, the State of Michigan or any county of the State is not farming, cut tax collections. Again, suppose that I pay the taxes supposedly due on the lots to the land company and the company failed to turn in the taxes or defaulted on their own, what would become of my property. I wish I could see through that.

Since then I have received another letter. In this one I am asked to buy four tickets to the lot (price \$1 per ticket) to contribute to the building of an electric road from Fruitvale to Whitehall. It is claimed that this railroad would give plus value to my lots! Maybe. The trouble is that I do not know where those lots are located—certainly not on the railroad projected—of that I am sure. The gist of the matter, as it looks to me now, is simply this: We all have been buncoed and buncoed properly. The land company wants all its taxes paid on the whole of the Fruitvale plat by the so-called owners of 25x100 feet of valueless sand—and some to spare; wants the so-called lot owners to pay for the improvement of the choice spots selected by the land company and wants the lot owners to turn in enough cash under one form or another to secure a substantial income to the insiders on their investments. If anything has been invested in the form of capital, I very much doubt it. I believe the whole thing to be nothing but a bunco game of the first magnitude and I also believe that it should be exposed in all its absurdity.

I have in my possession all the documents with which to substantiate my assertions. John J. Renard.

## Status of the Local Stock Market.

A good lively interest was manifested this week in the local securities market. The volume of trading was unusually heavy and the result was shown in the several advances in the closing quotations.

Commonwealth Power Railway & Light Co. preferred was stationary at 90@91, but the price of 62 bid on the common shows a better demand for the junior issue. Sales were made as high as 62¾. The latest earnings statements show a continuation of the rise increases in net profit, and while Commonwealth will probably never have any spectacular rise, it will undoubtedly prove a very profitable investment over a period.

Cities Service Co. stocks were very quiet, the heavy demand which recently sent both the common and preferred up several points having entirely disappeared. The best bid for the preferred to-day was at 88¾ and the common at 98.

There is now accrued about one and two-thirds points of the dividend that is payable to stockholders of record at the close of business on June 30 on Citizens Telephone Co. stock and prices have advanced to 97 @98, but even with the higher prices

the security is being offered only in small lots.

The brewing stocks are very quiet, some Furniture City being offered as low as 66, but with no buying. Grand Rapids Brewing is to be had at 200.

A little interest has been shown in Holland-St. Louis Sugar and the bid has advanced to 10½. Michigan Sugar remains quiet at around 90½.

Tennessee Railway Light & Power Co. stocks were a shade lower, but the buying was in good volume. This company is being managed by the same interests that are back of Commonwealth and the securities therefore immediately received the serious attention of investors. The preferred at 77¾@78, netting about 7¾, looks particularly attractive.

The demand for American Light & Traction Co. common is still greater than the supply and the stock made another new high record, with bids at 322 and none offered. Statements have been published showing that this stock is actually worth considerably higher prices and future quotations are governed only by the investors' demands for the security. At present the net yield on the money invested is 13.12 per cent. The preferred stands at 108½@110, with trading about normal.

United Light & Railways Co. common was another to show record sales when the stock touched 67. At the close of business 65 was bid for this issue and offerings were in lots of only a few shares at a time.

C. H. Corrigan.

Quotations on Local Stocks	Bid.	Asked.	Bonds.
Am. Gas & Elec. Co., Com.	86	89	
Am. Gas & Elec. Co., Pfd.	46	47	
Am. Light & Trac. Co., Com.	322		
Can. Puget Sound Lbr.	2¾	3	
Cities Service Co., Com.	98	99½	
Cities Service Co., Pfd.	88¾	90½	
Citizens Telephone	97	98	
Comw'th Pr. Ry. & Lt. Com.	62	63	
Comw'th Pr. Ry. & Lt. Pfd.	90	90¾	
Dennis Salt & Lbr. Co.	95	100	
Elec. Bond Deposit Pfd.	83	85	
Fourth National Bank	200		
Furniture City Brewing Co.		66	
Globe Knitting Works, Com.	110	112½	
Globe Knitting Works, Pfd.	100	101	
G. R. Brewing Co.		200	
G. R. Nat'l City Bank	175	180	
G. R. Savings Bank	185		
Holland-St. Louis Sugar Com.	10½	11	
Kent State Bank	260		
Lincoln Gas & Elec. Co.	40	42	

Macey Co., Com.	200	
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.	90	94
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	87½	91½
Ozark Power & Water, Com.	46	50
Pacific Gas & Elec. Co., Com.	63	64
Pacific Gas & Elec. Co., Pfd.	90½	92
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Pfd.	76½	77½
Tennessee Ry. Lt. & Pr., Com.	23	25
*United Light & Railway Com.	65	
*65 last sale—ex dividend 75% in stock		
United Lt. & Railway 1st Pfd.	85	90
United Lt. & Railway 2nd Pfd.	75	80
Bonds.		
Chattanooga Gas Co.	1927	95
Denver Gas & Elec. Co.	1949	95
Flint Gas Co.	1924	96
G. R. Edison Co.	1916	97
G. R. Gas Light Co.	1915	100½
G. R. Railway Co.	1916	100
Kalamazoo Gas Co.	1920	95
Saginaw City Gas Co.	1916	99

June 11, 1912.

**What Really Counts.**  
 Suitor—If you refuse me I shall never love another.  
 Suited—Does that hold good if I accept you?

**The Spring Crop.**  
 "What's fresh in spring hats?"  
 "Well, the milliners have invented two or three new vegetables, I believe."

**That's All.**  
 Gertrude—There are going to be several kinds of flowers on my hat.  
 Edith—Is that all?  
 Gertrude—That's all on one side.

**Blaming the Wife.**  
 "My wife made me what I am."  
 "Have you forgiven her yet?"

A good many fellows, apparently, have a system of living without working—but sooner or later it breaks down.

A good many people are like the steam caliope. They give off only a volume of sound.

Pipe smoke is most inconsequent, but it will show which way the wind blows.

**KEMBERLING & BLISS**  
 (English and German)  
**EXPERT**  
**MERCHANDISE AUCTIONEERS**  
 516 Chamber of Commerce, Detroit, Mich.

## Good Things to Eat

*Williams'*

Jams    Jellies    Preserves    Mustards  
 Fruit Butters    Vinegars    Catsup  
 Table Sauces    Pork and Beans  
 Pickles—OF COURSE

HIGH GRADE FOOD PRODUCTS  
 Made "Williams Way"



Mr. Pickle of Michigan

**THE WILLIAMS BROS. CO. of Detroit**

(Williams Square)

Pick the Pickle from Michigan



### Some Features of the Grand Council at Bay City.

Grand Rapids, June 10—This is probably the first time in the history of the U. C. T. or any body of traveling men not connected with some religious work that a representative of the Salvation Army or any similar body was invited by unanimous vote to assist in the opening exercises.

In the report of the Legislative Committee, read by Brother John Hach, of Coldwater:

Have worked in connection and with the State Board of Health.

Members have seemed to be lacking in interest.

Bill drafted by Committee, creating a State Hotel Inspector, opposed by Governor on account of its necessitating another department—meaning greater expense to the State. Very hard to bring about reforms, owing to lack of proper laws with penalty attached.

Half of both the hotels and railroad trains are unsanitary and can justly be termed and classified as "nuisances." Legislation badly needed to abate "nuisances."

Bad conditions are partly a result of habit or customs.

The commercial traveler, as a whole, has not backbone enough to stand up for his rights. This is one reason why he is imposed upon so often and fails to get what he is entitled to without tipping every one.

At 2:30 p. m. Grand Counselor Craw made his annual address, calling attention to the growth of the order in Michigan during the past year, commending the members for the loyalty shown and recommending among other things legislation which would bring about adequate protection to passengers on all steam and electric roads, cleaner and more sanitary wash rooms and toilet rooms, nine foot sheets on all hotel beds and many more much-needed changes. He also counseled economy in management and predicted great things for the order the coming year.

Brother Frank Ganniard was called to the front of the hall and was presented with an elegant watch fob in behalf of the Grand Council.

When the time arrived for the selection of the next meeting place, the hard, earnest and energetic work of the now famous "Booster Club" of Grand Rapids Council was very much in evidence, as the invitation to make Grand Rapids the next meeting place was extended by Brothers Burns and Lawton and supported by the Grand Rapids delegates.

Brother Hondorp, with his usual aggressiveness, butted in on proceedings long enough to call attention to some open doors at which some outsiders were standing.

Council opened promptly at 10 a. m. in the Council rooms at the City Hall, with all the officers present. After the opening ceremonies, Mayor Woodward, of Bay City, welcomed the delegates with a few well chosen remarks.

After a response to the Mayor's welcome by Grand Counselor Craw,

the local head of the Salvation Army made a few remarks regarding the contributions of the travelers given at the various hotels through the medium of the boxes placed therein by the Army. This speech was a pleasant surprise, inasmuch as he did not ask for a collection.

Brother Jim Hammel moved that we take up a collection for the benefit of the Salvation Army. Motion carried and the boys responded with their usual generosity and the Colonel departed happily.

Brother "Gene" Scott was honored by being put on the Finance Committee by Grand Counselor Craw.

"Handsome" Jim Geary, of Kalamazoo Council, was present, looking as young as ever, if not younger. Long life to yez, Jim.

The Grand Secretary's report showed a gain of 151 new members during the past year.

The roller towel came in for a lot of deserved condemnation at the convention. Hotel Belding, at Belding; Lawrence House, Plainwell, and other hotels using same please take notice.

C. A. Wheeler, of Marquette Council, No. 86, has always been known to be a good Indian, but never until at the ball game Saturday afternoon at Bay City did he out publicly and presented other "members of the tribe." At the reception he held in the grand stand many remarked at the striking family marks—the same luxuriant growth of "uncombed hair" of the entire tribe. A grander spectacle the writer has never seen than when Brother Wheeler made the grand entree across the diamond with that look of mummified dignity that none other than Wheeler can assume, and stoically at his side was Chief Hocopotlumous, smoking a cigar, Mrs. Chief, eating a redhot and the little Moccasin shod aborigine, each triumphantly holding a package of Crackerjack.

Oscar Levy reported a good time at the convention, but registered a kick about the management of the Wenonah Hotel serving pork at all the meals.

The meeting at Bay City was the first U. C. T. convention Jess Martin ever attended as a member of the organization, and he says he will never miss one from now on. Good resolution, Jess. Wish every member of No. 131 made the same.

Frank Powers was at the convention in Bay City, but Frank said there was no business there for him. Everybody was thoroughly alive. No dead ones at all.

The introduction of the Salvation Army Major at the opening of the Friday morning session, the address he made, the song he sang and the collection taken up for him were all good, but when the exposure was made at the afternoon session and it was found to be but another joke, emanating from the mind of C. A. Wheeler and the members of Marquette Council, No. 816, many—in fact, you might say all—felt what easy marks they were. It was said by observing ones that Frank Ga-

nniard contributed 50 cents. Wilber Burns, sitting next to him, did not want to be outdone by a fellow from Jackson, so he also dropped in a half, but some say Jim Hammel, of Lansing, was wise to the game, dropped in a nickel, and by a dexterious slight of hand movement drew out a dime. The game was a good one, however, and well carried out.

Ed. W. Ryder.

### The Backbone of the Universe.

Man is an animal with a desire to lead an active, healthy, natural life. I don't care where he came from, I'm mightily interested in what he's doing, and if one lives adjacent to him for a year or two it ain't hard to tell which place he's goin' to. A real man ought to have an appetite for three good square meals a day, but he doesn't deserve 'em if he doesn't put in eight good hard hours' work every day in the week except one—Sunday. He oughtn't to have a blessed thing to do with a lot of these new fangled notions about religion. He ought to worship something real. I prefer God. The God my old-fashioned mother told me about.

The right kind of a man ought to be always burning up with a desire to take hold of something that most everybody says won't go and make it a go. He ought to have common sense enough to keep his mouth shut when he knows blame well he has no business buttin' in and hoss sense enough to rip his tongue loose against the evils of his neighborhood. If he inherits a hankerin' for whisky he ought to make it the one solemn duty of his life to get home the minute his marketin's done; and if he doesn't inherit the desire he has no more business thinkin' he'd like to have a drink than some of our modern statesmen have any business meddlin' with the tariff.

His education ought to consist in knowin' how to kindle the fire for the general manager on a cold morning, how to prescribe for the neighbor's prize rooster that's wheezy, how to

milk six cows without any cussin', how to fondle and pet a colt (that can kick shavin's out of an inch and a half sugar board) into submissiveness, go to town without getting struck with the cars or one o' them lightening gas buggies, and come home sober and early enough to lead the prayer meetin' in the evening. He ought to be the head of a table that's surrounded by six or eight healthy children, at least two of 'em girls that's learned to bake good bread and cut it right and carry it to the table instead of mother. He ought to be able to play the old-fashioned kind of a piano, quote scripture, mend his own harness, believe in hot and cold water in the house, vote for the candidate that's straight instead of the straight ticket, and boost good roads and good schools.

Your real man is neither rich nor poor, fat nor thin, an easy mark nor an old stingy mossback, and when you talk to him you can't say that it's his looks, his money or his family pedigree that makes him what he is, but that he's just a real man. And, best of all, the folks that has to live under the same roof with him say he's just the best daddy and husband that American soil can produce. Such a man is the pride of his home, a blessing to any community, the hope of the Nation and the back bone of the universe, and—and you'll find him on the farm. Bob McLean.

### The Very Best Business Journal.

Fenton, June 10—I think you have not only one of the best, but the Very Best business journal printed and I wish you all kinds of success. I recently induced one of my friends here to take the paper of you (Mr. Vanstone). A. W. Stein.

A farmer with a plowshare that does not scour is a good deal like the business man who permits little details to pile up without attention. Both get stuck.

The fellow who glories in his troubles will never be rid of them.

# Ramona Theatre

REED'S LAKE

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**IDEAL** The Sensational Swimming-Diving Girl

**Les Gougets** Famous French Instrumentalists

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E. A. STOWE, Editor.

June 12, 1912

**PROMISES MADE GOOD.**

One great difference between the MacFarlane outfit, which hypnotized the factory employes of Grand Rapids a year ago into a four months' strike, and the Grand Rapids furniture manufacturers is that the latter deliver the goods.

When the first demands were made upon the furniture manufacturers a year ago last spring for a shorter work day, the reply was that the manufacture of furniture was competitive, that Grand Rapids had to meet other producing points in the open market and that, unless the shorter work day were generally adopted, Grand Rapids would be handicapped in seeking trade by reason of the increased cost of production. The manufacturers pledged themselves to use their utmost influence to have the shorter work day made general in the industry and when this should be done the wishes of the employes would be complied with. The MasFarlane bunch intimated that the manufacturers were not telling the truth, insisted that in furniture manufacturing Grand Rapids was in a class by itself, with nothing to fear from competition, and urged the men on to strike for immediate concessions. How dismally the strike failed is a matter of record. The strike leaders promised everything; the workmen lost four months' wages and then went back to work on the old terms.

Before and all during the strike the manufacturers said they would endeavor to secure the adoption of the shorter work day in the furniture industry as a whole and that when this was accomplished the shorter work day would be given in this city. They renewed this pledge when the strike ended. They went to the meeting of the National Furniture Manufacturers' Association in Indianapolis last December and made an earnest and effective plea for the shorter work day. This led to the appointment of a special committee, with R. W. Irwin as chairman and John Hoult as one of the members to give the subject consideration. Mr. Irwin and his Committee compiled much information as to the progress of the shorter work day in other industries and conducted a well-planned educational campaign. The National Association met in Chicago

last week and the report of this Committee was easily the most important matter before the session. The Committee reported in favor of the general adoption of the fifty-four hour week as the standard for the industry and so effective had been the educational campaign that the report was adopted without a dissenting voice. This action establishes the shorter work day as the furniture industry's standard. The exact application of the principle will be for each furniture town or for each factory to work out in its own way. In some the straight nine hour day will be favored and in others five full days and the Saturday half holiday will be preferred, making the fifty-four hour week. No decision has been reached here as to which plan to adopt and the attitude of the manufacturers is to find out what their men want and act accordingly. The local labor leaders are trying to steer the policy into the straight nine hour a day channel, but to many of the workmen the Saturday half holiday with its greater opportunities for profitable use of the time looks very good. Besides, the workmen, recalling their experiences of a year ago, are inclined to be suspicious of what grafting union leaders may advise.

The MasFarlane bunch a year ago promised much and failed. The manufacturers promised to do what they could and they have succeeded in all they set out to do. Not only will the workmen in this city be benefited, but the benefits will go out to the workers in all the other furniture manufacturing districts of the country, and thence will spread to the wood working trades generally.

The matter of wages has not yet been taken up, but this is a matter that will adjust itself in time. Wages are not fixed by arbitrary action, except as labor unions may be powerful enough to wield the torch and the bludgeon. Wages, like everything else, are subject to the law of supply and demand. The shorter work day will naturally call for the employment of more hands, and with a greater demand for help wages will naturally advance. The price of furniture will also adjust itself. With the cost of production increased, prices will have to be advanced. The advance will not be radical or immediate, but just as the wages are adjusted the prices will in time fix themselves on a fair basis.

**WHY SMITH FAILED.**

The Grand Rapids Grocery Co., which two years ago succeeded the Dettenthaler market, has been sold to the Ira C. Smith Co., and Peter Smith & Sons, who conducted it, will retire from the Grand Rapids business field. It is to be regretted that outsiders should have come into town for legitimate business purposes and failed to make a success of it. But the incident carries with it several lessons and some of them will apply to other cities as well as to Grand Rapids. The old Dettenthaler market catered to what is known as the "best trade," and when the new management came in its first announce-

ment was that its method of doing business would be cash and carry; in other words, those who bought goods must pay for them with the order and no deliveries would be made. Such a policy would not go with the old trade, and to build up a new class of trade to whom this policy would appeal was out of the question, with small stores scattered all over town selling just as cheaply and with credit and deliveries. The cash and carry plan was soon abandoned, but not until many of the old customers had been alienated. The lesson in this is to be very sure of your ground before trying to upset the habits and customs of a community in which you may locate as a new comer, especially when the upsetting involves the convenience of the customers.

Another lesson is that in the grocery trade, even more than any other, it is necessary to keep the closest kind of watch on the expense account. The margins of profit are small at best, especially in truck, fresh fruits, vegetables and meats, and unless expenses are kept down there is sure to be trouble. The Grand Rapids Grocery Co., occupying three stores thrown into one, with upstairs and the basement, had a rental to pay of \$600 a month and the expenses for lighting, heating and help were in proportion; and it is was hired help, not a proprietary interest, that conducted the business. The grocery business of all others can not be successful on such lines. Margins are small, the turn over must be quick, and careless buying of perishables is fatal. The successful grocery store—and there are many such in town is usually conducted by the proprietor himself, the overhead is kept down and the service is such as will please the most customers rather than cater to the fancies of a few. The exclusive trade which wants strawberries in February and peaches in June may be large enough in cities of the New York and Chicago size to make a store successful, but in a city of the Grand Rapids size there is not enough of it, and what there is is not willing to pay the price. Reasonable enterprise in getting early fruits and vegetables is a help to business but must be watched closely; going to extreme is extra hazardous.

**GIVE US A REST.**

The Republican National convention will be held in Chicago next week and the Democratic in Baltimore a week later. How pleasing it would be to the country if one convention or the other, in formulating a platform would declare for policies that would mean some degree of stability for business, some assurance of freedom from tariff agitation for three or four years, some cessation in the trust busting that does nothing but disturb and destroy with no appreciable benefit to the public. How refreshing it would be if the aim of the two great parties were to be to see which could promise the most safety and the most sanity in the conduct of public affairs. But this season does not seem favorable to the fulfillment of any hopes the country

may have in this direction. Unless all signs fail one of the National conventions will adopt a platform that will go as far into Populistic theories and Socialistic doctrines as it dares and the other will view the accomplishment and strive hard to go still farther. If there should be a third convention to follow as a result of a bolt in the Chicago convention we may expect a third platform that will endeavor to be wilder eyed than either of the other two. The whole aim of those high in present political power seems to be to upset business and to make business conditions just as impossible as can be. The idea seems to be that this is pleasing to the people and the purpose is to catch the popular vote regardless of what the consequence may be to those interests which are vital to the welfare of the country. We have had several years of governmental disturbance and interference, and is anybody really any better off for it? Why not give us a year or two of rest?

**THE RISE OF THE BEST.**

Best is only a relative term, and is constantly changing its basis. A generation ago the housewife took pride in her tomatoes with as many wrinkles and curves as could find room on their surface. To-day a few still cling to the old forms, oblivious to the fact that the smooth varieties with firmer flesh and a less number of seeds are far superior. The old lady found hers the best sort in its day, and she still clings, not recognizing the fact that things are moving.

Keeping pace with the superlative is a part of every business. It does not matter whether we are selling needles or plow points, prints or laces, the standard of yesterday is not the one to be taken to-day. Material and workmanship are constantly being improved. We find constant change. In some instances it would seem that we are returning to the old standard, and the force of the saying that if you "keep a thing seven years" is rendered vivid. Yet in many instances there is a softening of tints and texture, a refining element, or one of endurance which gives the mark of the superlative.

Nothing is best in this world save as we use the word in a comparison. The best power available a generation ago is quite outdistanced by the modern gasoline engine. The best speed of the nineteenth century flyer is altogether too slow for the present. The best of to-day will be a source of curiosity and wonder a century hence. Like the plantlet groping toward the sun, progress is ever creeping upward, notwithstanding the pessimist is to the contrary. The superlative rises to the top; its reverse is buried in oblivion. Material commodities, intellectual achievements, each follows the same rule. It is unsafe to declare that you will have the best to-morrow though you may have it to-day unless you are willing to keep in touch with the world's movements—to climb rather than be content with looking aloft.



**THE PASSING OF TWO.**

Twice within the week past has the world been saddened. Margaret Sangster and Wilbur Wright are no more. The widely different fields in which they worked rendered neither less an essential factor in this busy world. The one has been well known in literary circles for half a century. The other was unknown until a few years ago, when it leaked out that he and an equally foolhardy brother were down on a Southern waste place trying their wings in the air.

Mrs. Sangster is not one who will be remembered for her brilliant dashes in literature, but her memory will live long for her good common-sense talks. When she indulged in verse, it always left us with some nobler purpose. The "deed left undone" was more carefully guarded against in the future. Her talks to girls have molded many minds and characters. Her love for humanity was as evident in her writings as in her face. She was a mother to all who wished words of counsel.

The Wright brothers gained their first incentive to the making of a heavier-than-air flying machine through a toy which fell into their hands in boyhood days. They saw that it could fly; and why not when made on a larger scale? Then came the years of experimenting in Dayton, the citizens of the town not revealing their aims because they did not realize that they amounted to anything but boyish dreams. But it all came out in time, and the townsmen who once saw only air-castles are proud to honor the two who have done so much to render sane flying a reality.

Both poet and bird-man will be missed, although in separate circles most appreciably. The world needs those who can strike out into bold flight; it needs equally the mothers and homemakers; those ready with wise counsel for the every-day problems of life. And as we are grateful to those who admit us to a larger radius, we will still cling to the ones who help to make the hearthstone more inviting.

**TRADES UNIONISM FAILURE.**

The quickly succeeding efforts on the part of organized labor to force a recognition of the exclusive right of the union to speak for the wage-earner lend a special interest to a temperate and painstaking study of the subject by Charles Norman Fay in the June number of the Atlantic Monthly. Mr. Fay's conclusion is that "existing trade unionism is of no value to itself or to the community and must make way for something better." He bases this on a personal experience of thirty years in the employment of labor in large and small concerns, on his knowledge of the experience of others, and on a broad view of the relations between the various instrumentalities of production as set forth in Congressional reports and Government statistics. Some of the deductions made from these latter are sufficiently striking, as, for instance, the following: "To-

day, after fifty years of organization, we may say roughly that 70 per cent. of the industrial workers and 90 per cent. of all wage-earners remain non-union and may be presumed not to favor strike machines. The enormous majority of wage-workers neither unionize nor strike, but prefer to remain at work and settle their wage questions and working conditions for themselves directly with their employers." Mr. Fay avows his belief in the value of organization for labor, in the right of workingmen, singly weak, to strengthen themselves by union in any honest effort for their own betterment. Proceeding on this conviction, he expected to find that organization, bringing to the front the ablest minds among their number, would tend to educate the working people in the economics of labor, to their own good and that of the community. He is compelled, however, to recognize the fact that results have been disappointing, that the management of trade unions appears to have become like that of city politics—an affair of personal self-interest rather than of the public good.

**WASTED SWEETS.**

Every farm has enough material to keep from five to twenty hives of bees at work; yet scarcely one farm in twenty has the bees. The nectar in the fruit blossoms, the clover, alfalfa and buckwheat are simply wasted through lack of gleaners. Worse, the fertilization which is effected through their labors is lost, rendering the seed crop the less to the farmer just because he failed to supply the bees.

Fear is usually the secret of the rarity in finding beekeeping as a part of the regular farm assets. So many fancy that the bee is a vicious creature, to be avoided or fought, when, if but understood, it is really one of the most interesting of creatures. It uses its weapon only when people get in its way, rob its stores or hurt it; and who would not fight under such circumstances? Yet the thrust of its little javelin means death to it if not pain to its assailant; so you may be sure that the bee does not go around stinging people just for the fun of the thing.

Those who have given it a trial are usually enthusiastic as to the rewards of beekeeping. The investment is small, the returns speedy and satisfying. Could we but eliminate the fear problem and understand the ways of these little creatures better, many tons of honey might be added to the annual products, while the advantages gained by the blossoms upon which the bees work would be incalculable. Honey is the most digestible of sweets, and a good market for a choice product may be easily made. If there is a lack of it in your local market, why not strive to interest some of the more progressive farmers on the subject? It will pay them—and incidentally it will pay you. In these days, when we are talking about conservation and the utilizing of waste products it is a shame to let one of the most delicious and wholesome of food products

waste entirely just because we fancy there is a bit of pain connected with its gathering. Bees seldom sting when rightly handled; and even if they do there are antidotes.

**PRESSING THE CHEESE.**

Specialists have figured it out that among the articles which are equivalent to a pound of beef in protein or muscle-forming food are nine eggs, two and one-half quarts of milk, three-fourths pound of dried fish and two-thirds pound of cheese. Thus it will be seen that while crackers and cheese, the old-time lunch when on the road home from town, are no longer to be regarded as an inexpensive food, when we consider their real food value they are still the most economical of rations.

According to a bulletin issued by the United States Department of Agriculture, the food value of cheese is very high, taking into consideration the many nutritious combinations which may be effected. This bulletin may not be within reach of all your customers, but it may be easily obtained by you, and the facts advertised to your own advantage as well as to that of all possible patrons. It is your privilege to make a special effort to gain all possible knowledge as to the nature and value of your products. The many combinations of cheese with macaroni, eggs, crackers and milk are worth knowing and talking about.

There is a great difference in the quality of cheese, even from the same factory. When you cut a fresh cheese, note which of your customers pronounce it fine; which say it is too sharp, or too fresh, or too rich, or too dry. Next time you will have one which pleases some, and just who these some are, it should be yours to know. If A. is especially fond of new cheese, when you have one of that description just tell him about it. Do not ask him to buy—of course not. But even if he does not so of his own accord the fact that you keep his personal taste in mind will appeal favorably to his vanity.

Keep the cheese well protected from insects; well wrapped to prevent drying out. Especially during the summer months is watchfulness essential; for the single sample that is "off" will virtually kill future trade in cheese. Press the economy in this food, and furnish a superior article.

**THE GENTLE DUN.**

Sometimes, even though the credit system is not maintained, there will come a time when a regular customer or a comparative stranger will place you in such a position that trusting for a short time is almost imperative. Some condition may arise for which no one is responsible; and while the position is not particularly agreeable, yet the accommodation is one which will reflect to good advantage later if handled with skill.

We have seen those who have found themselves victims of such a situation who took it so gracefully that it almost seemed a pleasure. While others gave the accommodation, yet in their anxiety to guard against

courting future ones of a similar nature there was an offense given rather than the feeling of obligation. The recipient of the favor forgot that he was being accommodated in his humiliating condition, and as a result he resolved to let this be the last deal.

The gentle dun, too, when it must be given, may assume one of many aspects. The shrewd business man avoids sending an envelope which will attract attention. If in the rural districts, where individual activity does not smother out personal inquisitiveness, there is no telling into whose hands the letter may fall before it reaches the one addressed, or what gossip may be given birth. B. does not care to have his neighbors discussing the probable contents of a letter from a clothing firm if his new suit is still unpaid for. The humiliation which may result from this little business card on the envelope may sour him against the man who has extended the credit, when the plain envelope would have hinted no disparaging fact to those outside and been equally effective in securing payment—in some instances even more so, for good will is always a good incentive. It may be easy to please a patron by some little accommodation; it is equally easy to cancel all the good effects by a single false stroke.

Down in Louisiana there are many colored people, and along with the colored people there are many dogs. Every negro has a dog, and sometimes he has two or three. Accordingly, when an ordinance putting a tax of \$1 on every dog without regard to color, sex, race, value or age, there was consternation among indignant owners. In fact, it was noted that the smaller the value of the dog the greater the indignation of the owner. The officers of the police force have been instructed to carry doctored sausage to be fed to dogs without tags and in a little while there will be many dead canines in one section of Louisiana, for a good share of the dog owners do not possess the dollar necessary for a tag.

Just a word with you, Mr. Salesman. Please remember that the customer expects and should have your undivided attention while you are making a sale. Interruptions whether occasional by your inattention or too much attention from your fellow clerks or others often prove disastrous.

There is an old adage to the effect that an empty vessel will give off more sound than a full one. It is still worth heeding.

Co-operation is a great thing and works wonders, but individual effort is necessary. The other fellow can not do it all.

A circus parade is a dazzling spectacle, but under the tinsel are persons not different from the everyday sort.



## N. R. H. A.

**Thirteenth Annual Convention Next Week at Detroit.**

The thirteenth annual convention of the National Retail Hardware Association will be held at Detroit June 18, 19, 20 and 21. The programme will be as follows:

## Tuesday.

Delegates will spend the entire day as guests of the Michigan Retail Hardware Association.

The Steamer Tashmoo will leave the White Star Line dock, foot of Griswold street, at 8:30 a. m., Central Standard time.

The trip will be up the Detroit River, through Lake St. Clair Flats to Tashmoo Park.

There will be a picnic followed by a programme of games as follows:

Bowling contest.  
Hammer throwing contest.  
Fat man's race, 200 pounds and over.

Ball throwing contest for men only.

Free for all race for ladies only.  
Guessing contest.

Tug of War—East vs. West.

W. P. Lewis, Huntingdon, Pa., will captain the Eastern team selected from delegates from the following states, Alabama, Carolinas, Connecticut, Georgia, Indiana, Kentucky, Michigan, New England, New York, Ohio, Ontario, Pennsylvania and Tennessee.

F. C. Moys, Boulder, Col., will pick his team to represent the West from delegates from Arkansas, Colorado, Illinois, Iowa, Minnesota, Missouri, Mississippi, Nebraska, North Dakota, Oklahoma, South Dakota, Texas, Wisconsin.

The party will leave Tashmoo Park at 4 p. m. on the Steamer Conger for Star Island, where at 5 p. m. a fish and chicken dinner will be served at the Star Island House.

Leaving Star Island at 7 p. m. on the Steamer Tashmoo, the excursionists will arrive in Detroit at 8:50 p. m.

Delegates or guests who do not secure tickets before their arrival at Detroit, will receive them by making themselves known to the Committee on the dock Tuesday morning. Wear your emblems.

## Wednesday Forenoon.

## (Open Meeting.)

Invocation by Nathan Roberts, Omaha, Neb.

Song by Miss Helen Abbott, Chicago.

Introductory remarks by President Jones.

Welcome by Hon. Wm. B. Thompson, Mayor of Detroit.

Welcome by Chas. H. Miller, Flint, President Michigan Retail Hardware Association.

Welcome by Geo. H. Barbour, representing Detroit manufacturers.

Welcome by D. C. Delamater, representing Detroit wholesalers.

Response by H. G. Cormick, Centralia, Ill.

Short talks by guests and members, representatives of the Canadian retail hardware associations.

Announcement of committees — Press, Resolutions, Nominating, Legislative, Place or Meeting, Suggestions, etc.

## Wednesday Afternoon.

## (Executive Session.)

Roll call of delegates.

President's report.

Secretary's report.

Treasurer's report.

Report of Auditing Committee.

Report of Trade Committee.

Discussion.

Question box.

Committee Meetings 5 to 7 p. m.

## Wednesday Evening.

Theater party at Temple Theater as guests of the Michigan Retail Hardware Association.

## Thursday Forenoon.

## (Open Meeting.)

Twenty minute addresses.

Retail problems of the day:

S. Norvell, Hardware Reporter.

Daniel Stern, American Artisan.

James H. Kennedy, Hardware Dealers Magazine.

Ray F. Soule, Iron Age-Hardware.

Representatives American Hardware Manufacturers' Association.

Representatives National Hardware Association.

## Thursday Afternoon.

## (Executive Session.)

Roll call of delegates.

Address, John A. Green, Secretary National Association of Retail Grocers.

Report of Suggestions Committee.  
Question box.

## Thursday Evening.

Moonlight ride on the Detroit River as guests of the jobbers and manufacturers of Detroit.

Steamer Promise leaves from foot of Woodward avenue.

## Friday Forenoon.

## (Executive Session.)

Address by Arthur L. Holmes, Federation of Retail Merchants.

Report of Legislative Committee.

Report of Resolutions Committee.

Report of Committee on Place of Meeting.

Report of Nominating Committee.

Election and introduction of officers.

Unfinished business.

Adjournment.

## Friday Afternoon.

Auto ride around the city to the principal points of interest. As arrangements had not been completed at time programme was printed, the announcement of details will be made at the convention.

Side Trip to Niagara Falls Saturday.

Boat leaves foot of Wayne street, Detroit, at 5 p. m., arriving in Buffalo at 9 a. m. Sunday morning.

The Carborundum Co., of Niagara Falls, and the Oneida Community Limited, Oneida, N. Y., have extended an invitation to the excursionists to be their guests for the day.

Special cars will be provided to meet the boat at the dock and, allowing half an hour for boarding the cars, will leave at 9:30 and arrive at Camp Eeh-nis-kim at 10:30.

At 11 o'clock cars will proceed to Niagara Falls, arriving at 11:15, at which time carriages will be on hand

for a trip around the State Reservation and Goat Island.

Lunch will be served at 12:30 at the International Hotel and at 2 o'clock the party will board cars for a scenic trip over the gorge route and returning in time to leave the Falls at 4 o'clock for Buffalo, connecting with the steamer for the return trip, leaving Buffalo at 6 p. m.

## Ladies' Entertainment Programme.

## Wednesday Afternoon.

Reception and luncheon at the Detroit Yacht Club on Belle Isle.

Special cars will leave Cadillac Hotel at 2 p. m. for Belle Isle bridge, where auto busses will take the party across the bridge to the Yacht Club.

Busses will leave the Yacht Club at 5:30 p. m. for the return trip to the city by ferry.

## Thursday Afternoon.

2:30. Theater party at Miles Theater (vaudeville). Ladies will meet at Cadillac Hotel at 2:15.

Grace W. Tyre,

Chairman Ladies' Committee.

**From Errand Boy To Bank President.**

From errand boy in a small hardware store to the presidency of one of the largest banks in Chicago sounds like a long, hard road to travel. It is the experience of Ernest Hamill, now President of the Corn Exchange Bank of Chicago. The story of how he achieved success is as short as it is interesting:

Hamill was born in Bloomington, Ind., but he was not a Hoosier very long. When he was 9 months old his parents moved to Chicago. He went through the public schools, like hundreds of other boys, and attended high school.

Before the time came to finish he grew impatient and went to work. He had four brothers working in banks, and he wanted to take up the same work. For some reason or other his father wanted him to try some other vocation.

The boy found his first duties with Edwin Hunt, a hardware man on State street.

## First Pay \$300 a Year.

Mr. Hamill said: "My first pay was not large, according to our present scale of wages. I got \$300 the first year. I thought that this was a princely salary, for I lived at home and my wants were few. I worked there six years. I was such a long legged fellow for my age that my employer soon put me on the road. I liked the work, for it gave me a chance to study people and conditions. I later found this experience of great value. It taught me self-reliance. Before that time I had never been away from home five nights in my life."

By this time, through hard work and economy, Mr. Hamill had accumulated some money and started on the Board of Trade. He found this work exceedingly different, but the insight into conditions and human nature gained as clerk in a hardware store stood him in good stead. "I found this work strenuous," said Mr. Hamill, "and requiring nerve. But I

did plenty of hard work and worried as little as possible. I was on the Board during the Harper and Fairbank panics, but the training I had on the road taught me to keep my grip.

## Honorary Vice-President.

At the end of ten years Mr. Hamill was made honorary Vice-President of the Corn Exchange Bank. This was a different experience than his other position had given him. He was even more surprised when sixty days later the President of the bank went to Europe and he was offered his position.

"I am confident that if a man wishes to make good in a bank or in any other line of important work he must have a strong and self-reliant character," said Mr. Hamill. "He must value truth and integrity above all other things. He must have a natural taste for his work and plenty of common sense. Common sense is always above par and is a rarer quality than we think it is. It is not necessary to be a genius nor even brilliant. It is better to be well rounded instead of being brilliant in spots. To be a successful banker one must be rational, not easily excited, and be able to read human nature."

## Many Opportunities To-day.

Mr. Hamill says opportunities to hold lucrative and responsible positions in banks and elsewhere are far better than when he started to work. He says: "There is plenty of room on top, although things may be a little crowded below. Heads of banks are continually on the lookout for capable and self-reliant men; there are often vacancies of this kind, but not the men for the place.

"For capital alone can not run any business. It takes brains and the combined thinking power of ten men is better than one man alone. If there is no vacancy higher up in a bank in which a man is working, he can always get something in a smaller bank or in a large bank in a smaller city. I am confident that if a man loves his work and is determined to succeed he has splendid opportunities in a bank and in a hundred different callings." John Trainor.

**No Time For Fooling.**

A farmhand had worked in the field from dawn until darkness, doing the chores by lantern light. "I'm going to quit," he said to the farmer, at the end of the month. "You promised me a steady job."

"Well, haven't you got one?" was the astonished reply.

"No," said the man, "there are three or four hours every night that I don't have anything to do and fool away my time sleeping."

**His Idea.**

The New Boarder—I'm on to these boarding games. Do you think I've lived in boarding houses for nothing?

The Old Boarder—If you have I wish you'd put me next.

**Obvious.**

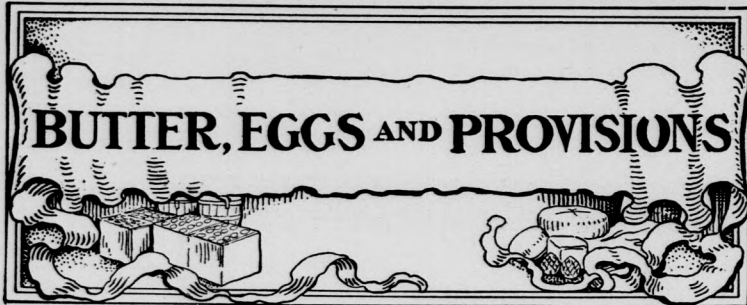
Father (reprovingly) — Do you know what happens to liars when they die?

Johnny—Yes, sir; they lie still.









### The Crossroads Store.

The crossroads general store would close

If we had parcels post.

Mail order houses they would gain.

The crossroads yield the ghost.

The crossroads store will buy your eggs,

Your butter, soap and lard,

Your tallow and your apple schnitz,

From you or from your pard.

You pay two cents for postage

When you buy from order house,

And five cents for money order

When your crossroads store you souse;

The expressage is a quarter

From the order house, or more.

When you buy of your old crossroads

They deliver to your door.

When you buy of the mail order

You must wait two weeks or more,

When you purchase of your crossroads

You can carry goods from store.

Parcels posts are good for houses,

The mail order system urge,

But for you and the old crossroads

It will be the funeral dirge.

### The Cost of High Living.

One of the various causes of the high cost of living, to which too little attention is given in the discussion of that problem, is what is often spoken of as the modern "standard of living" and the "cost of high living." It is the standard that is sometimes said to make the luxuries of yesterday the necessities of tomorrow. In the development of modern industry by invention of labor-saving, or efficiency-multiplying devices and improved methods and processes, the rich have undoubtedly grown richer, but the poor have certainly not grown poorer. Those who are in the least capable and industrious have been enabled to make a much better living and those who are at all thrifty can save and become owners of capital through deposits in savings and investment institutions. Labor, except of the roughest kind, is less severe, hours are shorter, holidays more frequent and wages are higher not only in money, but in what money will buy, than in the simpler days of hand work and household industries. It costs more to live because the mass of people live better and think they really must have many things in order to be comfortable which they could do without, if they had to without feeling privation.

The improved standard of living is a desirable thing and pinching economy is not commendable when it is not necessary, although always main-

taining a margin of earning above spending is always praiseworthy as well as prudent. But there is a great deal of extravagance and luxury which is wickedly wasteful. It uses up the materials, the substance that goes to the sustenance and comfort of people, and tends to increase inequality in the distribution of the fruits of labor. If half of that which is squandered in lavish and unwholesome living were left in the general supply, instead of being inordinately consumed by the self-indulgent few, it would make a substantial difference in the price of things. Not only is much more devoured or used up than is wholesome for mankind, but a vast deal is thrown away in sheer waste. The expensive hotels and restaurants and the lordly mansions where banquets are given use up an immense share of the choicest products and materials to the depletion of the stock upon which those of modest means or small income must depend.

There is a fallacious idea of economic advantage in luxury and extravagance because it makes work and gives employment to many. There is no occasion to decry that which gratifies taste and contributes to refinement or elegance of living, but there is much that is sheer superfluity, which turns much material and labor to no use but the gratification of gross appetite or vulgar display. The labor employed in pandering to this kind of demand is worse than thrown away and if bestowed upon other lines of production would increase the supply and lower the cost of that which ministers to comfort. The greediness and selfishness of those who have more than enough, who do not mind what things cost or how much they pay for them, are depriving a multitude of others of what they are better entitled to, because their extravagance takes all the best, depletes the stock and makes the inferior high priced.

The cost of high living, the lavish using up of the products of labor by those who can afford it is one of the causes of the high cost of living for those of small means. Another incident of the improved standard of living is that too little attention is given to making a little go far. Our people do not economize in the true sense of the word by making the most of what they have. The common people of France have a reputation for thrift and economy, acquired by a careful and prudent habit of wasting nothing and applying skill to making the best of their material. This is not meanness nor

penuriousness, unless carried to an extreme which the means of the person does not justify. It is getting comfort and ease out of a little by making much of it. Most people who have no superfluous income get much less out of what they have than they might by giving thought and taking pains. There is more to divide than ever before and the individual shares are greater, although distributed with more inequality. Living costs more because people insist upon living better, which is not to be deprecated within the limits of moderation. It is excess, the waste, the gobbling of the greedy or the heedless, and the little thought of those who have for those who have not, that is responsible for much privation and misery.

### Arsenic Found in Vegetables.

Arsenic has been found as a normal constituent in man and animals, and now Drs. Judin and Astrug, two French biologists, show that it may be derived from edible plants and fruits. They examined thirty-nine vegetable substances, and obtained arsenic from all, the quantities ranging from 0.03 part per million in the leek to 0.25 part per million in almonds and beans. Other vegetable matters, containing arsenic are the common cabbage, the turnip, the potato, cultivated mushrooms, black truffles, Japanese rice, red haricots, white haricots, gray peas, split peas, lentils, artichokes, salsify, chicory, lettuce, spinach, green peas, celery, carrots, watercress, cauliflower, wild asparagus, hazelnuts, filberts, chestnuts, apples, pears, oranges, pineapples and bananas.

### Wine-Fed Hens Lay Most Eggs.

A French chicken farmer claims that a small quantity of wine increases the egg producing capacity of hens to a considerable degree. He divided a flock of hens, 16 months old, into two groups of six. Each group was fed with exactly the same amount of grain, bread, etc., but the bread given one group was soaked with wine. In the four months of the test the wine-fed hens laid 148 eggs more than the other six. In another test twelve hens of the same breed, but only 8 months old, were fed in the same way, and the wine-fed hens won by eighty-seven eggs.

### He Didn't Understand.

"Then you don't want no cranberries?"

"No, I've changed my mind. I see your cat is asleep in those cranberries."

"That's all right, mum. I don't mind waking up the cat."

The wants of the idle cost more than the needs of the worker.

## WANTED

Butter, Eggs, Veal and Poultry  
STROUP & WIERSUM

Successors to F. E. Stroup, Grand Rapids, Mich.

All Kinds of

Feeds in Carlots  
Mixed Cars a Specialty

Wykes & Co., Grand Rapids Mich.  
State Agents Hammond Dairy Feed

## EGG CASES and FILLERS Lowest Prices

Egg Case Nails, Excelsior, Extra Flats, White Cottonwood or Redwood, Knock Down or Set Up Complete with Fillers.

Quick and Satisfactory Shipments

DECATUR SUPPLY CO. - Decatur, Indiana

## Geo. Wager, Toledo, Ohio

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper.

Write for information.

- ESTABLISHED 1876 -

## Moseley Bros. Grand Rapids, Mich.

WHOLESALE OF BEANS, POTATOES, FRUITS EGGS, FIELD SEEDS.

In the market daily for supplies. What have you to sell?

## Egg Packers Attention

Can furnish you with Whitewood, Sawed, Cold Storage or Gum Veneer Shipping Egg Cases; medium Strawboard Egg Case Fillers. Also Nails, Excelsior, Division Boards and extra parts for Egg Cases on short notice.

Write for prices.

L. J. SMITH

::

Eaton Rapids, Mich.



**Things To Do This Month and Next.**

During June and the first four days of July you can get the big profits that always attend an intelligent and effective pushing of Fourth of July goods.

This is a leading feature of the month. In fireworks the sales will have to be compressed within the narrow limits of comparatively a few days. But the Fourth of July spirit will animate the whole store during June. There should be special offerings in picnic goods, candy, straw hats, ribbon, and so on. All of these fit in well with Independence Day festivities.

**Big Demand For Sane Fireworks.**

From the buying conditions reported from our various houses, we predict that this will be the biggest Fourth of July business season that ever has been experienced. The agitation for sane fireworks has increased rather than lessened the demand. With the growing feeling that fireworks are safer than usual—and they are—there has been a great increase of buying among the more conservative element. More people will buy fireworks this year than ever before.

Seeing this natural trend of conditions, we have specialized on the fireworks that will please and entertain but will not maim and kill. Our equipment in this department is even greater than last year, and we can supply complete assortments of fireworks up to the last moment.

**Offer Plenty of Candy.**

Next to a plentiful supply of fireworks, bunting and flags, comes candy. This, since the prices got down so low, is an essential feature of the Fourth of July trade.

A strong offering of picnic goods will be good the week before you make your biggest play on fireworks. There will be plenty of picnics around the Fourth. Offer baskets, paper napkins, paper plates, collapsible cups, tumblers, covered tin buckets and other things along the same line.

About the middle of the third week in June come out strongly with your Fourth of July window trim. You can keep it up until the third or Fourth, and then tear it down as needed to supply the wants of the trade. It will have done its work by that time.

**Time To Push Toy Sales.**

Following the Fourth, you are likely to have some dull days unless you go after the trade hard. You will need to offer some loss leaders to get and keep the customers interested.

On the fifth of July it would be a good plan to follow up the Fourth campaign with some special efforts in pushing all-the-year toys. Have a toy window trim in place on the morning of the fifth, thus impressing your customers with the fact that yours is a variety store where there is "something new all the time, something doing all the time." The effectiveness of this will be increased if you also use the "birthday counter."

You can do two big things in July for your Christmas trade:

1. You can stimulate the demand for toys by offering toy novelties while they are still novel, thus creating in the minds of your customers the idea that your store is the best place to buy toys—Christmas or the other kind.

2. You can use some of the quiet days in coming to market and looking over the Christmas offerings. Our assortment will be ready for inspection soon after July 10.

Don't try to make Christmas pay the profits for the entire year. Sell toys right along. Offer them every day.

You ought to be able to do things during July by offering special inducements in the way of sewing goods. Try to get the women in to buy laces, embroideries and ribbons. School will not be a great way off, and you should encourage them by your prices and offerings to begin their fall sewing early.

**You Will Need Leaders in July.**

A strong loss leader about once a week is a highly valuable adjunct to the July trade.

There will be plenty of demand throughout June and considerable in July for straw hats, summer underwear and hosiery. This demand will be more prominent than usual this year on account of the late spring.

Sporting goods also will find a ready sale both months. Of course you are not one of the variety men failing to take advantage of the big opportunities offered in the sporting goods line.—Butler Way.

**The Corn of the World.**

The steady spread and development of Indian maize into a world crop has been the agricultural marvel of our age. The corn of the Bible, corn of Great Britain, is our wheat, not our "king crop." But all the world has come to know and bless the generous grain. Although upward of 86 per cent. of the 3,500,000,000 to 3,750,000,000 bushels, which constitute the world's yield, is grown in this country, Argentina, Hungary and Italy, yet the cultivation of corn has been gradually diffused around the globe. Next to our Western Hemisphere and Europe the most important areas are now planted in Southern and South-eastern Asia, chiefly in British India, French Indo-China and the Philippines. In 1910 the Philippine crop amounted to 14,276,846 bushels. The culture of corn is now general in Africa; it is the Egyptian fellah's staff of life, and is even produced for export in the Union of South Africa, where the product is known as "mealies." In Mexico the tortilla, prepared from the grain, is the chief food of the masses. Canada and Cuba raise corn, and it is grown in a small way in Australia and New Zealand. Save in Ireland it is rarely used as human food throughout Northern Europe. Outside of the United States the cultivation of corn is most extensive in Southern Europe—centralized in a group of states comprising Austria, Hungary, Roumania, the Balkan states and Bessarabia in Southwest Russia—where the production ranges from 500,000,000 to 600,000,000 bush-

els annually. Corn is not only our king crop; it is also an uncertain and variable one. Last year, for instance, there was a great decline in the world yield. The aggregate product of the four leading countries was more than 550,000 bushels less than the crops of 1910, and 200,000,000 short of the returns of 1910. The yield in 1911 in the United States was about 335,000, and in Argentina about 148,000,000 bushels less than in 1910. There were relative short-ages in Hungary and Italy.—Philadelphia Press.

**A Few Words About Vanilla.**

Written for the Tradesman.

She knew a good vanilla extract; so she thought. She wanted the best and was willing to pay a reasonable price for it. She got it—or supposed she did—and was satisfied. Now she buys pure vanilla extract, unadulterated, uncompounded, according to pure food requirements, and it does not satisfy. It is weak, flat, no strength. The grocer knows that it is the tonka flavor which is lacking. It was that which gave satisfaction. He may or may not formerly have known that he was selling a compound for the pure article. He knows it now and he knows that the compound is much cheaper than the pure extract and would please the majority of users if only they could be persuaded to buy it. The low price of the compound causes them to infer that the quality must be poor. Having paid a higher price for the article which pleased they can not believe that a lower priced one can be as good. They are not willing to accept the benefit which the pure food law has secured for them.

And so the grocer must ever continue to endeavor to educate the people as to what is best for them. His motives are often misinterpreted. People do not believe him unless long acquaintance has proven his undoubted veracity. And when they do ac-

cept his advice and take the article on the strength of his recommendation, it is often with the attitude of one who hates to admit his own mistake or ignorance. But in this manner, not always the easiest or pleasantest way to sell goods, the grocer makes friends and wins good customers. His own good is attained by seeking first the good of his patrons. One kind of failure which is not published in commercial reports is the merchant who makes money for himself alone. Help your patrons to become prosperous and your own prosperity will be doubly assured. E. E. Whitney.

**Where Genius Shines.**

Klymer—What is the secret of success in business? Selling the people what they want?

Muntoburn—No, not exactly; educating them into wanting the things you have to sell.

**Rea & Witzig**

**PRODUCE COMMISSION MERCHANTS**

104-106 West Market St. Buffalo, N. Y.

Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs in active demand and will be wanted in liberal quantities from now on.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

**SEEDS** WE CARRY A FULL LINE. Can fill all orders PROMPTLY and SATISFACTORILY.

**Grass, Clover, Agricultural and Garden Seeds**

**BROWN SEED CO., GRAND RAPIDS, MICH.**

**Spring Wheat---Flour and Feeds**

Mixed Cars a Specialty

Reasonable Prices and Prompt Service

Michigan Agent for SUCRENE Feeds

**ROY BAKER**

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

**The Vinkemulder Company**

JOBBERS AND SHIPPERS OF EVERYTHING IN

**FRUITS AND PRODUCE**

Grand Rapids, Mich.



### What Some Michigan Cities Are Doing.

Written for the Tradesman.

A company with \$175,000 capital is being formed at Kalamazoo for the manufacture of automobile axles. H. H. Clary, of Buchanan, will have charge of the plant.

Work on the new interurban line between Bay City and Saginaw is progressing and Manager Cleveland hopes to have cars running between the two cities this fall.

Engineers have been engaged to make surveys for the proposed railroad between Muskegon and Manistee, over the eastern route. The route as laid out is eighty miles long and the cost of the survey is \$2,400. A detailed report of the engineers is promised by Sept. 1.

The Lansing Chamber of Commerce has been looking into freight handling facilities there and finds that all roads except the Pere Marquette are enlarging freight houses and making other improvements to eliminate congestion.

The Downey House, at Lansing, has been rebuilt and will be opened about August 1.

The Hawthorne Co. has started its new paper mill at Kalamazoo, employing 150 men.

A new kraut factory is being built at Charlotte by the Motel Packing Co.

The Browne-Morse Co. will remain at Muskegon Heights, taking over the plant formerly owned by the Grand Rapids Desk Co., provided the city Council will remit all taxes on the building for the next five years. The city fathers are considering the matter.

The Manistee County Medical Society has adopted resolutions opposing the plan of bonding the city of Manistee for the purpose of going to Lake Michigan for its water supply. The doctors assert that a natural filtration plant exists near the harbor mouth.

The eight hour day ordinance affecting city employes at Flint has been rescinded by the Common Council, this action being taken because the city had decided to build all sidewalks this year by day labor and to eliminate the contract business. It was not considered fair to taxpayers to pay for eight hours' work by city employes when the contractors furnish ten hour labor for the same price as will be charged for day labor.

Portland, with a population of 1,832, has fifty-one automobiles, or one to every thirty-six inhabitants.

And the auto fever is still on.

Kalamazoo's proposed vacant lot cultivation has been laid over for a year, as Grand Rapids has done, and much valuable time is being wasted in inaugurating a movement that has proven very successful in Minneapolis and other cities.

Citizens of Bay City have petitioned the Common Council for a curfew ordinance.

The Jackson Playground Association has secured the services of W. M. Apple, of Ann Arbor, as director of playground activities this season.

Business men of Homer are ask-

ing for better train service over the air line division of the Michigan Central. The petition requests two additional trains, one west in the morning and one east at night.

When seven saloons were recently closed at Negaunee it was predicted that the buildings would stand empty for months, but they were re-opened as candy, furniture and other stores within twenty days.

Ishpeming has adopted an ordinance requiring that garbage be kept in covered cans. Mayor Barnett believes that cleanliness pays and is insisting on clean streets and alleys.

Assistant Food Inspector Hatch has issued an order requiring that all huckster wagons in Saginaw be covered for protection against filth and disease germs.

The school census, recently completed at Cadillac, indicates a population of 10,260, or a gain of 1,795 persons since the Federal count was made in 1910. The gain in school children over last year is 141.

The laying of a new intake pipe for the water supply of Marquette has been completed at a cost of \$60,000. The pipe extension is about 3,300 feet.

A Commercial Club has been formed at Otsego to promote the interests of the village, with officers as follows: President, E. W. Eady; Secretary, G. H. Gerpheide; Treasurer, A. Kohlenstein.

The Kalamazoo Board of Trade has a list of 400 residents who have failed to make sewer connections with their premises and legal action will be taken to enforce the ordinance.

The Common Council of Marshall has asked the City Attorney to draft an ordinance requiring property owners to connect with sewer, water and gas mains. When this is done pavements may be laid anywhere and the streets will not be torn up continually to make individual connections.

Fiint has appointed a milk inspector, with a salary of \$1,000. A motor cycle is furnished him.

The Ann Arbor Board of Commerce will co-operate with the State University in caring for the crowds during Jubilee Week, which opens June 23.

Benton Harbor will remodel the old pumping station and make use of the same for city hall purposes.

Houghton will open its first public playground this season.

Marcellus has raised several hundred dollars for a Fourth of July celebration.

The Upper Peninsula Development Bureau has opened new offices in Menominee. As fast as crops are marketed samples will be secured and exhibited in the new offices and by the close of the year the cream of Upper Michigan will be on display.

Holland meat dealers will close their markets Wednesday afternoon during June, July and August.

Houghton has purchased garbage cans which will be sold to residents of the village at cost.

Toledo merchants and business men will visit fifteen towns of Southern Michigan on a "get acquainted" trip this week.

The health officer of Sault Ste. Marie has opened a campaign for pure milk.

Ironwood has organized a Chamber of Commerce with 100 members.

"Why is a curfew?" enquires the editor of the Lansing State Journal, and then he goes on to call the custom "antiquated and provincial." He says there are no Indians or bogies roaming the streets of Lansing, that the policemen have large firm hands for spanking youngsters and that almost every household has a dollar clock. "Besides," as a clincher, he adds, "curfews don't whistle anyway. They ring. Poetic license permits much, but not the substitution of a municipal water works for a village church." Almond Griffen.

### New Crockery Store Under Construction

Cleveland, Ohio, June 10—The Kinney & Levan building, which will occupy the old Mather homestead site on Euclid avenue, will be six stories in height and will contain seven acres of floor space. It will be of fireproof construction, being built of reinforced concrete and steel with an ecru glazed terra cotta front. A space 50 x 175 feet in dimensions will be rented, but the rest of the building will be occupied by the Kinney & Levan Co. as a wholesale and retail store and warehouse. The opening of the new store is expected to be on Feb. 13, 1913, which will be the thirtieth anniversary of the establishment of the firm.

### Come at Once.

A firm in Texas sent out the following notice: "Wanted: manager for a yellow pine lumber yard. Applicant must be prepared to furnish about \$5,000. Must be familiar with the business in detail. Must possess an abundance of push and energy and also be endowed with plenty of nerve made necessary on account of labor conditions. We would be pleased to consider the application of one who possessed these combined qualifications."

Within a short time it received a letter from a man in Michigan, in which he said he could furnish the \$5,000 and was familiar with yellow pine and felt warranted in making application for the position in question, except for the fact that they had placed so much stress upon a man's possessing "plenty of nerve."

As to the worth of his nerve under pressure—that was a question. He hardly knew what to say, but as a fitting tribute to same would say that he had nerve enough to sass his wife.

He posted this letter and as soon as the Texas firm received it they wired to him, saying his application had been accepted—"Come at once."

### No Time.

"Do you believe politics make strange bedfellows?"

"Not these days," replied Senator Sorghum. "Politics does not give a chance to sleep at all."

A man rises in value to a business as soon as he settles down to it.

# PEACOCK BRAND



**Mild Cured  
Hams and Bacon  
100 per cent. Pure  
All-leaf Lard**

**Quality Our Motto**

**For the Country Store Keeper**  
Smoked Sausage. Head Cheese. Frankfurts and Polish Sausage packed either in pickle or brine, half barrels (70 lbs.), ¼ bbls. (35 lbs.), kits (12 lbs.)  
Liver Sausage. Pork Sausage in brine, in half barrels, quarter barrels and kits.  
Mail your sausage order today.

**Cudahy Brothers Co.**  
Cudahy, Wis.



### Succeeded in the Right Line of Business.

In the first place I got into the wrong line of work, and it nearly killed me before I discovered my error. I began working at 16. An uncle who was in the real estate business had a large circle of acquaintances among the architects of the city.

"I can get you a job as office boy in one of those offices," he said. "Then you can study nights, and after a while you will become an architectural draftsman. That is a fine line for a young man to start in."

He was right, too; it is a fine line for a young man to start in, if he is the right man. I wasn't the right man.

I began work as office boy in the office of a prosperous architect with the biggest sort of ambitions in my mind.

My ambition kept driving me along. I studied at night and practiced every spare moment that I had. In two years I was assistant to one of the older men. This older draftsman warned me occasionally against the white heat application to the work that I was guilty of.

"You can't do all the work in one day," he used to say.

"I want to get the hang of the game before I sit back and take it easy, I would answer.

"Well, you can't get the hang of it all in one day," was his reply. "You had better let down a little. You are keyed up too tight all the time."

### Worked Harder Than Others.

I did not pay much attention to what he said. It is a pretty hard thing to slow down a young man who has got started in a line of work he is interested in.

At the end of four years I saw the first of my ambitions realized; I had become a full-fledged draftsman. Then I got married. The salary was plenty big enough to keep two, and I saw nothing but increase in promotion in the future.

I did not have any natural aptitude for the work, but what I lacked in this I more than made up in application and determination. It was much harder for me to learn than for the other young men in the office, but I learned just as rapidly because I worked twice as hard as they.

All the time that I was practically killing myself at that work which I should never have been in, I was entirely ignorant of any unusual strain. I lasted twelve years in all from the time I started in as office boy. By that time I was a fair, but not a brilliant draftsman and I had entirely wrapped myself up in my work. I knew nothing else, and had no thought of ever venturing into another line of work.

We hadn't saved much money during these years, for my position in the office was a life job, if I could do the work, and the thought never entered my mind that I ever should fail. I could not imagine such a condition. And then the crash came.

I was getting up one morning when

all of a sudden the world turned black to me, and I felt myself falling.

That was the way the lights went out for me for a while. When I was safely back in the land of the living the doctor told me several things.

### Ordered To Stop Work.

"You are the oldest man for 28 years old that I've ever seen," said he. "Do you know that you're developing arterio sclerosis? Your optic nerves are worn to a frazzle. Your heart pumps like a man of 60. Your stomach digests about half of the food you put into it. You've just simply come to the point where you have got to stop."

"Stop what?" I asked.

"Work," said he. "I've been enquiring about you. You are about as much fitted for the kind of work you have been doing as a horse is fitted for flying. You have got a big, bony body that craves activity, and for the last twelve years — your growing years, too—you have been sitting still on a high stool most of the time. You have been worrying all this time, besides. You are a fine example of physical and nervous degeneration through wrong living."

"But what will I do, Doctor?" I asked.

"Get out in the air and use your body, your heart, your lungs—something besides your eyes and mind—or—"

"Or what?"

"Leave a young widow behind you," said he.

I called in another doctor. His verdict was the same.

After all my fine hopes here I was apparently doomed to be a failure.

My wife had a brother who was stock clerk for a big premium soap house.

"By George!" he said to me, "the only thing I can think of for you might be to take one of our bargain outfits and sell soap from house to house."

My wife laughed at the idea. I didn't. I was willing to do anything decent to make a living. All I hoped for was the chance to save myself from becoming a burden to anybody. I was humble. You get that way when you have been knocked flat on your back.

I had never tried to sell anything in my life, but I took out a suitcase full of this firm's soap and began to peddle a little around our neighborhood. I was not strong enough to do much walking and I didn't have much heart for the business, but I made a try.

Then I made the discovery that has changed my whole life. I discovered that I had the faculty for selling goods. The soap I was peddling was a combination offer of six assorted brands, including a washing powder, for a quarter. I knew so little of soap prices that the outfit looked like a bargain to me. Afterwards I discovered that it was nothing of the sort, but, firmly believing that it was, I went out and made housewives believe with me.

Just What Is Needed.

The walking was exactly what I

needed, and I began to get stronger. As I increased in strength the territory over which I could operate increased, and my sales with it. At the end of five weeks my physician said: "Hello! What's this? Your heart is beginning to pump like a young man's again. Those congested veins have gone down in your temples, too. I believe you are going to make a man out of the wreck of yourself. What are you doing?"

I told him.

"The very thing!" he said, "providing you like it."

The funny part about it was that I did like it. I enjoyed it. This naturally increased my efficiency as a peddler-salesman.

That summer my wife and I did something desperate. We took our vacation on the road. We went from one small town to another—selling soap and premiums. We came back in the fall and I was feeling better than I ever had done before. We had had a jolly summer and I had astonished the firm with my success as a salesman.

Then they made me the proposition that has led to prosperity for me. They offered to establish a branch store—they have them all over the country—in a Wisconsin town where I had been particularly fortunate in placing their goods, and to put me in charge.

I jumped at the offer. I threw myself into the business with the zest of a boy entering a new game. It was fun for me. I enjoyed it. I was in the right kind of work at last. And I made good, as any man can do it he gets into the right business.

Allen Raymond.

### Assuming That.

Brown—What reason have you for hating Blank?

Smith—Well, you see, he's a relative of mine, and—

Brown—Yes, yes, I know, but what other reason?

Two things never to be loaned—your troubles and your money.

### Training the Salesman.

A man should know the merchandise he handles. This is true whether he is selling bonds or furnaces, whether he is sales manager, a traveling salesman, or just a clerk in some retail store. The more he knows about the merchandise he sells the better is he able to perform the duties required of him. His knowledge, moreover, should not be a superficial knowledge—just enough, as it were, to keep him from blundering; but he should endeavor to know so much about merchandising that his advice to a customer may be of value to that customer in determining whether this or that material will best serve his peculiar needs.

Therefore, to the merchant who is anxious to train his salespeople to their greatest possible efficiency, the advice is given that he teach his employes how to distinguish between different classes of merchandise; the chief characteristics of each line of merchandise, and the comparative qualities of similar lines.

### Might Lead To Matrimony.

"I love you!" he cried, throwing all restraint to the winds.

"Do you really and truly love me?" she answered, still unyielding.

"I swear I do!"

"How much,"

"How do I know how much? With all my heart and soul and strength and mind and—"

"Wait. Couldn't you love me any more?"

"Dearest, if I loved you any more I don't think I could stand it."

"Why not?"

"I might want to marry you."

Some expense accounts are expensive accounts.

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*THE Tisch-Hine Co.*

237-239 Pearl St. (near the bridge), Grand Rapids, Mich.

## Excelsior Gold Eye Needles



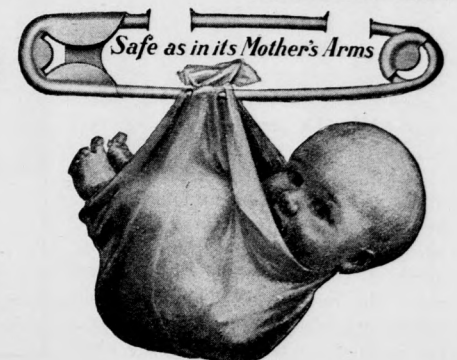
Large Round Eyes  
Put up in Attractive Wrappers  
100% profit



## Stewart's Duplex Safety Pins

Best Quality  
Extra Heavy Wire  
Superior Nickel Finish

Write to your jobber for samples  
and prices





### THRASHED HIM THRICE.

#### How a Flour Salesman Won a Customer.

"Oboe may be all right about human nature and the rest of it, but what are you going to do when you get up against something that isn't human?"

Oboe Decker had just made the assertion that all one needed to sell goods was a knowledge of human nature and courage, and had told us an experience of his own to prove the truth of his statement. It was Bert Saylor who raised the question casting doubt upon Oboe's wisdom. Saylor was a strapping young man with square, hulking shoulders, a stiff chin and steel blue eyes, the sort you see pictured on the front page of autumn magazines dressed in a football suit and carrying the pigskin down a field.

"There's no such thing," retorted Oboe. "Everybody is human; it stands to reason that they must be. It's only up to you to find out where the streak is and drift down to it. It's there, all right."

"You never saw Karewski, or you wouldn't say that," Saylor rejoined. "Karewski was a cross between a gorilla and a Rocky Mountain mule." "Yes," interrupted Oboe, "the gorilla is our common ancestor, and I have seen mules more human than the man that owned them. But fire away," he concluded, with a benignant wave of the hand and a placid whistling. "I've had my turn."

"I'm going to," Saylor assured him. "I'll still back my Karewski as the original anti-man against all your fine theories. It's been five years now since I saw him. I made his acquaintance in San Francisco, just before the fire. It was before I went into the hardware line. I was selling flour then to the bakers. I didn't know much about it, but I got up a little line of talk about gluten and starch and bread mixtures and so on and went after them with that. Pretty soon I found that I had to explain the terms to them, and so I cut it all out for straight talk.

#### Hard To Deal With.

"They were a pretty hard lot to sell, those bakers. Most of them had been making bread before I was born, and if they hadn't their fathers had before them. They knew what flour they wanted and where to get it; you had to upset the habits of a lifetime to land them. They had no more use for a 'drummer' than they had for a bag of golf-sticks. But I stood around in their dark, sticky basements watching them break eggs and knead dough and frost cakes and peel ovens, jollyng them along until I got under their hide and sold them pretty regularly, principally by not pretending to know anything about flour. And I did not have to pretend very hard, either.

"Well, my friend Karewski was one of those bakers. And, as I have said, he wasn't human. He was the ugliest, surliest, grouchiest old rope I ever hung on to and suspicious as an alley cat. The only thing he would ever talk about to anybody was anarchy. He wanted to blow everybody that

wore a collar to smithereens with nitroglycerin; dynamite wouldn't do at all for him. But he wouldn't talk about that to me. I guess he thought I was some sort of a spy trying to get the goods on him.

"But he did make good bread and lots of it. I forget how much flour he used each month, but it was enough to make him a very desirable customer. Our house had never sold him. He bought all his stuff of one concern, which happened to be our worst competitor. After I had got along fairly well with my trade they sent me after Karewski. They sent everybody after him in turn. And I went after him, full of ginger. I made up my mind I was going to land him or land in the street.

"The first time I saw him I got nothing more than a few grunts and growls out of him. He wouldn't talk and he wouldn't listen. I followed him around for an hour from dough trough to the oven and back to the cake board, trying one thing after another on him, but he did not pay any more attention to me than he would have paid to a fly on the church steeple. I went three or four times after that with the same result, excepting that the last time he told me to get out of his shop, mentioning the place I was to go to. I told him I'd meet him there and left as soon as I decently could.

#### Refused To Give Up.

"The house hadn't expected anything else from Karewski, and called me off. But I wasn't going to get off. I had it stuck in my head to land him. One Saturday, after I had wound up a pretty good week, I found myself near his shop and dropped in on him. I went right through the shop and down into the basement without saying a word to his wife, who was behind the counter. She looked pretty sad and frightened, but I thought she had reason to and paid no attention to her.

"Karewski and his assistants were just opening up the dough troughs and getting ready to make up the

loaves. He looked at me once out of his vicious eyes as I appeared, and then went on with his work. I saw the assistant shake his head at me, but that didn't bother me a bit. I was not going to stop for any assistant. I talked to the boss for fifteen minutes, trying to get down to some human streak in him. I even tried once more to loosen him up on sociology, but he wouldn't loosen. He only slapped the dough around a little harder and grunted once or twice.

"Pretty soon I got disgusted and made up my mind I wouldn't humiliate myself by submitting to such treatment any longer. Karewski and his bake shop could turn into dough for all I cared. So I started out. Just as I got to the foot of the stairs I turned around. 'Sorry I can't stay and have dinner with you, old man,' I said, sweet as pie. 'I hate to miss the pleasure of your company.'

"He let out a roar like a lion, grabbed up a great big empty lard tub, and threw it at me. I ducked just in time. The thing went to smash against the wall over my head. Something broke loose in me, and I started for him. He hadn't been expecting that, I guess. I was pretty quick in getting to him, and I landed him one on the jaw. I used to box a little when I was a kid, and he went over.

#### Got Best of Both of Them.

"Just then the assistant grabbed a peel and came for me. A peel? A peel is a long stick with a flat blade at the end that the bakers use for handling their bread and cake on the floor of the oven. The fellow made a swipe at me. I dodged, and ran in on him behind the swing of his blow. I let him have one that sent him down. Meanwhile Karewski got on his feet and let go at me with about forty pounds of dough. I caught it on my shoulder, by good luck, and went after him again. He closed on me before I could hit him. We were wrestling around when I saw the other fellow squirming to his feet. I broke loose and let him have a wad of dough. It took him in the face and

thumped his head back against the side of the oven. Then I turned my attention Karewski again. I kept him off this time, and finally I knocked him over an open dough trough. His head and shoulders went in, and his feet flew into the air. Before he could wriggle I had him inside, clapped the lid down and sat on it.

"Then I began to talk to him like an older brother. I gave him quite a little information about politeness in general, and politeness to flour salesmen in particular. All the while he was floundering and threshing around in six inches of dough at the bottom of the trough. He couldn't get enough purchase to lift the lid. I kept him there until I thought he had time to think things over a little before I let him out. The other fellow wasn't bothering me a bit. He was busy digging the dough out of his eyes and ears.

"Karewski crawled out on the floor and started making repairs to his batch of bread without a word or a look.

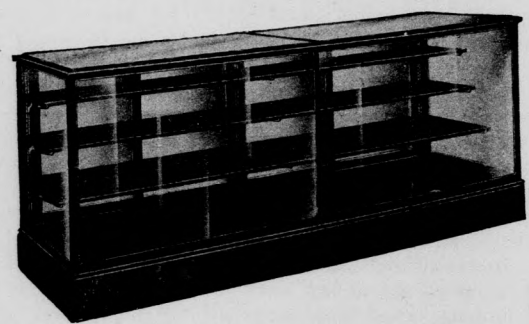
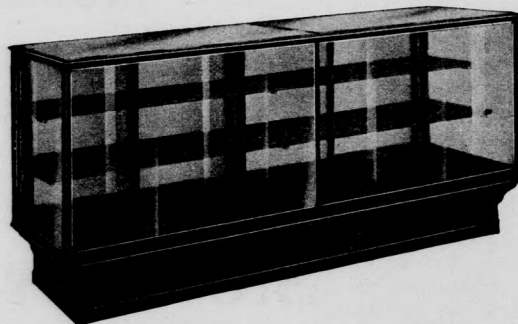
"'Karewski,' I said, following him around, 'I don't care whether I ever sell you a pound of dough as long as you live, but I'm coming in here to see you, and every time you treat me the way you have been treating me I'm going to lick you. You can't keep me out. It's your place of business, and I've got just as much right in it as you have.' We both knew that was all guff, but he didn't say a word.

#### Called Doctor For Child.

"When I went out through the store I found Mrs. Karewski in tears. 'What's the matter with you?' I asked her as gently as I could. I was still boiling mad. 'I didn't hurt him.'

"Well, she went on to tell me a long story. Their little girl was lying upstairs sick and likely to die, she told me. They had lost three already the same way, and Karewski, who didn't believe in doctors, among other things, wouldn't have one in the house. I was still mad and that made me madder than ever. I went to a

## OUR MOST POPULAR DESIGNS



### IN NARROW FRAME SHOW CASES

Offer the greatest value to the retail merchant in show cases of anything we have ever built. We are building a complete line of these styles including glass top and wood top counters. Our catalog and prices will interest you.

## Wilmarth Show Case Co.

New York Salesrooms  
372 Broadway

Chicago Salesrooms  
233 W. Jackson Blvd.

1552 Jefferson Ave.  
Grand Rapids, Mich.  
Detroit Salesrooms  
84 Jefferson Ave.



telephone and called up a physician who was a particular friend of mine. I stated the case to him and he said he would come right over.

"Then I went down in the basement again. 'Karewski,' I said, 'I've just sent for a doctor. I'm going to wait here until he comes. If you try to make any trouble we'll have you in jail.' He said never a word and I left.

"When the doctor came he said the girl would have to go to the hospital. I had to lick Karewski again when I told him that and sit on him while they took the little girl away. Sunday I went to the hospital to see how the child was, and went around to tell Karewski. I was ready to beat him up once more, but he wasn't there, so I didn't have to.

"I didn't go near the place again for a week. Mrs. Karewski was in the store when I did go. She told me the little girl was home again and getting well, but she begged me not to go down into the basement. She declared her husband was going to kill me. She didn't seem to care so much about me, but she didn't want her husband to get into trouble.

"Did he say he was going to kill me?" I asked.

"No, he hadn't said so, but she was afraid he would. I didn't like that so well, because it's the fellow who doesn't say he's going to do a thing that usually does it.

"Well, I told her that I guessed he wouldn't kill me, and started down. But I'm blessed if he didn't try. He made a sprint for a shelf at the other side of the room. I could see something gleaming there by the light of the gas flares. I made after him and caught up with him just as his hand reached out to grab a gun. We had it out right there. The assistant did not interfere this time. Perhaps he still had some dough sticking in him and couldn't see or hear what was going on.

"I took the gun away from him, broke it open, removed the shells, put them in my pocket and handed the weapon back to him. Then I began to talk flour. He went back to his work and I followed him, talking flour. I played up the peculiar merits of our own particular brands and quoted him prices to show how much he could save in his mixture; I went through the whole line of talk. I even sprang the old 'gluten' dope on him. After I had been talking about half an hour I heard his voice rumbling within him, and presently it broke forth. 'Send me twenty barrels,' he said.

"I never turned a hair and said neither yes nor no, but started on another brand. He ordered twenty barrels of that, in the same way. Before I left I had an order for seventy barrels, which, as I recall the business, was something of an order.

"He was a good customer of mine as long as I was in the business. But would you believe it, I never got a civil word out of him as long as I knew him? And he never so much as thanked me for saving his little girl!

"If I hadn't got mad and turned in to lick him, I wouldn't have sold

him in a blue moon. Now, if you can solve him by human nature, you've got me beat," he added, turning to Oboe.

Frank Johnson.

#### Necessity of Preservation of Home Trade.

The preservation of the home trade to the home town carries with it the preservation of many of our American institutions.

It seems to me that a lot of good things in American life will pass if the country town passes. And it will pass just so surely as centralization of retail mail order business in the cities continues.

The American country town, the town of from one hundred to one hundred thousand people, preserves better than the crowded city and better than the lonely ranch and isolated farm life, the things that make America great.

Here in these country towns the spirit of neighborliness is the prevailing spirit. Men come to know one another and when any two human beings come to know one another, in the one who is intelligent and wise respect always rises for the other. To know one's fellows always is to sympathize with them. Neighborliness spells fraternity.

The American country town with its broad circle of friendships, with its close homely simple relations between men, with its spirit of co-operation and with its economic status that permits the creation of no indelicately rich and no abjectly poor, the American country town, it seems to me, is the most hopeful of our American institutions.

To destroy that town, furnishing the market for the farmer and giving steady employment to labor, means a reorganization of our commercial, social and industrial life that will be

revolutionary and more, a matter of doubtful value.

The mail order house therefore becomes a menace to this country. The mail order house unrestricted will kill our smaller towns, creating great cities with their terrible contrasts of life, with their cruel social relations, with their inevitable caste feeling that comes from the presence of strangers who are rich and poor living side by side.

Friendship, neighborliness, fraternity or whatever you will call that spirit of comradeship that comes when men know one another well, is the cement that holds together this union of states. It is not created in great cities.

Great cities give much in alms but little in justice. Only as we know each other well can we treat each other justly; and the city is a wilderness of careless strangers whose instincts of humanity are daily becoming more and more blunted to suffering, because in the nature of things suffering in cities must be impersonal. It is not the suffering of friends and neighbors and kith and kin as it is in the smaller towns. So the mail order house crushing out our towns is drying up the milk of human kindness in our hearts.

That brings us back to first principles; if we who live in these small towns in America can not see that our duty to our country lies first of all in our duty to our neighbors, then we are blind indeed to the basis of real patriotism, for after all patriotism is only neighborly kindness. Patriotism is not in cheering for the flag; it is not in feeling our eyes filled with emotional tears at hearing "The Star Spangled Banner;" patriotism is just old-fashioned human duty.

To sacrifice our neighbor—the man who helps the town with its taxes,

with its public business, with its myriad activities for neighborly righteousness—to sacrifice that man and his business for the mere sake of saving a dollar on the purchase of a hundred dollars' worth of goods is just as unpatriotic as it is to spit at the flag.

For the flag, if it means anything, means the golden rule; the flag means friendly burden bearing; it means mutual help in trouble; in means standing together against common foes.

The motto of the mail order house is every man for himself and the devil take the hindmost—and you bet the devil will.

The spirit never fails to work; and the weak man, the unprotected man the man alone—the man on the farm at the end of the fact, when his farm market is gone, when his town is gone, when the spirit of selfishness and greed has left this country cold and hard and mean and neighborless—the farmer will be the hinder most.

Wm. Allen White

#### The Dignity of the Law.

"Now," said the lawyer who was conducting the cross-examination "I will ask you whether you have ever been in jail?"

"I have not," replied the witness.

"Have you ever been indicted by a grand jury?"

"No."

"Have you ever been arrested?"

"No."

"Have you ever run away with another man's wife?"

"I never have."

"Have you ever cheated anybody in a horse trade?"

"I never have had a horse."

"Ah! You are evading my question. I thought we should find you out sooner or later. You are excused."

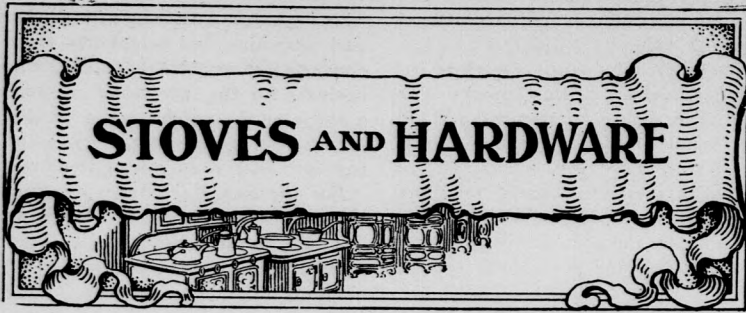
**PROGRESSIVE DEALERS** foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

# HAND SAPOLIO

**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.





Michigan Retail Hardware Association.  
President—Charles H. Miller, Flint.  
Vice-President—F. A. Reehlin, Bay City.  
Secretary—Arthur J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

#### A Millinery Display in a Hardware Store.

A "millinery" window trim in a hardware store gave a Nebraska merchant the best advertising he ever had.

The hats were pails, butter bowls, milk strainers, pans and the like. They were "trimmed" with feather dusters, spoons, cooky cutters, brushes, onion sets, whisk brooms, and so on. In place of ribbon, crepe paper of various colors was used. The fringes were made of nails tied on strings.

A thing like that would make a big hit in a general store. People like the novel in a window—even the ridiculous.

Try it, somebody, and let us know the result. We would like to try it ourselves, if we had a retail store, just for the fun of the thing.

In the weekly paper of his town, which appeared Thursday, the merchant announced that on the following Saturday he would display a stock of millinery goods in his window. He assured his patrons that the hats were "weather proof and guaranteed," and invited the women to come and see them, promising each a souvenir.

The announcement of hats being shown in a hardware store created much amusement in the town, and the people eagerly awaited developments.

On the afternoon the paper came out the merchant cleared out his window and lined it with white crepe paper.

Next day he put in some pedestals he made for the occasion.

That gave sort of a "hatty" atmosphere to the thing. Three women got so interested that they appeared at the store Friday afternoon and asked to see the hats. They were told to return next day.

"Friday night," the merchant writes, "we put the hats on the pedestals, and on Saturday morning the fun began. More women came to the store than on any single day before. The whole town talked about it.

"Women would come in, see that they were stung, and go right out, returning soon with three or four more of their women friends. They wanted to have the laugh on the others.

"Men, women and children came by to look at the window. Some would glance at the 'hats' and look disgusted. Then they would look again and see the joke. The 'weather proof and

guaranteed' got most of them. Many thought it was some kind of a sell, but they came to see what kind. They had to laugh in spite of themselves.

"It was the best advertising stunt we ever tried here. Trade was exceptionally good all day. When people are good natured and pleased is the time to sell them things. It was two weeks ago that we tried this, and our customers are talking about it yet."—Butler Way.

#### Recovery of Tin an Important Source of Supply.

As the production of tin from ore mined in the United States in 1911 was confined to a small amount of metal smelted in Texas and to the shipment of a small yield of tin concentrates from Alaska, the secondary recoveries of tin form the most important domestic source of supply. The secondary tin recovered in 1911 was equal to 32.6 per cent of the tin imported into the United States during the year. Figures for secondary recoveries in 1911 show an increase of 803 tons in quantity and \$2,871,240 in value, compared with the recoveries of 1910. The alloys, consisting chiefly of babbitt, bronze, and solder, contained 6,957 tons.

The 7,749 tons of recovered tin includes the tin content of products made by several plants from tin scrap. These included some tin oxide, putty powders, etc., but were mainly tin chloride. The production of these compounds is calculated as metal and not separately stated, in order to avoid disclosing confidential data. As the products are made from scrap tin, and thus conserve the primary metal to an appreciable extent, they are properly regarded as recovered tin. Two forms of tin chloride are handled commercially—stannic and stannous salts. Stannic chloride is usually sold either as a water solution, called bichloride of tin or as an anhydrous sirupy liquid, termed tetrachloride of tin, and is used principally in the silk industry. Stannous chloride is sold in the form of crystals and is used in dyeing and calico printing.

The largest recoveries of tin were made from the scruff and drosses that occur in making tin and terne plate. Practically no clean scrap tin plate is wasted. A large quantity of tin was recovered in the form of tin powder by the electrolytic treatment of such material. This was sold to secondary smelters. Lesser sources of recovered tin reported in 1911 were tinfoil, block-tin pipe, and old tin cans. The tin recovered from these sources was relatively small in quantity. Old tin cans were used even less than in

previous years. The small percentage of tin coating, the varied nature of the used contents, the bulk and cost of collection and shipment, and the difficulty of disposing of the old black plate appear to be serious, obstacles to their use. To recover the vast quantity of tin wasted on used tin-coated containers would be a conservation much needed and desired, but it is evident that such material must be capable of very cheap treatment when it is considered that the original clean tin plate usually has not more than 2 per cent. tin coating. A complete report on this subject is embodied in "Mineral Resources" for 1911 recently issued by the United States Geological Survey.

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## CONCERNING CREDITS.

## Dealers Should Draw the Line More Closely.

Written for the Tradesman.

There are quite a string of words following the word "credit" in Webster's Dictionary. Among other things he says, "Trust given or received; expectation of future payment for property transferred or promises given." He also defines credit as faith, reliance, belief, reputation, influence and several other definitions are given.

The modern merchant does not bother his cranium much in searching out the definitions of scholars or the ideas of political economists on the subject of credit.

Rather, he considers it his bounden duty to sell as many goods, or as much merchandise, as possible and then get the money. Credit to the merchant is like the suffragette. It seems a necessary evil.

Under the keen competitive methods of the present, with a determination to gain all that is possible, the merchant goes into the game of credits and often with disastrous results. To use credit successfully is a fine business science; to eliminate the chance of turning down good accounts and to be assured of refusing only those which will turn out badly borders mighty close on the speculative.

The merchant who does business for years in the same locality, selling to the same trade day in and day out, has a reasonable certainty that his credits are in good shape. He has a practical, personal working knowledge of the affairs of the neighborhood, the incomes and standing of his customers; but the merchant who covers a broad field, whose customers are scattered and personally unknown, has to venture cautiously. The extending of credit has become of grave importance. It is one of the most vital subjects a merchant, as well as the wholesaler and manufacturer has to face and it must be faced squarely and determinedly.

While credit has done a wonderful amount of good in this country, helping many a man and concern over the rough spots, on the other hand credit has been abused and will continue to be abused. The dealer, the manufacturer and wholesaler have to extend credit, but the laboring man, the farmer and the ultimate consumer extend mighty little credit.

It is a hard question to say who suffers most from the abuse of credit, but one great and glaring fault of the evils which exist in this matter is the fact that dealers are not cautious enough or determined enough in the stand taken with their trade. Fear that a customer will "go elsewhere" often drives a merchant to extending credit and if the accounts accumulate and are not paid, it is the jobber who has to pay the fiddler and the reaction comes on the wholesaler and manufacturer.

If dealers would draw the line more closely they would be doing everyone in the trade a good turn. I know of one dealer who never

failed to take advantage of all cash discounts. He had on his desk a small iron safe, the same as children have for their savings. When a bill of goods was bought, he would insist on the salesman giving him the exact total of all possible cash discounts and then would take the cash right then and there from the cash drawer and put it in that bank. He did not wait for the bills to come in even. I later saw him in a dandy touring car and it was all paid for out of the cash discounts and the money was not missed.

Dealers should realize the important fact that the supply house, whether manufacturer or wholesaler, has its money and capital invested in the goods supplied to the trade. When a sale is made, it is of no benefit to the supply house until the cash is received for same.

Dealers would never think of asking their jobbers for the credit accommodations extended to their customers, and why in the name of common sense should the dealer be forced to do more for his trade than the supply house will do for the dealer?

It does the merchant very little good to sell a lot of merchandise during a season and then have to spend all of another season collecting accounts. It is a certainty that the good customers of a credit house have to help carry the credits which go wrong, in spite of all that may be said to the contrary. It is the logical conclusion and outcome of the matter.

If the consumer could be made to see this and to realize that it would mean better prices if a cash or very short time payment basis were maintained it would go far toward remedying the credit evil. In the matter of eliminating bad accounts co-operation on the part of merchants is advised. If one dealer is "stung" he should in a spirit of fairness be perfectly willing to give such information as he can when desired by other dealers, in order to keep the bars up against the defrauder and dead beats.

Some dealers have gotten deeply into the "note habit" on account of credit. They not only ignore all cash discounts, but put off paying as long as possible, then settle by note, paying interest and seemingly forgetting this when they are in competition, charging usual prices, and at the end of the year, instead of profits on the business, there is actual loss. To fight competition you have to buy right in order to sell right.

It is certain that prices for cash transactions are invariably better than otherwise and the wise dealer, in order to protect himself, in order to obtain all the possible advantages of bigger profits and lower prices, must see to it that he keeps a sharp eye on his own credit accounts and not be too easy, too lenient or even careless in this important matter.

Hugh King Harris.

It is characteristic of some good-natured men always to agree with those with whom they converse. It is with them a point of politeness never to differ, which sort of politeness

is certainly a very amiable kind of tact. We have a capital instance of the value of this policy in the sensible speech of the man who, during one of the Belfast riots, was asked by a mob what his religion was. He did not know whether his interrogators were Roman Catholics or Protestants, but he looked at their weapons, their bludgeons and their firearms, surveyed all carefully and answered, "Gentlemen, I am of the same opinion as that gentleman with the big ax."

Grown persons are like children in that you must attract the eye before you can engage the attention.

The things that come without striving are not, as a rule, the things that make for success.



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## THE CRITICAL FACULTY.

### It Is of Great Service To Men of Affairs.

The Great Emancipator's famous dictum that you can fool all of the people some of the time and some of the people all the time, but that you can not fool all the people all the time, taken at simple face value, means hardly more than the great showman's profitable theory that people like to be humbugged.

Why can people be sometimes or often fooled? And do they like to be humbugged? Men are generally fooled because they have more curiosity than judgment. They are humbugged because this same curiosity will keep their eyes staring and their mouths agape while the pickpocket takes his toll. If their judgment were always active and their common sense on guard they could not be led about by the nose by any shrewd imposter or clever charlatan.

The compound of judgment and common sense that makes a man immune to spectacular deceits, false reasonings and plots framed to deceive him, is his critical faculty, his power of discrimination, the part of his estimating ability that acts as a sort of police force. This critical faculty is a far different thing from the critical temperament. A man with his critical temperament highly indulged may be almost or quite without the sound judgment faculty. The one snarls; the other unsnarls.

The first or prime value of the critical faculty to a man is its protective power. It is a faculty almost or quite instinctive with men who have any developed sense of self-protection. Even the animals have it. It corresponds in the higher animal forms to the protective coloring seen in the lower. Its agent is one or more of the five senses. The coyote sniffs the air and says, "This is no place for me. I do not trust the argument of the man with the gun." Beaded eyed denizens of the fields and forest, full of curiosity, are yet alert and sensitive to danger—they sense it, which is what the critical faculty does when a man faces a doubtful proposition.

A man with a developed critical faculty is sensitive to harmful agencies though they be psychic rather than physical-like the animals. He is armed against the false reasoner, against the sharper and the imposter. He sees through the fraudulent proposition. He may be as green in appearance as the country boy Moses of Goldsmith's Vicar of Wakefield, but you can not palm off on him a gross of worthless green spectacles. The gull is ever a fellow of undeveloped critical faculty. His heart may be of gold, but he has not sense enough in his head to protect himself from those who will take advantage of him as an "easy mark."

#### Two Great Developers.

Experience and contact with people are great developers of the critical faculty, which often seems to fall asleep when men most need it. Blind confidence is frequently the soothing syrup. Judged by the light of events

it is easy to see how deeply asleep was the critical faculty in a great number of people connected with the history of the Titanic.

The three wise men of Gotham went to sea in a bowl before the days of wireless telegraphy. If the bowl had been stronger we might later have heard more specifically what happened to them, although we do not strain the imagination to realize what it was. If their critical abilities had been at all developed as regards mundane things they would have known without experimenting that what happened was bound to happen speedily. Like owls, likely, these wise men could see where others could not, but they had not a whit of that self-protective instinct which is a product of the critical ability. Otherwise they would have sniffed at the bowl as a squirrel sniffs at a lively log and judges that further acquaintance is neither wise nor necessary.

It is the whole business of many a promoter to build up a body of seemingly infallible facts to put to sleep the critical faculties of those whom he wishes to convince and influence. If he has planted gold in the sea with the intention of making men with savings or hoarded earnings part with them by convincing them that they will receive large returns from a sea-made precious metal, he puts all his energies into getting a man of known probity and judgment to head his list of stockholders or subscribers. So equipped he goes to enlist the interests and pocketbooks of other men whose critical faculties being only moderately active, at the time being at any rate, are easily led to invest.

Booms which were bound to collapse, bubbles which were bound to break, have had the confidence of hundreds, even thousands, whose critical faculties had failed them under the sway of crowd enthusiasm. Those who accept too readily the opinions of others are failing to exercise and increase their critical abilities. Those who are unwilling to depend upon their own judgment may do well at times, but in the long run they must stand on their own feet, so that it is well for them to begin early to exercise their own critical faculties.

One of the disciples of William James speaks of a visit he and the philosopher paid together to a charitable institution, and in describing the experience he speaks of Prof. James' "clear eye for the incongruities and absurdities of life," and then says a little later that "man is but blind to the evils of the environment in which he is bred." The critical faculty is indeed keen when it can see the incongruities and absurd evils in the life around it.

#### Needed in Contact With Men.

The critical ability is of great service to man in the affairs of life, both large and small, but most needed in his contact with men. Real self-valuation, too, is hardly possible without it. One of its particular adjuncts is a sense of humor. If the poet Wordsworth had had a critical faculty which he could train on himself, or only

that part of it which is called a sense of humor, he, who could write so sublimely, could never have written "Once more the ass, with motion dull, upon the pivot of his skull turned round his long left ear."

On the whole, the world would not be as interesting a place as it is if every one in it had well developed critical faculties, but it would be a saner place. The absurdities of dress, the absurdities in thought and in all sorts of living would disappear. Some one has said that we cannot all develop this temper and that the absolute fool is very valuable sometimes. There are some things really worth doing which no one else would think of attempting. But a man may stop far short of being a fool and yet have this power. The great Channing once asked a friend, "Have you made allowance enough for the power of self-deception?" Most of the absurdities in the life of any one man are perhaps as much due to this power as to his lack of critical ability, but where the critical sense is strong a man can usually see himself, in some part, as others see him.

Prof. James once said in an address before college students that the aim of a college education was to train the ability "to recognize the good man." Obversely this would, of course, mean that the bad man would be recognized and shunned. The man who has this ability will not allow a bad man to lead him around by the nose, nor will he have to ask for letters of recommendation from those whom he employs. Their faces and their character, as manifest in every word and motion, will be the signs he needs to help him decide the question.

Other philosophers have put the same idea about the true end of education in other terms when they say that to recognize the good, but especially to recognize evil under all its guises, is at the basis of the true education of man. To know the good from the evil, to discriminate rightly between them, is the office and work of a critical ability of the sort that can be trusted.

#### Should Be Developed Early.

Dr. Boris Sidia speaks of the anti-toxin of critical judgment. In his little book, "Philistine and Genius," he has a great deal to say about the critical ability, which he would not have deadened as it often is in children, and even in older people, by authority. He says:

"The logical and critical faculties of the individual should be cultivated with special care. The critical self, as we may put it, should have control over the automatic and subconscious. \* \* \* We should try to develop the individual's critical ability in early childhood, not permitting the suggestible subconsciousness to predominate and to become overrun with noxious weeds and pests."

And again he says: "The most central, the most crucial part of the education of man's genius is the knowledge, the recognition of evil, in all its protean forms and innumerable dis-

guises, intellectual, aesthetic, ugliness, deformity, prejudice, superstition, vice and depravity. \* \* \* We must immunize our children against mental microbes, as we vaccinate our babies against smallpox. The cultivation of critical judgment and the knowledge of evil are two powerful constituents that form the antitoxin for the neutralization of the virulent toxins produced by mental microbes."

And yet again, "The cultivation of credulity, the absence of critical judgment, and recognition of evil, with consequent increase of suggestibility, make man an easy prey to all kinds of social delusion, mental epidemics, religious crazes, financial manias and political plagues, which have been the baleful pest of aggregate humanity in all ages."

We are more in need of the services of the critical faculty to-day than formerly, for as the political economist, Prof. Edward Alsworth Ross, of the University of Wisconsin, has pointed out in a little essay, "Latter Day Sinners and Saints," the wrongs of our time work at long range as compared with those of the past:

"On comparing the newer types of wrong-doing with the older certain marked differences appear. (1) One is close range, whereas the other is long range. Probably more lying is done to-day by print than by tongue and more swindling by mail than by word of mouth. It is a far cry from a decision of a board of directors in an Eastern city to the needless loss of life in an Idaho coal mine or on a Kansas railroad. Consider how wide is the interval of time and space between that Mayor of San Francisco who sold permits for debasing peep shows and 'nickelodeons' and the persons who will some day fall victims to the criminals that will grow out of the boys perverted in his suggestive 'penny arcades.'

#### Effect Is Lasting.

"Long after that Mayor is dust violences will be committed not upon his constituents alone but here and there all over the country by men

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who as boys were started on the downward career by the evil influences he let loose upon them just for a \$100,000 graft. (2) The wrong of today is apt to spread out over a large surface. Not by ruthlessly fleecing a bunch of sheep you have penned but by furtively snipping a tuft here, a lock there, from all the sheep on the hillside, do you get your bag of wool. Of course, many others are taking a lock, too, so that, in none way or another, the sheep may lose a good part of their fleece, but then the silly creatures hardly know when they lose and so they make little fuss." \* \* \*

The more complex society is the more difficult it is to see through to the foundations of things, and so discover whether these are wrong or right, and so we go on resting on a frail or deceitful superstructure which may precipitate us any minute. Evil principles have a better chance of holding their own than they did when the case was as simple as the good and evil working face to face. While the good and evil were both in heaven the good knew what the evil was doing and could thwart it, but when the evil was exiled many things and agents came in between and control was not so easy. This series of things between has increased in number—these middle things. The fight is no longer hand to hand.

The critical faculty will never be strong in some men. The evil that they ought to fight may be nothing more than the instinct to kill the goose that lays the golden egg, which they do because they can not see two inches before their noses. The instant, or imagined to be immediate, good blinds them wholly to the far greater future good or even the future necessity. They eat all the corn in the ear when ordinary foresight would tell them that some was needed for seed.

There are some experiences in life that seem to cast on the eyes "a hateful imperfection." These act like the juice the mischievous but obedient Puck dropped on the eyes of the fairy Titania, so that when she awoke from sleep she did madly dote on a brutish dolt of a man adorned with the head of an ass. Love will completely dissolve the critical faculty—and fortunately so, oftentimes—whether it be love for child or man or woman. Overconfidence in self destroys it.

As some one has said, the average man is no philosopher, but there is no reason why he should not have sense enough to cultivate his critical judgment, especially when he has the most open proofs that he is lacking in the critical sense.

C. S. Maddocks.

#### Made a Little Mistake.

She was suffering with a boil on her knee, and called in a young man whom she took to be a physician, as he had been passing the house for several weeks with a "medicine case." After modestly showing him the disabled member, she asked what she should do. "Call a doctor," responded the young man, "I'm a piano tuner!" and then she fainted.

#### Profits That Lie in Employee Management.

Knowing your employes, how to handle them, how to meet them on a common ground of understanding, how to turn them into efficient units, is an essential element in the success of every business enterprise, whether department store, wholesale house, or manufacturing establishment. The human factor in business is an extremely important factor and the contract between "boss" and worker is one of the things which determine the efficiency and importance of that factor.

A successful Chicago jeweler has built up a large business principally through his knowledge of men and his ability to handle those under him with a proper regard for their rights and the commonest office courtesies. This enterprise started very modestly years ago. Three clerks were employed during its early years, and as an appreciation of their continuing with the company the proprietor installed a system of his own whereby each clerk receives an automatic increase in salary of \$1 a week each year.

This continues until a certain liberal wage is realized, when, if the profits of the business warrant it, employes are given Christmas presents in cash. This business man finds that the voluntary increase in salary means greater efficiency on the part of the employe, besides an increase in business through the employe's added effort. These two factors more than compensate him for the additional cash outlay.

The President of a big industry in the Middle West makes it his business to know every one of the 1,500 employes of his plant and he is continually going out of his way to speak to them intimately. Last year he held "open house" once a week at his home for the purpose of getting better acquainted with his department heads and their wives and families. He believes thoroughly in the personal, democratic side of his enterprise, and says that he gets big returns in loyalty and efficiency from paying more careful attention to that side.

#### Personal Relations Maintained.

Some proprietors and managers still insist upon maintaining their personal relations with their men. The President of an industrial corporation which employs 1,800 men says that he has discontinued the old practice of allowing foremen to discharge his men. The practice had been resorted to so much by foremen who were prejudiced or overofficial that the entire force was demoralized half the time.

"Every man against whom a complaint is lodged," said this President, "is now brought before me, by the man who makes the complaint—generally the foreman. In my office we go over the entire proposition in a matter of fact, sensible way, without heat or bias. If the man should be dismissed I do the dismissing myself. The result is that not one-third the number of men are dismissed now that were under the former practice.

Many a foreman who gets angry on the spur of the moment cools down quite a bit by the time he reaches my office. Perhaps the foreman got up with a frown that morning or had a tiff with his wife before he came away, or he might be taking an unfair advantage of his position and authority. Besides, no man is an efficient workman if he knows that the man just above him has the power to fire him on the spot. It makes the workman feel good to bring his troubles to the head of the concern where he may have a calm hearing."

The superintendent of a large steel plant found his forces were being absolutely demoralized by the practice of his foremen and department heads in "calling down" and "bawling out" subordinates. He began to harmonize his relations with the workmen by stamping out the disgusting practice and ordering all cases of complaint brought before him—busy as he was. Complaints went into a decline and only a few were reported to the superintendent. The organization now is 50 per cent. more efficient, according to the superintendent, and the men are at least 100 per cent. more satisfied and contented with conditions.

#### Methods of Other Employers.

Other employers attain this end through different means. One corporation has many unskilled, poorly paid men in its service. It makes a practice of sending at least a dozen children of the most deserving unskilled laborers to school each year, furnishing them with books and other incidentals for their education. The cost has been nothing as compared to the good feeling which prevails at that plant.

Officials of a Chicago plant did not discover how valuable this human side of its workers was until it was found that a large part of the workmen were frequenting a nearby saloon after work every night to wash up. The company had allowed its own washrooms to deteriorate to such an extent that no workman would use them. When so many of its men were found to be infesting the saloons and buying drinks for the privilege of cleaning up before their car ride home, then marble slabbed, sanitary washrooms were made a part of the plant's equipment, with the result that drinking has been reduced to a large extent and a better satisfied lot of men is on its pay roll.

An automobile plant two miles from the outskirts of an Indiana city recently installed a restaurant for its office and shop men where they could get meals at merely a nominal cost. The men are very enthusiastic about their dining hall, for it saves them the necessity of going home for lunch in disagreeable weather, or eating a cold lunch, and it saves the company a good deal of their time. There is a hearty good fellowship in that dining hall every day between department heads and managers and the men who do the productive work of the plant, a fellowship which cements the personal bond. These officials

declare that if the dining hall lost money it would be worth its keep because of the good it does.

Six manufacturing firms of a Northern Indiana city are sending factory and messenger boys of their plants to the mechanical drafting and commercial courses of the Young Men's Christian Association, defraying all the expenses and giving each boy who completes satisfactorily a bonus of \$100. These boys are managers and department heads in the making, with a strong attachment to the companies which are giving them their chance to make good.

M. W. Goodnow.

#### The Quest of the Non-Refillable.

The search for the philosopher's stone has been hardly longer or more unsuccessful than that for a bottle which is truly non-refillable. None so far as we know has as yet been discovered or devised. Of late there has been widely advertised a certain brand of whisky, which its manufacturers claim is offered in a bottle absolutely non-refillable. Many have been willing to accept this statement as true, but, alas, again has disappointment come, for we learn that there is being vended to bar-keeps and others for \$2.50 per an apparatus which will fill these non-refillable whisky bottles at the rate of forty per hour. The bibulous but careful individual must still continue to look with suspicion, or at least with a certain amount of trepidation, upon his favorite beverage as handed out over the bar.

#### What a Man Is Made Of.

The average man has "ingredients" to make fat for seven bars of soap, iron for medium-sized nail, sugar to fill a small bowl, salt to fill a shaker, lime to white-wash a chicken coop, phosphorus to make 2,200 match tips, magnesium for a dose of magnesia, sodium to neutralize a pint and a half of water, potassium to explode a toy cannon, sulphur to rid a dog of fleas and albuminoids to make a case of eggs.

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### Make Goods for Children a Strong Feature.

Written for the Tradesman.

Many stores are wisely making a special point of encouraging child customers. Children are the best of advertisers. They appreciate every little courtesy and attention shown them and are great to run their trade to their friends.

The shrewd dry goods merchant, in addition to treating all the children so that they naturally like to come to his store, makes the goods that are especially for children a strong feature of his stock. Great emphasis should be placed on getting the right things for children. Buyers when they go to the market should keep a sharp lookout for the best and most desirable items for little folks.

Take for instance the little ready-made tub dresses and suits. These are to be had now in good styles and materials, well made and at very reasonable prices. See that you get attractive lines. Hardly a country store but could handle some of these goods with profit, for busy mothers are quick to see the advantage of buying children's clothes that are all ready to put on.

Children are easily fitted as compared with their elders. Their clothing is all worn loose, and thrifty mammas like to get things plenty large so as to allow a little for growing. Few adjustments are necessary and these are easily made.

Whatever you handle in children's wear—hats, caps, hosiery, dresses, suits—as far as possible keep it all prominently displayed. The little articles look cute and pretty in the windows or arranged in inside displays, and when children once set their eyes on something they want, they give their elders little rest till they get it.

It is hard for an older person to realize the intensity of a child's desire. A story may best illustrate how this may be awakened by the display of specially attractive goods.

A Sunday school superintendent who happened to be a dry goods merchant, and who was teaching a class of little tots, asked, when he had finished explaining the lesson, "Now has any one a question?" There was silence for a moment, when a little girl raised her hand. "Well, what is it, Maggie?" asked the superintendent. "Why, Mr. Brooks, how much are those little red parasols in your window?"

#### Hot Weather Comfort.

Look to the comfort of customers. In so far as it depends on conditions that can be controlled, have a clean,

cool, airy store. Many stores are poorly ventilated and on a hot sultry day are close and stifling. Even the simple measure of opening a rear window, door or transom, thus allowing a free circulation of air, sometimes is neglected, and there is sweltering heat when comparative coolness is readily obtainable.

Swat the flies. Better, have your conditions in and around your store so wholesome and sanitary that there will be few flies to swat. A dry goods store should be practically free from the pests.

See that your rest room is a rest room in fact as well as in name. It should be kept neat and tidy and be provided with comfortable chairs and lounges, so that weary and waiting customers may rest and refresh themselves.

All these things are necessary in order to make your store attractive to buyers.

It is no less essential to look to the comfort of all employees. This is not only humanity, it is business. No merchant can expect his business to prosper as it should, if his help are overtired or working in physical discomfort. The fagged salesgirl will not treat customers as courteously nor sell as many goods as one who is bright and fresh.

It is worth while to make your store a comfortable place for the customer who may remain only a few moments—at the longest only an hour or so; it is far more important that it be comfortable for the workers who spend eight or nine hours a day there. Proper ventilation and temperature are vital matters to them.

The practice of closing stores an afternoon of each week during the extreme hot weather has much to recommend it. There is no other time that indoor duties become so irksome, or that young people so long for freedom and recreation, as in the long bright days of summer.

Every clerk should be encouraged to spend his or her two weeks vacation out of doors. That is the chance to lay in a store of health and vitality for the year's work ahead. A camping and fishing expedition, a visit to some grandmother or uncle who lives on a farm—it will cost only a few dollars in money and yield rich returns in nerves and brains and bodies rested and refreshed.

#### The Willing Worker.

Don't impose on the willing worker. The boy or girl who is ready to come a little earlier or stay a little later when something extra is pressing—don't load all the odd jobs about the store onto them just because they

manifest an obliging disposition. Make a note of the willingness but do not abuse it.

Do not make a practice of exacting any considerable amount of extra work from your employes without granting them extra pay. It is a bad policy to get the name of being hard, grinding boss. That employer gets the best service whose helpers feel that he is their friend.

#### Valuable Aids To the Retailer.

An intimacy with retailers can not help but impress one with the fact that their respective trade journals have a marked influence on their buying and selling, and the little details that intervene, from window draping to store arrangement and display of goods. For pure educative matters of the do and don'ts of store-keeping, the trade papers have served a better purpose for the retailer than any other one element. Upon being asked whether or not they took trade journals, and what they thought of them, many of the retailers pointed to carefully kept volumes, to which they referred from time to time. One retailer had an indexed system of keeping clippings, from journals, under the subject of Sales, Window Dressings and other subjects. He also (and here is a noteworthy fact for skeptical advertisers) kept the advertising of manufacturers of the lines he carried, so that he could immediately get in touch with any of them should occasion require.

Massachusetts does a great deal in the way of industrial training, and under a new law the State pays one-half the maintenance costs of industrial schools supported by any city or town. Last year there were twenty of such institutions, half of which were evening schools, and the State's part of the expense was about \$65,000. Now sixteen candy companies are combining to provide for the education of their female employes in domestic science. These girls will be given time off in which to take the course of instruction offered by

the schools. The candy companies say they are not giving the girls this opportunity from selfish motives, but they believe that if a girl is educated to be a home-maker she will be a more responsible worker. Massachusetts is one of the most advanced states in industrial and trade education, the aim being to enable the young people to broaden out in their work.

The fellow who lands in office usually is the one who hustled for votes. The business man who lands at the top of the heap gets there by the same method—hustling.

Apparel does not always make the man, but cleanliness and order are first-class trade winners.

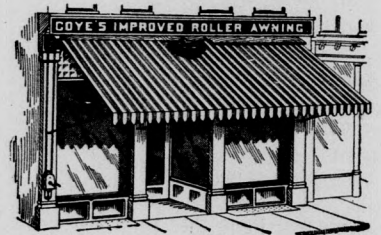
We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

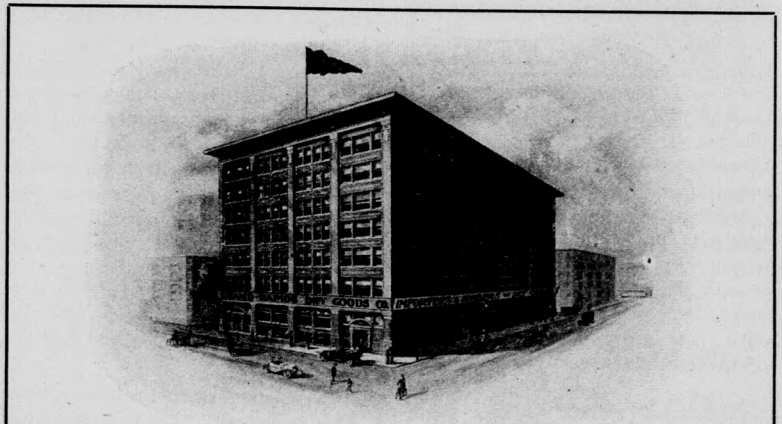
Corl, Knott & Co., Ltd.  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

## AWNINGS



Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on application.

**CHAS. A. COYE, INC.**  
Campau Ave. and Louis St., Grand Rapids, Mich.



### OUR NEW HOME

Come in and look over our various lines. We have seven floors filled with Dry Goods, Hosiery, Notions, Underwear, Furnishings, etc. We are exclusively wholesale.

## GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St.





# Clothing



## Store Courtesy and What Came Of It.

All the angels in disguise have not departed from this world—and I am one of the persons who have found it cut. I ran a little furnishing goods store in Denver and I had always made it a point to cultivate my customers. I believed that the customer who received a little more than civil treatment would come back some time and I found out that they can do more than that.

It was one morning about 9 o'clock that a man came into the store to buy a collar. I saw that his eyes were deep sunken and that he had been without sleep for many hours. There was despair in his face. As he stepped to the mirror to put on the new collar I noticed tears in his eyes.

I fought the temptation to speak to him about his troubles a long time. I guess I am a little softhearted, but I knew that man had some trouble on his mind that he wanted to talk about. And so I just made up my mind that I was the person to receive the information. I walked up to him.

"You look tired," I began by way of breaking a road for conversation. "Been working too hard?"

He looked at me almost with thankfulness.

"No, it's not that," he said. "I only wish it were. I live up at Cripple Creek and my little kid's been sick for six weeks. I had to bring her down here last night for an operation. I've been so excited and worried for so long that I forgot my grip on the train and so I had to come in here for a collar."

"Did she stand the operation all right?" I asked.

"I—they can't tell yet."

"Well, I'm sure she will," I said as hastily as I could. Then I began steadily to work on the job of cheering him up. I could see that little girl was everything in the world to this man. If he lost her he would not be worth the ground to lay him away in. As it was, he was about on the verge of going crazy from anxiety.

That night, just about the time I was closing up, the telephone rang. The happiest voice I ever heard in my life came over the wire when I answered.

"Is this the man I was talking to this morning?" the voice asked. "This is Kerfoot, J. T. Kerfoot. I was in there to buy a collar, and you asked about my little girl. The doctor says she's going to live!"

And all the joy, all the supreme, heartfelt ecstasy that ever God gave man went with that message. It was a voice of choking happiness of superlative gladness. And I was glad, too—I told him so.

The next day he dropped around to see me. We formed our acquaintance. When the little girl got out of the hospital he came to visit me

again, and this time on a serious errand.

"I've got business here in Colorado that I can not leave," he said. "But I've got to send the kid away somewhere—to Europe, I guess. Her mother's dead, you know. I want some one to go along who likes her and who will see that she gets well and strong again. I'll send a nurse, too, but I want some one who really likes the kid and who has some friendliness for me to be there. Will you take the trip?"

It rather floored me. I had my business that I could hardly leave, either, I told him.

"What's your business worth?" he asked.

"Not so much," I admitted. "About \$10,000, I guess."

"Mine in Cripple Creek is worth \$95,000. I need a partner—a good partner who will be a partner away from the office as well as in business hours. I'll buy this place from you and pay you cash and give you a third interest in my own business. I like you. That's why I want to do it. Now will you take the trip?"

"I will," I answered, and we shook hands.

Amos Andrews.

## Solution of the Problem of the Age.

We were sitting around the red-hot stove in the lobby of the village tavern, and just when a silence had fallen upon the group one man turned to another and asked:

"Squar' Perkins, if you don't mind I'd like to ask you a question.

The Squire didn't say whether he minded or not, but the other went ahead with:

"It's about this 'ere high cost of living. Have you figured out what's the reason for it?"

"I have," was the answer.

"Then I'd like to hear it."

"Did you raise any wheat, corn or oats last year?"

"Noap."

"Any potatoes, beets or carrots?"

"Noap."

"Any tomatoes, cucumbers or onions?"

"Noap."

"Didn't raise nothing whatever to eat?"

"Guess I didn't."

"Just ate all you could of what other folks raised?"

"Looks that way."

"And sot around and let your wife take in washing and support you?"

"Why, she likes to wash."

"Well, I've answered your question. You and a hundred thousand lazy loafers like you boosted the cost of living!"

I expected to see a row follow, but none came. There was a minute of suspense, and then the questioner yawned and stretched and exclaimed:

"Well, by thunder! I've been puzzling over that matter for more'n a year, and here you have solved it in three minutes."

## Just To Retaliate.

Mrs. Dalton—If you run for office don't count on my vote.

Dalton—All right, Mame. But if I am elected I'll pass a law making it a penalty to wear a hat like the one you just bought.

## An Imperative Call.

Little Darkey (bursting suddenly into the ballroom) — Lookee here, Rastus, you come straight away home from dis yer dance. De gent am done sent for his shirt.

## Matter of Reputation.

"I get a lot of mail offering chances to invest."

"Maybe you have a reputation as a financier."

"Or maybe somebody has my name on a sucker list."

A man can get publicity by talking about himself or by doing something to make others talk. If you want publicity and others won't talk—take the bull by the horns and do your own talking.



# Bachelors' Friends

TRADE MARK

## HOSIERY

Registered U. S. Patent Office and Canada.

### Greater Value Cannot Be Put Into a Stocking

We could easily cheapen Bachelors' Friend Hosiery. We could use, in the heel, yarn that costs half as much. We could stint on the use of the fine material that goes for reinforcement.

But we make these hose—to give you maximum comfort—as good as they can be made. Combed Sea Island Cotton only is used.

Heels are reinforced up the leg far enough to protect friction points. Foot in front of the heel is double strength. The top is the genuine French welt—the best welt ever put on a seamless stocking. Two-thread looping machines make the toe doubly strong. You will find this a far better wearing, more comfortable stocking than the ordinary kind. It will save you money and trouble. Six months' guarantee.

FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.

Sold by leading jobbers and retailers throughout the United States. We do not supply Bachelors' Friend direct. But if no dealer in your town has them, send money order covering the amount and we will send you an introductory lot.

Notice to the Retailers:—The manufacturers are doing extensive national advertising to the consumer, which will undoubtedly create a demand for Bachelors' Friend Hosiery, in such well known periodicals as The Saturday Evening Post, The Associated Sunday Magazines, The Monthly Magazine Section, etc.

JOSEPH BLACK & SONS CO., Manufacturers, York, Pa.

The two-thread looping machines give double strength at this point.



No need

of this

since he

wears

Bachelors'

Friend.



EDSON, MOORE & CO., Detroit, Mich., Wholesale Distributors



## Reflex Corset No. 78

A long model of good quality Coutil. Back 16 inches long with full unboned skirt. Boned throughout with watch spring steel wires. Waist band fastened securely to the garment adds strength and permanence of shape. Trimmed with lace. Four solid web supporters. One of the best corsets in the market to retail at 50 cents.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



## FOREST BEAUTY.

## We Have No Right To Ignore or Destroy It.\*

Forty years ago the Hon. J. Sterling Morton took the first step for the observance of Arbor Day in this country. While the State of Nebraska led all the other states in this movement, very soon thereafter she had a strong following in Michigan. The Legislature of 1881, by joint resolution, instructed the Governor each year to name a date for the celebration of Arbor Day and proclaim the same to the people. Governor Jerome issued his first proclamation in April of that year and each succeeding Governor has asked the people to observe one day in each year for the planting of trees and giving instruction through the schools concerning tree planting and forest conservation. There was not a dissenting vote in the Legislature which instituted this beautiful observance. However, there was a feeling that the action was a matter of sentiment and most of the votes cast were a pleasant tribute of respect to the spirit of the fellow member who formulated the resolution.

Two years later the succeeding Legislature, made up largely of the same personality, would not even consider a proposition to set aside a permanent forest reserve at the head waters of Muskegon, Manistee, Big Thunder and Au Sable rivers. A bill was prepared which contemplated the setting aside of sixteen townships as a permanent forest and game preserve. As a result of careful investigation it was found that this area could be secured for about \$100,000. The State could have protected it from fire with the proceeds of timber that needed cutting. If the State had made this purchase at that time the income to-day from this area above all expenses would have reached at least 3 per cent. on \$5,000,000. The State of Michigan would have had a permanent investment of growing value that would have been an honor to the State and a splendid example for others to follow.

Many useful industries would have been fostered in the use of the raw material harvested from this preserve. Game would have been protected so that our laws concerning it could have been greatly simplified.

We took the alternative and did nothing. Fire has swept over a part of this region many times, destroying the trees and much of the humus has been entirely burned out of the soil. Where now scantiness of growth and desolation prevails there could have been a beautiful forest.

Aside from the commercial values we have no right to ignore the beauty in the forest. We recognize the value of beauty as intrinsic and often immeasurable in connection with a great many things in this world. The artistic delineations of sculpture; the rare paintings; the attractive landscapes; the impressive grandeur of the sea; the beauty expressed in the

human form; all make a continuous and impressive appeal to us.

In recognizing the wide range of values in this world we can not ignore this one; and in measuring the value of beauty in connection with the development of human character we have a right and obligation to give it a high estimate.

When the French Catholic fathers sought our State as a field for missionary work and paddled their way in canoes around the borders of our southern peninsula, having as their object the "sowing of the seed of the Word," they formulated interesting reports in which they pay a high tribute to the beauty of the country, always putting great emphasis upon the magnificent forests that covered this region. Later on Cadillac reported to his government that there was nothing more beautiful in the history of his experience than his travel through the area of Michigan which he traversed. His official reports teem with allusions to the wonderful variety in the forests growth, the richness of its foliage and the delicacy of the luscious fruits which grew along the streams and in the woods. It was this rare beauty which made the strong impression upon the pioneers which led them to select the motto which adorns our coat of arms: "Siquaeris pensulam amoenam, circumspice."

With this historical appreciation of tree beauty which comes down to us, and the stern fact that during the last century in the furtherance of our aggravated form of commercialism we have been engaged in destroying this beauty, we do wisely in formulating our own estimate of value, to enter into this arrangement of selecting one day in the year upon which to bring to our own attention and especially to the minds of the children and those who guide their tuition on the great problems of restoring the values which have been wasted, and as far as possible inculcating lessons which will awaken a love for trees and forest accompaniments.

The governors of the various states have done well in expressing their desire to awaken an interest in tree planting by calling the attention of those who have to do with child development to the importance of awakening a sincere love of the woods and the denizens of woods.

The history of the State is filled with the transactions and statistics of those who have exploited the forest for commercial purposes. We have developed an army of tree slayers until the standard of measurement only contemplated firsts, seconds, culls, laths and shingles, and nearly every man seemed to have an itching palm to grasp the ax and use it in tree destruction. It takes a long time to convert the demon of destruction into an angel of conservation, but herein lies our responsibility, and it is well for us if we do not defer or neglect our recognition of the obligation.

Every landscape with its beautiful sky line; every single tree carrying with it its distinctive beauty; every

crop of trees, shrubs and flowers that makes a picture from our windows should strengthen the appeal to us to conserve this beauty and bring it home to the minds and hearts of our people so forcibly that they shall recognize in sylvan beauty a factor in God's hands which makes for the development of a rational human character.

I wonder how many of my hearers have ever thought what an interesting history is written in the rings of a tree. I stopped the other day and looked at a log that lay upon a sleigh in front of a blacksmith shop. The man had taken his horses into the shop to have them shod and I sat down in front of the log and as far as I could read the history written there. There could be no possible mistake in the history, the only source of error being my interpretation of the hand writing.

It was a hickory log, and I first counted the rings. There was ninety-three of them. The log was of such even size that I concluded it was not the first cut from the stump, and so the ninety-three rings may not have told the exact age, but I concluded that the tree had probably been growing ninety-seven years. This means that it was born in 1815. There must have been older trees in the vicinity at that time from which this tree secured its beginning. A hickory nut had fallen and beneath the leaves of the forest in which this tree grew had germinated and for a time had grown very slowly. I knew this because the rings near the center of the tree were very close together. For twenty-five years it had added wood very slowly and was not more than three and one-half inches in diameter at the close of this period. Some change came about in 1840, for from that time on the tree grew very much faster. This tree was probably left because it was straight and clean-bodied, and it was thought to be a very comely tree to remain while all its neighbors were sacrificed. The man had probably bought the property on which this tree stood and had made a clearing for a farm. In felling the trees about this little hickory one tree had fallen against it and scraped off the bark and injured it materially along one side. This I knew because at this period the rings show that they were not making a complete circle and the injury was so great that it took ten years to cover it up. The eleventh year the scar had entirely grown over and the circles were again complete. Thus in 1851 this tree was restored again to a perfect cylinder of growth, and

from that time on there was a continuous annual addition to its diameter.

Somewhere along about 1860 a fire occurred and injured a spot on one side of the tree. The blackened spot in the rings showed a charred place, and this injury it took several years to repair. When the new growth began to be added more rapidly, in 1840, for some reason the rings were very much thicker on one side than on the other. The probabilities are that the tree stood on a line between two fields. On one side it was cultivated and on the other not, so that the growth on one side of the tree was very much more rapid than on the other. This, after a few years, placed the heart of the tree to one side from the center of the cylinder; but later on there was evidently a change in conditions, and possibly the land which had been cultivated previously was put into permanent pasture and the side that had been uncultivated before was carefully tilled, because in its later years the growth was very much greater upon the other side, and at the time the tree was cut, this past winter, the heart of the tree had assumed its proper position in the center of the cylinder.

If I could have had all the logs of this tree to have examined and an abundance of time for making enquiry, I could have read a great deal more of history connected with the growth and development of this hickory tree; but the little time that I gave to the reading of the history showed me how perfectly a great many interesting facts are recorded in the rings of a tree, and in reading the story of these rings one who enjoys using his eyes and his brain at the same time can get as keen enjoyment as in reading a history of men and women with all the vicissitudes that came to them in their development.

In connection with forest growth there are a great many interesting things to observe and valuable information to store away. Not long ago I took a little trip into Newaygo county to look over some land and entered upon a small tract of woodland. The outer edge of the woods was protected by a border of rather low growing trees and shrubs mingled with the vines and prickly things which made it difficult to worm my way through, but once getting through the border, I found natural forest conditions existing: There were scattered over a considerable area trees of very even size, and as I looked up, the branches of each individual tree reached into and among the



**Visiting Merchants**

Are invited to visit the factory and showrooms of the

**Michigan Toy Company**

1 and 3 Ionia Ave. South  
Grand Rapids, Michigan

and inspect their complete and interesting line of WHEEL goods and TOY AEROPLANES.  
All new designs, not a dead one in the lot. "Built by workmen and made for work."

\*Address given by Hon. Charles W. Garfield on Arbor Day before the Western State Normal School at Kalamazoo.



branches of other trees, so that there was a very complete cover that shut out the rays of the sun. Beneath these trees there was almost no undergrowth of smaller trees and shrubs. Occasionally I noted a tree that did not seem to be as vigorous as the others, and I drew the conclusion that in the struggle the larger, stronger trees had grown up over these smaller ones and taken the sunlight and gradually the smaller trees had put on less and less wood because of the hold their stronger neighbors had upon the sun and the soil. Passing on a little farther I noticed that here the sun came in. Upon looking around I saw a very large stump from which evidently a great tree had been taken a few years ago. This tree, when it was cut down, had left a wide opening for the sun to shine through and touch the ground. This sunshine had quickened into life a lot of seeds and tender seedlings which grew with amazing rapidity, and there was an attempt to fill this vacancy as rapidly as possible; a lot of young trees were trying their level best to get the start of their fellows. I noted carefully the kinds of trees represented in this growth, and said to myself, "Ah, here are a lot of weeds." Yes, just as truly weeds as those succulent things that grow in the garden and get in the way of valuable plants. They were hazel bushes and blue beech and some elders and a lot of other varieties of no value whatever for timber; but occasionally I saw a red oak and a maple and an elm and a basswood growing up thriftily, and I said: "These weeds are troublesome to these better trees and will check their growth, but by and by the stronger growing, valuable sorts will get the lead and this vacancy made by felling this giant of the forest will be filled by something that is valuable." I thought again, however, how much better it would have been if the owner of this woodland had done with these weeds just the same as he is in the habit of doing with weeds in the garden—cut them out quickly so as to give the valuable trees a better chance to fill in the vacancy.

These observations led me to think about the problem of growing forests and how little attention people in this country have given to the care and development of forest trees. Cutting trees and developing them into commercial products like lumber, laths, shingles, furniture and barrels is not forestry. The planting of trees and allowing them to grow up into a wood lot is not forestry; but the caring for wood land in such a way that its products shall remunerate the owner and the land remain constant in its producing power is forestry. This requires a wide range of knowledge. The person having the care of such a wooded area must understand the relative values of trees for different purposes; must know weeds from trees of value. He must know how to care for trees so that they will develop into merchantable products as fast as possible. He must know the variety of trees that fit into each other well in forming a forest

cover. He must know how to choose trees when they are matured sufficiently for a commercial purpose and the method of harvesting them so as to do the least injury to those which remain. In truth, there are so many things that an expert forester must know, that to become a success he must give up a great many other interesting things in education that he may perfect his capacity to deal with this single question of growing and handling forests.

I would like to have boys and girls and their teachers better understand the importance of forest areas in connection with the development of an ideal country to live in. There is something beyond the single question of making woodlands pay in connection with forestry. They have a peculiar influence upon moisture in the soil and moisture in the air. They add to the beauty of the country. They protect the streams and sources of the rivers. They prevent the washing of the soil into the rivers and the carrying of large amounts of silt into the harbors.

There is one important thing connected with the preservation of woodlands that should appeal to people who are interested in nature and natural woodland conditions. I refer to the distinct loss when the woods are cut off, in all the beautiful things which are to be found in the shade of the deep, rich woods and the shady places that are protected from winds and excessive sunlight. We used to find close by the city of Grand Rapids, in the woods, a great many beautiful flowers and plants that now are a rarity. We have to go a good many miles now to find the sweet spring flowers that used to be found in the greatest profusion within the city limits. Unless some means are taken by thoughtful people to develop new woodlands or protect perfectly the few that are left, it is only a question of time when many of the most attractive wildlings will become extinct.

One can not stand beneath a great tree which has been growing for a century or more without feeling a sense of reverence. Oftentimes I have stood beneath the widespread branches of an aged elm, contemplating its buttressed trunk and its widespread symmetrical canopy and taken off my hat in homage to this magnificent expression of God's law. We can not take a real interest in the marvelous and varied woodland growth without having a keener appreciation of the wonderful things that have come to us from God's hand, and be richer in purpose as well as knowledge because of the beautiful revelation.

When I was a young lad and was making my first visit to Michigan with my parents we came on the Michigan Central to Kalamazoo and from there to Grand Rapids by stage over the old plank road. Somewhere north of Kalamazoo, not far away, the stage halted for a few moments to allow the passengers the opportunity to view a magnificent walnut tree. That grand tree, with its great bole and its symmetrical

canopy made an impression upon me that has never been forgotten.

As a little boy I visited a track of pine woods a few miles from my own home which was soon afterwards cut off and turned into lumber and made the basis of a fortune. No money that I ever made and no investment of any kind has ever given me the keen pleasure that came into my life upon this first visit to the deep pine woods. Later on I had the pleasure of traversing some of the magnificent forests of pine in Montcalm county which made Michigan famous as a lumbering State. These magnificent groves of pine that could not be duplicated anywhere in the world gave me an intense pleasure that will linger with me as long as I live. Occasionally, more in recent years, I have enjoyed trips through some of the hardwood forests of Michigan and noted with intense joy the wonderful manifestations of God's providence in arranging the wood families in natural groupings which must have been a delight to Him, for they were the best He had ever planted. That great walnut tree has disappeared and we have only the memory of it. There are no great pine forests in Michigan or, in truth, anywhere to make the impression upon youth which my memory recalls so vividly. The great forests of mixed hardwoods which have given so much delight to children and have caused to develop such an attitude of reverence and devotion in men and women have been swept away. We seem to be doing very little to replace this loss. We are trying in a small way in the education of children to teach them, through the love of trees, to grow them; to protect and appreciate their benign influences. Those who have the molding of young minds and hearts in their keeping, should foster this natural love of the children for the woods and in every possible way we should strive to give teachers object lessons in forest growth which will aid them in utilizing the rich forest environment in carrying home the most beautiful lessons to our children and youth.

The first school in which I officiated as teacher was in the country quite removed from urban life, and directly across the highway from the school house was a splendid forest area quite undisturbed by the ax. This was our playground and we used it so much and so often that some of the parents criticised my method and said I had turned the neighborhood's educational center into a playground. I even questioned myself whether I was not making the work of education too much of a pastime. But as the years go by, and those children are now men and women with children and grandchildren of their own and they come to me and express so much of appreciation of the good times they had and of the many things they learned in the woods, which have been of inestimable use to them, through their life. I am satisfied that I builded better than I knew. It is a pity that the children have to be cooped in school houses throughout their school

days to the exclusion of that marvelous tuition which can only be obtained through an intimate relation with nature as she manifests herself in the forests and in the woodlands.

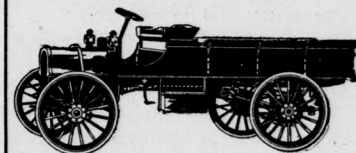
One of my boyhood companions, who is a large operator in the American metropolis and whose business hours are spent in a sky scraper, recalled in recent years the good times he used to have with his companions and teachers in the beautiful woodlands tributary in his youthful home in Grand Rapids. He had a growing desire to do something for his native city that would give enjoyment to generations of children. After some years of thoughtful investigation and using the good offices of many friends, he found a piece of native woods, unspoiled by man, containing a large proportion of the wild flowers, plants, shrubs and trees indigenous to the locality. He purchased it and arranged for its protection and the perpetuity of the natural conditions and deeded it to his native city for the education and happiness of the city's children and their parents for all time to come. His thought was an inspired one, which, when carried out, makes for the permanency of a beautiful accompaniment to our city life. He put his heart and soul into the undertaking. He is deriving a keen personal enjoyment in providing for the happiness and education of people in connection with the marvelous things that Dame Nature can only foster and develop in a woods environment.

The reason for this message today lies in the fact that I regret so sincerely the loss of that heritage of forest growth in our country which was the best that the Almighty ever planted. I have an unfettered desire to awaken once more in the descendants of those who have despoiled our forests the longing for and the love of trees and the accompaniments of the forests, that will lead them to use their influence in rehabilitating this country with unrivaled beauty, which is expressed in buttressed trunks of trees, their symmetrical canopies and variety of foliage, together with the embroidery and drapery as exhibited in shrubs and trailing vines.

I want to keep before my own mind and before the minds of others the

**For Rent** A Fine, New Brick Store Building at the best location in town—modern copper front with tile entrance, and as neat show windows as you could wish for. Steam heat. Address, **WILL CURTIS, Reed City, Michigan**

### 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



great fact that God cared for the trees and loved their beauty and passed them on to us as keepers and conservators. The forests have withstood the onslaughts of the natural enemies of wind and sleet and drought and floods, insects and diseases with comparatively little injury. It remained for man to be the chief despoiler. The obligation is now upon the sons and daughters of man to take up the work of restoration, recognizing the wisdom of God in arranging the forest mantel for the protection and beauty of the earth and pledging ourselves as children of God to work in harmony with His purposes in restoring and maintaining the balance of nature as expressed in trees and forest cover.

#### A Watermelon Story.

Once upon a time I bought some watermelon seeds and when I went to plant them, before I had gone to the last end of the first row, I looked back and the vines were two feet high. When I got back to the first end of the next row the watermelons were as high as my head; and soon they were so big they bursted and the water ran out. There soon was a pond. Soon it was so big that I had to have a boat; so I took one of the seeds and made a boat, and when I got my boat made, I got in. By this time it was a lake; the lake kept getting larger and larger until it was almost as large as a sea.

The next day when I went out in my boat I saw quite a few whales jumping up out of the water and one tipped my boat over. I got on his back and he swam and swam. Soon I saw land. I had some chain in my pocket. I took it and chained him and, with the help of a fairy, we got him out and killed him; then I skinned him and had a suit made of the skin.

The fairy told me where I could sell him, so I took him there and sold him for \$75,000. It made me rich, but I did not feel so rich, because I had to stay there. This was the first time I ever heard of a whale making a man rich, in all the five hundred years I have lived, but this was the one to do it and he made me very rich indeed.

[Composed and written by W. S. Woodman, age 8, Martin, Mich.]

#### Getting It All.

The doctor told him he needed carbohydrates, proteids and, above all, something nitrogenous. The doctor mentioned a long list of foods for him to eat. He staggered out and wobbled into a Penn avenue restaurant.

"How about beefsteak?" he asked the waiter. "Is that nitrogenous?"

The waiter did not know.

"Are fried potatoes rich in carbohydrates or not?"

The waiter could not say.

"Well, I'll fix it," declared the poor man in despair. "Bring me a large plate of hash."

#### Family Book-keeping.

"Does he know his own failings?"

"He ought to. His wife keeps the list."

### BANK ADVERTISING.

#### How It Can Be Done To Advantage.

The problem of bank advertising may be divided into three parts: Shall a bank advertise? If so, what shall it advertise? And, third, how shall it advertise?

With respect to the first question, that may be answered at once by saying that all banks do advertise, whether unconsciously or with deliberation. Else why should they select the most prominent corners in the most active business district; for what other purpose should they surround themselves with fixtures of Italian marble and expensive bronze? Any effort on the part of the bank's directors, officials, or clerks to create and maintain a favorable impression in the public mind is advertising.

But for the purpose of this discussion I shall restrict the word to its usual meaning, namely, the attempt to influence and attract business by means of printed words, whether in newspaper or magazine advertising, circular letters, booklets, or in other forms.

There is a considerable element of the banking fraternity who doubt the value, or even the propriety, of any direct advertising. Many cling to the old belief that banking is not a trade, but a profession, and that anything tending to popularize its tone or interfere with its dignity is unethical and unbecoming. Having builded their structures without advertising, by the employment of sound judgment, strict integrity and a profound sense of their fiduciary responsibility, they would like to maintain around the banking profession that atmosphere of mystery and sanctity with which, in a measure, it always has been invested.

There is a second class of bankers who believe in advertising, but who, having tried various methods, have come to the conclusion that it does not pay. A study of their methods oftentimes would shed some light on the reasons for this conclusion. A third class, and this element is rapidly growing, are convinced of the desirability of publicity of the right sort, but are ignorant of the best way to proceed.

#### Partly a Public Duty.

A certain amount of advertising on the part of banks may be considered in the nature of a public duty. The greatest mistake the bankers of America have made is that they have not taken the public sufficiently into their confidence. While deserving great credit for their clean record of achievement under a most faulty system, they have signally failed in one important particular, namely, in gaining the confidence of the masses. I do not mean by this that people are afraid to put money in banks. Such an assumption would be absurd in face of the fact that 60 per cent. of the population of San Francisco have bank accounts. But bankers as a class are far from popular, and any measure they may advocate is regarded with suspicion. One of the favorite arguments against the

proposed Aldrich currency law is that the bankers of the country want it passed. Last fall I heard a street orator trying to win votes for McCarthy by proclaiming that the bankers were for Rolph.

In part, of course, this feeling of distrust is due to the belief that the banks are the special instruments of the moneyed class; in large part, also, it arises from an utter lack of understanding as to the purpose and function of banks. For this the bankers are themselves very largely to blame. Banking is a business, not a profession, and its principles are no more difficult to comprehend than those of any other business. There is no occasion for any air of mystery surrounding the operations of buying and selling credit. For credit is the commodity with which the banker deals. Practically every bank, when analyzed, will resolve itself into an exchange of the bank's known credit for your less known, although perhaps equally good, credit.

#### Publicity Makes For Confidence.

Now, there is no reason that I know of why the banker should not tell the people, through the medium of printer's ink, just what he does, and why he does it, and precisely what value the banking service has to the community in general and to the banking customer in particular. It seems to me such a course would serve to establish a basis of mutual confidence that could not fail to be of vast benefit in times of stress. Merely as insurance against panics, bank advertising of the right sort probably would be worth what it cost.

But the creation of confidence is only one of the results to be aimed at in a bank's advertising. Another is to create a demand for service, by showing how that service can be used to the advantage of the individual. And this brings us to the second part of our problem. What shall a

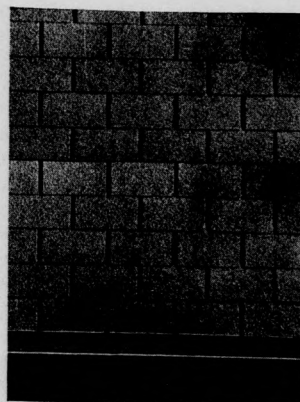
bank advertise? The very wording of the question implies that a bank has something to advertise. What is it? Advertising is salesmanship, we are told, and it is pertinent to enquire what a bank has to sell. Briefly, the thing it sells is service, and to explain the meaning of this it is necessary to enumerate the general departments of the business.

First of all there is the commercial department, where depositors leave their money in checking accounts, or, in other words, where they buy the right to draw checks upon the bank and have these checks honored. They pay for this privilege by giving gold coin or greenbacks, or by giving checks on other banks, in the same town or in other towns, or they may buy the privilege by giving the bank their notes. Whatever the process may be, the bank is selling its credit and taking pay for it in cash, or in some other form of credit, usually the latter. The advantage to the public is that a most popular and convenient form of circulating medium, the bank check, is created, and the commercial transactions of the community are cleared with the greatest economy of time and handling of coin. The benefit to the individual lies in the convenience and safety of a checking account, about which one could give numberless arguments and illustrations.

#### Multiplicity of Bank's Service.

Incidental to the business of buying and selling credit, the commercial bank performs more service, without charge, than almost any other business institution. If you have a surplus of money the bank will keep it for you, without charge, in expensive burglar-proof vaults, that are carefully guarded night and day. It will supply you with a pass book, check book, deposit tags and other printed forms, at its own expense. It will honor your checks and keep a record of the same, without effort

## REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



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Wood Shingles After Five Years Wear

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Beware of Imitations. For Particulars Ask for Sample and Booklet.

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**H. M. REYNOLDS ASPHALT SHINGLE CO.**

Original Manufacturer, GRAND RAPIDS, MICH.



on your part. If you have checks on other banks scattered over the city, it will collect them for you without expecting to be paid for the trouble. It will give you the benefit of information as to investments, or as to the credit standing of firms you may wish to do business with, freely and gladly. And although you may enjoy these and other advantages for a lifetime, unless you borrow money or buy exchange the bank's facilities will never cost you one cent. All the bank asks in return is that you leave in its keeping your temporary surplus, and its profit comes from combining this with the temporary idle surpluses of a thousand others, thus making available a large and compact fund, three-fourths of which may safely be loaned out, to render a useful service in furthering the business of individuals, and thus of the community. In this way the bank derives its earnings, but, I repeat, without cost to you or to any other depositor.

Here, then, is the material for advertising argument. It is an old and familiar story to you, but there are yet many persons who do not understand the value and convenience of a checking account; men of substantial worth who actually on collection days provide themselves with a sack of gold and silver with which to pay their bills, and who expect payments to be made to them in like funds. I am convinced that if a bank would regularly, systematically, take space in the newspapers of general circulation, to explain in short sentences the various operations of banking, from the standpoint of the customer, would give to its advertising an educational value, and persist in it over a period of years, and would support and supplement the advertising by service of the best quality—prompt, cheerful, intelligent service—that bank would certainly reap a substantial harvest.

The functions of a savings bank are essentially different from those of a commercial bank. Here the primary purpose of the depositor is not to buy the privilege of drawing checks, but to put away his surplus earnings where they will be safe, and at the same time will earn a reasonable increment. Confidence, not service, is the keynote of this business, although service, too, contributes no small part in attracting customers. It seems presumptuous to utter any suggestions bearing on this point in a city where the savings banks have filled a place so important and so honorable, where the savings bank idea has been communicated to all classes, with results that are amazing, and yet it is possible that even greater results might be achieved by judicious and persistent advertising. It is true the savings banks in San Francisco hold to the credit of their depositors \$172,000,000, almost as large a sum as the combined savings banks of Chicago, but may there not yet be money laid away in safe deposit vaults or other hiding places that could be induced to find lodging in banks where it could be made useful to the community? The arguments in favor of a savings

account are so obvious that it is hardly worth while to dwell upon them. The appeal to thrift, prudence, "laying by for a rainy day," etc., may be directed to every individual, however rich or poor.

Safe deposit vaults constitute another department of banking service. Here, again, the advertising should be of an informing character. To those unused to the ways of banks, and affected by a certain timidity in entering the portals of a banking house, illustration might be made of the ease and convenience with which a safe deposit box may be visited, and superiority of the vault, in point of protection against fire, over any other storage place, and the comparatively small expense involved in the rental of a box.

Trust company service is a fourth department, about which the public understands little. How seldom does any bank take the trouble to point out the advantage it offers, as trustee, guardian, or executor, over any individual, who may die, or move away, or become disabled, while the trust company, being a corporation, survives in eternal youth and freshness, with all its machinery intact and its faculties unimpaired. There is surely a wide field here for advertising of the educational kind.

#### How To Advertise.

Having determined that a bank has something to advertise, and should advertise it, the third question remains, How shall the bank advertise? This is the crucial matter, and the most difficult. Each department that I described above would necessitate different treatment, and to go into it in detail would consume far more time than I have at my disposal. A few fundamental principles may be touched upon, however. Mainly, and most emphatically, the advertising should be written from the customer's viewpoint. It should raise in the reader's mind and at the same time answer to his satisfaction the foremost question of all the ages, "What is there in it for me?" What does a patron of a bank desire in the bank of his choice? That is the question for the banker to solve, and then strive to show by his advertising how the bank may supply that want. If the bank has an exceptionally convenient location; if its directors are men of more than ordinary talent and reputation; if its employes are trained to be courteous under all circumstances; in short, if the bank has any merit peculiar to itself that may interest and influence the depositor in his choice of a depository, why can not the bank say so? Sensible advertising, as I see it, is clear, strong argument—and dignified because clear and strong—designed to show how the bank helps the individual who has a bank account. To advertise successfully, then, a bank must do these two things: First, have a service that is of benefit and satisfaction to people; and, second, tell people about that service in a way that will make them see and understand, and want the benefit. Russel Lowry.

It is a great thing to be right, but there's no use in grouching about it.

#### "Pay Up" and Still Retain Their Good Will.

How many merchants in small towns get a bankable settlement from each customer once a year? One store in an Iowa town of some 300 inhabitants with a big farming territory to draw from, uses this plan in regard to credits:

The customers of the store are practically all farmers. The store sells over \$30,000 annually. When Mr. Farmer starts trading and asks for credit, if he is worth it, the boss says to him: "This store sells strictly at one price to all, and insists that all customers settle on or about January 1, each year, by cash or bankable note. If this looks fair to you then we very much desire you for one of our credit customers."

Now when the customer understands the plan, it is not hard to get the desired settlement.

This plan is strictly enforced. At first a few good customers were lost, because they were not used to being handled in this way, but after a few years they all liked the plan, and when a notice similar to the one inclosed is sent them each year on December 1 they call and settle.

This store would not think of changing to a cash basis.

The following letter is sent out in the fall when the store wants its customers to settle:

Dear Customer—It has been a busy fall on every farm, and now that the threshing is over, the silo filled and the shredding done, the farmer will find time to settle with his many neighbors for the exchange of help and other accounts of the year. And wise is he who attends to this once each year, lest a misunderstanding arise which may sever the friendship between neighbor and neighbor and end in a sad quarrel.

'Tis well to heed this proverb:  
"Short Payments Make Long Friends."

Just so it is in the store. We all dislike the unpleasant misunderstandings which often arise where store bills are run several years without settlement. That is why this store insists on a bankable settlement from each customer once a year. We do this for your protection as well as our own.

To-day we send each of our 300 customers a letter—whether they owe one dollar or many dollars, and kindly ask each customer to call at the store during the month and look over our books, so that if any errors

have been made, they can be corrected. Then we can all start the year right and remain the best of friends.

On December 1, 1911, your account was \$..... Please call and settle.

Yours very truly,

#### Over the Counter.

You don't want the clerks telling tales out of school, but you do want them to boost the store all they can among their friends outside.

No matter whether you need the goods or not, do not buy more of them than you can pay for. Because there is a long dating on a bill is no sign that it will not come due just the same and have to be paid.

Just because you are a merchant rather than a man of letters do not think it will not pay you to read good literature. Your mind needs developing in more than one direction in order to do its best in any line.

You may be sure that darkwood in the store will eat up a very large percentage of the light and require a bigger lighting expense to secure satisfactory results.

Lots of salesmen talk too much, but the salesman who says too little never sells many goods that aren't asked for. If you know what the happy medium is, try to educate your clerks to it.

#### Look out for this Bad Bill.

A counterfeit \$5 bill is being circulated in this section of the country, and merchants should watch out for it. The bill has the picture of the Indian head, and is numbered E5874-7966. It has a glossy appearance, and is made by a photographic process.

One keeps a stiff upper lip to little purpose if he permits his tongue to wag too loosely.

Although the race may not always be to the swift a good start makes for victory.

## Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products



## Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of  
Furniture in America

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

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

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





### The Unfortunate Best Student in Her Class.

Written for the Tradesman.

There are eight in the graduating class of the village high school this year. Three are boys, Tom Caxton, foremost in athletics and captain of the football team; Jack Bannister, a far better student and a pretty brainy sort of boy, whom I rather expect to make his mark in the world, and Sam Hilton, whose genius is mechanical rather than intellectual, but who has managed to pass his examinations with fair standings.

Of the five girls and their attainments it must be said that as to Dolly Smith it has been a continued marvel that her instructors have succeeded in inserting into her giddy, heedless, childish brain enough of the subject matter of the various branches of the curriculum to enable her from time to time to pass her grades. Indeed, it is whispered about that if Cyrus Smith, the wealthiest and most influential man in town, were not her uncle, pedagogic rigor never would have relaxed so as to pronounce poor Dolly's pitiful standings up to a passing mark. Whether or not these rumors are to be credited I can not say. Perhaps teachers should not be too severely condemned for being human and wanting to hold their jobs.

Maud Abbott, Helen Perkins and Amelia Driscoll, three others who received ribbon-tied diplomas, are nice bright girls, not brilliant nor remarkable, but good dependable students. They will make intelligent, high-minded women and be a credit to their teachers and to the school.

Last but by no means least comes Sophronia Milburn, the star of the whole school. This class had no valedictorian, but had they followed the old-fashioned custom, Sophronia clearly would have been entitled to the honor.

Ever since she started in the first grade, at the age of 5, Sophronia Milburn has made a most amazing record. Not a tardy mark in her whole twelve years. Total absence in all that time two weeks, and that was on account of measles—doctor would not let her come. And standings! You should see the 100's and E's that she has to her credit. "Simply perfect in every branch!" the principal of the school declares.

No problem in arithmetic nor algebra is too knotty for Sophronia's clever brain, no sentence in grammar too involved for her to analyze. Whether it is the conjugation of Latin or German verbs, the original demonstration of a difficult theorem in geometry, or the memorizing of a

lengthy chronological table in history, Sophronia is equally at home.

I have been told that she aspires to college. I think likely she will go. Her people are poor and neither she nor they have any means for such an undertaking, but she is one of the kind that will go anyway—go if she has to board herself in one stuffy room, cooking her poor little meals on an oil stove and dressing on thirty-seven dollars and fifty cents a year. She will make just such a record at college as she has made in high school—she will be a "grind."

As she sat on the platform with the rest of the class on the night of the graduating exercises, I pitied Sophronia. My heart ached for her; for I know that of all the eight graduates she is going to have the hardest time to adjust herself to conditions of life—to find her work and place in the world. She will put forth a more strenuous effort than any of the others, and is likely to obtain only meager and disappointing rewards.

She is ambitious. She takes herself seriously and is anxious to amount to something out of the ordinary. A great deal is expected from her by her parents and teachers and friends, for people are slow to learn that a brilliant career at school does not always signify success in after life.

It is hard to analyze such a nature as Sophronia's. Why is it that she always has been letter-perfect in her lessons at school? Some say it is because she learns so easily. Others think it is because she studies so hard. Perhaps both are right. She certainly acquires knowledge quite readily and has the power of close application that belongs to the student. Furthermore, the world of books, the realm of abstract ideas, is the real world to such as Sophronia. It is where she naturally lives and moves and has her being. The average boy or girl never is at home in school work—never is able really to breathe the atmosphere. Not until they get out into the world of real things do they give much indication of their abilities.

For this reason the earnest, conscientious teacher feels down in her heart that her work with average boys and girls is little better than failure. Strive as she will in her efforts to inspire and instruct, most of her pupils never come to love learning, never are able to see the beauties of mathematics, nor feel the fascination of science, nor appreciate the riches of literature.

So when the pedagogues strike a case like Sophronia's, where their work seems to tell with such admirable effect, naturally they try to give her all she wants, and fondly delude themselves and her into believing that they are fitting her for a career of great success and distinction.

When the best student of the school goes out into real life, knowing little beside her books, her teachers are nowhere about to help and sustain. They could do little for her if they were there. She must now sink or swim by her own merits.

Any one of the four other girls in the class will find her place in life with far less of struggle and far fewer humiliations of failure than Sophronia. Of the three that have been described as good, dependable students but not brilliant nor remarkable—they are sure to be all right anywhere. They are bright, they dress well, they are tactful and agreeable. With a little technical training they can fill almost any ordinary position acceptably. Should they marry, as they probably will in time, they will be found admirably adapted to home life.

As to that little Dolly Smith, whose flaxen curls seem to cover such a tiny and insufficient brain, don't worry about what Dolly will do. Dolly is strong in the wiles and ways of her sex. She already has admirers galore. She is destined to make matrimony her profession, and what is more, she will get something out of it. While wholly unfitted to make her own way, she will find some man who is able and willing to make it for her. Should she lose her husband by death, she is one of the kind that will shed a few decent tears, lay out a generous portion of his insurance money in good clothes and be a mighty successful widow.

But Sophronia. Anyone can see that Sophronia is not the right sort of girl for a position in an office or store. Shy, awkward and ill at ease in society, a little careless and negligent as to dress and personal appearance, she will have few admirers and is likely not to marry until late in life if at all. "Surely she can teach," some one suggests; "such a scholar as she is ought to make a wonderful teacher!"

This is perfectly natural reasoning, but in actual fact the best teachers do not come from the ranks of the Sophronias. Some of these remarkable students are flat failures when they try their hand at imparting knowledge. A teacher needs to know much besides books. She must possess great tact so as to be able to get on smoothly with pupils, parents, superintendents and school boards, and still she must not be lacking in force of character and executive ability. She must understand human nature. She must be somewhat of a society woman and know how to dress. Sophronia and all her kind are so set on what they consider higher things that they fail to realize the value of clothes. Sometimes—tell it not on the housetops—a teacher must be considerable of a

politician. It is often better that a teacher be a little lame in scholarship than that she lack in practical capability.

What, then, shall be done with Sophronia? Such a girl is a far more difficult problem for parents and teachers than the girl of more usual tendencies. The trouble is not that she knows too much of books, but that she has failed to learn the things more essential than book knowledge that the less intellectual girl picks up unconsciously.

Correction should have begun years ago, for no girl should be allowed to become a "grind." The mental diet should be a balanced ration—a proper mingling of the concrete with the abstract, for the Sophronias as well as other girls must live their lives in the world of real people and real things, not in some imaginary region of x, y and z and nth powers. Quillo.

### Satisfy and Multiply

Flour Trade with

### "Purity Patent" Flour

Grand Rapids Grain & Milling Co.  
Grand Rapids, Mich.

### Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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.



## PIONEER STRONG MAN.

## He Was as Good as He Was Brave.

Written for the Tradesman.

"There were strong men in those days," said old Whelply, speaking in a reminiscent tone. "I call to mind Southwood, the nerviest, best man in a scrap, cool as ice when other men went wild with fear and excited feeling!"

Schoolmaster Tom was coming up the walk toward the veranda on which several young chaps sat, in company with old Whelply, who was out on a vacation from the National Soldiers' Home at Washington.

"I don't often get back to my old stamping ground," continued the Major.

"You went to war from Michigan?"

"You bet I did, in the old Third. We smelt our first blood at Bull Run—"

"Tell us about that fight, Major," urged one of the young traveling men. "We hear so much these days about the war that began fifty years ago. I would rather hear an old vet tell his experience than read about it any time. The newspaper reporters are so unreliable. It gives me a pain sometimes to read of the rotten junk those fellows put out."

"I dunno about that," sighed the old army veteran, dusting his pipe. "The reporter chaps were in evidence all right at the front in them days. I knew one of them, Jack Kellerand by name, who got right into the fight, got a bullet in his shoulder, too. He was dead game, was Jack. I had a hope when I set out for dear old Michigan ter see him again, for they tell me he is a prosperous merchant now somewhere up on the Muskegon."

"I know Jack Kellerand," said old Tom, refusing the chair offered by one of the young chaps, seating himself on the step.

"Do you?" and old Whelply reached down and grasped the schoolmaster by the hand. "I am glad to meet you, sir—"

"Mr. Tanner, make you acquainted with Major Whelply, of Washington, veteran of the Peninsular," cried one of the young drummers. "He's going to tell us about the war."

The two old men exchanged pleasant greetings, soon being on the most intimate terms.

"No, no," quickly corrected the Major. "I'm not going to talk about the war. Remember, boys, that is over, the bloody shirt buried forever. I was thinking about some of my friends I left in Michigan long years ago. I'm back here to meet a brother who's expected here from California. While here I thought I'd rake up old acquaintances—"

"Jack Kelleran'll be mighty glad to see you, Major," interjected the schoolmaster. "I've heard him speak of you many times. You won a medal from Uncle Sam for gallantry at Fredericksburg—carried the flag to the front after the color-bearer had been shot down—"

Old Whelply turned aside, wiping his face with a blue banana.

"Never mind that, Mr. Tanner," brokenly interrupted the veteran. "One would think you were a newspaper reporter to hear you talk—"

"But it's true, isn't it, Major?"

"Sho! What do I know about it?" retorted the veteran, blushing like a schoolboy. The modesty of the Major quite pleased the others.

"Did you know Hank Southwood?" suddenly evaded Major Whelply.

"I knew him well; he died two years ago up North somewhere, at the Soo, I think. A mighty good man he was, and the first millowner and storekeeper between Kazoo and Bald Point. So you knew him, Major—"

"I should say I did," chuckled the old soldier. "Why, I clerked for him in the little square building he set up on the brow of the hill in which he sold dry goods, groceries and clothing. A good lot of the stuff was for Indian consumption—Mackinac blankets, fancy handkerchiefs, bright calicoes, beads, and the like, together with kookoosh and samar (pork and tobacco) which delighted and appeased the hunger of the red men."

"It was down at the 'Mouth' that Hank won his reputation as the strongest man on the river. On the dock where the freighters from Chicago landed their truck were gathered one spring day at least two hundred men, two-fisted backwoodsmen, stout millmen, broad-shouldered sailors and, in fact, the bone and sinew of the new country, a happy, husky lot of fellows who were the peers of any in the nation. There were strong men there, boys. The new country was no place for weaklings. Well, a bunch of millirons had been left on the dock. About one, a cast-iron flywheel and shaft, the big men were gathered testing their strength."

"I knew the men; they were strong as mules allright," vouchsafed old Tom.

"We'll take your word for it, gentlemen," said one of the young chaps.

"One after another of the huskiest of the crowd tried to lift the flywheel without avail; it clung to the dock like an incubus."

"That's right," corroborated the schoolmaster, "but one in that big assembly could budge the heavy casting a hair's breadth. I wasn't there, but I heard all about it afterward."

Hank Southwood happened along just then. He lived up the river a score of miles and was on his way to one of the docks looking for some Chicago goods for his store when a voice hailed him. Big Jim Sovereign called him into the inner circle. Pointing at the immovable mass of iron the giant sailor asked Hank if he thought he could lift it.

"Well, now," returned the down-easter (Hank was a State of Maine man) "I don't believe any of you can lift that, shaft and all." A laugh followed. Jim said they were looking for a man who could lift the end with the flywheel attached. "Ain't many of 'em have been able to do even that." Hank stepped to the wheel, eyed it a moment, then shrugged his broad shoulders a little deeper into his coat, crouched the least bit, laid hold of the

rough casting, straightened up, lifting the casting at least two inches from the dock.

"At that such a yell—as went up. Men crowded around Hank, patting him on the back, yelling, 'Bully for you!' To tell the truth Hank was a good deal surprised. He did not know that not a man present had been able to lift the wheel. He knew, however, as he held up his hands, seeing the blood start from both thumbs, that he had cracked the flesh on these to the bone. That was a famous lift; it gave Southwood a big name. From that time on for forty years he was known as the strongest man on the river."

"Which wasn't far wrong either," ventured one of the young men.

"No, it wasn't," agreed Tom. "Hank had a lot of experience in the woods, with wild animals and wilder men. He could hit a crushing blow straight from the shoulder. A more peaceable man never lived, yet he wouldn't let anybody run on him."

"That he wouldn't," remarked the Major. "He once cowed a dozen men who made an assault on his boom. You remember that, eh, Mr. Tanner?"

"Yes, quite distinctly. The men were toughs sent by a neighboring logger to cut Southwood's boom and let out his logs. The fellows liquored up and went with much bloviating, armed with axes. Southwood stood alone on the boom, a pike-pole in his hand and warned the crew off. They threatened and swore but not one dared set foot on the boom."

"After a bit they retreated, threatening to visit the boom later. Alone and single-handed Hank drove the ruffians away. They feared him."

"Sure they did," agreed the schoolmaster. That big lift of his down on the ship dock at the 'Mouth' was known to all, and the toughs, even when filled with forty-rod whisky, did not dare tackle him."

"That's right. Southwood watched the boom with an old musket, loaded with home-made slugs, all the next night. He resolved to take no chances, you see. A small fortune was invested in his logs; he couldn't afford to have them sent adrift. If them fellows had made an attempt in the night some of them would have been filled with cold lead. Ah, there were rare men among our early pioneers along the Muskegon and the Grand. I saw some quite interesting sights while I was clerking in that little pioneer store. If I had time I could tell you things that you'd hardly believe."

"One of Hank's men, riding into camp late one night, was waylaid, jerked from his horse, sent on afoot, and the horse was confiscated for use by a rival crew. Little Smith reached our place just as Hank and me were closing the store for the night. Smith was shaking with the cold when he told what had happened. He declared had he not been so near frozen he would never have submitted to being robbed of his horse. 'Zounds, we'll see about that!' Hank seldom said anything stronger."

"That very night, after Smith had

warned himself, he and Hank went back after that horse. They got him, too, bet your life. Why, when they heard Hank Southwood's voice at the door, Mrs. Black, the boss' wife, uttered a shriek of dismay, crying: 'It's Southwood with his big Yankee crew. We shall all be murdered!' The horse was given up without a word and two men took him from a crew of twenty. The power of a name counts sometimes. Ah, Hank Southwood was a rare man, as good as he was brave."

To this the rest of the company agreed. The old veteran shook his head when asked to go on with his reminiscing.

"It's too late now," said he. "Some other time, boys, some other time." Old Timer.

## The Real Attraction.

It was during the street fair in a Georgia town.

The star attraction was a big horse with five legs. It cost a dime to see him.

A man with fifteen children stopped outside. The barker urged him to buy a ticket.

"I can't afford it. I've got fifteen children."

"What's that?" gasped the astonished showman. "Are all these children yours?"

"Yes, sir; every one."

"Wait a minute," yelled the barker to the father of fifteen. "You stand right there—I want to bring the horse out to see you!"

Hide that grouch behind a smile.



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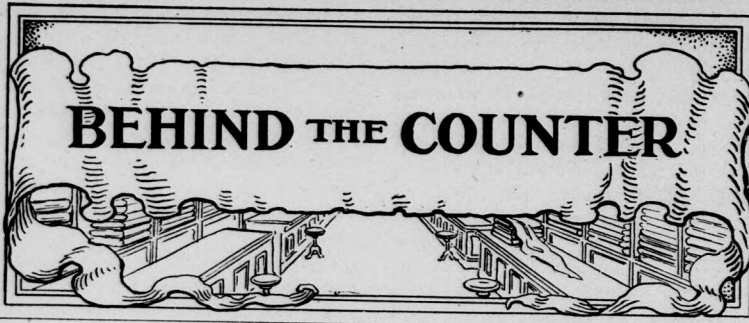
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### How the Drug Clerk Outwitted His Rival.

A small old man, with a smooth face and white hair came into the store and took a chair. His health had failed him a little over a year ago and I purchased his drug store. He then went to live with his married daughter in the country. Whenever he came to town he always loafed round my store; when business is slack he likes to talk about what has been.

After we had finished with the topics of weather, business and health he turned to the old days when he first began to clerk in a drug store and to study pharmacy.

"I remember when I first took up the study of chemistry," he said. "I would try all the experiments given in the book and then try some of my own compounding. I became thoroughly satisfied with it.

"I boarded at a widow's with two other boys, besides myself. One worked in a grocery and the other clerked in a dry goods and men's furnishing goods store. Also there were two lady boarders, one was about 35 and not popular, kinder shopworn; the other, Miss Gale, was a good looker and she clerked in a book store. I was getting along pretty well with her until this dry goods clerk, Robert Nelson, came to board. Of course, I did not like him, but I was too wise to let it be known.

"His clothes were always the latest thing out and, to me, he resembled one of the dummies they had dressed up in the store where he worked.

"All of us ate at the same table. The grocery boy was a rather silent chap and I had things going my way until Nelson came. Then I could see that he was sorter slowly precipitating me with Miss Gale.

"It never percolated into his head that I didn't like him as well as I pretended.

"One night I got off early and hurried to my room before he left his store. His door was next to mine and unlocked. I stole in cautiously and dropped two or three drops of tincture of iron into his glass on the washstand; into the pitcher of water I emptied some sodium salicylate. I walked back to my room and retired but I didn't go to sleep. I was waiting for something.

"In about half an hour he strolled in. I could hear him moving about in his room; then everything became quiet again. He must have sat down. I lay there breathless with suspense, waiting; still nothing happened. Suppose he did not take a drink of water

before he went to bed. Suddenly I heard a half smothered exclamation, the pitcher came down hard in the bowl. The next moment the door flew open and he ran out into the hall. He seemed to hesitate a minute, then he knocked at my door. I waited until he knocked again before I answered.

"Who it is?" I demanded sleepily.

"It is me, Nelson," he answered.

"Come in."

"He came in; he was white as French chalk and perspiring.

"I wish you would come into my room a minute," he gasped. "I poured out a glass of water to drink and it turned red right before my eyes!"

"What you been drinking?" said I.

"I am not drunk. I took but two drinks before I came up, but when I poured out a glass of clear water it turned red before I could raise it to my mouth. You just come and see."

"I got up and he led the way back; sure enough the glass was half full and the color of aromatic sulphuric acid!

"I know I didn't take but three drinks to-night. Doesn't it look red to you?" he said.

"Yes, it is red all right," I replied.

"We looked into the pitcher, the water was perfectly clear, so I poured it out and sent Bob—that was his common name—after another pitcher of water. When he returned I washed the glass and filled it, the water was all right now. So I told him I could offer no solution of the cause of the water turning red. I was just dying to laugh, but I didn't dare.

"A few days after that I came to dinner earlier than usual and waited until they were all in the dining room, but Nelson, he had not yet arrived.

"There were no hydrants in the town then. I went to the washstand in the hall and after bathing my face and hands I saw Nelson coming. I quickly poured nearly all the water out of the pitcher and emptied a half ounce of tincture of iron into it; then sprinkled the top part of the brown towel with tannic acid and bustled into the dining room.

"He came in and went to the washstand. In a few minutes he hurried in, not aware of the appearance of his face. I can see his face now as he paused before the table. Everyone of us began to laugh, but I noticed that Miss Gale did not laugh as heartily as I had hoped she would.

"Why, Bob, how did you get your face so smutty?" she exclaimed.

"He hesitated a moment and then fled to his habitat without replying.

"That very evening he moved out and changed his boarding house.

"I don't think it filtered through his head that it was I who was pranking with him, but Miss Gale knew, and after that she had but little to do with me. When June came they were married."

The old man's daughter drove up to the store and called for him and he climbed in the buggy and drove off.

Nolen Ambrose Turner.

### Talk Required To Secure a Job.

Did you ever try to get a position from a conceited man? You probably have, because most successful men are conceited men—that is why they are successful. In addition to conceit, of course, they have brains. Conceit, all by itself, is not enough for success, but few succeed without it.

But to return to the subject—getting a job from a conceited employer. Naturally the thing to do is to flatter his vanity. There are different varieties of conceited men. Some of them have a sense of humor. Your flattery must be applied with delicacy and tact; others will swallow anything, no matter how rude, and lick their lips and call for more.

Now, here is a thing to say to a conceited employer from whom you wish a place. "Sir, I feel that I have ability; I want a chance to develop. A year or two under the direction of such a man as yourself would do wonders for me; I feel that in time I should come to do work that would be a credit both to myself and to you." Just like that! Such a remark, as you see at a glance, is a compliment to the powers of Mr. Self Conceit. While you do not belittle your own abilities, you place the development you hope to make as a tribute at his own feet. If you succeed it will be as his pupil, as a result of his own business genius.

Here is another thing you can say: "Mr. Conceit, I have come a thousand miles to work for you. (Smile here humorously to destroy any suggestion of conceit on your own part in assuming that you could get the position.) So you might as well give me a place. I left my position at home because there was no chance for me to develop. I left it with the definite

intention of coming to you, because, out our way, sir, they say you are the best man in the business. So you might as well put me on the roll and have it over with. Because, if you do not, you see, I'll get a job somewhere else to pay expenses and keep bothering you until you can find a place for me."

Another remark that might be used: "I wanted to get into this line of business, so I went to my uncle (here mention George Washington or Col. Roosevelt, or somebody whose opinion is worth something) and asked him who was the leading man in the business and he said you."

A conceited man is easy to deal with, because his mental makeup inclines him to believe anything nice about himself that you choose to say. The fact that you make a frank admission of his powers gives him a feeling of confidence in your truthfulness, frankness and judgment. He knows, himself, that he is a big man, the leader in his branch of industry, and when he discovers that you, a mere youth, have had cleverness and perception enough to find this out for yourself, he likes you. He argues that if you show so much insight on this point you will on others. You are employed.

Amos Andrews.

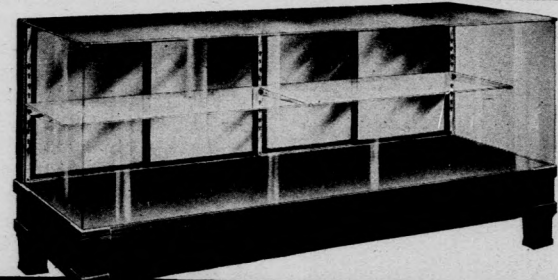
### Love and Grammar.

Some time ago a New York business man, who is blessed with an extremely pretty daughter, took his family to England for an indefinite period, during which he was to establish British branches of his mercantile enterprises in that country.

The charms of this young woman wrought much havoc in the rank and file of the men who met her abroad. She was sweet and gracious to all, but her heart, as well as her wit, belonged to her native land. One day her father found her at her desk, knitting her brow over a letter.

"What's the trouble, my dear?" he asked solicitously.

"Father," she responded dolefully, "I must write another declension, but nothing will induce me to conjugate until I get back to the United States."



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## SUCCESS ON THE ROAD.

## Squareness Is the Salesman's Best Attribute.

The traveling salesman comes into contact with all sorts of merchants in his journeyings from place to place. Some of them are most unreasonable, and no amount of tact and perseverance will enable one to do business with them satisfactorily. A group of salesmen were gathered in a hotel grill room on a Saturday evening not long ago, and one of them, who travels for a clothing house, was telling of an experience he had had in an Iowa town during the week:

"I don't know when anything has happened to make me feel so good," he said, with a chuckle. "I had been 'making' this small town for several years and had always sold my customer there his full line of boys' and children's suits. Last year, though, a salesman for a rival house persuaded him to give him half the order, and I had to be satisfied with a sale amounting to about \$800. I was pretty sore about it, for I knew the other fellow's goods could not compare with ours for value, and that he had secured half the order by misrepresentation of some sort.

"When I went back this time I had a notion to pass up old Hilsabeck altogether and call upon his only competitor in the town and try to place my line with him. But on second thought I determined that such a course would be unfair, considering that Hilsabeck had done business with the house for such a long period. I must say, though, that I expected him to welcome me like a long lost brother, because I was certain the goods he had bought from the other fellow had proved far from satisfactory, and that he would be only too glad to do business with me on the old scale.

"When I called on him I had the surprise of my life. Instead of greeting me with open arms he nodded coldly and turned to attend to a farmer who wanted to buy a pair of suspenders. He need not have done that, because two of his clerks were standing behind the counter with nothing to do.

"I waited until the suspender deal was finished and then asked him if he could come down to the hotel and look at my samples. 'I suppose you are ready to give your usual order,' I said.

"Then came the shock. 'I have bought,' he said, 'and even if I hadn't placed my order, you couldn't expect me to fall again for the sort of stuff you sold me last year.' I was dumfounded, and insulted, too, at such a remark, but he turned away from me to wait upon another customer and I walked out of the store. I went up to the hotel to open up my samples, wondering all the time whether old Hilsabeck was drunk, or crazy, or what happened to make him talk as he did.

Sold Competitor Big Bill.

"On reaching the hotel I met in the lobby the owner of the other clothing house of the town and ask-

ed him to look at my samples. He was glad to do so. He said that he would have been glad to buy my line years ago if Hilsabeck had not been carrying it. After looking at my goods he gave me an order for his entire line, telling me that the stuff he had been carrying was far from satisfactory.

"I made up my mind before leaving the town I would call upon my old customer and ask him exactly what he meant by making the remark he did about my goods. He did not receive me any more pleasantly than he did on my first visit, but when I put the question to him he smiled sarcastically and told me I could see for myself what he meant. He took me up on the second floor, to the boys' department, and showed me some suits which he said were the worst plunder he had ever had in his store. 'Even the niggers won't buy them,' he said, 'and your house ought to be ashamed to foist such goods on the innocent public.'

"As soon as I looked at the suits I knew they had been bought from my rival and never had seen the inside of our place, but I made up my mind to keep quiet for awhile. I told Hilsabeck that there must be some mistake and asked him if he would not look up his bill. He said he knew perfectly well where the goods came from, but nevertheless he told his book-keeper to bring him the bill for what he had bought from me last year. I asked him to compare the stock numbers on the bill with those on the suits, and he soon discovered that they were different. Then he sent for the bill of the other firm and when he had looked at it his face was a study. He held out his hand. 'I want to apologize,' he said. 'I see that these goods came from the other house, and I have done you an injustice in thinking that you sold them to me. I gave these other people the order for my full line this season, but I'll cancel it now and give it to you.'

"I had my innings then. I pulled out of my pocket the order I had just taken from his competitor and showed it to him. I told him I was sorry that such a situation had arisen, but under the circumstances I could not accept his business, as it is a rule of our house not to sell two firms in any one town. I told him also that merchants should be more careful to remember where they buy their goods so that they won't make the mistake of criticising a salesman unjustly.

"When I make that town next year Hilsabeck will expect me to call upon him, but I won't. It wouldn't be good business ethics for me to do so. The other man helped me out when I thought I wouldn't make a sale in the town, and as long as he is willing to buy from me I'm going to give him the privilege of handling our goods."

The other salesmen at the table nodded approvingly. "That man who lost the agency for your goods was served just right," said Jones, who also sells clothing. "It's my experience that it never pays to sell two

merchants in the same town, even if one of them says he is willing to accept your stuff without the brand on it. I used to sell a man down in Arkansas who tried a trick on me. I had sold him his line for two seasons, and his account was satisfactory. Another man, with whom I had become acquainted some time before, started up in the town, and wrote me that he was willing to buy my goods without the brand on them. It wouldn't have been loyal to my first customer to sell the new man my clothing with our brand on it, but I considered it was all right to sell it without. In fact, about the only difference between a great many lines of goods is in the name, as you know.

"Everything was all right until Smith, customer No. 2, got short of stock and sent in a mail order to my house. Whoever handled the order was a dumbhead and sent him a lot of goods with the same brand as those which my first customer in the town was handling. Smith wrote to me and told me about the mistake. He did not want to carry the branded goods any more than the other man wanted him to do so, and asked that some new labels be sent him. I was in Chicago at the time and sent out the labels as requested. I also wrote my original customer, telling him frankly of the mistake, and assuring him that it never would happen again. He wrote back a stinging letter, and, among other things, requested that I leave him off my list when I next visited the fair State of Arkansas. There was nothing I could do to put things right, and ever since that experience I have made it a rule to sell only one man in one town, with or without labels."

Wouldn't Look at Samples.

"Talking about tough customers to handle," said Brown, who had just returned from Louisiana, "I want to tell you about an old codger I call on down near New Orleans. His peculiarity has been that he wouldn't come down to the hotel to look at my samples.

"I have called on him regularly for several seasons, but could never get him away from the store. I was told that he once had a clerk who stole from him and after that experience he would never leave his place of business, even to eat, unless one of his own sons was there to take his place. I used to carry some of my samples to the store and made a few small sales in this way, but I had grown tired of that sort of business. I made up my mind that if the man wouldn't take the trouble to look at my full line and give me a decent order I would cut him off my list.

"This time I went into his store, shook hands with him and handed him a cigar. He took it and laid it on his desk, saying that he would smoke it later. I knew very well that

he was lying, for he did not smoke at all. He asked me about business. 'Best ever,' I said, for it's always a good thing to be cheerful. Any traveling man who goes about the country saying that business is poor ought to resign and become an undertaker. Even if, as a matter of fact, he is not doing a great deal, he should at least say, even in the dullest times, that 'business might be a lot worse.' The men who go about complaining really have a large share in making business dull by undermining the confidence of the merchants.

"When this old man in Louisiana had asked me how business was and I had told him it was booming I went straight at him and told him that I was determined to sell him more goods and that I wanted him to come right down to the hotel with me and look at my samples. I told him that I was tired selling him small lots and that the only way I could ever get him to buy more was to show him my complete line. I told him right out that he was not treating me right by not giving me a chance at a decent order.

Couldn't Spare the Time.

"He listened to what I had to say, and then began telling me the old, old story about not being able to leave his store. I pointed out to him that his clerks were all on duty, and that not one of them was busy, for there wasn't a customer in the place. He still insisted that he could not spare the time, and suggested, as usual, that I bring a few samples to the store.

"Then I said to him: 'Now, look here; supposing a man came into your place, and wanted to buy a suit of clothes; how much profit would you likely make?'

"About \$5,' he said.

"Well, how much time would it require for you yourself to make a sale of a suit of clothes to an interested customer?'

"I might do it in twenty minutes, or it might take an hour,' he replied.

"I put my hand in my pocket and pulled out a ten dollar gold piece, which I handed to him. I told him that I was paying him \$10 for ten minutes of his time, and that if he would give me that ten minutes in my sample room I was sure I would sell him an order of goods, which would repay me a number of times the amount I was out. Well, the old gentleman's face was a study. He wouldn't take the ten dollars, but he grabbed his hat and started for the hotel with me. I sold him a line of goods several times larger than he ever had bought before, and he has been one of my best customers ever since. He never suggests nowadays that I lug my samples to his store."

Frank Johnson.

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### Good Faith Between Shoe Manufacturers and Retailers.

Written for the Tradesman.

The province of manufacturing and the province of retailing are, indeed, separate provinces, but they are mutually interdependent.

There can not be a distribution until there is a product to distribute, and there can not be any economical and efficient mode of distribution until you have a class of men trained in the science of selling at retail.

Adam Smith, the father of modern economics, calls attention to the functions of the retailer, and argues quite cogently that, in view of the importance of distribution, the man who engages in it ought to be adequately compensated. To sell merchandise to the right people, in the right way, assuredly requires time, talent and unflagging industry. "The laborer is worthy of his hire."

Certainly ideal conditions can never obtain in the shoe business until both the shoe manufacturer and the retail shoe dealer is minded to look upon the other as a friend and ally. In order to promote the interests of all parties concerned there must be good faith and hearty co-operation between reputable shoe manufacturers and legitimate, straightforward, conscientious shoe dealers.

The manufacturer of shoes is entitled to a retailer's profit. The shoe merchant should be loyal and frank with the firms from which he buys his merchandise; and the manufacturer should stand by and protect his customers. For either to take a mean and unreasonable advantage of the other is foolish and unbusinesslike. These two must stand together. As this scribe sizes up the situation, the functions of manufacturing and the functions of distribution are so radically different that they can not successfully and for long be exercised by a single individual or firm. From the earliest dawn of commerce we have had these two classes; and they are going to persist to the end of the chapter.

These reflections come to me apropos of a business letter I read the other day, written by a shoe manufacturer to a party in a Western town. This party, it seems, owns and operates a retail junk-and-job-lot emporium out in his Western burg, and he had written in enquiring about some samples and seconds—and he wanted them, he was at pains to impress, at the very lowest price. Now this manufacturer hasn't any sort of patience with humbug shoe vendors, and this fact appears in the letter he wrote to the Western sample

store party. He was kind enough to give me a carbon copy of the letter. It runs as follows:

"Dear Sir—I have your communication of March 18, asking if I have any samples in women's shoes, or seconds in spring and summer shoes for women's, misses' and children's wear. I beg to say that I have. But you can't buy them—no, not to save your measly little soul from Tophet.

"And now for the reason—though I dare say I'm wasting time in dictating an explanation: I have a customer in your town, as you doubtless know—and he's an honest, straightforward, legitimate, open-and-above-board merchant—and I don't want to put any club in your hands with which you could and would beat him over the head.

This customer has been on our books fourteen years, and during all this time I have never heard a word against his honor as a man or his integrity as a merchant. He sells shoes right. If it is a three dollar shoe, he sells it for three dollars. He does not sell junk for shoes, and he does not sell seconds for firsts. I only wish we had more men of his type in the retail shoe business, and less of that ilk that fatten on the ignorance and cupidity of people who want to get their shoes dirt cheap."

Now, that letter rings about right, don't you think? One can readily imagine that some present-day evils in the shoe business would speedily be righted if all other manufacturers would get into the habit of dictating communications like this.

But unfortunately there are manufacturers in the shoe industry who depart from the path of fair dealing, thus aiding and abetting crooked men who are engaged in the fake shoe business. In view of the growing prevalence of these punk shops, one wonders where under the canopy all these paper-and-leatherboard shoes, skinned-to-the-limits footwear concoctions, samples and seconds come from. There are (unfortunately) men who make a business of turning out junk in carload lots; and some reputable shoe manufacturers (either consciously or ignorantly) contribute to the enormous demand for this manner of supplies.

When the fake sample store can get hold of some bona fide samples or some really good seconds, they are prepared to make a real killing. The origin of so-called seconds is well known to the shoemen. In their progress through the factory certain shoes are injured either through accident or through the error of an operative. If the injury is of such a nature

that it can not be corrected that shoe is regarded as a "cripple." But the injury may be merely to the appearances of the shoe, and not to its real merit as a serviceable piece of footwear. In tan shoes the shades and tones of the skin vary. Suppose the quarter of one shoe is just a trifle darker than the quarter of its mate? The difference in tone may be ever so slight; but that pair of shoes go into the pile of seconds.

Now the problem with the manufacturer is to sell these seconds somewhere in order to get his money out of the material represented. He does not figure to make any money on seconds—all he wants to do is, if possible, to break even, or at all events to reclaim as much as he can. Along comes Mr. Fake Sample Dealer and says: "I'll buy 'em—in fact, I'll buy all you botch. I'll buy your samples, too. Can I get 'em?" Some manufacturers say, "Take 'em along, and joy to you."

Now suppose that manufacturer has a name for a certain good shoe of the popular priced or medium grade variety? Don't you see what a scoop the fakir can make in his little diggin's? If that manufacturer happens to have any legitimate customer in that community, it is mighty hard on him. If he has any backbone he will either put an end to that sort of thing or he will quit the firm. If the shoe manufacturer has any bargain lots in seconds, why doesn't he sell them to his regular customers, thus giving them a chance to use them for leaders and specials? Some shoe manufacturers are doing this. Others are selling their samples and seconds in localities where they have no customer—but most of them are selling to cut-rate shoe dealers. The only difference is that, in all such cases, they are injuring not their own regular customers but a lot of regular customers of some other legitimate manufacturer.

Evidently, then, the only way the evil can be eliminated is for the straightforward and legitimate shoe manufacturers to come to an understanding about the disposition of their class of merchandise; and having done so, resolve to stand by their own customers, first, last and all the time. It is a great, big evil, and it is not going to be corrected in a day. It will take time. Cid McKay.

It profits one little to hope, if he does nothing else.

### Your Bank Account Is Protected.

Of the many means that have been tried to make bank checks safe the only one that has stood the test is the special safety paper. Bankers, express companies and others who have need of such paper have gradually been coming to the belief that it furnishes them with their greatest safeguard. The manufacture of safety paper for checks began almost half a century ago, but its use was not general until within recent date.

In making this paper a chemical tint is combined with the white body of the paper, with a distinctive design that is readily noticeable on the surface of the paper. This tint is sensitive to every effort at alteration and the design is distinctive, so that the user, once familiar with it, can always know he is getting the real article and not a lithographed imitation that can be altered, because the tint is only on the surface.

The safety paper tint turns white when acid is used or under the pressure of mechanical erasure. The tint can not be restored. So good a safety device has this paper proved that, in the last year or two, professional forgery has dwindled to a minimum and the business of altering checks is left to bungling amateurs who are easily caught. Between the paper and the bankers' association which follows up every forger for years without expense to the individual bank; thus making the small institution as relentless an enemy as the large one, the business of check altering is becoming yearly less attractive.

The safety paper has proved a better protection to the depositor than the bank punch and the indelible ink that were hailed as such discoveries. The bank punching machine, which perforates the figures in the check, proved ineffective, because the forger could fill up the holes with paper pulp. The patent ink always fell a victim to some new acid formula, or could be removed by mechanical means.

But the man who writes his checks on genuine safety paper with the tint manufactured into the paper can feel reasonably sure his bank account will not be abstracted by means of an additional cipher or two on his check.

It may be poor business to have a holdover stock, but frequently one is worse off by over-anxiety to move it.

## For Your Spring Trade--The "BLIZZARD"



If you haven't a copy of our illustrated price list, ask us to send it. It is a complete guide to the best rubber boots and shoes.

### Wales-Goodyear and Connecticut Grades

Light weight; high front; a big seller.

Better get stocked up now.

All sizes for men, women, misses and children.

**The Maumee Rubber Co.**  
224 226 SUPERIOR ST.  
TOLEDO, OHIO.



## MEN OF MARK.

**D. T. Patton, President Grand Rapids Shoe & Rubber Co.**

Out of the boundless West come big opportunities, big enterprises, big men, mentally and physically. The influence of the land of great growth of all kinds seems to dominate its children, and nature in the exhaustless region west of the Father of Waters can tolerate in her sons practically nothing that smacks of mediocrity, mental, moral or physical. In them are exemplified the boundless sweep of her prairies, the magnificent grandeur of her towering mountains, the dignity of her illimitable forests and her intolerance of the petty and sordid. A typical son of the West, an inheritor of her greatness, one who has absorbed the best teachings of the West and has applied them consistently throughout his career; a man who does things and does them along lines in which pettiness has no part, is the subject of this sketch.

Given a man whose mental trend and character are dominated by the greatness of a country in which the small, the trifling, is an unknown factor, with a career supplemented by a vocation which, in a sense, is an epitome of many others, and the product is a man of dignified stature. For the business of shoe jobbing is as comprehensive as any other line of commerce and it is many-sided in its opportunities for expansion and development.

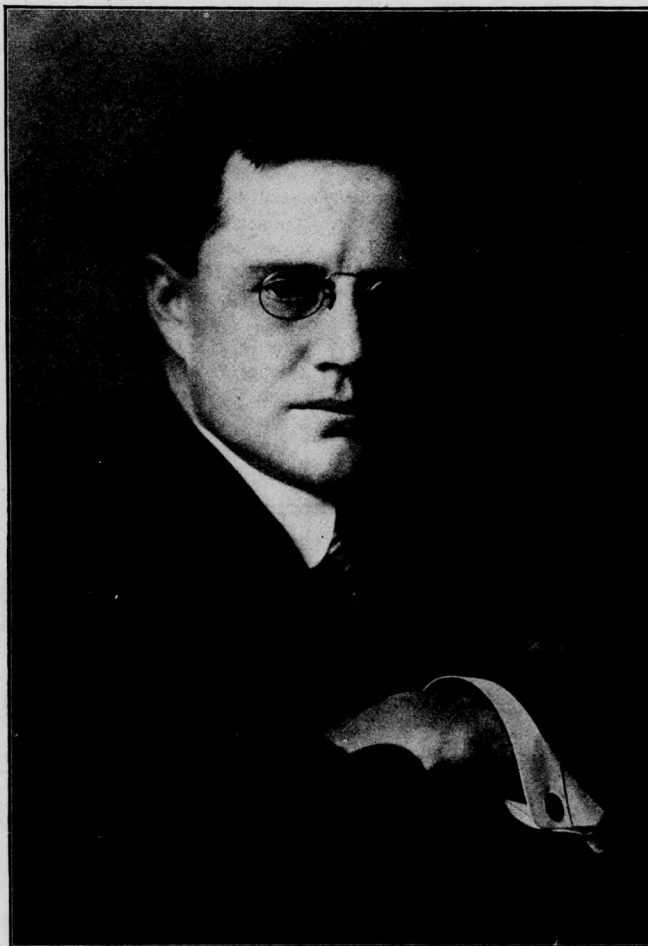
Daniel T. Patton was born in Mason City, Iowa, March 5, 1872. His father was of Scotch-Irish descent. His mother was of Holland descent. He attended the common schools of Mason City and subsequently pursued a classical course at Doane College, Crete, Nebraska. His first venture in the business world was as clerk in a grocery store at Greene, Iowa. After remaining there a year and a half, he went to Rockford, Iowa, where he clerked in a general store for two years. The next two years found him at Mason City as clerk in a still larger general store, having reached the conclusion that the wholesale business offered larger inducements and wider opportunities than the retail business, he entered the employ of the Bentley & Olmsted Co., wholesale shoe dealers of Des Moines, as assistant to the manager. He remained in this position until the death of the manager in 1900, when he was promoted to the position of Vice-President and General Manager. He continued in this capacity until 1910, when he made an advantageous sale of his interests in the business and for the next six months rested from labors which had been continuous for twenty years. He then took part in the re-organization of the North Star Shoe Co., of Minneapolis, as the Freeman-Patterson Shoe Co., continuing with that house about a year. Learning of an opportunity to acquire a substantial interest in the Grand Rapids Shoe & Rubber Co., he made this change last February, at which time the company was re-organized and he was made President and Manager. He has six traveling men in his em-

ploy and is covering the trade thoroughly.

Mr. Patton was married May 12, 1896, to Miss Nellie Rollison, of Des Moines. They have four children—two boys and two girls, and reside at 1230 Wealthy street.

Mr. Patton has been a member of the Congregational church for the past twenty-five years and has always been active in church and Sunday school work. He is no "jiner," having never affiliated with any secret or fraternal organization. He takes great delight in athletics and has played baseball, more or less, since he was a boy. His hobby is old books and at one time his collection was one of the largest in this country.

Mr. Patton attributes his success



D. T. Patton

to keeping everlastingly at it. He is the type of man who wins by patience what some men win by short strokes. He is companionable to an unusual degree and is the kind of man who wears well because he invariably retains the friends he makes and is constantly expanding the circle of his acquaintances.

It is certain that either wise bearing or ignorant carriage is caught, as men take diseases, one after another; therefore, let men take heed of their company.—Shakespeare.

The greatest burden in the world is superstition, not only of ceremonies in the church, but of imaginary and scarecrow sins at home.—Milton.

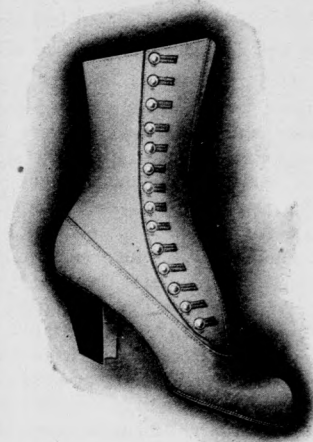
**Summer Is the Time To Push Findings.**

Written for the Tradesman.

Summer is the logical harvest of the findings department. Therefore findings ought to be pushed more industriously during the summer months than at any other time during the year.

People are out of doors more during late spring, summer and early fall than they are during the other months of the year. The more they are out of doors the more shoe polish, shoe laces, arch props and shoe ornaments they consume.

People are not, as a general thing, so particular about their footwear in the wintertime as they are in the summer. They do not renew their laces as often, do not polish their

**Ruth Shoes  
For Women****Shoes of Character**

Selling quality that pleases the merchant.

Fitting and wearing quality that insures comfort and satisfaction to the customer.

See our latest catalog for the newest creations in women's footwear.

Between now and July 4th is the time to realize quick returns from your money if invested in the popular styles of shoes.

Your mail orders will have our prompt and careful attention.

**Hirth-Krause Company**

Shoe Manufacturers  
and Jobbers

Grand Rapids, Mich.





at that time, merely playing at this thing of selling findings.

Practically all of them had findings, but comparatively few of them seemed to be pushing findings. Some of them had findings chucked away in bins and boxes and drawers and other unlikely places about the store—and some of them had almost forgotten that they had such merchandise until I asked them about it.

A good many of them were mildly interested in findings, but not very many of them appeared to be alive to the possibilities of such wares. I found findings cases that were cluttered up, findings cases that were partially depleted, findings cases that were dusty, dirty and uninviting. And I found that a great many dealers who seemed to be surprisingly wide-awake with reference to their regular stock, were sound asleep on findings.

Perhaps there has been an awakening on this proposition in the interim. I trust there has. But I wonder how many stores that handle shoes and findings and exclusive shoe shops in other sections of our country have fully arrived at the manner of handling findings in an enterprising spirit. And I wonder how many dealers who chance to read these columns will be in any wise interested and prodded up by what I may say on this topic.

I know a big metropolitan shoe store that has a most industrious and capable young man at the head of the findings department. He is not a salesman, mind you; he is an execu-

tive. He buys all the findings, looks after the findings feature of their window displays, marks the retail price, gets up interior findings trims and stands back of the findings end of the business all the while to see that findings get a square deal in that store. And you bet he makes 'em go. Incidentally he told me that his firm carried from \$8,000 to \$10,000 worth of findings in stock, and that during the last six months of 1912 the findings department of his store showed a bigger profit according to the amount of money invested than any other department in the store.

If findings do not go, who but the retailer is to blame for it? Some dealers seem to be able to make them go.

There are several methods of stimulating trade in this class of merchandise. But before anything at all can be done it is important that the dealer himself cultivate a faith in them. This belief in the merchandise itself is fundamental. Without it not much of anything can be done. If you do not believe in arch props, if you are dubious about paste, polish and foot-powders; if you do not have any use for rubber heels; if you look upon shoe buckles, bows and pompons as gimcrackery—it will be hard to get your salespeople to take findings seriously.

Findings must be featured if trade in findings is to be stimulated. First of all, let the people see them. Show them in your windows and in suitable interior cases. You will not

care to have too many articles in the findings line on display in your windows, for you must not divert too much attention from your shoes, but you can have some attractive commodities of this nature on display all the time. And remember that different classes of footwear call for different kinds of findings. With tan low-cuts, display a box of tan polish and a pair of neat, silk tan laces; with white shoes, white polish, etc. Now and then a window card apropos something in the findings line would not be a bad stunt.

But in the case or cabinet devoted exclusively to findings is where you will want to make your big show in the findings line. Several years ago, when the findings business was not so far developed as it is to-day, cases were made too small. It takes a pretty good sized case to exhibit a full line of modern findings and accessories. With such a case at your disposal (on the supposition that you have the goods in stock), you can make a display of findings that will interest your customers. Findings serve to brighten up the shoe store wonderfully. And people are coming more and more to care for such things. The reason is they are learning their uses. To feature the goods both in your windows and in your interior displays helps to promote this interest, and so create a demand for the merchandise.

Some merchants believe in devoting some space in their advertising to findings—not a great deal, to be sure,

but enough to keep them before the public's attention. Other dealers who believe in findings, and believe in pushing them, too, doubt the propriety of talking about them in the newspapers. You can take your choice.

But undoubtedly one of the best methods of stimulating trade in findings is to offer P. M.'s. The usual allowance is 10 per cent. This helps the clerk to remember.

It is a mighty good plan for the retail shoe dealer to keep in touch with the manufacturers in findings. Know what is being done in this line. When new things come out—or improved articles in the more established lines—get onto it as quickly as you can. After you have tried it out, supply yourself with it and get it before the public or your competitor gets wise to it. Thus you will put one over on him—and it is just as profitable to put one over his competitor in findings as in anything else.

Charles L. Garrison.

#### Careful of the Dog.

"How is the water in the bath, Fifi?"

"Please, my lady, it turned baby fairly blue."

"Then don't put Fido in for an hour or so."

#### Any Kind of a Man.

"What kind of a man would you like for a husband?"

"Oh, either a bachelor or a widower. I'm not particular which."



## Women's and Children's Shoes

Made by Tappan, of Coldwater, Michigan, are ace high as regards true fitting features, shapeliness of lasts and stylishness of design. We center our entire effort toward making high class McKay sewed shoes that stand out conspicuously as every day sellers in the best boot shops of the country.

The HOOSIER SCHOOL SHOE for girls and young women is a specialty which has attained great favor from the retail shoe merchant. We make them in heavy Dongola, Gun Metal Calf and Mule Skin, and we sell them at prices that give the retailer a wide margin of profit.

Our fall line, now being shown by salesmen, is deserving of your order.

**TAPPAN SHOE MFG. CO. :: Coldwater, Mich.**



## Style Tendencies in Fall and Winter Shoes.

Written for the Tradesman.

Before the retail shoe merchant gets fairly started in the spring business the traveling salesman comes around with his fall and winter samples. This looks like buying at long range—and it is—but what else can one do? If you want the shoes you have to get in your order so the factory can make them up.

Of course the problem of buying would be enormously simplified if the dealer knew this far ahead precisely what to buy—but he does not. At best it is merely intelligent guessing when it comes to buying shoes that are particularly notable for any so-called style-feature. Some of these new features that have been introduced into footwear to anticipate fall and winter calls will prove popular and then again some of them won't. The manufacturer may think he knows, but he can not say inerrantly. The traveling man, for all his infectious confidence, does not know absolutely. So when we get right down to brass brads, we are all guessing—but we have to guess or quit the game. He who guesses not is a goner.

In spite of all this, however, it is possible even at this early day to forecast certain tendencies in the general trend of style that is going to characterize the probably popular shoes that men, women and children will wear next fall and winter.

When it comes to men's shoes for fall and winter wear, moderation is evidently the watchword. Of course, there are a few smart lasts—put in chiefly to brighten the lines and strike the fancy of young men who are inclined to regale themselves in flashy attire—and a few radical departures. But these matters are not of sufficient importance to warrant any extended notice. Nobody takes them seriously—least of all the manufacturers who are showing them.

Some of the big city retailers are deploring the fact that the samples of fall and winter shoes for men do not exhibit departures sufficiently noticeable to meet their requirements. But the average dealer of the smaller town and city is rather rejoiced to observe that the changes in sight are appreciably less than they were a year ago.

At the same time the reader should not jump to the conclusion that there is anything approximating a dearth of new ideas. On the contrary, the styles now being shown by the manufacturers reveal a wealth and variety of new features—not a few of them truly notable, and all of them together having a tendency to deepen the impression that the swing to and fro of the pendulum of fashion synchronizes with limited, but none the less real, stages in the general advancement of shoecraft. Sure! We are getting on.

Howbeit, we must get down to terra firma and specify a few hard facts.

The "rhinoceros" toe is not much in evidence. Toes will be lower. In fact, it begins to look as if our old friend, the recede toe, was going to

go good and strong next fall. Many of the most promising samples are made up with that sort of toe.

The narrower toes seem to be billed for a strong call. Some of the samples that look good are almost reminiscent of "tooth-pick" days—although not quite so extreme.

In both men's and women's shoes for fall and winter wear there is an effort at simplicity and refinement—an expressed desire to simulate the so-called "custom" shoe. This effect is produced by plain stitching, low heels, the receding toe and the flat sole.

Bals are coming to their own—or at all events this is the confident belief of those who are in a position to sense the remotest tendencies in current styles. And the bal always was a neat-appearing, well-behaved, deservedly-popular sort of shoe.

As to heels, there is something to meet almost every conceivable demand that may arise. There are military heels—not many, but a few; there are medium flat heels, low flat heels and flange heels.

Ordinarily style-departures in footwear designed for men are not as pronounced as they are in new shoes for women. This is, of course, as it should be. Mere man can and must content himself with a limited allowance in such matters. But manufacturers who are bringing out new products for the feminine contingency of our American shoe consumers must needs be up and doing.

Generally speaking, tops are not running as high as they did last year. Some of the best samples of fall and winter shoes are from seven to seven and one-half inches in height. There are a few higher ones, to be sure—some with as many as twenty-two buttons; and again there are a few with the standard six inch top.

In many of the samples that seem well adapted to make a hit the slant top prevails. In some cases, however, the slant has been modified. Some of them are slashed down at the side.

In many of the fall models short foreparts prevail; but the high toe effect that went to a near-freakism in men's shoes a season back, has not been carried over into women's shoes for next fall. A knob toe on a woman's shoe is a doubtful proposition, and designers were wise in not incorporating this feature in their new styles. Of course there are a few of the fall samples with rather highish toes, but not many. On the other hand, there are a few recede toes. But for the most part toes are just "normal" with respect both to height and width.

Perhaps one of the most noticeable departures is the increasing disparity between women's dress shoes and the shoes designed for her street wear. Millinery shoes have been refined and beautified, while street shoes have undergone an evolution tending towards mannishness. And this also is based on a sound theory. When a woman dresses for a social function she puts on dainty gown and a picture hat, and she tries to make herself just as attractive as she

knows how. The toilette ensemble is hopelessly marred if the shoes are not au fait. They must also be dainty and attractive. Now our alert shoe manufacturers have suddenly become conscious of this fact; for lo, they have positively outdone their previous best efforts in designing, fetching out numerous lasts of a most attractive sort for the delectation of women next fall and winter. On the other hand, the shoes intended for milady street wear are strong, hefty and withal extremely substantial. They do not look clubby and uncomfortable, but they are of a pre-eminent common sense sort.

As to leathers—well, there is dull calf vamps with kid tops, calfskin boots, black buck and patent leather boots; tan button shoes and tan Russia boots—and some fabrics. In pumps and slippers there is pretty much everything from embroidered satin to pink calfskin.

Button shoes will continue to have a strong call. The demand for buttons that has prevailed during the last year and a half or two years is a source of surprise even to the button manufacturers and jobbers. "Button!" exclaimed a prominent Cincinnati findings man in my presence, "heavens on earth! I can't get 'em in from the makers fast enough to supply the demand. I do not know where they go to. They are always calling for buttons, more buttons."

In spite of this fact, though, some of the nifty fall and winter samples are made up with laces. Will they

go? Will the people who are so strenuously advocating a return to good old dependable laces be able to stem the tide of this overwhelming and unprecedented clamor for buttons? I know not. Wiser heads than mine are dubious. But it will be a good plan to have a few good lace shoes on hand in case a counter current sets in.

The gaiter boot that was strongly featured last winter in some of the progressive city shops, still appears (with certain modifications) among the samples for next fall and winter. To some extent it will go.

Chas. L. Phillips.

### Ten Things For All To Remember.

There are ten things for which no one has ever been sorry. They are:

- Doing good to all.
- Speaking evil of none.
- Hearing before judging.
- Thinking before speaking.
- Holding an angry tongue.
- Being kind to the distressed.
- Asking pardon for wrongs.
- Being patient towards everybody.
- Stopping one's ears to a talebearer.
- Disbelieving most of the evil reports.

### Four Handed.

The Zoologist—A monkey has four hands!

Visitor—Yes. It's a shame to see the animal neglect its opportunities. It could play an entire game of bridge all by itself.

"When you get in wrong get right out and get out right."

# Shoes That Speak

## Some Shoes Don't Talk Plain

Delightful shoes speak clearly to your customers. You don't have to act as interpreter. Delightful shoes show plainly the essentials that ladies fine shoes need to make them popular with your customers.



White Nubuck Welt  
No. 5120 B-C-D  
\$2.75



White Canvas Welt  
Button Oxford  
No. 6120-D wide  
\$1.85

Terms:—10% in 10 days. Net 30.

Many other seasonable styles in Tans, Whites and Blacks in Stock.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



## EARLY LETTER CARRIERS.

## Graphic Description of Two Peculiar Characters.

Written for the Tradesman.

One of the first men appointed to deliver letters to the offices and homes of our citizens when the free delivery service was introduced in Grand Rapids was Julius Caesar, who died while an inmate of the Soldiers' Home, about ten years ago. Mr. Caesar was a German by birth and lived across the sea until the Civil War broke out, when he sailed for the United States and immediately after his arrival enlisted in the Union army and served his adopted country faithfully until the close of hostilities. Mr. Caesar was well trained in the dramatic art and possessed much natural ability. A well modulated voice, a handsome face and a pleasing personality made him a favorite with patrons of the amateur dramatic entertainments which were presented from time to time by our fellow citizens of German descent two decades ago. For many years Mr. Caesar served the business men located on Canal street and his appearance at their stores and offices was always welcomed. There were no elevators in the buildings on Canal street at the period stated and Mr. Caesar was obliged to ascend many stairways to make deliveries. Finally he decided to announce his coming by whistling loudly. The occupants of the upper floors gradually responded to the whistle in person, often meeting the carrier at the foot of the stairways, thereby saving him many trips to the upper floors of the buildings. The plan worked so well that within a year after its introduction a majority of those he served received their mail from the carrier's hands on the sidewalk. A son of Mr. Caesar was a soldier in the war with Spain. He contracted tuberculosis and after returning he spent a few months in a tent at the Soldiers' Home and died there.

Dennis Costigan also served the Government as a letter carrier thirty years ago. The civil service law had not been enacted before he entered upon the discharge of his duties and appointments to the postal service were made through political influence. In those days none but Republicans were appointed to office. Costigan was a Democrat. He had friends in the service who believed, however, that he was a Republican and he received his appointment through their representations that he was of the "dyed-in-the-wool" brand. A great strain was put upon Costigan's conscience during the candidacy of James G. Blaine for the presidency. A marching club was organized and all employes of the local post-office were ordered to join it. Costigan donned the white hat which had been adopted as the insignia of their political preference by the members of the Club and when the organization turned out for parade or to attend a mass meeting the members shouted in unison, "Blaine, Blaine, James G. Blaine." Costigan, however, varied the slogan slightly, "Blaine, Blaine,

d—n Jim Blaine." The word d—n and the name Jim were whispered, however. Costigan paid an assessment amounting to \$10 to the Treasurer of the Blaine Marching Club, but immediately "eased his conscience," he explained, by sending \$50 to the Campaign Committee of the Democrats by a trusted friend. Costigan ruined his stomach, lost his mind and died in an insane asylum. His health was ruined through improper dieting. Frequently he would order a sirloin steak and when received covered it deeply with salt. Upon this foundation he would spread pepper until the steak and its white covering had been changed to deep black. Occasionally he would add a handful of red pepper. Such a diet would kill a dog, if he could be induced to eat it. Costigan was a witty, agreeable young man, popular with his associates and the people he served and an able supporter by habit of the salt trust and the growers of peppers.

The late Martin L. Sweet, as one of the bondsmen for the former Postmaster, Aaron B. Turner, officiated as postmaster of Grand Rapids during a period of several months. Mr. Turner was fond of fishing and hunting and when the game or the fishing season opened, business was not allowed to interfere with his determination to go to the streams or the fields. During one of his many absences several of his trusted employes appropriated considerable sums of money belonging to the General Government and in due time an inspector discovered the shortage. Mr. Sweet was notified and, in compliance with the law governing such a condition at that period, he took possession of the postoffice and managed the business until the shortages were ascertained and paid and the dishonest officials dismissed from service. Mr. Sweet managed the postoffice satisfactorily for all concerned. Arthur S. White.

## Communication Held To Be Proper.

The attorney of the National Hardware Association recently sent the Secretary the following legal opinion:

The Secretary of the National Hardware Association, from time to time, examines the catalogues of mail order houses and when he ascertains that the latter are quoting goods at low prices follows up such publications by sending a list of the low prices therein quoted to the different members of the Hardware Association, stating in such letters substantially that certain mail order houses are offering such and such goods at such and such low prices (low ones), and suggests to the members of the Association to whom he writes the advisability of their communicating with the manufacturers of these low quoted articles, stating the fact of the low quotation and demanding that such manufacturers shall give prices to them sufficiently low to meet the competition.

The question put to me is whether the Secretary of the Hardware Association subjects himself or his association to any penalty by reason of this conduct, the result being in many

cases that the manufacturers either refuse to continue to sell at low prices theretofore given or refuse to deal altogether.

I am advised that there is nothing more done by the Hardware Association or its Secretary than what I have suggested, and that my statement of what is done represents fully and entirely the situation.

Under these circumstances I do not see in what respect the Hardware Association or its Secretary violates any law. The wholesalers are entirely at liberty to demand as low price, as can be obtained from manufacturers. Where the latter give lower prices to others, the wholesalers are at liberty to state the fact and to insist upon being treated in such manner as will enable them to compete.

The manufacturers are not compelled to accede to the demand, excepting to such extent as their respective self-interest may suggest. The refusal of the manufacturer, after he had been advised of the facts which have reached his correspondents through the Secretary of the Hardware Association, to sell goods at former low prices, is a refusal resulting from no illegal concert of action, but from a prompting to his own self-interest.

He is obliged to choose whether he will alienate one set of customers or continue to favor another. The compulsion put upon him is the probable loss of custom of those who are alienated. They have a right to refuse their custom, and he violates no law in retaining it.

I am not dealing with a case of boycott. No threat is made. The Hardware Association does not act directly. All it does is to advise its members of a fact which is important for them to know. The communication of this fact, in my opinion, is proper.

Why is it that a reformer seldom begins on himself?

## Suggestions For the Wage Worker. Written for the Tradesman.

Take this from one who always preferred working for wages instead of conducting a business of his own; who had no ambition to be boss; who preferred exerting his powers to accomplish best results in the work laid out for him rather than directing or planning work for others.

It is not so important that one be busy every moment as it is that he accomplish something.

To wander about and keep up an appearance of doing something is not as profitable to the employer as to stop and think long enough to discover what most needs doing and how best to do it.

The clerk whose services will be most appreciated is the one who is continually taking note of things which need to be done to expedite business and who uses every opportunity between serving customers to do such work. E. E. Whitney.

## Training Begins.

The manager of the ball team lined them up and looked them over.

"All those who have been in vaudeville during the winter kindly step forward."

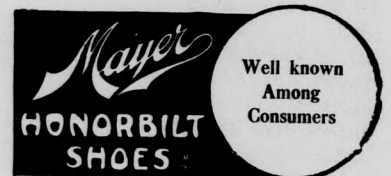
The entire team stepped forward.

"I thought so," said the manager. "Well, boys, just bear in mind this one rule. It will go hard with the man who disregards it."

"What is it, Cap?"

"When you make a hit, and the audience applauds it, don't stop to bow on your way to first base."

Better a close mouthed friend than one who is close fistied.



## It's the Name that Protects You

"H. B. HARD PAN" shoes have been made so well and so long that every FARMER, MECHANIC or RAILROAD MAN is satisfied with the goods shown him if they bear this name.

They know that the name H. B. HARD PAN is a sure protection against inferior leather and poor workmanship.

Think what an exclusive agency for this line means to you in protection and profit.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.  
GRAND RAPIDS, MICHIGAN



### What Retailers Can Do With Premiums.

From time immemorial the premium has been a trade-getting standby known in every line of business—honored in some.

Some lines of business more than others have used premiums. Yet the efficacy of the premium has been fairly generally tested in all. It has been proved to bring in profits that might otherwise have strayed to other channels.

So important a place does the premium now hold in retailing and so varied are the methods for using it, that many premium houses have sprung up, the sole concern and purpose of which is to supply suitable premiums and tested premium plans.

These concerns carry almost everything imaginable from knickknacks to parlor suites. They even issue, for the use of their customers, catalogues of selected lines for distribution to the retailer's trade.

Everything necessary for conducting a premium campaign is furnished including tickets or stamp books, punches, advertising suggestions, lithographs and in some cases form letters. The latter are supplied at cost for announcing the placing of a certain premium in stock.

The primitive punch card is being largely superseded by the stamp and book system. Instead of punching out the amount of a purchase on a card, a book is given to the customer and stamps representing the amount of purchase are used.

The basis on which premiums are given is variable. The kind of business as well as the section must be considered. A basis of 5 per cent. is usual. That is, the premium given with a purchase of say, \$5, should cost the merchant a quarter of a dollar. Often the basis figured on is only 2½ per cent.

When books and stamps are used the premium plan resolves itself into a trading stamp scheme operated individually. That is, instead of sending the customer to the trading stamp concern for the premium, he picks it out of the special stock carried by the merchant for that purpose. There is a big argument here for the merchant can show where his premiums represent more than those of a trading stamp concern since he does not seek to make a profit on his premium as the trading stamp concern must.

One store of my acquaintance had a book prepared specially to advertise their premium department. The majority of the space was devoted to reproductions of premiums which the store would furnish.

Among these were fishing rods, safety razors, base balls, books, children's toys, rugs, etc. The idea in making up the premium list was to hit upon such as would appeal to each and every member of the family, not merely to the mother or father, but to the children as well. The introduction to this book read as follows:

To Customers of the Red 46.

"The rapid growth of our premium department has made it desirable to

issue in booklet form a collection of our most popular offers. The list given does not cover everything in our premium line but presents those articles most in demand and shows the varied character of the premiums. Every member of the family has been considered and different tastes taken into account.

"All our premiums are purchased in large lots for spot cash and as we use quantities and take all discounts, we get the very lowest factory prices. This enables us to make more liberal premium offers than any other concern.

"Stores that give trading stamps can not give as valuable premiums on equal purchases because the concerns issuing the stamps have to make their profit on their premiums.

"We do not have to make a profit on our premiums. We give them in appreciation of your patronage. We charge the cost to advertising. You can therefore see why our efforts are not in the same class with those of trading stamp houses.

"We guarantee our prices as low or lower than those of any other store offering equal quality.

"Premium department is on second floor. Articles may be selected or inspected there at any time."

It will be noted in the foregoing introduction that a convincing argument is made against the trading stamp concerns.

Theater tickets make an excellent premium. Then some extra good show strikes town get a couple of tickets—the best in the house—and paste or otherwise attach them to a large piece of bristol board. On this announce:

"A Pair of Tickets to (state name of play and date)

#### FREE

To Every Person Who Makes Purchases Amounting to \$60 or over before the Evening of the Play."

In case purchases to that amount are not made by any one person—which is unlikely—the theater will without doubt take the tickets off your hands or you may be able to dispose of them at an advance over the regular price in case the house is sold out, which is likely to be the case if the show is a good one.

The raffle or drawing is a popular and effective form of premium giving. One store last fall advertised that it would give away a boy's automobile. Much interest was aroused among the school children. The sales agents of the car kindly proffered the use of one of their stock cars for visiting the various school-houses of the city. When the car, a five horsepower single cylinder type, drove up before the schools, at recess time or as the day's work was over, it became immediately a center of interest. Crowds of youngsters gathered about it eager to learn what the representatives of the store had to offer. Handbills and buttons were distributed. The buttons had a miniature cut of the car on one side. On the other was the wording, "Ask Blank & Co."

The handbills showed a cut of the car and bore this heading:

"Some Boy Gets This Auto Free."

In a box at the left the specifications were given. The body of the text was as follows:

"The way to get it is to trade here and have your parents do likewise. This fully equipped two passenger Auto, exactly like a big high-powered runabout but built expressly for boys, will be given away at our store on the night of December 23.

"With every purchase made we will give a ticket bearing a number. December 23 a drawing will be made and the holder of the number selected will own the car.

"To get a ticket all you have to do is to make a purchase amounting to 25 cents. When you purchase \$1 worth you get four tickets—\$2, eight tickets, and so on.

"Supply your needs here now and enjoy the advantage of this great automobile event."

On the tickets given with each purchase appeared the following:

"We are sharing our advertising appropriation with our customers.

\$350 Presentation.

"This certificate, which is not transferable, is one of a number of the same character issued by Blank & Co. to its patrons with every purchase of 25 cents or over. The patron who shall hold the requisite certificate on the night of December 23 will be presented with a Boy's Automobile valued at \$350.

"The number of the successful certificate will be posted in our windows December 24. If the car is not claimed by January 15 following, we

shall present it to the customer registering the next highest number to that determined upon. Retain this certificate."

A stub was kept of each ticket given, numbered correspondingly. The drawing was made from these stubs.

Putting money in the bank to be given on a certain date to the holder of a certain number is another plan along the same lines.

As the season approaches when things begin to look quiet, it may not be amiss for retailers to consider the time-honored premium as a means of increasing sales when increased sales are needed.

Irwin Spear.

### Make Your Vacation Real One.

Any physician will tell you that the vacation trip is responsible for all sorts of ills.

Men and women return to town delighted to get back to work and rest. Traveling is nerve wearing and exhausting to one who seldom travels.

Hotel rooms are spooky and strange beds are not conducive to restful sleep.

If you are worn to a frazzle don't go traveling about. Go to some quiet country place and get a real rest for two weeks. It will do you a world of good.

Hold yourself responsible for a higher standard than anybody else expects of you. Never excuse yourself to yourself. Never pity yourself. Be a hard master to yourself—and be lenient to everybody else.



## Our Harvester No. 159

A Goodyear welt shoe with style, strength and splendid service for out door summer wear, and whether you walk one mile or ten here is foot comfort from dawn till dark.

A popular priced seller that's a prompt profit producer.

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





#### Five Real Estate Purchases by Local Bankers.

The annual meeting of the Michigan State Bankers' Association is in session this week in Kalamazoo and all the Grand Rapids banks are represented. In addition to the officers who usually attend are a number of clerks and other employes who are interested in the Institute of American Banking which will hold the floor the second day, afternoon and evening. The meeting opened Tuesday morning with registration and reception, and then the annual address of President C. J. Monroe, of South Haven. The addresses of the day were by Hal H. Smith on "Taxation of Bank Stocks and Deposits," and E. H. Doyle on "For the General Good and Safety of Banking." Wednesday morning the topic for consideration was "Agricultural Development and Vocational Education," with addresses by President J. L. Snyder, of the Michigan Agricultural College, President D. B. Waldo, of the Normal School, and J. W. Beaumont. The American Institute of Banking, the social and educational organization of the bank clerks, had the program Wednesday afternoon and evening with addresses by George E. Allen, the Educational Secretary of the Institute, L. L. Wright and Prof. E. D. Jones. The annual election of officers will take place Thursday morning.

The meetings of the State Association are always marked by many social functions and this proved to be no exception. Tuesday evening a reception and entertainment was given at the Normal School; Wednesday automobiles were provided for the ladies and they were taken to the paper mills and then to the Country Club for lunch. Wednesday afternoon the men were taken to Kalamazoo's best industrial plants and in the evening came the annual banquet at the New Burdick, with addresses by Prof. J. Lawrence Laughlin on "The Country Bank's Interest in Banking Reform," John N. Johnson on "Is the Monetary Commission Plan a Solution," and Edward F. Trefz on "Character of the Commerce of the United States." The members of the Institute of Banking had their social session at the Presbyterian church, while the bankers were at banquet and the ladies were entertained with a theater party.

Grand Rapids bankers the past week have been putting some of their surplus cash into local real estate. President Wm. H. Anderson, of the

Fourth National, purchased the Board of Trade building, which six months ago the Association of Commerce was exceedingly glad to sell to Chas. F. Young at a valuation of \$50,000. He also purchased an unimproved fifty foot lot extending back to the river on Campau street, adjoining the Hopson building. He will hold both as investments, confident that the growth of Grand Rapids will make them profitable. Martin T. Vanden Bosch, representing Dudley E. Waters and others, purchased the Hermitage property, at Michigan and Monroe, of \$100,000 from Philo C. Fuller. This property has been used for hotel purposes and has been successful and it is probable that it will continue to be used as such with such enlargements and improvements as may be needed. J. Boyd Pantlind purchased the Howlett property on Monroe avenue, 25 feet adjoining the Weston building, which the Old National acquired some time ago to be a part of the new hotel site. The Pantlind purchase will be made a part of the hotel site, if desired, or will be held as an investment. Mr. Pantlind also purchased the old Torrford homestead on Fulton street, facing Jefferson avenue, 66 feet front and 25 feet back at \$17,000, and will hold it as an investment, with such present improvements as will make it carry itself. The record shows five purchases of inside business property in a single week by bankers. This is very much above the average and should be accepted as a good sign.

E. H. Hunt, manager of the Grand Rapids Clearing House, is very punctual in returning to his office in the City Trust and Savings at about 11:30, after the daily session of the Clearing House. Occasionally he is ten or fifteen minutes late, and when he gets back to the office it is with a chuckle, and this chuckle is a sign that the question may be asked as to who was the goat and how much it cost. If the Clearing House clerk from any of the banks is late at the session he is fined \$1; if he makes such an error in his footings as to delay the session the penalty is \$2. The Clearing House revenues from penalties, from tardiness and error is not large, as these lapses do not come often. If a bank is late in making settlement heavier penalties are prescribed, but this is after the session and not a part of the routine.

The bankers are making a vigorous protest against the proposed three cent and a half cent pieces which the bill now pending in Congress would

## Fourth National Bank

Savings  
Deposits

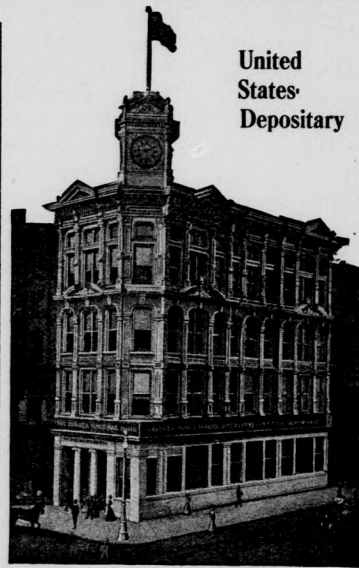
3

Per Cent  
Interest Paid  
on  
Savings  
Deposits

Compounded  
Semi-Annually

Capital  
Stock  
\$300,000

United  
States  
Depository



Commercial  
Deposits

3 1/2

Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Surplus  
and Undivided  
Profits  
\$250,000

## YOUR FAMILY IS IN NEED

of adequate protection in the event that you should be taken away. Have you provided sufficient Life Insurance to care for them as YOU CAN? If not we can supply your needs.

The Preferred Life Insurance Co. of America  
Grand Rapids, Michigan Wm. A. Watts, Secretary

## Public Utility Stocks and Bonds Municipal Bonds, Local Securities

Ask us for circulars and quotations

A. E. Kusterer & Co. 733 Michigan Trust Bldg., Grand Rapids  
Both Phones: 2435.

## GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

### Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

CORRESPONDENCE PROMPTLY REPLIED TO



add to the country's circulating medium. The reason for the protest is that the introduction of these coins would render useless much of the bank machinery and books. In the modern banks coins are counted by machinery and these machines are expensive. They are gauged for the coins now in use and two new coins would either render the old machines useless or call for expensive re-adjustments. As for the books, they are ruled for dollars and cents only and the addition of the half cent to the circulating medium would call for new rulings. The banks do all their adding by machinery, also, and the adding machine is not built to accommodate fractions. The protests of the bankers is based entirely on expediency and may or may not have weight, but, really, it is not easy to see who will be especially benefited or inconvenienced by the introduction of these new coins. In former years we had three cent pieces, both silver and nickel, and two cent pieces, copper, and they were dropped because they did not seem to be necessary. Before the war the half cent was in circulation, and this was dropped, for what reason is unknown. For a half century we have got along very comfortably without the fraction and for a quarter of a century or more we have suffered no serious inconvenience without the two and three cent pieces. The half cent might make it possible to give the exact change when one article is bought the price of which is two for a quarter, but the odd half cent makes so small a difference in the cost of living that it is not worth mentioning.

Dudley E. Waters has gone to New York to attend a meeting of the receivers of the Pere Marquette Railroad with the Protective Committee of the holders of the refunding bonds. The receivers have asked for permission to borrow a large amount of money on receivers' certificates which as a lien will have preference over all other securities, and the Protective Committee wants to know how this will affect their interests.

James R. Wylie, accompanied by his wife, has gone to Princeton to attend the graduation of their son, Curtis. After the college exercises they will take an Eastern trip of several weeks.

Frank Welton, Cashier of the City Trust and Savings, will be toastmaster at the Merchants Week banquet Thursday evening. Mr. Welton is a philosopher and humorist and there will not be a dull minute when he has the floor. To have him preside will alone be worth the price of admission.

Kelsey, Brewer & Co. are putting their various gas and electric properties into a holding company, to be known as the American Utilities Company, organized under the Delaware incorporation laws, with an authorized capitalization of \$40,000,000, and an actual issue of \$1,714,000 of per cent. preferred and \$2,400,000 common stock, besides such collateral

trust bonds as may be needed to take up the bonds of some of the constituent companies and for the acquirement of other properties. The stock in the new company will be exchanged for the outstanding stock in the constituent companies on a basis, for \$1,000 par value, as follows:

	Pref. Com.
Utah Gas and Coke .....	500
Boise, Idaho, Gas .....	200 200
Minn.-Wis. Power .....	375 375
Albion Gas, common .....	630 120
Albion Gas, preferred .....	1,000
Valparaiso Gas .....	640 120
Elkhart Gas .....	500 250
Winona Gas, common .....	750 300
Winona Gas, preferred .....	1,000
Jackson (Miss.) Light .....	50
Holland City Gas .....	50

After the exchange of new securities for the old on the basis given there will remain \$725,000 preferred to be sold, the proceeds to be used for working capital. This stock will be sold at par with a common stock bonus of 40 per cent. Kelsey, Brewer & Co. will retain \$150,000 of the common stock as their payment for putting the deal through and \$250,000 common stock will be retained in the treasury to be used as bonus for future stock issues. The nine properties to be merged, it is stated, show gross earnings of \$1,112,440 and net earnings above interest on the underlying bonds of \$235,396, which, it is said, is sufficient to pay the preferred stock dividends and 7.28 per cent. on the common stock. The common stock, it is understood, will pay 2 per cent. dividend the first year and this will be increased 1 per cent. a year until 6 per cent. is paid. The collateral trust bonds to be issued will be thirty year 5 per cent. securities, and the underlying bonds to be taken up at this time are those of the Valparaiso, Holland City and Elkhart properties. The Valparaiso bonds will be traded even, the Elkhart will carry a bonus of \$100 common stock and the Holland City \$50.

**Just as Easy.**

"I'd rather be happy than be rich," he declared.

"Oh, yes, so would I," she replied, "but one might as well try to be happy without being rich as to be an angel without having to die."

**Things Unprintable.**

Willie—Mother always carves when we have company to dinner.

Bobby—Isn't your father able to?

Willie—Guess he ain't able to without sayin' things.

**Certainly a Valid Reason.**

Noah Webster told why he compiled the dictionary:

"We need a place where words may be kept," he announced grimly."

**Particular.**

"Is she proper?"

"Proper? She's so darn proper she won't even accompany a man on the piano without a chaperon."

The fellow who talks all the time in order to be sure of saying something at the proper time always is out of order.

**Swiss Give Jobs To Indigent.**

In Switzerland the people act upon the theory that a man who is unemployed is, if left to himself, liable to become a waste by being a subject of charity and a tax upon the community. Therefore the problem is considered as an economic question. The purpose is to assist the unfortunate unemployed to secure work, not only for the sake of his family, but in the interests of the state. There is no toleration for the loafer. Begging is prohibited by law, and vagrancy is classified as a crime. If an unemployed person does not make a serious effort to find work the authorities will find it for him, and he is compelled to perform it. If he refuses he is placed in the workhouse, where strict discipline is maintained and every inmate is required to work to his full capacity, receiving therefor his board and lodging and from 5 to 10 cents a day in wages. There are also institutions where temporary employment is furnished to persons out of work through no fault of their own, and comfortable accommodations and some money compensation given until they can find more remunerative wages.

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

**GRAND RAPIDS SAVINGS BANK**

Only bank on North side of Monroe street.

We recommend the purchase of the Preferred Stock of the **Cities Service Company**

at prevailing low prices

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

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000  
Surplus and Profits - \$300,000

Deposits  
**63/4 Million Dollars**

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

**3 1/2 %**

Paid on Certificates

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

**2 1/2% Every Six Months**

Is what we pay at our office on the Bonds we sell.

**\$100.00 Bonds—5% a Year**

THE MICHIGAN TRUST CO.

Place your **Buy and Sell** orders with

Citz. 1122 **C. H. Corrigan & Company** Bell M-229  
INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

They will be handled promptly and properly and only a commission charged you.

**SURPLUS FUNDS**

Individuals, firms and corporations having a large reserve, a surplus temporarily idle or funds awaiting investment, in choosing a depository must consider first of all the safety of this money.

No bank could be safer than **The Old National Bank of Grand Rapids, Mich.**, with its large resources, capital and surplus, its rigid government supervision and its conservative and able directorate and management.

The Savings Certificates of Deposit of this bank form an exceedingly convenient and satisfactory method of investing your surplus. They are readily negotiable, being transferable by indorsement and earn interest at the rate of 3 1/2 % if left a year.

**THE OLD NATIONAL BANK**  
GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

:::

Old No. 1 Canal St.





**Michigan Knights of the Grip.**  
 President—C. P. Caswell, Detroit.  
 Secretary—Wm. J. Devereaux, Port Huron.  
 Treasurer—John Hoffman, Kalamazoo.  
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.  
 Grand Council of Michigan, U. C. T.  
 Grand Counselor—George B. Craw, Potoskey.  
 Junior Counselor—John Q. Adams, Battle Creek.  
 Past Grand Counselor—C. A. Wheeler, Detroit.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—Joe C. Witliff, Detroit.  
 Grand Conductor—E. A. Welch, Kalamazoo.  
 Grand Page—Mark S. Brown, Saginaw.  
 Grand Sentinel—Walter S. Lawton, Grand Rapids.  
 Grand Chaplain—Thos. M. Travis, Potoskey.  
 Executive Committee—James F. Ham-mell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

#### Chirpings From the Crickets.

Battle Creek, June 10—You need not question the matter at all. The reason Brother Barney insists that everyone in the crowd should take ice cream when he treats is that Fred is a vender of coal. That is all right, though, for he furnishes all the good brands and he treats you squarely. We have tried him, so we know.

Robert E. Longman spoke at the alumni banquet of the Athens high school last Friday night. His theme was, "Men and Things I have Met." Mr. Longman's wife, formerly Miss Una I. Rogers, graduated from the Athens schools several years ago, but Brother Longman left there to enter the schools at Kalamazoo. He completed his high school work in that city in 1901. Mr. Longman is Vice-President of the Trades and Workers Association, and his entire time is spent along these lines. His clean, concise, unbiased judgment of things make him a success as a business man as well as in matters of ethics.

Yes, John Quincy has been made Grand Counselor, and even if the delegation from Battle Creek was not numerically large, the enthusiasm of the whole local Council was represented by those who could make the trip. It also looks as if John would be able to wear the same size hat as usual when he gets out to work this present week. That is one of his failings—no task too big to attempt, just keep hammering away until results are reached—but plain old John every minute of the time. We have noticed signs up in different parts of the State: "I want an honest John," well, Battle Creek Council, No. 253, has one.

The convention at Bay City, by those who were not there, is considered a thing of the past, but to those who were fortunate enough to have

been present, it is something that can not pass from memory for years to come. Old Bay Council, No. 51, did themselves brown and were so clever about it that nothing seemed to be done for effect. There was no feeling that we will outdo anything that ever happened in the way of conventions, but the thought paramount was, "Now all together," and let us show them a good time. Battle Creek Council, No. 253, for one, feels that Bay City did all in her power to make the boys from all over the State have one continuous good time.

Traveling men are proud of their calling. They study human nature carefully and try and meet men and conditions fairly, squarely and unflinchingly, and they practice the art of being sociable and kind so earnestly that they find themselves very susceptible to flattery.

How much they appreciate the fact that men, and bodies of men, are pleased to associate with them in a public way. How flattered they feel when squads of policemen, National Guards, sailors, boy scouts and business men will subject themselves to long tramps in parades, just to show them that they are welcome.

They love to meet all these men upon a common footing, each regarding and respecting the position of the other in a manner that the Almighty surely intended them to do. And the boy scouts, God bless them! How the hearts of men go out to these little fellows who have taken a similar oath to live clean, unselfish lives. It takes good timber to make business men, brave firemen, good soldiers and sailors and honorable travelers, and the movement which has been started among boys is a grand one.

In a cafe, after the parade, one of our little friends, Master Guy Wedthoff, proudly told us about the work of the boy scouts. First, the boy must have at least a dollar in the bank, and he must be clean in his habits, abstaining from tobacco, spirits and profanity. He must have in his heart the desire to be kind, courteous and sympathetic. Then he must have education along lines of nature, knowing about the different trees, birds, animals, etc.; the knowledge of tying different knots, swimming, first aid to the injured, all possibly little things in their way, but sufficient to make it possible for a boy to engage the time that otherwise might be wasted foolishly. All these requirements are the very things that go into the foundation of a well-rounded life, and could we as men do anything better than to be on the alert for opportunities to encour-

age such enterprises? They are the things which tend to give richer, redder blood to the commercial, the political and the moral life of our country. Charles R. Foster.

#### Activities in the Hoosier State.

Written for the Tradesman.

The Indiana State Sunday School convention will be held June 26 to 28 in Terre Haute.

The South Bend Retail Grocers' Association held its annual meeting last week and re-elected the following officers: President, H. F. Lang; Vice-President, J. A. McCullough; Secretary, D. F. Baer; Treasurer, F. W. Brodbeck. The members were guests of the Jacobson-Peterson Co. and were served with an enjoyable lunch. Failure of the Picnic Committee to secure special railroad rates to Battle Creek was reported and it is probable the outing will be held at Paw Paw Lake, which is reached by traction line. J. C. Schreyer, the oldest grocer in South Bend, drew comparisons between the business today and in the pioneer days, when there were no cash registers, computing scales nor any of the business conveniences of the present. Other speakers included J. B. Franke, head of the Perfection Biscuit Co., Ft. Wayne, and J. W. Ebey, of the Armour Packing Co.

There were 137 entries at the work horse parade held recently in South Bend and the parade was a mile long.

It was held under the auspices of the South Bend Humane Society.

Foster Park, Ft. Wayne, will be dedicated July 4 and preparations are being made to care for 30,000 people. There will be refreshments, music, speaking, athletic and other events. No gambling privileges will be granted.

Indiana has risen as a manufacturing state until now she ranks ninth among the states.

Elkhart has passed ordinances regulating the driving of automobiles and establishing a city market.

Almond Griffen.

Men are like hens. The harder they have to scramble for a living the more useful they become.

**BOYS! BOYS! BOYS!**  
Stop at

**ARBOR REST**  
PENTWATER, MICH.

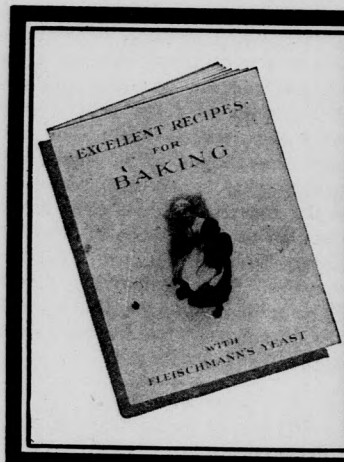
New Beds Entirely Refinished—Individual Towels

Up-to-date Stores use

THE BEST  DUPLICATING  
**SALES BOOKS**

Made of good BOOK paper, not print  
15% OFF IN TOWNS WHERE WE HAVE NO  
AGENT. WRITE FOR SAMPLES TO

MIDGARD SALES CO. STOUTON, WIS.  
Also manufacture Triplicate Books, Carbonized  
back Books, White and Yellow Leaf Books.



**INCREASE** your sales by  
requesting your cus-  
tomers to write for one of  
these books. They are  
absolutely free.

THE FLEISCHMANN CO.  
427 Plum Street,  
CINCINNATI, OHIO.

## Making Money for the Ice Man!

**T**HIS is what you are doing right along if you are using ice for refrigeration—and what do you get for it in the end? Did you ever stop to think about it? The wise marketmen now days are not making money for the ice men, but installing

Brecht's  
Twin  
Compressor



## Brecht's Enclosed Brine Circulating System

of Artificial Refrigeration—the practical, simple and economical method. Run it just a few hours and you will have a lower temperature, than if ice were used, for the balance of the day.

What you save in ice bills will soon pay for the system  
Write today, hot weather will soon be here.

Dept. "K"

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ESTABLISHED 1853

Main Offices and Factories:  
1201-1215 CASS AVE., ST. LOUIS, U. S. A.  
New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires



### Grand Rapids Ball Tossers Again Victorious.

Grand Rapids, June 9—That big noise, the No. 131 ball team are still the leaders by a wide margin. It was really a shame to take the money, for there was no team at Bay City which was not outclassed in every way by the Champions, and as the result we still hold that beautiful loving cup, which was donated by that most generous and thoughtful Council, No. 404, Muskegon, in 1911.

The first game was played on Friday with Bay City, and after a struggle for nine innings with our "some pitcher," Geo. Church, doing it to them in the finest form, and our wrecking crew doing nothing but landing on the ball and running bases like wild Indians, we succeeded in blasting Bay City's hopes by a score of 32 and 8.

When this game started there were so many white hats in the grandstand that it looked like a snow storm, but something happened to the weather in the third inning, for all of those loyal Bay City fans disappeared very quietly and in the last half of the ninth we had only three of the Bay City team left on the field.

The first day was worse and the second was worse.

With that strong team from Kalamazoo as the opposition, we cleaned it all up and brought home the cup and the championship of the State. This game was a short one, being only four innings, but the score would indicate that we had played at least a dozen.

Bill Berner did certainly keep that new piece of willow busy; nothing but hits satisfied our "Dear Old Billie" every time he came to bat, but Bill was not alone, for Francis Charles Mooney was there with soap in his hair also, and Harry, Cap't McCall, that old leaguer, sure did do some clouting as he did in his younger days.

Walt Ryder pitched a fine gam, and was there with the hit stuff good and strong and his little brother, Ed., got the finest hit of the game. There is no use to tell you about our backstep, for he is never asleep, as we all know, and to see him smile when he gets a chance to get a pop-up back in his part of the lot would do your heart good.

Well Hook Visner played just as good as he ever did in his life and that just was just good enough, so that we are keeping him out of sight of the big league scouts for fear that we might lose him, and our baby boy, Ernie Ghysels, played like an old leaguer and finished with a batting average of 1,000.

We've got a Ty Cobb on this team, too, just the same as all other teams. This one is no less a person than Aby Peters, who runs bases like a wild man and they could not have caught him in this game with an aeroplane. I guess we did wrong when we added this piece of furniture to our already well furnished household.

The score was: Grand Rapids, 14, and Kalamazoo, 3.

Well, fellows, I am proud to have the honor of being manager of a bunch of players of this kind. There is nothing to it, and it makes me smile when I think it over and think and know that all that will be required to finish the engraving on the cup next year, "1913," will be ditto marks under the words, Grand Rapids, 1911 and 1912. A. N. Borden.

### Standing Still.

Newspapers record the recent death of a man who kept store for many years in an Illinois town after the same methods and with the same goods that had made him prosperous in antebellum days. He never advertised, never changed the style of his purchases, and it is stated that for the first five years after the war he prospered fairly well—living, as it were, upon his reputation. But the scene changed. People came to his store, but not to buy goods. His shop was a veritable curiosity shop, in which the prevailing styles of clothing during the war were the chief attraction. By and bye even the gazers ceased to cross his threshold. He was alone, but he stuck to his job, going regularly every morning at 7 o'clock and closing at 6. Time wasted his fortune, and in old age the freak exhibit was closed; and the old man whose brain had been so strangely turned died the other day in Canada.

This is only an extreme case of the mistake which we may see in our midst every week. The man who does not advertise may seem to get along fairly well, yet he is only standing still, not advancing with the crowd. Some day he will be jostled down and tramped upon, or at least left all alone while the rest are pressing to the front. There is no such thing in nature or art or in the world's history in any phase as standing still. Only the lower animals cling to the habits of their ancestors. The human instinct points toward progress.

New goods avail little after a time if they are not of modern style. We may live for a few years partly upon reputation, but sooner or later even the most backwoods place will discover the delusion and hunt a modern assortment. The story of the old man of Illinois repeats itself in every instance where "Hustle" is not the motto. The Curiosity Shop stage may not necessarily be reached before the miasma of stagnation overpowers.

### Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 12—Creamery butter, 25@27c; dairy, 20@24c; poor to good, all kinds, 18@20c.

Cheese—Fancy, 14½@15c; choice, 13½@14c; poor to good, 8@12c.

Eggs—Choice fresh, 19@20c.

Poultry (live) — Turkeys, 12@14c, cox, 10c; fowls, 13@14c; ducks, 12@14c; geese, 10c.

Beans — Red kidney, \$2.75; white kidney, \$3@3.10; medium, \$3.10@3.15; marrow, \$3.10@3.25; pea, \$3@3.10.

Potatoes—\$1.20@1.25.

Rea & Witzig.

### EQUAL SUFFRAGE.

#### How It Is Working Out in Other States.

Written for the Tradesman.

While the question as to what might be the effect of women's vote has really nothing to do with the question of its right, let us look into it a bit and see what it is doing in the six states where equal suffrage does obtain. Wyoming was given full suffrage in 1869 and credit is given the women for the fact that there is not a county poorhouse in the state, and the prisons are nearly empty. Colorado received full suffrage in 1893, and I will quote what Judge Ben Lindsey says:

"The Juvenile Court system has always had back of it the support of the women, especially the mothers of Denver, and whatever success it may be credited with, is largely, if not entirely, due to their efforts. The results of woman suffrage in Colorado have been so satisfactory that it is hard to understand, how it encounters opposition in other states. I have never observed one evil as the result. I have never heard a criticism directed against woman suffrage that ever worked out in practice or, if it did, was not equally applicable to male suffrage. One of the greatest advantages which has come to us from woman's suffrage, is the fear on the part of the machine politician to nominate for public office, men of immoral character, or to defeat those who have maintained a reputation for honesty and decency. Again, at critical times, and in important elections, when some great principle is at stake, especially with reference to local conditions where the home and family are involved, the women of the state have always come to the rescue. The powers of evil realize that they have a powerful moral force to deal with when it is once aroused and they also realize when it is aroused, it has the power to strike a blow. We have in Colorado, the most advanced laws of any state in the Union for the care and protection of the home and the children—the very foundation of the Republic. These laws, in my opinion, would not exist at this time, if it were not for the powerful influence of women, which at all times has been back of them and those who conscientiously and faithfully administer them. We believe we have the best Juvenile Court law; the best child labor law; the best compulsory education law; the best laws for the prevention of cruelty to children; and the enforcement of the obligations of fathers to support wife and child; and the best administration of these laws when once upon the statute books of any state in the Union. I believe I only voice the general impression of the best informed as to such matters, when I say that we owe this condition more to woman's suffrage in Colorado, than to any other cause."

I would like also to call attention to the fact that Judge Lindsey tabulated a recent election in Denver and found that in the best residence wards, the women cast 55 per cent. of the vote and only 4 per cent. in the so-called "slum" or "red-light" wards. It would hardly seem that the statement that is

often made that "The votes of ignorant and bad women would offset those of the intelligent," is true.

Utah was the next State to enfranchise its women, politically, and although many of them are still slaves to the Mormon Church and subject, with the men, to its domination, they have succeeded in having passed laws providing that women teachers shall equal pay with men for equal work; establishing free public libraries; requiring public schools to give instructions in physiology and hygiene, including the effects of stimulants and narcotics; creating an art institute; providing for a curfew bell; providing for the protection of neglected or ill-treated boys under fourteen and girls under sixteen; the establishment of kindergartens in all school districts having a population of 2,000 or more, etc.

The same year, 1896, Idaho granted full suffrage and many of its public welfare laws are due wholly or largely to its women citizens. Gambling has been made illegal; the age of consent for girls has been made eighteen years; libraries and reading rooms established; a State Library Commission created; Department of Domestic Science in State University; Industrial Reform School; the pure food act; act to give married women the same control of her property as a married man—all of these and others have been directly the work of the women.

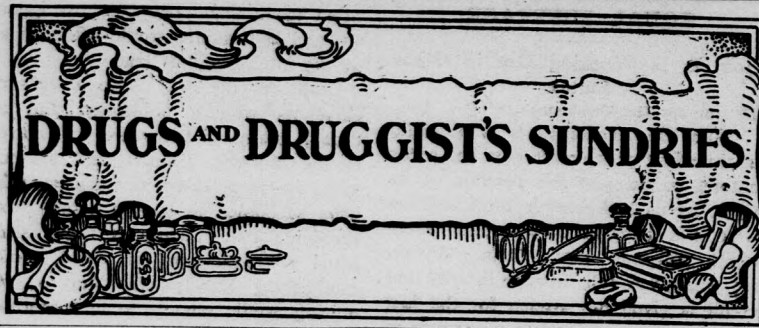
The next State to free its women was Washington in 1910. The first move the women made there was to recall the "Redlight" mayor who had been put into office in Seattle and this year they defeated the same man who was again a candidate.

The California women showed their power in much the same way, immediately after receiving the right to vote in 1911 by defeating a candidate for mayor in Los Angeles, whose election at that time would have been especially disastrous. A recent issue of the Tradesman criticized the fact that the women of Pasadena did not vote that city dry, and the implication was made that on this account they were supporting King Gambrinus. Not being cognizant of local conditions in Pasadena, of course I can not say just what influenced the vote there, but it is so well understood that women are for temperance, we find the liquor interests are our strongest opponents in our fight for equal suffrage. However, we are planning to use our heads when we cast our ballots, and a law that can be enforced works better for the public welfare than prohibition when it does not prohibit. Local conditions have to be considered and sometimes it requires a course of education to bring about desired results. Let us hope that the men of Michigan are all ready so well educated that they can read the handwriting on the wall and show their appreciation of Michigan women by hastening to give them the rights and privileges that our six sister states have proven to be well deserved.

Alda L. T. Blake.

It is not what a woman does, but what she is, that a man loves and finds lovable.—Norma Lorimer.





**Michigan Board of Pharmacy.**  
 President—Ed. J. Rodgers, Port Huron.  
 Secretary—John J. Campbell, Pigeon.  
 Treasurer—W. E. Collins, Owosso.  
 Other Members—Edwin T. Boden, Bay City; G. E. Faulkner, Delton.

**Michigan State Pharmaceutical Association.**

President—E. W. Austin, Midland.  
 First Vice-President—E. P. Varnum, Jonesville.  
 Second Vice-President—L. P. Baker, Battle Creek.  
 Third Vice-President—C. 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.

**Michigan Retail Druggists' Association.**

President—D. D. Alton, Fremont.  
 First Vice-President—J. D. Gilleo, Pompell.  
 Second Vice-President—G. C. Layerer, Bay City.  
 Secretary—R. W. Cochrane, Kalamazoo.  
 Treasurer—W. C. Wheelock, Kalamazoo.  
 Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.  
 Next Meeting—Muskegon.

**Grand Rapids Drug Club.**

President—Wm. C. Kirchgessner.  
 Vice-President—E. D. De La Mater.  
 Secretary and Treasurer—Wm. H. Tibbs.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

**Menace of the Medicine Wagon.**

In many sections the rural communities are canvassed by wagons carrying miscellaneous varieties of medicines and articles which are customarily to be found in drug stores. This practice has become of such huge proportions that in some states the regular druggists in the towns suffer severely from this competition.

Consequently, it has been attempted in several states, and even legislation passed, to provide that all medicine peddlers and those doing a wagon business be required to pay a license tax, and this tax in some cases, has been put at a figure which makes it virtually prohibitive. Unquestionably the wagon business has become a serious menace to the legitimate drug business. The problem is how best to meet this competition, if possible to destroy it. Whether this can be done by legislation is problematical.

An experiment is being tried by some druggists in Wisconsin which possesses certain unusual and unique features. This experiment is, in brief, to fight the devil with fire. In a certain county in Wisconsin, four firms were found to be running wagons, and the farmers bought more of them than they did of the drug stores. One of these firms had as many as 300 wagons in operation, and supplied medicines of all character, flavoring extracts, spices, etc., and let it be said that these products were discovered to be of the very best quality. The

druggists affected were convinced that it would be impossible to destroy this competition by legislative enactment, therefore submitted a proposition to the wagon firms to have the latter's contracts extended to the druggists and try out the matter in a single county as an experiment. The proposition was accepted, a club was formed, the members chipped in \$100 each, and an outfit of horse, wagon, and goods procured, together with a man to run the business on salary and commission. The experiment has been a success, profitable from the start, paying not only directly from the wagon, but increasing the trade from the stores.

One possible stumbling block was avoided. While the various druggist members each wished to have a certain line of goods, preferably his own, handled by the wagon, in view of the diversity of opinion and desire on this point it was decided to handle only the lines put up by the large wagon firm alluded to.

The matter has worked out so satisfactorily in a single county, that a movement is now under way to extend the plan to the entire state. The trade generally will be interested to learn the outcome of this original movement, and possibly other sections of the country suffering from similar conditions may find in this plan the solution of their troubles.

**Cleaner Polish For Furniture.**

Quillaja ..... 2 ozs.  
 Linseed oil ..... 2 pts.  
 Oil turpentine ..... 4 ozs.  
 Butter antimony ..... 2 ozs.  
 Alcohol ..... 8 ozs.  
 Hot water ..... 8 ozs.  
 Diluted acetic acid ..... 8 ozs.

Digest the quillaja with the hot water; when cool, add the alcohol and squeeze through a straining cloth. Mix this liquid with the diluted acetic acid; add the linseed oil previously mixed with the oil of turpentine, and shake thoroughly. Finally add the butter of antimony slowly with thorough agitation.

**Honey and Glycerin Jelly.**

Soft soap ..... 1 oz.  
 Honey ..... 3 ozs.  
 Glycerin ..... 4 ozs.  
 Olive oil ..... 20 ozs.  
 Almond oil ..... 20 ozs.  
 Distilled water ..... 4 drs.

Mix the water, the glycerin and the honey and dissolve the soap in this mixture. Mix the oils and add them gradually in an uninterrupted stream to the first mixture, triturating vigorously the while.

**Don'ts For the Government of Soda Water Dispensers.**

Don't lounge.  
 Don't be ashamed of your job.  
 Don't be too blase to learn.  
 Don't wear flashy jewelry.  
 Don't let syrup stand on the counter.

Don't be furtive in mixing drinks. Let the customer see as much of the process as you can.

Don't stand and eye a customer who is drinking soda.

Don't discuss pennant prospects when customers are waiting.

Don't let the syrup run out.

Don't break your eggs under the counter; come out in the open every time.

Don't divide up a party; try to serve their drinks as nearly together as possible.

Don't get into arguments.

Don't try to convince a customer that he wants something else; he may know what he wants.

Don't talk politics.

Don't pose as a referee on all sporting events.

Don't stare at the lady customers.

Don't try to tinker up a drink if a fresh start will yield better results.

Don't sneer at a customer who has a new combination; some good drinks have been perfected in this way.

Don't be a chronic grouch.

Don't use a chocolate-encrusted spoon to stir a fruit drink.

Don't confer a favor in an ungracious manner.

Don't watch the clock.

Don't growl at a customer who comes in just at closing time.

Don't be fresh.

Don't drag the glasses away from customers before they have finished.

Don't waste materials.

Don't ignore the poorly-dressed customer; sometimes they have the most money.

Don't neglect children.

Don't shirk unpleasant duties; do your share.

Don't slam things around.

Don't try to do two things at once; finish with one customer at a time.

Don't play favorites.

Don't tell a customer that something else is just as good. He may not think so.

Don't be too well satisfied with yourself.

Don't be too much of a juggler; it is sufficient to serve the drinks well.

Don't whistle all the popular songs of the day; you are in the soda water business, not in vaudeville.

**How Does Your Store Smell?**

Guard against unpleasant odors. The sense of smell is first cousin to the sense of taste. Indeed, there is little sense of taste when the sense of smell is lacking, and smell comes first.

The instant a patron enters your store he is either attracted or repelled by the odor of the air in your store. The druggist, for instance, who wishes continued success in his soda water department, must guard religiously this matter of odors and must see to it that no chemical or

drug, or any other unwelcome odor, is liberated in his store.

This is true also in the preparation of beverages themselves. A bouillon, for instance, is always smelled before it is tasted by the patron and be it ever so good to the taste, if the odor is "off," the beverage will be rejected and your reputation irreparably harmed.

For this reason it is advisable to have the cigar counter as far away from the soda fountain as possible; and by the same token to refuse to handle cheap, ill-smelling cigars at any price.

The smell of scrubbing is painfully offensive to most nostrils, particularly where strong alkali soaps are used. Therefore, your scrubbing should be done at a time when there are no patrons in the store, or the scrub water should be charged with some pungent, pleasant odor.

Don't forget the sense of smell.

**Rubber Tire Cement.**

1.

Gutta percha ..... ½ oz. av.  
 Rosin ..... 40 grs.  
 Carbon disulphide ..... 8 ozs.

2.

Scrap rubber ..... ½ oz.  
 Rosin ..... ⅛ oz.  
 Beeswax ..... ¼ oz.  
 Carbon disulphide ..... 8 ozs.

Digest the rubber in 4 ounces of the carbon disulphide for twenty-four hours; add the rosin, finely powdered and lastly the beeswax mixed with the rest of the solvent.

For cuts or rips in outer tires take:  
 Gutta percha ..... 2 ozs.  
 Caoutchouc ..... 4 ozs.  
 Isinglass ..... 1 oz.  
 Carbon disulphide ..... 1 pt.

In handling carbon disulphide or benzol or preparations containing either the fact that both are extremely inflammable should be borne in mind.

**Paste in Powder Form.**

The following is a powder to which cold water is merely to be added in order to make a good paste:

Flour (or starch) ..... 21 parts  
 Sodium (or potassium) hydroxide in powder ..... 2 parts  
 Ammonium sulphate ..... 2 parts

The ammonium sulphate is said to be used as a neutralizing agent to counteract the strong effect of the caustic on colored or tinted papers.

**Definition of a Drug Store.**

"Pa, what is a pillory?"  
 "A what?"  
 "A pillory. Teacher asked me yesterday and I didn't know."  
 "Why, that's a facetious term sometimes applied to a drug store. What won't these schools put into your head next?"

**White Liniment.**

Ammonia water ..... 1 oz.  
 Sesame oil ..... 2 ozs.  
 Liquid petrolatum ..... 1 oz.

Mix the ammonia water and the sesame oil; shake well, and add the petrolatum in small portions, shaking well after each addition.



WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acetum, Ammonia, Aniline, Baccata, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrupus.

Table listing various oils and other products, including categories like Oils, Salicin, Sanguis Drac's, Sapo, Seidlitz Mixture, Sinapis, Snuff, and Zinc Sulph.



Our Home—Corner Oakes and Commerce

We solicit your orders for Soda Fountain Supplies Crushed Fruits, Syrups, Etc. Also Tables, Chairs, Stools, Holders, Spoons, Glasses and Utensils. Our stock is complete. Respectfully, Grand Rapids. HAZELTINE & PERKINS DRUG CO.

Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.



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, CHEWING GUM, CONFECTIONS, Sweet Goods. Includes items like Provisions, Tobacco, Flour, Cheese, Adams Pepsin, American Flag Spruce, etc.

Index to Markets By Columns

Main index table with columns 1, 2, 3, 4, 5. Lists various grocery items and their prices, including Ammonia, Axle Grease, Baked Beans, Breadstuffs, etc.



6

7

8

9

10

11

Table with columns for various food items including Graham Crackers, Lemon Snaps, Oatmeal Crackers, and other packaged goods.

Table for CREAM TARTAR products including barrels or drums, boxes, and fancy caddies.

Table for DRIED FRUITS including apples, evaporated, apricots, and citron.

Table for Currants and Imported bulk products.

Table for Peaches including mulrs and fancy peeled.

Table for Peels including lemon and orange.

Table for Raisins including connosiar cluster and dessert cluster.

Table for California Prunes including 90-100 25lb. boxes.

Table for FARINACEOUS GOODS including beans and farina.

Table for Pearl Barley including chester and empire.

Table for Peas including green wisconsin and split.

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Table for Peas including green wisconsin and split.

Table for Cotton Lines including No. 1, 10 feet and No. 2, 15 feet.

Table for Linen Lines including Small, Medium, and Large.

Table for FLOUR AND FEED including Grand Rapids Grain & Milling Co.

Table for Valley City Milling Co. including Lily White and Light Leaf.

Table for Worted Grocer Co. including Quaker paper and cloth.

Table for Spring Wheat including Golden Horn and Wisconsin Rye.

Table for Worden Grocer Co. including Ceresota and Ceresita.

Table for Lemon & Wheeler including Wingold and Sleepy Eye.

Table for Worden Grocer Co. including Laurels and Sleepy Eye.

Table for Wheat including Red and White.

Table for Oats including Michigan carlots and Less than carlots.

Table for Corn including Carlots and Less than carlots.

Table for Hay including Carlots and Less than carlots.

Table for HERBS including Sage, Hops, Laurel Leaves, and Senna.

Table for HIDES AND PELTS including Green, Cured, and Calfskin.

Table for Pelts including Old Wool, Lambs, and Shearings.

Table for HORSE RADISH including 5lb. pails and 15lb. pails.

Table for JELLY including 5lb. pails and 15lb. pails.

Table for JELLY GLASSES including 1/2 pt. in bbls. and 1/2 pt. in bbls.

Table for MAPLEINE including 2 oz. bottles.

Table for MINCE MEAT including Per case.

Table for MOLASSES including Fancy Open Kettle and Good.

Table for MUSTARD including 1/4 lb. 6 lb. box.

Table for OLIVES including Bulk and Stuffed.

Table for ROLLED OATS including Rolled Avena and Steel Cut.

Table for SALAD DRESSING including Columbia and Durkee's.

Table for Smoked Meats including Hams, Bacon, and Bologna.

Table for Sausages including Liver, Frankfort, and Pork.

Table for Beef including Boneless and Rump.

Table for Pig's Feet including Kits and 3/4 bbls.

Table for Casings including Hogs and Beef.

Table for Uncolored Butterline including Solid Dairy and Country Rolls.

Table for Canned Meats including Corned Beef and Roast Beef.

Table for RICE including Fancy Japan and Broken.

Table for ROLLED OATS including Rolled Avena and Steel Cut.

Table for SALAD DRESSING including Columbia and Durkee's.

Table for SALERATUS including Packed and Arm and Hammer.

Table for SAL SODA including Granulated and 50lb. boxes.

Table for SALT including Common Grades and Wicksaw.

Table for Whitefish including 100 lbs. and 50 lbs.

Table for SEEDS including Anise and Canary.

Table for SHOE BLACKING including Handy Box and Bixby's.

Table for SNUFF including Scotch in bladders and Maccaboy.

Table for SPICES including Allspice, Cloves, and Cassia.

Table for Pure Ground in Bulk including Allspice and Cloves.

Table for STARCH including Kingsford and Muzzy.

Table for SYRUPS including 48 lb. packages and 16 3lb. packages.

Table for Pure Cane including Fair and Good.

Table for TABLE SAUCES including Halford and 50lb. boxes.

Table for TEA including Sundried and Basket-fired.

Table for GUNPOWDER including Moyune and Pingsuey.

Table for Oolong including Formosa and Ceylon.

Table for TOBACCO including Blot and Bugle.

Table for Plug including Am. Navy and Apple.

Table for Cigarettes including Drummond and Battle Ax.

Table for Cigarettes including Bracer and Big Four.

Table for Cigarettes including Boot Jack and Bullion.

Table for Cigarettes including Climax and Climax.

Table for Cigarettes including Days' Work and Creme de Menthe.

Table for Cigarettes including Derby and Four Roses.

Table for Cigarettes including Gilt Edge and Gold Hope.

Table for Cigarettes including G. O. P. and Granger Twist.

Table for Cigarettes including G. T. W. and Honey Dip Twist.

Table for Cigarettes including Jolly Tar and Kentucky Navy.

Table for Cigarettes including Keystone Twist and Kismet.



Special Price Current

12

Banner, 5c 5.96
Banner, 8 oz. 1.60
Banner, 16 oz. 3.20
Belwood Mixture, 10c 94
Big Chief, 2 1/4 oz. 6.00
Big Chief 16 oz. 30
Bull Durham, 5c 5.90
Bull Durham, 10c 10.80
Bull Durham, 15c 18.48
Bull Durham, 8 oz. 60
Bull Durham, 16 oz. 6.72
Buck Horn, 5c 5.76
Buck Horn, 10c 11.50
Briar Pipe, 5c 6.00
Briar Pipe, 10c 12.00
Black Swan, 5c 5.76
Black Swan, 10c 11.52
Black Swan, 15c 17.28
Bob White, 5c 5.65
Brotherhood, 5c 5.95
Brotherhood, 10c 11.90
Brotherhood, 16 oz. 39
Carnival, 5c 5.70
Carnival, 10c 11.40
Carnival, 16 oz. 40
Cigar Clip'g Johnson 30
Cigar Clip'g Seymour 30
Identity, 8 & 16 oz. 30
Darby Cigar Cuttings 4.50
Continental Cubes, 10c 90
Corn Cake, 14 oz. 2.55
Corn Cake, 7 oz. 1.45
Corn Cake, 5c 5.76
Cream, 50c pails 4.60
Cuban Star, 5c foil 5.76
Cuban Star, 16 oz pails 3.72
Chips, 10c 20
Dills Best, 1 1/2 oz. 79
Dills Best, 3 1/2 oz. 77
Dills Best, 16 oz. 73
Dixie Kid, 1 1/2 foil 39
Duke's Mix, 5c 5.76
Duke's Mix, 10c 11.52
Duke's Cameo, 1 1/2 oz. 41
Drummond, 5c 5.75
F F A 3 oz. 4.95
F F A 7 oz. 11.50
Fashion, 5c 6.00
Fashion, 16 oz. 43
Five Bros., 5c 5.60
Five Bros., 10c 10.70
Five cent cut Plug 29
F O B 10c 3 1/2 oz. 11.50
Four Roses, 10c 96
Full Dress, 1 1/2 oz. 72
Glad Hand, 5c 1.44
Gold Block, 1 1/2 oz. 39
Gold Block, 10c 11.88
Gold Star, 16 oz. 38
Gail & Ax Navy, 5c 5.95
Growler, 5c 4.56
Growler, 10c 2.70
Growler, 20c 2.63
Giant, 5c 1.55
Giant, 16 oz. 33
Hand Made, 2 1/2 oz. 50
Hazel Nut, 5c 5.76
Honey Dew, 1 1/2 oz. 40
Honey Dew, 10c 11.88
Hunting, 1 1/2 & 3 1/2 oz. 38
I X L, 5c 6.10
I X L, in pails 32
Just Suits, 5c 6.00
Just Suits, 10c 11.88
Kiln Dried, 25c 2.45
King Bird, 7 oz. 25.20
King Bird, 3 oz. 11.00
King Bird, 1 1/2 oz. 5.70
La Turka, 5c 5.76
Little Giant, 1 lb. 28
Lucky Strike, 1 1/2 oz. 94
Lucky Strike, 1 1/2 oz. 96
Le Redo, 3 oz. 10.80
Le Redo, 8 & 16 oz. 38
Myrtle Navy, 10c 11.80
Myrtle Navy, 5c 5.94
Maryland Club, 5c 5.04
Mayflower, 5c 5.76
Mayflower, 10c 96
Mayflower, 20c 1.92
Nigger Hair, 5c 5.94
Nigger Hair, 10c 10.56
Nigger Head, 5c 4.96
Nigger Head, 10c 9.84
Noon Hour, 5c 1.44
Old Colony, 1-12 gro. 11.52
Old Mill, 5c 5.76
Old English Curve 1 1/2 oz 96
Old Crop, 5c 5.76
Old Crop, 25c 20
P. S., 8 oz., 30 lb. cs. 19
P. S., 3 oz. per gro. 5.70
Pat Hand, 1 oz. 63
Patterson Seal, 1 1/2 oz. 48
Patterson Seal, 3 oz. 96
Patterson Seal, 16 oz. 5.00
Peerless, 5c 5.70
Peerless, 10c 1.92
Peerless, 3 oz. 10.20
Peerless, 7 oz. 23.76
Peerless, 14 oz. 47.52
Plaza, 2 gro. cs. 5.76
Plow Boy, 5c 5.76
Plow Boy, 10c 11.00
Plow Boy, 14 oz. 4.50
Pedro, 10c 11.80
Pride of Virginia, 1 1/2 77
Pilot 5c 5.76
Pilot, 7 oz. doz. 1.05
Pilot, 14 oz. doz. 2.10
Prince Albert, 8 oz. 92
Prince Albert, 16 oz. 8.40
Queen Quality, 5c 48
Rob Roy, 5c foil 5.90
Rob Roy, 10c gross 10.20
Rob Roy, 25c doz. 2.10

13

Rob Roy, 50c, doz. 4.12
S. & M., 5c, gross 5.76
S. & M., 14 oz. doz. 3.20
Soldier Boy, 5c gross 5.95
Soldier Boy, 10c 10.56
Soldier Boy, 1 lb. 4.80
Sweet Caporal, 1 oz. 6.00
Sweet Lotus, 5c 6.00
Sweet Lotus, 10c 12.00
Sweet Rose, 2 1/2 oz. 4.85
Sweet Tip Top, 5c 2.00
Sweet Tip Top, 3/8 oz. 38
Sweet Tips, 1/8 gro. 10.08
Sun Cured, 10c 11.75
Summer Time, 5c 5.76
Summer Time, 7 oz. 1.65
Summer Time 14 oz. 3.50
Standard, 2 oz. 5.90
Standard, 3 1/2 oz. 28
Standard, 7 oz. 1.68
Seal N. C., 1 1/2 cut plug 70
Seal N. C., 1 1/2 Gran 63
Three Feathers, 1 oz. 63
Three Feathers, 10c 10.20
Pipe combination 2.25
Tom & Jerry, 14 oz. 3.60
Tom & Jerry, 7 oz. 1.85
Tom & Jerry, 3 oz. 8.75
Trout Line, 5c 5.95
Trout Line, 10c 10.00
Turkish, Patrol, 2-9 5.76
Tuxedo, 1 oz. bags 48
Tuxedo, 2 oz. tins 96
Tuxedo, 4 oz. cart 64
Tuxedo, 16 oz tins 64
Twin Oaks, 10c 94
Union Leader, 50c 5.06
Union Leader, 25c 2.55
Union Leader, 10c 11.60
Union Leader, 5c 5.95
Union Workman, 1 1/2 5.76
Uncle Sam, 10c 10.80
Uncle Sam, 8 oz. 2.20
U. S. Marine, 5c 6.00
Van Bibber, 2 oz. tin 88
Velvet, 5c pouch 1.44
Velvet, 10c tin 1.92
Velvet, 8 oz tin 3.84
Velvet, 16 oz. can. 7.68
Velvet, combination cs 5.75
War Path, 5c 5.95
War Path, 8 oz. 1.60
Wave Line, 3 oz. 40
Wave Line, 16 oz. 40
Way up, 2 1/2 oz. 5.75
Wild Fruit, 5c 5.76
Wild Fruit, 10c 11.52
Yum Yum, 5c 6.00
Yum Yum, 10c 11.52
Yum Yum, 1lb., doz. 4.80

14

Mop Sticks
Trojan spring 90
Eclipse patent spring 85
No. 1 common 80
No. 2 pat. brush holder 85
Ideal No. 7 85
12lb. cotton mop heads 1.45
Pails
2-hoop Standard 2.00
3-hoop Standard 2.35
2-wire Cable 2.10
Cedar all red brass 1.25
3-wire Cable 2.30
Paper Eureka 2.25
Fibre 2.40
Toothpicks
Birch, 100 packages 2.00
Ideal 85
Traps
Mouse, wood, 2 holes 22
Mouse, wood, 4 holes 45
Mouse, wood, 6 holes 70
Rat, wood 65
Rat, spring 80
Rat, spring 75
Tubs
20-in. Standard, No. 1 7.50
18-in. Standard, No. 2 6.50
16-in. Standard, No. 3 5.50
20-in. Cable, No. 1 3.00
18-in. Cable, No. 2 7.00
16-in. Cable, No. 3 6.00
No. 1 Fibre 10.25
No. 2 Fibre 9.25
No. 3 Fibre 8.25
Washboards
Bronze Globe 2.50
Dewey 1.75
Double Acme 3.75
Single Acme 3.15
Double Peerless 3.75
Single Peerless 3.25
Northern Queen 3.25
Double Duplex 3.00
Good Luck 2.75
Universal 3.00
Window Cleaners
12 in. 1.65
14 in. 1.85
16 in. 2.30
Wood Bowls
13 in. Butte 1.60
15 in. Butte 2.25
17 in. Butte 4.15
19 in. Butte 6.10
Assorted, 13-15-17 3.00
Assorted, 15-17-19 4.25
WRAPPING PAPER
Common Straw 2
Fibre Manila, white 3
Fibre Manila, colored 4
No. 1 Manila 4
Cream Manila 3
Butchers' Manila 2 1/4
Wax Butter, short c't 13
Wax Butter, full count 20
Wax Butter, rolls 19
YEAST CAKE
Magic, 3 doz. 1.15
Sunlight, 3 doz. 1.00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1.15
Yeast Cream, 3 doz. 1.05
Yeast Foam, 1 1/2 doz. 58
AXLE GREASE
MICA
1 lb. boxes, per gross 9.00
3 lb. boxes, per gross 24.00
BAKING POWDER
Royal
10c size 90
1/4 lb. cans 1.35
5 oz. cans 1.90
1/2 lb. cans 2.50
3/4 lb. cans 3.75
1 lb. cans 4.80
1 1/2 lb. cans 13.00
2 lb. cans 21.50
CIGARS
Johnson Cigar Co.'s Brand
S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

15

Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres Grand 35
Standard 35
Puritanos 35
Pantallas, Finas 35
Pantallas, Bock 35
Jockey Club 35

COCOANUT
Baker's Brazil Shredded



10 5c pkgs., per case 2.60
36 10c pkgs., per case 2.60
16 10c and 38 5c pkgs., per case 2.60

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds

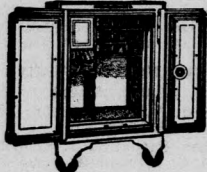


White House, 1lb. 1.00
White House, 2lb. 2.00
Excelstor, Blend, 1lb. 1.00
Excelstor, Blend, 2lb. 2.00

16

Tip Top, Blend, 1lb. 1.00
Royal Blend 1.00
Royal High Grade 1.00
Superior Blend 1.00
Boston Combination 1.00
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godmark, Durand & Co., Battle Creek; Fleibach Co., Toledo.

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Gowans & Sons Brand.



Single boxes 3.00
Five box lots 2.95
Ten box lots 2.90
Twenty-five box lots 2.85
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

17

Big Master, 100 blocks 4.00
German Mottled 3.50
German Mottled, 5 bxs 3.50
German Mottled, 10 bx 3.45
German Mottled, 25 bx 3.40
Marselles, 100 cakes 6.00
Marselles, 150 cks 5c 4.00
Marselles, 100 ck toll 4.00
Marselles, 1/2bx toll 2.10
Proctor & Gamble Co.
Lenox 3.00
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

Soap Powders

Snow Boy, 24s family size 3.75
Snow Boy, 60 5c 2.40
Gold Dust, 24 large 4.50
Gold Dust, 100-5c 4.00
Kirkoline, 24 4lb. 3.80
Pearline 3.75
Soapine 4.00
Babbit's 1776 3.75
Roseine 3.59
Armour's 3.70
Wisdom 3.80

Soap Compounds

Johnson's Fine 5.10
Johnson's XXX 4.25
Rub-No-More 3.85
Nine O'clock 3.80
Scouring
Enoch Morgan's Sons
Sapallo, gross lots 9.50
Sapallo, half gro. lots 4.85
Sapallo, single boxes 2.40
Sapallo, hand 2.40
Scourine Manufacturing Co
Scourine, 50 cakes 1.80
Scourine, 100 cakes 3.50

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders

## BUSINESS CHANCES.

For Sale—One of the best drug stores in small town in Michigan. Expenses low. Young man, here's your good opportunity. Address No. 204, care Tradesman. 204

For Sale—Shoe and dry goods stock, country town. Address Shoes, care Tradesman. 203

Have good home in Colorado to exchange for stock of merchandise. Please give full information in first letter. Address Lock Box L, Seibert, Colo. 199

Agents—Wonderful opportunity; act quick; sell "Ambrew" concentrated beer extracts; makes real genuine beer, right at home, by adding water; saves 100 percent. brewers' price; not near beer; not substitute but real lager beer; no liquor license required; small package, carry week's supply, deliver as you sell. "Ambrew" is the concentrated ingredients of real lager beer; same material used by all brewers for brewing best beer. Big seller. Enormous demand. Large profits; just send postal. We'll show you how to make money quick. American Products Co., Dept. 2818, Cincinnati, Ohio 198

Butter and cheese manufacturing machinery and building for sale Box 39, Webberville, Mich 196

For Sale—Old established, exclusive cloak, suit and ladies' furnishing goods store. Best home in Southern Oregon, 6,000 population. Good location, low lease, clean stock, best reason for selling. Address R. A. Minkler, Ashland, Ore. 194

For Sale—Store building in good inland town, with good prospects of new railroad. Will trade for small farm. Write for details. S. R. Hunt, Traverse City, Mich. 193

For Sale—Clean stock dry goods, Good location, fruit belt. Inventory about \$6,000. Cheap. Easy terms. Exchange for free income real estate. Address No. 202, care Tradesman. 202

Can command \$3,000 cash which I want to invest in a general store carrying dry goods, shoes, groceries, etc. City must be over 5,000 people 1910 census and growing. Last ten years have been general manager of department store, selling quarter of million. State amount of stock, size of room, rent, last year's sales, location of building, reason for selling and terms. P. O. Box 402, Linton, Ind. 192

Wanted—A good clean stock of general goods in some small town. Full particulars in first letter. Address Geo. A. Leonard, Belding, Mich. 191

For Sale—Best racket store in Southwestern Michigan. Will invoice about \$10,000. Best location in city. Doing good business. Do not reply unless you mean business and do not expect to get it at bankrupt price. Address X, care Michigan Tradesman. 201

For Sale or Rent—The only exclusive shoe store building with fixtures, at Reading, Michigan. For particulars write J. E. Kraal, Muskegon, Mich. 189

For Sale—Up-to-date second-hand soda fountain, fixtures and supplies. Eight foot solid oak back-bar and 12 ft. counter. Complete, \$225. F. R. Skinner, St. Charles, Mich. 188

Pierre, S. D., offers good opening for a first-class grocery store and for a first-class tailor, for furniture dealer and for another doctor. For information write to Box 36, Pierre, S. D. 183

Natural Cotton Bolls for decorations and souvenirs. Are great sales attractions. Wrapped in tissue paper, 500 for \$9; 1,000, \$18. Dozen postpaid, 50c; half dozen, 25c; two for 10c. Also whole stalks. Illustrated booklet free. James H. Turner, The Cotton Boll Man, Carrollton, Ga. 185

For Sale—Or will exchange for clear income bearing real estate, a good clean stock of hardware in small town within 100 miles of Chicago. Everything new and up-to-date and will invoice around \$2,000. Address Frank Graves, Rockton, Ill. 182

Wanted—A most modern and up-to-date product that is sold to all confectionery stores, retail druggists, etc., which pays 20 per cent. commission to live specialty men. We want one dozen men in Michigan, Northern Ohio and Northern Indiana. If you are a good specialty man calling on this trade, send in your application with references. Small pocket sample. Grab this before it's too late. Address Albion Chemical Works, Albion, Michigan. 177

For Sale—Larch and Catalpa timber, 15 or 20 acres. One foot in diameter and smaller. B. H. Durham, Onarga, Ill. 181

For Sale—Drug store, invoice \$2,500. New Iceless fountain. Good business. \$500 down, balance easy. Address G. L., care Michigan Tradesman. 186

For Sale—At invoice, \$1,200 stock of hardware and groceries in country on railroad. Doing fine business. Wish to sell at once. Address No. 172, care Tradesman. 172

Bargains in soda fountain and metal goods. Andrews new wire chairs, \$1.18, 30 inch tables, \$2.85, 24 inch tables, \$2.65, 24 inch stools, \$1, 26 inch stools, \$1.10. Michigan Store & Office Fixtures Co., 929-931 Ottawa Ave., Grand Rapids, Mich. 154

Auction Sale—Stocks of merchandise turned into cash anywhere in the United States and Canada by the Auction Method. Best service guaranteed. For dates and information, address Henry Noring, Auctioneer, Speaks English and German. Cazenovia, Wis. 112

For Sale—One of the finest equipped grocery and meat markets in a city of 12,000 inhabitants, located in Central Michigan in an excellent farming community. Good location and a good trade. A bargain if sold at once. Good reasons for selling. Address X, care Tradesman. 131

Popcorn Crispettes—Stop here. Write me a letter for the story of my success with popcorn crispettes. It's a great reading. The great big pictures illustrating my story are interesting. No matter what you are planning or what advertisements you've answered, get my story anyhow. Unless you can make better than \$500 a month, you'll be mighty glad you sent for it. H. W. Eakins made \$1,500 first month in Louisiana on my proposition. The crispette business is a great thing—a wonderful moneymaker. Now is the best time to start. I tell you how—show you how to get in right. Write me now—just a line. You'll never regret it. Address me personally. W. Z. Long, 67 High St., Springfield, Ohio. 138

Auctioneers—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Ferry & Caukin, 440 South Dearborn St., Chicago, Ill. 134

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

For Sale—Income business property located on main street in Cadillac, Michigan. 75 foot front, paved, with furniture and storage business if desired. Reason for selling, old age. Terms, cash. For particulars write owner. L. B. 104, Cadillac, Michigan. 60

Creamery For Sale—Located in good farming country, 20 miles from any other creamery. Equipped with latest machinery and in good condition. Address Belt Valley Creamery, Belt, Mont. 41

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

For Sale—One of the freshest stocks of groceries in Michigan and located in the best town in the State. For further particulars address Lock Box 2043, Nashville, Mich. 976

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Safes Opened—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

## HELP WANTED.

Wanted—An experienced dry goods and an experienced grocery clerk for three months in a resort town. Reply with references, experience and wages expected. Address No. 200, care Tradesman. 200

Wanted—Registered pharmacist, must furnish recommends Address No. 195, care Tradesman 195

Wanted—Experienced dry goods traveling salesman, with established trade in Michigan. W. H. Schoenau & Co., Buffalo, N. Y. 197

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

**Office Stationery**  
LETTER, NOTE AND BILL HEADS  
STATEMENTS, TRADESMAN  
ENVELOPES, COMPANY,  
COUNTER BILLS. GRAND RAPIDS

W. B. CONNER



BOOTS AND SHOES

SHILOH, MICH. March 30 1912

The Michigan Tradesman  
Grand Rapids  
Dear Sirs: Mich

Enclosed find 12 cents amount you owe. Please discontinue our ad for the present until I have time to answer some the letters.

Have received twenty one letters in reply to our ad in your paper. If do not make a deal, will send you another ad later. We had an ad in two different daily papers and did not receive even one inquiry. The Tradesman is certainly the paper for results.

Very Respectfully  
W. B. Conner.



## CAN HE COME BACK?

## How One Man Answered This Important Question.

Written for the Tradesman.

"Can he come back?"

Bolton tipped his chair against the wall and asked the question of a salesman who was recommending credit to a man who had made one failure and was asking for a chance to try again.

"Of course he can," replied Wight. "He'll come back so fast you'll hear him buzzing like a bee."

"Why did he fail?" asked Bolton.

"Because he didn't know how," was the reply. "He went against a business he didn't understand."

"Does he understand now?"

"Yes, I think he does; he's had his lesson."

"He was in the grocery business?"

"Yes, until his money was gone," replied Wight, with a grin. "He made a hit with his patrons, too."

"Good trade!"

"Fine."

"Then why did he fail?"

"Because he couldn't buy goods or pay bills with the overdue accounts on his books. He trusted."

"And now he wants credit to the amount of \$1,000, and promises to keep his hands on the goods until he gets the money?"

"Yes; that's it, all right."

Credit men have many such propositions put up to them. Bolton had had three of the sort put up to him since morning. The three had been turned down with dull, sickening thuds. Now he wrinkled his brows and pondered. He liked Wight, and wanted to do him a favor, but this man Fulkerson was an unknown proposition so far as he was concerned. Fulkerson had failed once!

"How much money has Fulkerson?" he finally asked.

"One thousand."

"And the store rent paid?"

"Of course, and a lease for a year. That lease is worth something. It represents the best location in Harvard."

"So he's going into business any way, whether he gets a large stock or not?"

"Yes; he's burned his bridges."

"He'll pay a thousand in cash?"

"Of course."

"Well, it is a risk, but you may take the orders down to the shipping department. But, look here, Wight, I'm doing this on your recommendation, understand?"

"Oh, Fulkerson is all right."

The goods were shipped, but Bolton didn't feel easy in his mind about the transaction. The day following the shipment of the goods he had heard a story reflecting on Fulkerson's honesty. Then came a yarn that the other wholesale houses had all turned him down. Fulkerson sure was getting a lot of blows in the back, and it seemed that Bolton heard the thud of every one of them.

After brooding over the matter for a couple of days he called Wheeler in and laid the case before him. Wheeler was collector and detective combined. He was sent out on all

the hard cases, and his judgment was always accepted as the right dope.

"Now," Bolton finished, "I want you to go out to Harvard and see what sort of a man this Fulkerson is. Take him to pieces and put him together again, and come back and tell me what he's made of. Wight says he is all right, but he's getting a lot of knocking. Go to it."

So Wheeler went and got some cards printed proclaiming his connection with the firm of "Swan & Robin, Wholesale Grocers, Detroit, Mich., U. S. A." There wasn't any such firm, of course, but Wheeler thought it better to work with a dummy than to lie about his business.

Perhaps you have observed that collectors, detectives and confidential men generally never lie—when there is nothing to be gained by it. Some of them never lie at all, but it is believed that the average of their imagination is fairly good. So Wheeler went out with his dummy card and presented it to Fulkerson the next day.

"Nothing doing!" said Fulkerson.

"Well," said Wheeler, in assumed anger, "I presume you'll let me give you rates on our specials?"

"Nix," said Fulkerson. "I am busy."

"But I just want to say that—"

Fulkerson arose from his chair, stuck his thumbs in the armholes of his vest, nodded toward a box of cigars on the desk, and smiled engagingly.

"You're all right," he said, "and you mustn't take offense at what I'm going to say. Your firm is probably all right, also, although I've never heard of it."

"Why, my firm," Wheeler began, but Fulkerson stopped him by holding a lighted match under his nose as an invitation for him to light his cigar.

"Sure—your firm! That's as far as you get! Look here, chummie! Ward & Ward, through Bolton, credit man, and Wight, salesman, stocked up this store for me when I couldn't get trusted for a pound of sugar at any other place. If you should come in here and offer to cut their prices in two in the middle, I wouldn't buy a box of matches of you. Now you understand. The people I have mentioned gave me a start after I had made a rotten bad failure. They get my coin as long as I'm in the grocery business, and Wight gets my orders. Is that all right?"

"Oh," Wheeler said, trying hard to frown at this exhibition of loyalty, "I never knew that you had made a bad failure. Probably our credit man wouldn't have let you through anyway. He says that not one in a hundred ever comes back."

"I'll tell you what that credit man of yours wants to get—or needs to get—as an addition to his mental machinery. He wants, or needs, a machine he can clap up against the bean of a man who has failed, a machine that will tell him whether the failure had sucked all the nerve, all the ambition, all the get-up-and-getativeness out of the man.

"A thousand circumstances or hos-

tile conditions may contribute to a failure, but they count only in an educational way so long as the man himself keeps right on going. It is the man, the Man, always the MAN that counts."

Wheeler was beginning to have a pretty good impression regarding Fulkerson. He was loyal, and he retained his mental poise in spite of failure. Still, he thought he would press him a little farther:

"What you say may all be true," he said, "yet the fact remains that every failure believes he can get to the front again, while only about one in a hundred ever does. You may be the hundredth one, of course!" he added with a sneer for which he promised himself to apologize when the right time came.

"I'll never know about that until I try," Fulkerson laughed. "I'm not reading of the failures, or listening to their batting averages. I'm interested in the men who win in the face of heavy odds, I'm interested in the men who never know when they are whipped. The men who used all the good in their lessons of defeat to capitalize future efforts."

"You've heard of Senator LaFollette, of Wisconsin. He is making something of a noise in politics just about now. If he hadn't been a stayer he would be practicing law in some blind-siding town now. One year, when he was new at the game, he promised a friend the delegation of his county at a state convention. At midnight nearly half the precincts had chosen anti-LaFollette delegates, and the future Senator and his friends met to talk the thing over.

"Every last one of the future Senator's crowd wailed over defeat and proposed going into retirement for a few days, until their friends got tired of laughing at them. But the future Senator expressed his intention of keeping up the apparently hopeless fight. 'I'll carry those precincts tomorrow night,' he said, 'if I have to crawl to every one of them on my hands and knees.' History says that he delivered the county delegation to his chief, all in good working order.

"Now, I'm no LaFollette. I'm a grocer who failed last year. I am not carrying counties. I'm selling provisions, and selling them for cash, at that. I'm going to keep the brightest, lightest, cleanest store in town. I'm going to advertise whenever I've got something to say interesting to close buyers. I'm going to keep my word with customers, for there are too many merchants ready to take the money of the people for me to scare them away from this store by offering what I haven't got or cheating in price or quality.

"In other words, chummie, I'm coming back. Ward & Ward get my trade and Wight gets my orders. If my trade should reach a million a year, Ward & Ward would get it all, for they put me on my feet again."

"Will he come back?" asked Bolton when Wheeler went in to report.

"He's back now," was the reply. "Give him all the credit he wants. He is loyal, honest, truthful, ambitious

and believes in advertising. He's back right now!"

It looks simple, this recipe for "Coming Back." Energy, loyalty, honesty, publicity. Mix well and take often!

Alfred B. Tozer.

## The Vital Question in Michigan Today.

Written for the Tradesman.

Perhaps the most important issue to be considered at the November election in Michigan is not the question as to who shall be President or the United States, but "Are the men of this State going to enfranchise their mothers, wives and sisters?"

To some of us who have all our lives believed that women as well as men are citizens; that we are as vitally interested in every move that in any way affects the welfare of our country, and that we are more affected by laws that relate to labor or marriage; to argue that we should have a voice in making the laws is trying to demonstrate an axiom. In a Government that is supposed to be of, for and by the people, to deliberately leave out half—and an intelligent half at that—from its councils is an absurdity on the face of it, and, to quote a high school girl, "It seems like a relic of barbarism to think that women can not vote just the same as men."

When our revered forefathers planned the form of Government under which, with various amendments, we now live the words "people" and "person" were used. The word "male" does not appear in any of its provisions, until section 2 of Article XIV, which was ratified by the State in 1868. In 1870 another article was adopted which said: "The right of citizens of the United States to vote shall not be denied or abridged by the United States or any state on account of race, color or previous condition of servitude."

What is a citizen? There is nothing in the definition of the word which considers sex. The fact that six states have already admitted that women are citizens, with the same rights and privileges as men, and the Constitution is still intact, proves that its makers were possibly more far-seeing than some of the male electors of to-day. A hundred years ago it was not so necessary that women should exercise the right of voting. Housekeeping and the care of children, which are her special duties and privileges, were directly under her supervision. Now that there is not a department of the home that is not involved with outside interests—interests often inimical to the welfare of the home—it is vitally important that she be permitted the tool by which she may continue to "mind her own business." Alda L. T. Blake.

Success may be thrust, like greatness, upon some men, but, as a rule, they don't know what to do with it.

## BUSINESS CHANCES.

**JULY CLEARING SALES**—Merchants planning on a big July clearing sale should engage expert sale conductors. How a sale is run makes all the difference in the world in results. Contract now with men who know how. A. E. Greene, 135 Grand River Ave., Detroit, Michigan. 205



# The Only Time

One Needs a Safe  
Is the Morning After the Fire

We had a safe in the recent conflagration at the Hirth stone yard in Grand Rapids. Read what Mr. Hirth says regarding the manner in which the safe went through the fire:

## FRED. H. HIRTH

SUCCESSOR TO A. HIRTH & SON

Contractor and Dealer in

**CUT STONE, GRANITE AND MARBLE**

FOR BUILDING PURPOSES

ALL CONTRACTS AND AGREEMENTS ARE CONTINGENT UPON STRIKE ACCIDENTS AND OTHER DELAYS BEYOND OUR CONTROL

PIKE ST. OPP. COUNTY JAN.  
CITY PHONE 5946

Grand Rapids, Mich., April 26, 1912.

Grand Rapids Safe Co.,

City.

Gentlemen:

Having had a hot fire, burning four hours before being discovered, it was a satisfaction to find in the Herring-Hall-Marvin safe, bought of you, the books and papers uninjured. I would not hesitate a moment if I was in the market for another safe, to purchase one of you.

I write this to let you know that I am pleased with the safe.

Yours truly,

Fred H. Hirth

If you had a Herring-Hall-Marvin safe in your place of business, you could sleep nights.



## Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.

## Michigan, Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

## HAVE the MONEY

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

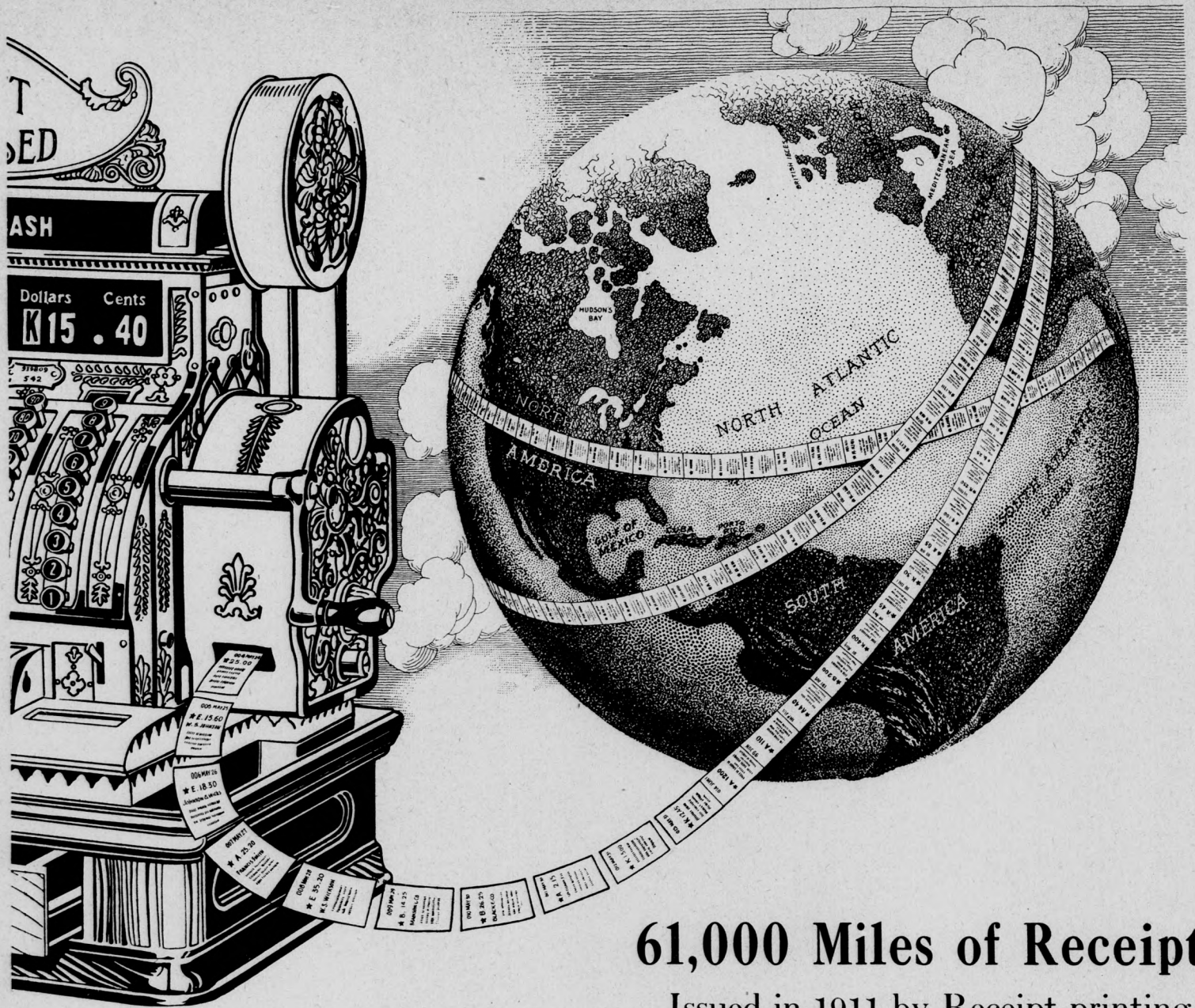
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## TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN





## 61,000 Miles of Receipts

Issued in 1911 by Receipt-printing  
National Cash Registers

If placed end to end they would reach two and one-fourth times around the world.

These receipts are protecting and increasing the profits of merchants in every part of the world. They are used in the store farthest North, the store farthest South; even on ships and dining cars.

They are protecting clerks against temptation, children and servants against suspicion, and customers against arguments, disputes and loss of time. They do so much and cost so little.

They are used in over 212 different lines of business.

Write today for our booklet, "Get a Receipt."

*Investigation will cost you nothing*

**The National Cash Register Company**  
Dayton, Ohio

It prints on both sides of a Receipt, cuts it off and issues it  
This Receipt is wrapped in the package with the goods

Number of  
the sale  
Date of sale

014 MAY 15

\*Indicates a  
cash sale

\*K - 1.00

Amount of sale

This same amount  
is also printed on  
the sales-strip in-  
side the register  
and added to the  
other sales on the  
adding wheels

W. S. JOHNSON  
416 Fourth Ave.

Keep This Receipt  
It is your Protection  
WATCH FOR  
ANNOUNCEMENT

(over)

Keep your eye  
on this space.  
We will adver-  
tise new goods  
and special sales  
from time to  
time.

Front of Receipt

Back of Receipt