

MICHIGAN TRADESMAN

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Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 17, 1909

Number 1326



Why the Demand Keeps Up

A Good Product
A Square Deal

He passed his plate
And winked his eye,
That's how he got
A fresh supply.
And they were glad
He loved it so,
Because it gave
Him strength to grow.

There's something more than fad or fancy back of the growing demand for Kellogg's Toasted Corn Flakes.

No other breakfast food ever had such a continuous call.

What's the reason?

It's the flavor—the through-and-through goodness of the flakes. People can't forget it—children never get enough of it—nobody ever tires of it.

Isn't it a pleasure to handle such a food—to recommend it to a customer—to encourage its sale wherever and whenever possible?

And especially so when you consider the ideal policy under which it is marketed. We put every retailer, great and small, on the same basis. Chain and department stores must buy through the jobbers. It is distributed to ALL retailers in this way. It is sold strictly on its merits without premiums or deals.

And it is backed by a generous and continuous advertising campaign. Do you know of another concern that gives YOU a squarer deal—that gives you a more popular food—that does more to help you help yourself than

Kellogg's

TOASTED CORN FLAKES

W. K. Kellogg



Toasted Corn Flake Co., Battle Creek, Mich.

**Policyholders Service & Adjustment Co.,
Detroit, Michigan**

A Michigan Corporation organized and conducted by merchants and manufacturers located throughout the State for the purpose of giving expert aid to holders of Fire Insurance policies.

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

We issue a contract, charges based upon amount of insurance carried, to do all of this expert work.

We adjust losses for property owners whether holders of contracts or not, for reasonable fee.

Our business is to save you Time, Worry and Money.

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598



**Taking the
Right Road—**

in every line of endeavor—is a long lap towards stopping at Successville some day.

Stocking the right or the wrong brands of cigars means the foundation of a profit paying or unsatisfactory cigar business. **Ben-Hurs** not only can be stocked with every confidence that they will be quick sellers, but that they will upbuild a solid every day trade.

Gustav A. Moebs & Co., Makers
Detroit, Mich.

Worden Grocer Co., Distributors
Grand Rapids, Mich.

On account of the Pure Food Law
there is a greater demand than
ever for

**Pure
Cider Vinegar**

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union.

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



Our Package

**"As You Like It"
HORSE-RADISH**

Put up in self sealing earthenware jars so it will keep. Sells at sight. Packed in corrugated paper boxes, 1 dozen to the case, and sells to the trade at \$1.40 per case. Retail at 15 cents per jar.

Manufactured only by

U. S. Horse-Radish Company

Saginaw, Mich., U. S. A.

Every Cake



of FLEISCHMANN'S
YELLOW LABEL YEAST you sell not
only increases your profits, but also
gives complete satisfaction to your
patrons.

The Fleischmann Co.,

of Michigan

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Av.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

**SNOW BOY WASHING
POWDER.**


'GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 17, 1909

Number 1326



KENT STATE BANK

Capital
Surplus & Profits
\$665,000.00
Assets
\$6,000,000.00

3% PAID ON SAVINGS BOOKS 3 1/2% PAID ON SAVINGS CERTIFICATES

GRAND RAPIDS, MICH.

OFFICERS

HENRY IDEMA, Pres.
JOHN A. COVODE, Vice Pres.
J. A. S. VERDIER, Cashier
CASPAR BAARMAN, Auditor
A. H. BRANDT, Ass't Cashier
GERALD McCOY, Ass't Cashier

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections
MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

2321 Majestic Building, Detroit, Mich.

**TRACE YOUR DELAYED
FREIGHT Easily
and Quickly. We can tell you
how. BARLOW BROS.,
Grand Rapids, Mich**

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

HENEY DECLARES HIMSELF.

Grafters and their satellites were told last Monday by District Attorney Francis J. Heney, at San Francisco, where to "get off at" in unmistakable terms. One Patrick Campbell was on trial charged with bribery and Samuel Leake was on the witness stand and was being examined as to an allegation that he (Leake) had endeavored to purchase an interest in the haberdashery business conducted by a brother of one of the jurors in the case. Mr. Heney was conducting the examination for the prosecution and had asked a question as to visits by the witness to a certain saloon, when the witness said: "I think it very improper for you to refer to these things, Mr. Heney. I could tell of places I saw you—"

Leake was checked by the District Attorney ordering: "I want you to stop that right now. I don't propose that you shall make any more threats. You are there to answer questions."

"There is one conversation you don't dare to refer to," responded Leake. "There was one when you went up the back way to the Call office and tried to go back on Phelan and Spreckels—"

"That's all there will be of that," said Mr. Heney. "I took this sort of thing from Henry Ach for months until it led to an attempted assassination and after this I want it understood that I won't take it from any man living. If I am going to be shot again I'll be shot in front, not from behind nor from the side."

At this an attorney for the defense took exception, saying:

"We believe that the District Attorney should recognize the limits of his duty in examining a witness."

Here Mr. Heney, fearless, entirely composed and in a voice which carried to all parts of the room and beyond, arose and said: "This District Attorney is doing his duty as such, but before I am a district attorney I am an American citizen, and in that capacity I want to say that right here and now I draw the line over which no living man may step. For months I took all the vilification that could be heaped upon me merely because I dared to do my duty, which some one had to do; but I am through with it now, and I want this thoroughly understood."

One of the jurymen was discharged and two alleged cases of jury tampering were made public, but there were no more insinuations against the purpose, the practice or the character of the District Attorney, because the San Francisco crooks know that whatever else he may be, Mr. Heney is no bluffer. Few men in official life have passed through a more threatening and

strenuous existence than has been Mr. Heney's portion the past two years, and no man could meet and perform his duty more fearlessly and more ably than has that gentleman.

COMPREHENSIVE CIVIC PLAN.

In general terms the people of Grand Rapids now know what is advised by the civic plan experts as to the comprehensive civic plan for Grand Rapids.

And about the first thing our citizens should do in the premises is to realize fully that the proposed transformation is not to take place next month or next year, even although there should be immediately a unanimous vote by the people in favor of the plan.

Knowing accurately what may be done our citizens may now contemplate the matter dispassionately, broadly and with appreciation, and should do so without jealousy, envy or selfishness. With such a temper prevailing the ultimate result will be a development emphasizing most emphatically the wisdom of creating a comprehensive civic plan commission.

The extension of Monroe street from Sheldon street through diagonally to State street is a utilization of the old "commons" roadway which was in use fifty years ago. Aside from the residences of Mrs. A. B. Watson, Mrs. L. D. Putman and the building of the Westminster Church Society there are no important structures to be removed, and the obtuse angles that would thus be created at Sheldon street and State street would correspond with those already in existence at Madison avenue, Diamond street, Carroll avenue and Richard terrace.

It is easy, unobtrusive diversions such as these which make for beautiful streets and with five important thoroughfares to the east, southeast, south, west and northwest, converging at Fulton Street Park, the civic center is created naturally and beautifully.

Already the Public Library and the Evening Press building constitute adequate patterns for the further architectural development of such a center and these will be very soon reinforced by an Auditorium building on the east of the Park.

It was inevitable that our river should constitute a major factor in the plan. It is the best resource the city has for picturesque development, and with the bluffs to the east and west preserved and beautified the artistic possibilities are almost limitless.

The ownership, beautification and maintenance of the brookways in the eastern part of the city, the boulevard thoroughfares at the summit

and the base of the western bluffs are also logical and necessary to the plan, and in turn will transform the western half of the city into a worthy and successful rival as a residence section to any other portion of the city.

At this time it is not the part of wisdom to jump at sudden conclusions, ill digested opinions and hasty opposition. We certainly need a comprehensive plan to work to, and now that we have one, and good at that, vossess your souls in patience during the next decade as you do all in your power to help the project along.

THE TELEPHONE'S BREATH.

We instinctively shun taking the breath of anyone who is ill; in fact, we do not like to get a whiff of the breath of one in health. It is neither pleasant nor hygienic, and if there is an epidemic of grip, measles or some worse disease, it is a most certain method of spreading the contagion.

Yet did you ever think of the danger in the public telephone? And in the country store your telephone is subjected to the same danger, for it is really worse than a public one, the dime exacted by the latter serving to limit its use. After the room has been thoroughly aired in the morning, there is no suggestion of impurity in the transmitter, even to the most sensitive; but let one who does not use tobacco step to it after one addicted to the use of the weed has been talking. The result is distasteful in the extreme, and the foul tobacco odors penned up in the cavity of the transmitter are sufficient proof that foul breath from any cause lodges there for some time after the speaker has left the phone. It is not only the breath of another, but it is concentrated. It is the refuse of all the exhalations during, perhaps, a three-minute talk or longer. Pure air does not readily rush into the cavity to displace it. Traces of it may be detected for some time.

How to avoid the trouble it is difficult to say. Patrons will feel affronted if you refuse to accommodate them. In a large city there is less call for these personal accommodations, but in country towns they are continual. Where a regular book-keeper is employed, by having the phone partitioned off in his department it will seem to the public less accessible. Wipe it out often and stand as far away as possible in talking.

Conservative management, allied with a spirit of progressiveness, can not fail to produce satisfactory results.

It is better to give your friends a little lift now than to put a lot of love all over their tombstones.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 13—A quieter situation in speculative coffee prevails after the late rush, and at the close there is more effort on the part of holders to dispose of their accumulations. The spot trade at no time has been unduly excited and at the close we note about the usual amount of business. At the close Rio No. 7 is worth in an invoice way $7\frac{1}{8}$ @8c. In store and afloat there are 4,044,204 bags, against 3,821,924 bags at the same time last year. Mild stocks are running light, and as a consequence the market is quiet. Good Cucuta is worth $10\frac{1}{4}$ c. East Indias are steady and unchanged.

The improvement in the tea trade, which has been quite pronounced for some time, continues and holders are very firm in their views. There is more call for all kinds of tea, and whereas the demand was mostly for the lower grades up to a fortnight ago, the call now is for all grades and prices are steady for every variety.

Sugar has been in moderate request for refined and the week has been broken by a holiday and a half day on Saturday. As refined beet sugar has pretty well passed into consumption, there is a rather better feeling for cane and the market closes at well sustained rates, 4.55c being the figure from all sources, less 1 per cent. cash.

Buyers of rice take only the smallest possible quantities and seem to think the level of prices too high. Sellers, however, are not at all inclined to make concessions and there the matter stands. Good to prime, $5@5\frac{3}{4}$ c.

In spices pepper is about the most interesting article on the list, and for this quotations are firm. Sales of fifty tons are noted. Prices on all goods are steady.

There is nothing new in the molasses market. Quietude prevails and there is only a small run of business on the old level of quotations—good to prime centrifugal, $22@30$ c.

Stereotyped replies are given by canned goods brokers in reply to questions regarding the market conditions—little or nothing doing. Standard tomatoes show no further weakness and, in fact, at the close are quite well sustained. Some claim that nothing below $67\frac{1}{2}$ c will purchase standard 3s and further claim that 70c is practically the bottom, this for the goods here. Of course, there are all sorts of qualities and prices are made "to fit the crime." But holders are not willing to part with goods for less than 70c. Buyers of peas take small quantities and the demand seems to be for stock worth about $65@67\frac{1}{2}$ c. Corn shows no change and is working out at 65c for New York State standard.

Butter shows some improvement. Supplies are not overabundant and top grades of creamery,—specials—are firm at $32@32\frac{1}{2}$ c; held specials, $29\frac{1}{2}@30$ c; extras, $28\frac{1}{2}@29$ c; Western

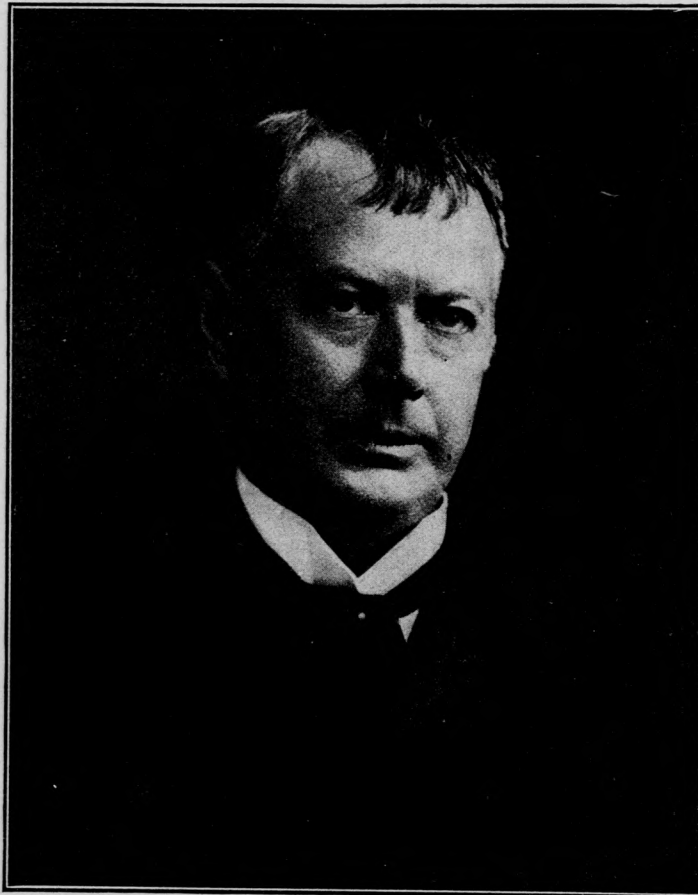
imitation creamery, $23@24$ c; factory, firsts, $21\frac{1}{2}@22$ c; seconds, $20@20\frac{1}{2}$ c.

There is no change in cheese. The market is well sustained at some advance and full cream is quoted at $15@16\frac{1}{4}$ c.

Eggs show some decline, owing to the milder weather, and at the close fresh gathered are worth 34c for extras and $32@32\frac{1}{2}$ c for firsts; refrigerator stock, $28@30$ c.

Potato Gum on Stamps.

Every time a person licks a United States postage stamp he gets a taste of sweet potato. The gum with which the stamps are backed is made from that succulent vegetable, because Uncle Sam's lieutenants consider it the most harmless preparation of the sort.



Hon. A. S. Burleson, of Texas, the Champion of Oleomargarine.

All the gum used on American postage stamps is mixed by the government at the bureau of engraving and printing, where the stamps are made. It is spread on the sheets after the stamps have been printed.

The gum in a liquid form is forced up through pipes from the basement, where it is made. These pipes lead to a series of machines consisting of rollers between which the sheets of stamps are fed one at a time.

A continuous fine stream of the liquid gum falls upon one of these rollers. The sheet with its wet coating of sweet potato mucilage passes from the rollers into a long horizontal flue filled with hot air. When it emerges at the other end of the flue the gum is dry.

When at leisure read your trade publication and get knowledge, inspiration, ambition and method from its teeming pages.

THE OLEO TAX.

Representative Burleson the Champion of Its Removal.

Washington, D. C., Feb. 16—Mr. Burleson, of Texas, champion of the removal of the tax on oleomargarine, is getting ready to put his bill through the coming session if the House takes no action before March 3, of this year. Mr. Burleson has always been opposed to this tax. He fought the original bill when it first came up and kept up the warfare all through that stormy time in 1902, when the bill taxing it was jammed through Congress. In looking over the Congressional Record of that year I find that Congressman Mann, of Illinois, one of the present floor leaders of the majority, was also opposed

tax off that product if he had to whip every man in the House to get them to vote. Mac represents the stockyards district. He has all the large packing houses with him and he is a hustler. He has promised to give the readers of the Tradesman a statement as soon as he can get together the figures he wants. "The matter is too big for me to try to give you anything offhand," he said to me, "but I will get my figures together and show you where the injustice comes in. My district is not going to get left if I can help it."

A Treasury deficit of \$79,000,000, which may run into \$130,000,000, may cause the Committee on Ways and Means to plan an internal tax, so it is said here. They are contemplating raising the tax on barrel beer, commercial paper and proprietary medicine. While a final decision as to the proposed customs tax on coffee has not been reduced, the Committee in all likelihood will recommend a customs duty of 3 cents a pound on this commodity. Tea, which has not been taxed, may start another Boston tea party, for the members of the "Meanest Ways" Committee may have to put a tax on that fragrant leaf. The Committee, it is said, will be ready with their bill on March 10, the day on which it is expected Mr. Taft will see to it that the lawmakers will come together in special session.

Frank W. Lawson.

Shoe Store Exhibit Out of the Ordinary.

There's a certain shoe store whose windowman extracts thorough enjoyment out of the fact that his displays are always the most talked of of any shoe trims in the town. He is a subscriber to several trade journals touching on his line of work and to them he says he is indebted for much of the success of his exhibits.

One of his recent ideas (gleaned from the most prominent of these publications) was to introduce a handsome young lady dummy in his window. I say window because the number of spaces in which he has to exhibit the wares of his establishment is limited to a twelfth of a dozen.

The floor was a rich shade of brown velveteen, also the background was composed of the same material. In the center of a large low round pedestal covered with white velveteen stood a pretty dummy, dressed in a party dress of some shimmering white silk stuff in which a tiny vine of green was woven. The dress was interlined with white silk, the numerous chiffon ruffles of the skirt holding out the soft ruffle at the bottom of the dress. The gown was cut décolleté. The sleeve was a mere puff with a chiffon ruffle at the edge. Long pale green kid gloves encased the dummy's arms. The former relied on white tissue paper as a substitute for any plumpness which might be lacking on the invisible arms of the dummy. There was a long string of what looked like tiny green pearls, and to this was attached a diminutive fan of pale green ostrich tips, the sticks being iridescent pearl. The

to taxing the "poor men's butter." He made a number of forceful remarks at that time anent the so-called "Butter Trust." A great many of the members who voted for the bill in 1902 are now ready to reverse themselves and work in favor of a repeal of the tax. It seems as though many of them voted for it because they had not studied the question. Frequent reference was made to the Butter Trust which was formed in New York with several millions of dollars capital. I have heard, but won't vouch for this, that the Government was getting ready to investigate this combination, if any such exists. You will find Mr. Burleson ready to lend his aid. Congressman McDermott, of Chicago, whose district is said to produce more than half of the total oleomargarine produced in the United States, told me to-day that he was going to take the

dummy's shining hair was just the color of the brown velvet (was the latter bought on purpose to match?) and it was becomingly coiffed. Wound in and out of the soft locks were two rows of twisted narrow light green satin ribbon, jauntily ending on top and at the back in a perky bow of fine green gauze the same tint as the fillet. The young lady dummy was lightly poised, her skirts lifted in front to entrance the eye with a view of bewitchingly slim feet shod in the trimmest of pumps. The little feather fan was gracefully carried in the left hand.

Nowhere was there any reading matter, nowhere footwear other than that worn by the girl dummy. But in middle distance at the left was a beautiful mahogany straight-backed chair on which was thrown with seeming carelessness—but really studied—the loveliest sea-green opera cloak, a perfect dream of a wrap. I'll warrant that during its presence more than one envious sigh was breathed in its direction; also as many more for the possession of the exquisite evening hat lying on a mahogany pedestal at the other side of the dummy. Ah, fortunate dummy! You toil not, neither do you spin. 'Tisn't every girl with as little sense as you can command such prodigality.

And the funny part of it was that every other day for a week the foolish dummy was replaced with a girl that looked as much like her as two peas in a pod, as the saying goes, only intelligence looked out of her mischievous eye. The same bonny hair

crowned her shapely head. Well, not exactly the same hair, but the identical shade of hair. She wore the same clothes in which the dummy rejoiced and she assumed the same pose on the low pedestal for twenty minutes at a time. Then a curtain was drawn for half an hour, to be removed at the end of that period for another twenty-minute glimpse of the real girl.

To say that the dummy and the live poseuse kept crowds in front of that shoe establishment is putting the case mildly. You see people would forget which was the dummy's day and which the dummy's substitute and public curiosity waxed exceeding great to discover the identity.

Dozens of pairs of pumps "like those on that lovely girl in the window"—or "like those on the handsome dummy," as the case might be—went out to advertise the ingenuity of that mascot of a window trimmer.

So much for absorbing a hint from a trade publication and adding thereto one of his own.

Heart to Heart Ditties.

Last week and the fore part of the present one optics were everywhere greeted with—alleged—poems to bring to absent ones fond remembrances of affection undying. There were lots of "comics," also, to recall to the recipient—of erstwhile security—that human frailties don't go unobserved among their fellow creatures. Dealers other than those carrying strictly notions have made use of Saint Valentine's Day to call attention to their

goods. One drug firm had a windowful of boxes of chocolate chips and also the chips in bulk and had a card therewith which said:

If
You
Want To Win
A
Valentine
Box Her
A
Box
Of

These Fine Chocolate Chips

One firm had a large cake of clear ice in the center of a window devoted entirely to the merchandise of Dan Cupid and this card was suspended directly over it with black threads running to the ceiling:

To
Keep
The Burning Words
In
This
Window
From

Scorching the Woodwork

Another storekeeper had the same idea in his head when he introduced a small fountain in working order in the middle of a window with valentines as the conspicuousity. With this display was a placard which read as follows:

This
Fountain
Is
To Cool
The

Atmosphere
Something
Might Catch Fire
From
The
Hot Words

Colors in Window Display.

No matter what may be the material or article given to a window trimmer, the first thought must be of the proper color to back the window to give the desired effect. White contrasts with black and harmonizes with gray; white contrasts with brown and harmonizes with buff; cold green contrasts with crimson and harmonizes with olive; warm green contrasts with crimson and harmonizes with olive; warm green contrasts with crimson and harmonizes with yellow; green contrasts with colors containing red, and harmonizes with colors containing yellow or blue; orange contrasts with purple and harmonizes with yellow; orange requires blue, black, purple or dark colors for contrast, and warm colors for harmony; citrine contrasts with purple and harmonizes with yellow; russet contrasts with green and harmonizes with red; gold contrasts with any dark color, but looks richer with purple, green, blue, black and brown than with other colors. It harmonizes with all light colors, but least with yellow. The best harmony is with white.

One dishonest man would not cause you nearly as much loss as a careless force of clerks who are innocently cheating you by overweight.

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than Any Other Baking Powder He Sells.

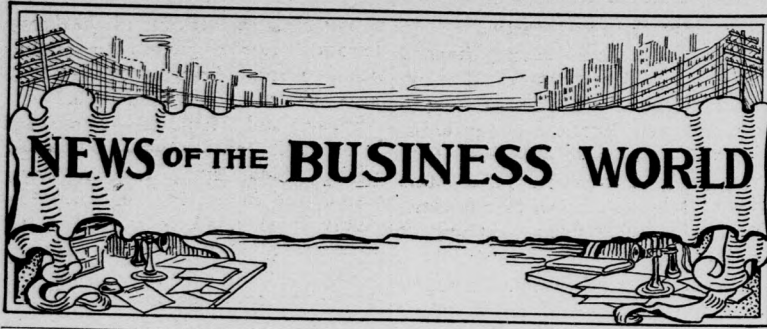
Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c a pound and make a profit of 5c or 6c or,
2. A baking powder for 10c a pound and make "20 per cent. profit," which means only 2c actual money. Which choice should you take?

Royal Baking Powder makes the customer satisfied and pleased not only with the baking powder, but also with the flour, butter, eggs, etc., which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in the business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit—viz., the customer's confidence—is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.



Movement of Merchants.

Otsego—W. C. Dann has opened a new feed mill.

Belding—A meat market has been opened by Millard Geiser.

Berrien Springs—George Bernard has opened a drug store.

Riverside—Earl Tucker succeeds John Beadle in the meat business.

Vermontville—Bert Hammond succeeds G. H. Loucks in the harness business.

Burr Oak—W. H. Snooks is succeeded in the tobacco business by E. O'Shaughnessy.

Orangeville—Cairns & Brown have sold their general stock at this place to Dan Klingensmith.

Owosso—Joyce & Lear are to be succeeded in the millinery business by the M. E. Coburn Co.

Kalamazoo—H. D. Kools is succeeded in the cigar and tobacco business by Laurence Burke.

Coldwater—Jos. A. Harris will put in a new stock of groceries and meats at 93 East Railroad street.

Big Rapids—B. J. Ford and Francis N. Ford will succeed J. D. Michael in the flour and feed business.

Saginaw—The capital stock of the Wm. Barie Dry Goods Co. has been decreased from \$300,000 to \$250,000.

Colon—F. B. Buys has purchased the interest of his brother, E. J. Buys, in the hardware firm of Buys Bros.

Lansing—The drug store of E. Stendahl has been closed, Mr. Stendahl having given a mortgage on the stock.

Coopersville—On April 1 Wm. Mines intends to open a hardware store, which will be managed by E. W. Howell.

New Salem—John Schichtel, Jr., has sold his store building to Henry Weber, who intends to erect a cement block.

Holly—A dry goods and shoe store will be opened by Messrs. Keller and Dreyfoos. Mr. S. J. Dreyfoos will reside in Holly.

Marquette—F. B. Aniba is succeeded in the tobacco and confectionery business by J. Harry Brown, of Grand Rapids.

Freeport—Herb. I. Miller has sold his general stock to Thomas A. Welch, who will continue the business at the same place.

Cadillac—The F. L. Nixon cigar stock has been purchased of the La-Verdo Cigar Co., of Kalamazoo, by Norman Paquette.

Lowell—Phin Smith has leased a store in Hastings and will remove his shoe stock to that place on March 15. Mr. Smith has conducted his store here for the past four years.

Marshall—C. A. Baker, formerly engaged in the grocery business at Kalamazoo, will engage in the fruit and vegetable business here.

Homer—J. H. Kingman has discontinued the furniture business here and will remove to Sturgis, where he will devote his time to undertaking.

Eaton Rapids—W. J. Polley, engaged in the tobacco, cigar and confectionery business here for the past six months, has retired from trade.

Saginaw—The name of Mershon, Schuette, Parker & Co., wholesale dealers in lumber and boxes, has been changed to the Mershon-Eddy-Parker Co.

Kalamazoo—The meat market formerly conducted by J. Blust at 810 Washington avenue is now operated by W. & L. Strunk, formerly of Colon.

Ishpeming—Walter M. Stromwall, who was formerly identified with the John W. Jochim Hardware Co., Ltd., will open a hardware store about March 1.

Sparta—The Hub Clothing Co. has been incorporated, with an authorized capital stock of \$10,000, all of which has been subscribed and \$4,500 paid in in cash.

Albion—R. B. Smith, who has been with the Granger Hardware Co. for the past three years, has a position with Geo. A. Hubbard & Son, hardware dealers at Flint.

Iron River—August Lundin, formerly engaged in the tailoring business at Ishpeming, will remove to this place, where he will continue in the same line of business.

Marquette—The Marquette Stone Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Lowell—The Lowell Art Furniture Co.'s business has been closed out on a chattel mortgage held by the two banks. A re-organization of the company has been begun.

Conklin—M. D. Bunker, formerly engaged in general trade at Slocum, has purchased the store building and stock of hardware and implements of the late E. C. Lillibridge.

Detroit—The Marshall & Ratz Shoe Co. has been incorporated, with an authorized capital stock of \$5,000, of which \$3,500 has been subscribed and \$1,000 paid in in cash.

Mt. Pleasant—A corporation has been formed under the style of the C. E. Hogan Co., which will conduct a general merchandise business, with an authorized capital stock of \$10,000, of which amount \$10,000 has been subscribed and \$500 paid in in cash and \$9,500 in property.

Muir—J. O. Probasco, for forty-three years engaged in trade here, is succeeded in the hardware business by his son-in-law, A. A. Stoddard, who has been with Mr. Probasco for twenty-four years.

Alanson—John H. McPhee has sold his interest in the grocery and hardware stock of McPhee & Myers to his partner, who will continue the business at the same location under the style of R. L. Myers.

Charlotte—T. L. Gillette will continue the hardware business formerly conducted under the style of Bare & Gillette. Mr. Bare died about five years ago and Mrs. Bare has been interested in the firm ever since.

Chelsea—The Henry H. Fenn Co. has been incorporated to conduct a drug business, with an authorized capital stock of \$10,000, of which \$8,200 has been subscribed and \$550 paid in in cash and \$7,650 in property.

Allegan—B. F. Foster is succeeded in the implement and seed business by Milton Griffith, who will place same under the management of Otto Armstrong. This will not interfere with the present business of Griffith & Co.

Hastings—C. W. Clark has sold his shoe stock to Messrs. Frazer and Ironside, who will continue the business under the style of the Ironside Shoe Co. On April 1 the new firm will remove to the store in the Burton block.

Kent City—Elmer Forger, dealer in groceries, and Orla A. Fuller, dealer in furniture and crockery, have merged their stocks and will continue the business under the style of Forger & Fuller. The new firm will occupy the Fuller store building.

Saginaw—The furniture business conducted by Henry Feige & Son has been merged into a corporation under the same style with an authorized capital stock of \$30,000, all of which amount has been subscribed, \$3,000 being paid in in cash and \$27,000 in property.

Charlotte—A. J. Doyle, for fourteen years with the dry goods house of J. W. Milliken, of Traverse City, and Mrs. T. A. Penhallegon have purchased the dry goods stock of Patterson Bros. Mr. Doyle will have charge of the dry goods and Mrs. Penhallegon the millinery.

Bay City—D. A. Trumpour, for years in the fish business in the Saginaw Valley, and one of the best known commercial fishermen of the Valley, has left the Booth Fish Co., of which the D. A. Trumpour Co. was a subsidiary concern, and will in all probability shortly engage independently in the commercial fishing business.

Durand—R. J. Chick, who has been in business here for the past nineteen years, has retired from the Chick & Holmes Co. here and the firm of Chick & Holmes at Mt. Morris. The firm name is now F. E. Holmes & Co. C. T. Holmes will have charge of the general merchandise business here and the dry goods business at Mt. Morris will be managed by F. E. Holmes.

Manufacturing Matters.

Zeeland—The Zeeland Furniture Co. has declared a dividend of 5 per cent.

Marion—Dell Rowley, of Belding, has engaged in the manufacture of cigars.

Graafschap—The Daisy Creamery Co. at its annual meeting declared a dividend of 8 per cent.

Manistee—The Dempsey Lumber Co. has increased its capital stock from \$250,000 to \$500,000.

Detroit—The capital stock of the Northwestern Machine Co. has been decreased from \$16,000 to \$6,000.

Detroit—The Hudson, Kennedy Die & Tool Co. has increased its capital stock from \$12,000 to \$20,000.

Detroit—The capital stock of the Detroit Safety Appliance Co. has increased its capital stock from \$5,000 to \$50,000.

Detroit—The Star Carpet Beating, Cleaning & Rug Manufacturing Co. has changed its name to the Star Carpet Cleaning Co.

Albion—The Independent Chemical Co., of Norwalk, will remove to this place, having leased the plant of the Stoepel Engine Works.

Albion—E. & H. S. Baughman, who succeed the American Harness Co. in business, will continue the same under the style of the Albion Harness Co.

Lansing—The Bell Gas Light Co. has been incorporated with an authorized capital stock of \$20,000, of which \$11,800 has been subscribed, \$800 being paid in in cash and \$6,500 in property.

Otsego—The Angle Steel Sled Co. will move its factory from Kalamazoo to this place. This is being done so that Geo. E. Bardeen, President of the company, may personally inspect its operations.

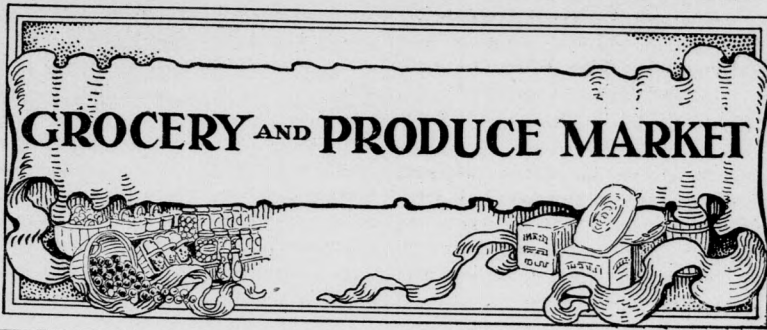
Ewen—A corporation has been formed under the style of the Ontonagon Valley Creamery Co., which has an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in cash.

Port Huron—The United Fence Co. has merged its business into a stock company under the same style with an authorized capital stock of \$60,000, of which \$45,000 has been subscribed, \$6,000 being paid in in property.

Traverse City—A corporation has been formed under the style of the Traverse City Excelsior Works, which has an authorized capital stock of \$10,000, of which \$8,000 has been subscribed, \$3,161.03 being paid in in cash and \$4,838.97 in property.

Battle Creek—The Battle Creek Oven Rack Co. has been incorporated to deal in shelves and racks of all kinds for ovens and refrigerators, with an authorized capital stock of \$12,000, of which \$8,000 has been subscribed and \$548 paid in in cash and \$7,452 in property.

Detroit—The flag manufacturing business formerly conducted by James E. Scott has been merged into a stock company under the style of the J. E. Scott Co., with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed and \$1,200 paid in in cash and \$18,800 in property.



The Produce Market.

Apples—New York Spys, \$5.50@6; Baldwins, \$5; Greenings, \$4@4.50. The market continues very firm on all varieties in spite of the comparatively light demand at the present time. Lower prices are not expected, however, on account of the limited supplies in sight.

Bananas—\$1.25 for small bunches, \$1.75 for Jumbos and \$2 for Extra Jumbos.

Beets—\$1.50 per bbl.

Butter—The market is firm and unchanged. There is a fair consumptive demand for all grades, both solid and packed, and stocks are about normal for the season. The production also does not greatly vary from previous years. The outlook for the coming week is for a firm market and unchanged prices. Fancy creamery is held at 30c for tubs and 31c for prints; dairy grades command 24@25c for No. 1 and 17@18c for packing stock.

Cabbage—\$1 per bu. or 3c per lb.

Carrots—\$1.50 per bbl.

Celery—Home grown, \$2.25 per box of 4 doz.; California, 75c per bunch.

Cocoanuts—\$5 per bag of 90.

Cranberries—\$15 per bbl. for Bell and Bugle from Wisconsin.

Eggs—The cold weather has had a tendency to hold up the price, but heavy receipts and heavy supplies in the hands of country merchants and buyers have forced quotations down about 2c, with a still lower market in prospect. Local dealers are paying 25c f. o. b. Grand Rapids, holding candled at 27c.

Grape Fruit—All sizes are now sold on a basis of \$3.50@3.75 per crate for Florida.

Grapes—Malaga command \$8@9 per keg, according to weight.

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

Lemons—Are about steady, with no indications of any change in the near future. Local dealers ask \$3 for Messinas and \$3.25 for Californias.

Lettuce—Leaf, 15c per lb.; head, \$1 per doz. and \$2 per hamper.

Onions—Yellow Danvers and Red and Yellow Globes are in ample supply at 75c per bu.

Oranges—Floridas are not in very good request, but are firmly held on the basis of \$3. Navels, \$2.85@3.

Potatoes—All varieties show an advance of 5c a bu., due to limited arrivals. A good demand rules for both seed and eating stock, but the carlot movement is held down to a great extent by dealers' inability to secure stock at a price that will allow a profit. Local dealers are holding at 80c.

Parsley—35c per doz. bunches.

Poultry—Paying prices: Fowls, 10@11c for live and 12@13c for dressed; springs, 11@12c for live and 13@14c for dressed; ducks, 9@10c for live and 11@12c for dressed; geese, 11c for live and 14c for dressed; turkeys, 13@14c for live and 17@18c for dressed.

Squash—2c per lb. for Hubbard.

Sweet Potatoes—A weaker tone is in evidence. Those who have been holding their stocks for higher prices are now forced to sell or lose out by deterioration on the basis of \$4 per bbl. for kiln dried Jerseys or \$1.75 per hamper.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7@9c for good white kidney.

A Hard Customer.

An eight-dollar-a-week clerk can sell goods to an easy customer, but it takes a salesman to sell to, and please, what may be called a "hard" customer.

One must both agree with and humor such a customer. Ignore his ill-temper; show him the whole stock; give him your very best attention and keep your own personal feeling 'way to the background. This will smooth out the creases of his mood, and you'll find he isn't such a "hard" customer after all.

Edward Woolley says he once heard of a merchant who went into the woods occasionally to "blow off steam." For half an hour he would give vent to some of the things he would like to have said to customers.

"Those same words," Mr. Woolley says, "used in the store, would have cost the merchant perhaps a thousand dollars."

Have you ever felt as though you would like to "say a few things" to some of your customers? No doubt you have. All business men are human, and it is sometimes pretty hard to use nice words to an unreasonable customer, but we must remember that such a customer can do us a great harm if he is not courteously and skillfully handled.

Too often such a "hard one" drives many people from one's store who might be permanent customers if they knew what an excellent store one had, the low prices one made and the courteous service one gave.

Don't ignore the "hard customer." Treat him as though he were your best and most valued friend. Tell him you appreciate his patronage. Thank him often. See that he is well pleased and satisfied with every purchase—then you have made of him your best advertisement.—Gill's Trade Help Bulletin.

The Grocery Market.

Sugar—Raws are weak. Refined grades declined 10 points Monday, placing Michigan granulated on a 4.40 basis and New York on a 4.45 basis. Federal is quoting 4.40 for immediate shipment, but intimates that this price may be withdrawn at any time. The market for refined is strong at the decline.

Tea—Low grade Japans continue to be in strong demand and prices are held firm at first hands. County dealers are buying more freely in all grades, the influence of a prospective duty being a strong factor. China, Ceylon and Formosa teas participate in the activity. While there is no doubt that a duty on tea would materially increase the Government revenue, yet, at the same time, it is looked upon almost universally as an obnoxious measure and in the interest of certain speculators. A tax on the breakfast table is repugnant to the people at large and strong protests are being made to the Ways and Means Committee from the country at large.

Coffee—Rio and Santos grades are weak, despite the duty talk. The demand is fair. Mild coffees are firm and in moderate demand. Java and Mocha are steady and unchanged.

Canned Goods—Some tomato packers are holding for higher prices, while others are inclined to make concessions, and jobbers can not be interested unless some exceptionally good snaps can be found. Jobbers are anticipating advances as soon as navigation opens up, at which time a materially increased demand is expected. Contrary to expectations, corn is showing weak tendencies and can be had at from 5@7½c less than three weeks ago. Peas are unchanged. Better grades are said to be getting scarce, while lower grades are plentiful. There has been no change in the California canned fruit situation. Stocks of peaches, apricots, pears and plums are quite heavy and no improvement in prices is looked for between now and the arrival of the new packs. Gallon apples are very firmly held at the recent advance on account of comparatively light supplies. Blueberries are on a steady basis, with no indications of any change. Sardines show a decline of about 4c a case. This decline was made by packers for the purpose of cleaning up stocks, but it is not thought that the present low basis will be maintained very long. The higher grades of salmon continue on a very strong basis, due to scarcity. Pinks have advanced 5c a dozen, which is caused by the scarcity of medium grades. There are said to be very little stocks of the grades between pinks and the highest grades.

Dried Fruits—Currants are in good steady demand at unchanged prices. Raisins are unimproved, being soft and very dull. Dates, figs and citron are quiet and unchanged. Prunes are dull and weak. Size 40s Santa Claras can now be bought on a 3c basis, smaller sizes less than that. The demand is light. Peaches are extremely dull at unchanged prices. Apricots are scarce, firm and quiet.

Rice—Higher grades continue on a

strong basis on account of the heavy demand. Lower grades are rather weak, stocks being comparatively large, while the call is limited.

Sugar and Molasses—Compound syrup is in good demand at ruling prices. Sugar syrup is exceedingly scarce and in active request. The supply is so small, in fact, that the price has made no further advance. Molasses is unchanged throughout and in moderate demand.

Cheese—There has been a slight advance during the week, due to added carrying charges. There are a reasonable consumptive demand and a generally healthy condition. The market is likely to remain unchanged for the coming week.

Provisions—Both pure and compound lard are firm and unchanged, prices and the demand both being about normal. Barrel pork, canned meats and dried beef are steady to firm and in moderate demand.

Fish—Cod, hake and haddock are unchanged and in fair seasonable demand. Salmon is in fair demand at ruling prices. The domestic sardine situation has settled down again for a while on a basis of \$2.70 for quarter oils, f. o. b. Eastport. The Trust claims to have cleaned up 500,000 cases at the cut price of \$2.50. They are now talking further advance. Other grades and varieties of sardines are unchanged and quiet. The demand for mackerel is still very dull. It should have shown some improvement by this, as Lent begins within a few days. Both Norway and Irish mackerel, however, are held steady to firm.

The Drug Market.

Opium—The market continues very firm with advancing tendency.

Quinine—Is dull and tending lower. Acetanilid—Has declined on account of competition.

Benzoic Acid—Has declined on account of lack of demand.

Balsam Copaiba—Has advanced and is tending higher.

Pyrogallic Acid—Has declined.

The Wall Street Journal quotes a Standard Oil attorney as saying that the litigation in which that company is involved with the Government will, before it is ended, cost the Government and the company \$4,000,000. Nobody expected that this battle would be slight. The Standard Oil trust is about the biggest business and money power in the world. To fight it many individuals and rival corporations have found impossible, for the great trust has unlimited resources upon which to draw. Nothing less powerful than the Government itself is capable of continuing a contest with it. The issue has already been carried once to the United States Supreme Court, where a new trial was ordered, and fresh proceedings are now under way.

W. H. McCort, of Coldwater, has added a line of millinery to his dry goods stock, purchasing the same of Corl, Knott & Co., Ltd.

There's music that angels bend to hear when a man's walk is in harmony with his talk.

GRADUALLY GROWING.**The Hardware Supply Co. Takes on New Line.**

A new line of business is being started in this city by the Hardware Supply Co., whose manufacturing plant is located at the corner of Canal and Mason streets.

A. E. Gould, who has been in the employ of the Hardware Supply Co. as salesman for the past four years, a few months ago invented a metal weather strip upon which he immediately applied for a patent, and later made a contract with the Hardware Supply Co. to manufacture the goods and place them on the market. Subsequently Mr. Gould invented a second weather strip in combination with a parting stop for window frames. Both of these strips have been pronounced by architects and builders the most perfect appliances yet devised to protect a building against cold winds and dust, and the prospects for a heavy sale are very bright.

The Hardware Supply Co. will conduct the weather strip business as a separate department under the name of the American Weather Strip Co., and in order to take care of this additional business the capital stock of the company has been increased to \$40,000.

The Hardware Supply Co. has worked up from a very small beginning to an important industry in this city. It is only a few years ago that this company's business was started in a small way by C. L. Frost, who still continues as President and General Manager. The line of goods manufactured has been mostly hardware specialties used by furniture manufacturers. When the business was started only a very few such goods were at hand, and it devolved upon Mr. Frost to devise a line of goods which would prove acceptable to the trade. His only capital was a good name and faith in his business and in his ability to make the business successful. To the few patented articles with which the business was commenced additions were made as fast as the demand arose, and some of the goods thus designed were patented and have been good money makers. Several inventions were also found which had been patented by other people, and these were purchased and added to the line; so that in this way the company has finally built up a line of goods and issues an illustrated catalogue, showing goods that are used by furniture makers all over the United States and Canada. Lately new lines of goods have been added to be sold to the regular hardware jobbing trade, and this still farther widens the company's field.

When the present plant was occupied in October, 1907, it was thought that the building would be roomy enough for some years to come, but the building is already well filled, and with the addition of the weather strip business it will be necessary to provide more room within the next six months.

A very important step has lately been taken in securing Charles F. Louthain as sales manager. Mr.

Louthain will cover the Southwestern and Western territory. A. E. Gould will have as his territory Chicago and the Middle West and Fred Frost will cover the Eastern territory for the house.

Securing Attention By Window Display.

A store window offers the cheapest attraction a merchant can employ. Windows are sometimes preferred to newspaper space because the results are quicker and surer; because showing an article will sell it more quickly than a printed description. Then, too, it is already an asset, as the rent is being paid just the same whether the window is used or not.

The merchant is judged largely from the appearance of his windows. Hence the windows should always have a fresh appearance, and with

MICHIGAN DAIRYMEN**Welcomed By Man Who Originally Called Them Together.***

It is with the utmost sincerity that I assure you I esteem my present opportunity as one of the greatest honors that have come to me.

I feel that I am standing before a robust, healthy, public spirited and most influential factor in the welfare of Michigan, a body whose existence is in a measure due to an initiative taken by myself just twenty-four years ago; so that the emotions I experience have the tenderness, the pride and the confidence of a foster father who greets the child who has gone far toward a realization of a parent's best hopes.

Just twenty-four years ago I issued the first call for a meeting for the

sociation—we were all younger and we all had the courage and the hopes of youth. As for myself, I was just beginning to block out a business of my own, and many others present were doing likewise. And all such will recall with affectionate gratitude the wise counsels and loyal earnestness of many with us then who have passed on, masters of the wondrous mystery. They were strong men and noble women who, intense in their devotion to the aims of our organization and absolute in their faith as to the power of progress, also embodied in its best estate all the essentials of civic righteousness.

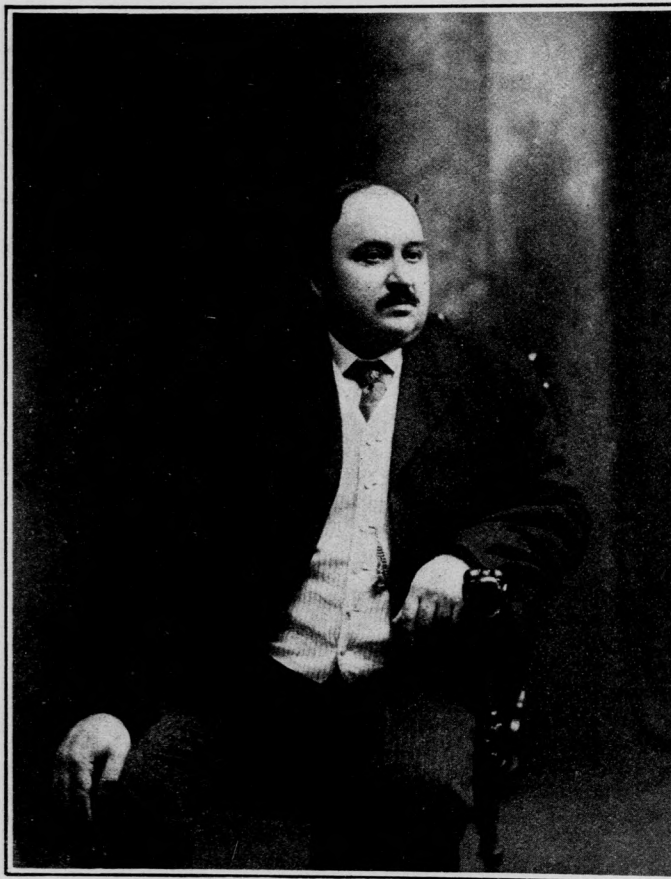
And together we worked and wrought until, after seven years of service as your Secretary, believing that your interests would be better served by a change—and we agreed on that point—I ended my duties as Secretary, turning them over with your full consent to the man who during the past seventeen years has so ably, so faithfully and to your profit acted as your Secretary, Mr. Samuel J. Wilson.

Never having lost one iota or for a single instant my deep interest in the welfare of your organization, I can fancy no duty more honorable or more delightful than the present one—of warmly welcoming you to my own home town, Grand Rapids, the industrial, commercial, educational and social metropolis of Western Michigan.

And I desire to assure you that it is a happy fact that Grand Rapids is able to offer you various object lessons of striking value to dairymen. To begin with, I know of no city in the country where the average dairyman can be less tempted to dilute his milk with water than in Grand Rapids, because primarily we have no water fit to put into milk, and if we had we have no city water works adequate for the pumping of such water!

Then, too, Grand Rapids is the birthplace of the Michigan Anti-Tuberculosis Society and was the first city in Michigan to establish an anti-tuberculosis hospital as a municipal institution. And so we have a milk inspector and we have "certified" milk on sale. Let me tell how it worked with a friend of mine recently—illustrating the value of "certified" milk: This friend was visited by a niece, a young mother who was nursing a six-months-old babe. The mother became suddenly and seriously ill and her physician advised the substitution of "certified" milk. When asked as to where such milk could be obtained, the physician gave the name of a druggist. Applying to the dispenser of compounds, my friend was received with a supercilious grunt and was advised to apply to the Health Officer, "or," the druggist added, naming a well known creamery, "you can get milk there just as pure and at less than half the price."

My friend did not want to risk the tiny life of his grand niece and so—about 8 o'clock in the evening it was—he visited the Health Office, to find only a janitor present. This official said, "Call up the Health Officer." My friend did this, to learn that



Chas. F. Louthain

this in view they should be redressed regularly with strong attractive displays. The window displays need not necessarily be elaborate, for some of the most effective are simple and inexpensive.

Put some definite idea into your display. Don't crowd too much into it. A variety of articles is often passed unnoticed where a few articles strongly presented will attract immediate attention. A good window display is one that associates the goods with some person or event of current interest to the passerby not in any way connected with the idea of buying or selling. In this manner you command attention, and it is a recognized fact in salesmanship that if you can secure a person's attention a good part of the work is already accomplished.—Macey's Monthly.

purpose of organizing a Michigan Dairymen's Association. The call proved timely and was heeded, and this Association, fully organized, bestowed upon me the first real distinction awarded to me by electing me to act as Secretary.

You gentlemen and ladies now within sound of my voice, as I extend to you most cordial expressions of welcome in behalf of the business men and the citizens in general of Grand Rapids, have but faint appreciation of the satisfaction I experience in performing so delightful a function.

Some wise man once put all of our fears to rest by declaring: "No man or woman ever grows old, but we, every one of us, do grow older."

In 1885—the birth year of this Association—

*Address of welcome by E. A. Stowe to Michigan Dairymen's Association, Feb. 17, 1909.

the Health Officer was not at home and to be recommended to call up the Assistant Health Officer. This he did also and ascertained that there was one single dealer who had "certified" milk for sale, and that so far as the Assistant Health Officer was aware there was no other place where "certified" milk could be obtained in the city. He learned also that this particular dairy was fully three miles away and that to telephone and give an order and have it delivered by messenger would involve an expense of about 40 cents.

Meanwhile the grand aunt at home had gotten busy, had bought unknown milk at a nearby dairy where she was well known and the baby thrived, the mother recovered in a few days and the physician, acquiescing with the procedure, had observed: "Well, you see Grand Rapids has not yet gotten this 'certified' milk business down quite fine. But it is a good thing all right, is 'certified' milk."

I presume most of you have seen in the daily papers a portrait of a high browed, commonplace looking chap with a long and drooping moustache, who looks as though after drinking his morning cup of coffee he had permitted the adhering concoction to dry and harden thereon, who says: "Kissing is a disgusting as well as a dangerous vice." This bacteriological bigot is a preacher, I believe, and a New Jersey preacher at that. As I studied this man's picture I could not help muttering to myself, "She wouldn't let him and I don't blame her." And then intuitively almost I added: "Thank God there are no such men in Michigan."

All of these little jolts—if you will kindly bear with me but for a minute longer—do not prove that bacteriology is valueless. We are, all of us, I believe, quite free to admit that the real bacteriologist has achieved wonderful results in the prevention of disease and in the annihilation of threatened epidemics. But all physicians are not expert bacteriologists and few of the really reliable bacteriologists are high grade, practicing physicians. The latter have, as it were, advanced several steps higher, don't have to answer emergency calls, are not required to take long drives in the country or bestow their sympathy, their moral influence and their power of suggestion directly upon the person and individuality of the patient. And so we have in every community almost a score or several well meaning gentlemen who are ordinarily good as physicians or analytic chemists, but who are not bacteriologists; gentlemen who keep fairly well informed as to what advances are being made in bacteriology and who know in a really thorough way just what it is possible to do in the prevention of disease. Then, too, we have scores of youngsters just out of college and loaded to the limit with microscopy and its multitudinous nomenclature. Thus through a combination of these two classes with the great masses who are so ready to see things, there has been developed a faddism which stands

prominently and unblushingly by the side of the real thing—bacteriology.

I believe in the great value of the present anti-tuberculosis movement all over the country, but I believe also that many persons free of the dread disease are driven to a development of the plague through the guesswork suggestion of some one who does not positively know. No sane man will deny the tremendous boon to humanity embodied in Prof. Koch's wondrous discoveries for the prevention of certain diseases; or in the invaluable blessing conferred upon the world at large by Pasteur's revelation as to the prevention of hydrophobia.

And I feel safe to say that there is no group of citizens more free to appreciate the value of such things or more conscientious and thorough in their efforts to observe every well-established principle of hygiene than are the men and women before me—the members of the Michigan Dairymen's Association. You are not only ready to go to any length to carry out to the letter every regulation as to the theory of bacteriology, sanitation or hygiene, but you are sure to demand, "Show me!" before you accept every guesswork practice born in the brain of mere enthusiasts, or experimenters who do not know beyond question.

Ladies and gentlemen, I thank you and for the people of Grand Rapids en masse I welcome you to our city.

True Tale Tersely Told.

Dull store,
Dim light,
Deserted floor
Day and night.

Business bad,
Debts oppress,
Boss sad,
Awful mess.

New lights,
Various names,
Store bright,
Business gains.

Buyers come,
Busy store,
Things hum
More and more.

Delighted boss,
Success in sight,
Lays it to
The better light.

It is a waste of time to fix up your statistics for the benefit of the recording angel.

CHATEL MORTGAGE SALE.

Default having been made in the conditions of a Trust Chattel Mortgage executed by Harry Newman, of Grand Rapids, Mich., to Peter Doran, Trustee, and filed in the office of the City Clerk, February 10, 1909;

Notice is hereby given that there will be sold at auction on Wednesday, February 24, at three p. m. at the store of Harry Newman, 104 Canal St., Grand Rapids, Mich., the property covered by mortgage, or enough to satisfy the amount due, including principal and interest, and costs of such foreclosure sale and administration of trust.

The property covered, and described in said mortgage, and to be sold as aforesaid, is described as follows, to-wit: All of the mortgagor's stock in trade, consisting of clothing, hats and caps, jewelry and furnishing goods, shoes, and all other merchandise kept by him in his said business; also all store furniture and fixtures, including safe, and all accounts and bills receivable belonging to said mortgagor.

An inventory of the property to be sold may be seen at my office, 307 Fourth National Bank Bldg., Grand Rapids, Mich.

Dated at Grand Rapids, Michigan, February 13, 1909.
PETER DORAN,
Trustee and Mortgagee.



**LISTEN!
We Want Eggs**

Eggs and Butter Go Together

We own and operate a chain of creameries. The same people that buy our creamery butter buy our eggs. If you are not receiving our quotations write us. Commence your shipments at once.

References: Bradstreets, Dun, Grand Rapids Savings Bank or any wholesale house at this market.

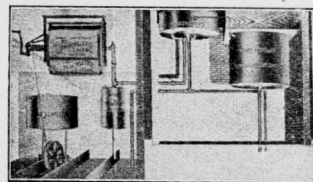
BURNS CREAMERY CO., Grand Rapids, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

BRIGHT LIGHT



Better light means better results in either business or home. More and better light for the least money is the result you get from the Improved Swem Gas System. Write us.
SWEM GAS MACHINE CO. Waterloo, Ia.



DON'T FAIL
To send for catalog showing our line of
**PEANUT ROASTERS,
CORN POPPERS, &c.**
LIBERAL TERMS.
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

COUPON BOOKS
SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
ACCURACY
PROFIT
CONTENTMENT
We make four grades of book in the different denominations.

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Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

Wednesday, February 17, 1909

FOR A TOPOGRAPHIC SURVEY.

There is, apparently, a much mixed public estimate as to the scope and purpose of the recently created Legislative Special Committee on Investigation of State Waterways, of which Hon. D. Z. Curtiss is chairman. A most striking illustration of this misapprehension of the facts is furnished by the seemingly intense excitement in Iosco, Alcona, Oscoda and Crawford counties caused by fear that the State government is going to confiscate, annihilate or render useless the Au Sable water power possibilities at present owned by what are known as the Loud interests.

In creating the Special Committee, the Legislature had in mind only an investigation which should show where water powers already developed are located and by whom, as nearly as may be, they are owned; where possible water powers exist and by whom, as nearly as may be, these opportunities are owned or controlled, and the relation of every water power, developed or not, as the case may be, to a general plan of conserving the water flow in Michigan so that damages by floods may be prevented and so that navigation resources may be utilized.

There is no thought, in the scope and purpose of this committee, of disturbing ownerships or private rights; no thought of preventing water power development. Indeed, the encouragement of such development is one of the propositions which is to be reported upon. And the rights of the State as to such natural resources are also to be reported upon; for, strange as it may seem to those who have given no thought to the matter, there are distinct commonwealth rights which, under the new Constitution, may be protected. There are, it is said, 649 developed water powers in Michigan already, which produce an aggregate of 208,040 horse power.

Each power thus developed bears a distinct relation to the control of the floods which at times take place in the stream or streams receiving the discharge from such power and by knowing these respective re-

lations and specifying, providing and operating certain facilities and regulations in accordance with conditions revealed by the investigations, it will be not only possible but imperative that such regulations shall be enforced by the State.

Thus it is plainly apparent that the chief result of the investigations recently begun by the Special Committee will be to make plain the fact that no accurate conclusions as to what it is necessary to do for any waterway in the State can be arrived at until the State orders and obtains a complete topographic survey of the State. Aside from the streams in the southeastern counties of the State, and the lower reaches of the larger streams discharging into Lakes Michigan and Huron, the State possesses no data upon which to base intelligent estimates as to how all the other waterways must be treated. This one discovery, which is to be emphasized by the work of the Special Committee, if it results in the immediate carrying forward of a complete topographic survey of the entire State, will be well worth whatever may be the cost of the investigation. We must know how and where the flow of water in the rivers of Michigan may be controlled and such knowledge can not be obtained with anything like accuracy until the State has a complete topographic survey of the various watersheds and corresponding records as to rainfall averages, average volume of flows and all co-ordinate data.

For these reasons the Grand-Saginaw Valleys Deep Waterway Association has asked that the special Legislative Committee hold hearings along the route of the proposed trans-State deep waterway. And they were supported formally, in this request, by the Michigan State Engineers' Society and by the Board of Scientific Advisers of the Michigan Geological Survey. Both of these organizations approved of the need of a complete topographic survey of the State and of the plan of beginning that survey by covering the route of the Grand-Saginaw proposition. In turn, Chairman Curtiss has promised to fix the dates for the hearings on the Grand-Saginaw route.

EVERYTHING ARRANGED.

Connivance between man and wife in an effort to secure a divorce is prohibited by law.

Then, too, it is not lawful to enter into collusion with a second party—a lawyer, for example—in one's desire to obtain a divorce from either husband or wife.

And finally there is a promise to stick to the marital bargain through sickness and through death, to say nothing of a quite widespread sentiment against divorce.

In spite of these facts a manager of the leading theatrical syndicate in this country complacently announces that he and his wife have agreed to divorce the marital contract between them; that he "will aid said wife in every way in his power to secure the divorce" and hopes that "the process may be made as little irksome to her as possible. We understand each

other perfectly in the matter and I would be very sorry to have our understanding interpreted in such a way as to be embarrassing to her."

Speaking of the man whom Mrs. Frohman may marry as soon as she is freed by the courts, the theatrical magnate says: "I know him very well indeed. He is a splendid fellow and a very dear friend of mine. If she decides to marry again she could not secure a better husband."

On her part the wife says she is tired, worn out by life as an actress and craves a home life, with children and even the darning of socks. She admits that she is to get a divorce from Mr. Frohman and adds: "I would love to tell you that I am to marry Mr. Bowes when I am free, but I can not say that now, you know."

All this contributes so wonderfully toward the uplift of the drama and the good repute of members of the profession.

Besides, how thoughtful and considerate on the part of Mr. and Mrs. Frohman to fix things so completely for the courts. Courts do become so irksome, you know.

It is no wonder that Rt. Rev. Patrick James Donahue, Bishop of Wheeling, W. Va., in an address at Orchestra Hall, Chicago, last Monday night, said, "The marriage tie held by the founders of our republic as sacred has now become almost a joke. Divorce is eating into the very vitals of the land."

PUT A STOP TO WASTE.

By the time this issue of the Tradesman reaches its readers there will be an international conference in session at Washington upon matters of interest to every merchant, every manufacturer and every farmer in America.

This conference will be attended by delegates from Canada, Mexico and the United States and contemplates the formation and adoption of an international policy and the organization of a general public welfare movement which shall result in arresting the wanton waste and destruction of the natural resources on this continent.

It may appear strange, but it is a fact, nevertheless, that woful ignorance and reprehensible indifference on this subject exist in the United States and that, too, on the part of high grade, loyal and patriotic citizens. President Roosevelt, at the instigation of Gifford Pinchot, began to formulate the present movement last May by calling the conference at Washington of the Governors of all the states. Since then a great number of these states have created their own Conservative Commission and now, with the International Assembly on Thursday, the movement will have assumed a concrete and effective form.

Illustrating what may be done for the general welfare in the matter of conserving natural resources, the example set by Canada may be cited. Every acre of the public timber lands in British Columbia except what has been leased has been placed in the forest reserves; in Yukon all water

power rights are granted for only twenty years and at the expiration of that time their control reverts to the public.

WASHINGTON'S BIRTHDAY.

To ignore so notable a day is at once to stand self-confessed as lacking both enthusiasm and patriotism. You know that people will expect more or less of holiday attire. Why disappoint them? It is not necessary to make elaborate preparations, but in some way let it be known that you remember and respect the day.

Simplicity is ever most effective in window dressing, and doubly so on the day commemorative of one whose life was as simple as it was illustrious. Make sufficient change that those who pass every day will note it; that occasional visitors will be charmed by its appropriateness and good taste.

A portrait of Washington may be conspicuous, with flags on either side or crossed below. Then show a few of your choice goods, but do not try to crowd them into the window to such an extent as to confuse. It is much better to change the design frequently and press only a limited number at a time.

If you have new dress goods in red, white and blue, they may be draped in tasteful design. A specialty of ribbons may be most effectively used by a trimmer of the national colors. Let only these appear in the decorations, though a neat placard may call attention to the fact that other colors in the same styles are shown inside. If you carry a stock of fancy shoes or hosiery, the three-color scheme may again be admirably worked. If your goods do not permit of this combination, crepe paper background will serve as an effective reminder and tiny paper flags may be given as souvenirs, your name being stamped on the handle.

MUTUAL FIRE INSURANCE.

In the opinion of the Tradesman, the Retail Grocers and General Merchants' Association of Michigan acted wisely in declining to adopt a mutual fire insurance plan at this time. Mutual fire insurance is a good thing under certain circumstances and to meet certain conditions; but, in the opinion of the Tradesman, the interests of the retail merchants of Michigan can be better served at this time by the organizing of stock fire insurance companies, in which every merchant is given an opportunity to become a stockholder. This is cooperation at its best, because it gives every merchant who wishes an equal voice in the management of the business and in the conduct of its affairs.

In view of the fact that only about 4 per cent. of the fire insurance of Michigan is carried by Michigan companies, there is no reason why there should not be a dozen additional fire insurance companies organized and conducted in this State and, as business becomes better established and merchants become more forehanded, there is no reason why this matter should not be taken up, along the lines suggested, by the retail dealers of the commonwealth.

FACT BEHIND THE FIGURES.

Public attention has been centered for some time upon the outcome of the Civil Service uproar. The President, regretting the weakening of the arm of this very important department of the public service, took occasion, it will be remembered, to call attention of Congress to the efficiency of the work done and to ask that the old time efficiency be restored and strengthened. Immediately there was trouble. Both branches of Congress became deeply offended, had been insulted by the President, in fact, and proceeded at once to resent the insult. Not satisfied with that certain congressmen wanted it understood that dishonesty in the public service, especially in the halls of Congress, as the President's message on the subject asserted, was by no means confined to Representative and Senator. "There were others" and among them was included the highest officer of the Government, and a single instance would suffice:

Last year Congress appropriated \$25,500,000 "to prevent frauds in and depredations upon the several branches of the public service, to protect public lands from fraudulent entry and to apprehend and punish other violators of the law." From the speech made on this occasion it was naturally assumed that this sum under the manipulation of the Executive had not reached the objects intended and naturally also there was, and ought to be, a desire to know the reason why. That desire without much pushing has been followed up, and this has led to not unexpected developments, the first one being that the distinguished speaker, in his intense desire to show that "there are others" has suggested to a depraved imagination who one of those "others" is. In order to account for the aforesaid millions he has counted in item after item having nothing to do with the object of the appropriation and, summing up the amount of the heterogeneous list, exultantly calls upon the American public to note that he has proved his statement with "I told you so!"

Here as in times before figures proclaim their membership of the Ananias Club. They contradict themselves. The cost, for instance, of the forest service, including the protection of fish and game, necessary supplies, washing towels and similar incidentals, do indeed make up the amount of \$3,151,000, but to the unprejudiced mind they have no more to do with this particular appropriation than do the \$90,000 for "unforeseen emergencies in the diplomatic and consular service."

This remarkable list of misappropriations has been gone through with and the various sums have been put where they belong, but the senseless task while correcting the—shall they be called the intended blunders?—leads boldly up to a certain fact behind the figures and insists on presenting itself to the vote-casting part of the American community. It is already wondering whether that sort of a representative or that sort of a senator is the sort of man to

stand for the public opinion that put him where he is, and whether he does, even remotely, represent his constituency. More and more just that query is crowding to the front and more and more the conclusion is reaching the conviction that that feature of popular opinion, dishonesty, has had its day, that it is not looked upon with lenient eyes, that it no longer needs representation anywhere and that it, anywhere, will not be tolerated.

The facts are the Congressman's figures have failed of their purpose; the \$23,000,000 may or may not have been wickedly tampered with by the President—which is not proven; that "there are land-rats and water-rats, land-thieves and water-thieves," and that men high in the public service have been found among them—but not the President; but that down in under the figures presented and behind them stands out this fact clear and distinct: that these dishonest statesmen no longer represent the men electing them; that they no longer stand for the public morality of the times, that they are a detriment to the public service, and that from this time on, and—let it be hoped—forevermore, they and their kind shall be seen no more in the prominence which in too many instances they have shamefully disgraced.

THE PRICE TAG.

Nothing in the business world saves more time to both buyer and seller than the price tag. Although there may be several customers ahead, the man who sees a basket of early strawberries which look inviting in the window loses no time if the price is too high to suit him. Instead of crowding in, losing from five to fifteen minutes in awaiting his turn, possibly so ill at ease that the dealer and all around become aware of the fact that he is being inconvenienced—and for this reason given preference—it becomes doubly embarrassing if a fancy price precludes a sale. He resolves never to try to buy anything at Brown's again, for his prices are "way up;" while Brown mentally wishes that that question mark, Green, would stay away—"always asking about something he never had a notion of buying." It is a mutual dissatisfaction which might have been easily adjusted by the help of the little price tag.

It is human nature to want to get the best possible for the money. It is a fundamental business axiom. Not every one enjoys entering a store, asking to be shown certain goods, and then, with the impression that they can do better elsewhere, being forced into some polite pretext for leaving. If the goods in the window are priced, and priced right, one can walk up boldly and have no misgivings.

The plan is in a large measure competitive, since every rival must expect his stock to be compared with that of his neighbor. But here, again, if you really have the best and the cheapest it is the very best chance you can wish for to prove it. Regular patrons of other stores, some of

whom possibly never visited you before, will see and believe.

If making a special sale or marking goods down at the close of the season, let the people know it. More, let them know just what the price has been before; this is a point to which you must adhere strictly. It is much easier to retain than to regain confidence. It may seem all right to tell an out-of-town patron that these are your regular 50 cent dress goods, but you are now selling them at half price to close out. If this happened to be your regular price when the stock was opened, depend upon it that she will find you out, as you richly deserve. More, she will tell all her friends about it. A man may keep quiet when he gets humbugged, but a woman—never. Let the tag tell a truthful story or it has failed in its mission.

Some one objects that it requires too much time to mark goods. You can mark two articles while you would be showing one to a single customer. The price tag answers many possible customers in a day. Some of these would otherwise come when you were busy. Some would not come at all, because they saw you were busy, and they were only half ready to purchase.

It is self-evidence that you have a one-price store; that you do not expect customers to haggle over prices and try to "Jew" you down; and this is another form of establishing confidence; for while a few still enjoy the old-time form of barter, and delight in their skill at driving a bargain, by far the majority of people regard their time too valuable to juggle with. The honest, upright price gains in the end.

The tag can be arranged outside of business hours. Let it be plain or ornate, as suits the fancy and purse; but let it be legible. Fancy lettering helps materially in the scheme of window dressing. If one of the force is especially neat at decorating give him an opportunity to show his skill. Several variations may be easily made from one or two standard alphabets and sets of figures, but never allow the ornamental to lessen legibility. This feature should be paramount.

Let the tag be in keeping with the goods. Any large object will bear a larger placard than the small one; although in all instances it should be of sufficient size to be plainly visible from the visitor's point of vision. In arranging the window it is necessary to bear in mind that the goods are what you want especially noticed; the price mark should be in the background, but distinctly visible to any one sufficiently interested to look for it.

Your methods of marking, if uniform, will soon be learned. Those acquainted with them will understand when any stock is made especially prominent that the actual price is always with them. Appearance and price invite further enquiry if they suggest personal need; and with these elements ready sales usually follow.

There is a lot of difference between the tongue of fire and the fiery tongue.

PRESSING THE DRIED FRUIT.

As the surfeit of meat guides the appetite to a balancing of rations by indulging in more fruit, and the supply of home products in this line runs low, there is a gladness to test the evaporated fruits if brought to notice. They are now at their best, and there is no excuse for offering those that are defective. Examine your stock thoroughly when first opened and make it a point to offer only that which is first class.

To keep it in good order do not make a practice of exposing it to full view, and consequently to dust and the free access of any wandering insect. Dried fruit should be kept in closed packages. Inform the public of its presence and price by neat cards; but do not keep the prunes out where every man, woman and child have free access. If some one is interested in the placard, a case back of the counter will freely furnish such samples as are needed.

Keep two or three grades of the more common fruits, as prunes and peaches. Nectarines and apricots while not universally known, furnish material for working up a good trade. Since the advent of canning, dried fruit has fallen largely into disfavor. As the merits of the evaporated process become more generally known this prejudice vanishes.

If there is a certain fruit that you think will bear pushing in your own community push it. Dates are too little known. Emphasize their food value, the dainties which can be made by combining with home made candy. Call attention to the various combinations with figs; to the healthfulness of prunes; to your extra pie peaches. They will soon see that at prevalent prices fruit is cheaper than butter or meat, and will gladly purchase if the quality is good.

Mission effects are coming into use in show windows more and more and they are certainly neat. One pleasing effect is made by placing a mission pedestal in the center of a show window and balancing a long, narrow strip of plate glass upon it—one of the nicest stands for the display of shoes one can imagine. Some merchants go as far as having everything in and about the show windows after the mission idea, fixtures in the way of show stands, lamps, clocks and what not. This little story opens up the way through which a dealer can sharpen his wits and bring out many new and novel settings in his show windows. The mission fixtures in numberless instances can be home-made: square blocks, slats and so on stained an ivory black and made up in designs to suit fancy. Everything about the art is of the very plainest; no jigger work or spindles; plain surface and square corners on every piece of wood. To be sure there is a neatness to be considered when constructing these mission fixtures, but that is an easy matter to comply with. Mission furniture is common and has been in use for a long time, but in show-windows it has not been found yet to any great extent. Why not give it a tryout?

GAS PROMOTIONS.

Why Investors Regard These Propositions With Favor.

Comments, not always favorable, are not infrequently made on the proclivity of Grand Rapids capitalists to invest their money in outside enterprises. Whether this practice be reprehensible or otherwise need not be discussed here. It may be remarked, however, that if these outside ventures pay interest or dividends regularly and a goodly profit on the clean up besides it can not be so awfully bad for the town. It is certain the interest and dividend received by Grand Rapids investors in the course of a year amounts to a large sum, and it is equally certain that this outside revenue comes in very handy and gives substantial help to local trade.

The outside ventures in a general way can be divided into three classes, investments, speculations and promotions or developments. In the first class may be put the securities of municipalities, railroads and the high grade industrials — investments in which the safety of the principal and the certainty of the income are important considerations. In the second class are the deals and flyers in stocks, grain, cotton and other commodities, mostly on margin, and in principle coming close to gambles on the market fluctuations. Finally come the propositions which offer some degree of security for the capital invested and give promise of greater returns than the straight investments offer. In this city the outside ventures which find most favor are gas propositions and timber lands as the staples and mining and oil well prospectuses occasionally.

Covering a period of fifty years a good many Grand Rapids dollars have gone into various kinds of holes in the ground. It is not recorded that any stone fronts have been erected with the profits therefrom.

Timberland investments also run back to the early days. At first they covered the forests almost within seeing distance of Grand Rapids, but gradually as the near home forests disappeared the field broadened and farther and farther away Grand Rapids capital traveled in search of the profits. Many thousands of acres of timber land in the South, along the Western coast, in the Upper Peninsula of Michigan and in Wisconsin are held by local capitalists, and they have their holdings also in Vancouver, Ottawa and Nova Scotia. Not all the timber land and lumbering ventures have proven successful, but it must be admitted that a goodly number of the fortunes in the city have foundations in sawdust. There have been some losses, but the winnings have been in a large majority.

The gas proposition is comparatively new in Grand Rapids, but it has been of rapid growth. Fifteen years ago the only gas this city knew anything about was the local company, in which the stockholders were few and the dividends 10 per cent. Today it is estimated that \$5,000,000 of local money is invested in gas se-

curities, and the amount is steadily growing. About thirty companies in cities that stretch across the country from South Carolina to Oregon are managed and controlled from here. In nearly as many other companies under other control local money is invested in greater or less amounts. The rise of the gas industry and how the promoters operate may be of interest:

The local promoters learned the game from Emerson McMillin, now President of the American Light & Traction Company, and they all use his model, with such modifications in individual cases as circumstances may make necessary. A description of the Grand Rapids gas deal will in a general way describe them all.

The Grand Rapids Gas Co., capitalized at \$600,000, was earning in 1895 about \$115,000, and paying 10 per cent. dividends to the stockholders. Mr. McMillin purchased the property for \$1,200,000, which was two for one for the old stock, or, putting it in another way, the earnings capitalized at 9½ per cent. Certain obligations of the old company were assumed, making the total cost \$1,225,000. Bonds bearing 5 per cent. to the full amount of the purchase price were issued, and also stock to the amount of \$1,000,000. The bonds were offered to the investing public and to facilitate their movement, with each \$1,000 bond purchased at par \$500 of stock was given as a bonus. Some of the old stockholders took the bonds of the new company with the stock bonus in payment for their holdings. Local investors took some of them and more were absorbed by the Eastern market. After all the bonds had been placed Mr. McMillin and those associated with him in the deal had \$387,500 in stock to divide among themselves as their reward for promotion. The purchase was made on so liberal a basis and the earnings increased so rapidly that 4 per cent. was paid on the stock the first year after the deal was made, 5 per cent. the second and 6 per cent. thereafter until the merger into the American Light & Traction Co. Not as a part of the story but as an interesting side remark it may be added that in the merger the Grand Rapids stock was exchanged for American Light & Traction on a basis of \$1.20 preferred and \$30 common for each \$100 old stock. The holder of \$1,000 stock in the original gas company who stayed in the game received \$2,000 bonds and \$1,000 stock in the reorganization, and then traded his stock for \$1,200 preferred and \$300 common in the American Light & Traction. The bonds to-day are above par, the preferred stock is at about par and the common is quoted at above \$1.30—in all worth about \$3,600 and yielding an income of \$204. This makes no allowance for the "rights" which from time to time have gone with the stock. The earnings of the company, which were about \$115,000, are said to be about \$275,000 now, out of which the interest charges are to be paid. The Grand Rapids deal was an exception-

ally good one alike for promoter and those who put in their money.

Associated with Emerson McMillin in the Grand Rapids deal were Anton G. Hodenpyl and Henry D. Walbridge. They proved to be apt pupils in the game of promotion and finance. Using the McMillin model they put through similar deals at Jackson, Kalamazoo, Pontiac and Saginaw and later merged the three first named into the Michigan Light Company. They were associated with McMillin in various deals outside of Michigan, and ten years ago moved to New York, where they have since prospered.

So successful were Hodenpyl and Walbridge in their promotions that Edward M. Deane & Co. was organized to engage in the same line of business. This company now controls eight different companies. Childs, Hulswit & Co. were next in the field and to-day they have six companies under their control. Charles B. Kelsey made a successful promotion on his own account and later was associated with C. H. Geist in several enterprises. He separated his interest a year ago and now controls two companies. Geist has a local office and representatives and considerable Grand Rapids money has gone into his ventures. J. H. Brewer is the controlling spirit in three companies, Andrew Fyfe in two, Henry T. Heald one, E. D. Conger and Wm. Alden Smith one and Claude Hamilton one. This makes a total of twenty-four companies controlled in this city, and there are probably others. In addition to these holdings Grand Rapids has large interests in American Light & Traction and Michigan Light in the Hodenpyl, Walbridge & Co. companies at Saginaw, Peoria and Evansville, in the McMillin Company at Denver and the Geist Company at Lansing.

When the Grand Rapids deal was made the game was new and the terms liberal. Competition and other influences have tended to take off some of the velvet. Instead of buying on a 9½ per cent. basis the promoter capitalizes the earnings at 6 to 7 per cent. The stock bonus that goes with the bonds is usually about 40 per cent. instead of 50, while Hodenpyl, Walbridge & Co. allow only 35 per cent. The promoters have more stock to divide, but buying on a closer margin they have to wait longer and work harder to make their holdings good. It is a mistaken idea that they take a rake off from the bond issue—that is the reputable men in the business. The bond issue may be in excess of the purchase price, but this excess represents the new capital to be put in for improvement to plants and extensions. The promoter's profit is the stock over and above that given to bonus the bonds, and having this stock the promoter hustles to make it worth something.

The many gas enterprises promoted from this city have averaged remarkably high in success. In only one instance has there been a failure in the payment of the interest to such a degree as to make reorganization necessary and a curtailment of

the capitalization. In one other instance the margin above the interest charges was so very narrow it was feared there might be a default, but the company is now earning interest and something more. Many of the companies are paying dividends to as high as 6 per cent., and those that are not now dividend payers are in most instances well headed in that direction. The Manistee failure was not a Grand Rapids enterprise and no Grand Rapids money was in it.

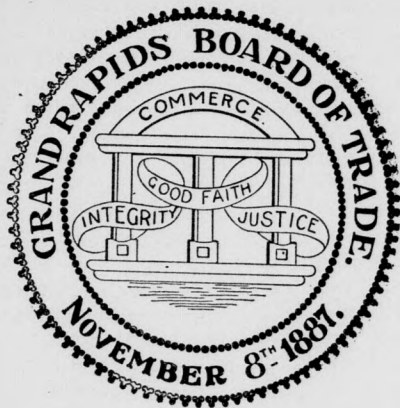
The companies that are taken over by the Grand Rapids promoters are usually crudely managed, with back number plants, no enterprise in pushing for business and a public be damned policy. The new management puts in experts, modernizes the plant, extends mains, popularizes the policy and invites patronage. The first step is usually a reduction in price to the consumer. The Grand Rapids method very soon brings results in increased earnings. In one instance the price of gas was \$1.50 and the earnings \$17,000; the price was cut to \$1, and that plant to-day is earning \$50,000. Another company earning \$24,000 in 1899 is now earning \$120,000 and the price is 90 cents instead of \$1.25. Another company has increased earnings from \$3,000 to \$12,000 in four years, another from \$36,000 to \$90,000 in seven years, another \$24,000 to \$90,000 in nine years, another from \$8,000 to \$18,000 in four years, and in every instance the price to the consumer is materially less than under the old management. Still another company, which under municipal management was running behind, showed a profit of \$39,000 the first year, and in another city the earnings were doubled the first year. The figures given are authentic and can be verified at any time. Some of the other companies may not have prospered to quite the same degree, but without exception they show encouraging increase, with good dividend prospects for the future. It is the Grand Rapids know how that accomplishes these results.

The gas enterprises have brought much money into Grand Rapids. The promoters in most instances have done well. Those who have subscribed to the bond proposition have under normal conditions usually turned a profit of from 10 to 25 per cent. in addition to their bond interest. The gas consumers have also realized a benefit in the price reductions that the Grand Rapids management have given them and in the improved service. The modest investors, satisfied with the 5 per cent. bonds purchased without the stock bonus at from 90 cents to par, have no reason to complain as the interest is paid on the dot. Everybody satisfied is one reason so much Grand Rapids money has gone into gas and why the investment is steadily growing larger.

The Safe Kind.

Mrs. Newwed—Instead of giving me pin money, my husband puts it in the savings bank for me.

Mrs. Oldwed—Sort of safety-pin money, as it were.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

The firms and corporations named below, members of the Grand Rapids Board of Trade, have established permanent **Every Day Trade Excursions** to Grand Rapids and will reimburse **Merchants** visiting this city and making purchases aggregating the amount hereinafter stated **one-half** the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the **Secretary of the Grand Rapids Board of Trade, Board of Trade Building, 97-99 Pearl St.,**

will pay back in cash to such person one-half actual railroad fare

Amount of Purchases Required

If living within 50 miles purchases made from any member of the following firms aggregate at least.....	\$100 00
If living within 75 miles and over 50, purchases made from any of the following firms aggregate	150 00
If living within 100 miles and over 75, purchases made from any of the following firms aggregate.....	200 00
If living within 125 miles and over 100, purchases made from any of the following firms aggregate.....	250 00
If living within 150 miles and over 125, purchases made from any of the following firms aggregate.....	300 00
If living within 175 miles and over 150, purchases made from any of the following firms aggregate.....	350 00
If living within 200 miles and over 175, purchases made from any of the following firms aggregate.....	400 00
If living within 225 miles and over 200, purchases made from any of the following firms aggregate.....	450 00
If living within 250 miles and over 225, purchases made from any of the following firms aggregate	500 00

Read Carefully the Names as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as you are through buying in each place.

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| <p>AUTOMOBILES
Adams & Hart</p> <p>BAKERS
Hill Bakery
National Biscuit Co.
A. M. Scott Bakery</p> <p>BANKS
Commercial Savings
Fifth National
Fourth National
Grand Rapids National
Grand Rapids Savings
Mich. Trust Co.
National City
Old National
Peoples Savings
Kent State</p> <p>BEDDING
Hot Blast Feather Co.</p> <p>BELTING AND MILL SUPPLIES
Barclay, Ayers, Bertsch Co.
F. Raniville</p> <p>BICYCLES AND SPORTING GOODS
W. B. Jarvis Co., Ltd.</p> <p>BOOKS, STATIONERY AND PAPER
Central Michigan Paper Co.
Grand Rapids Stationery Co.
Mills Paper Co.
M. B. & W. Paper Co.</p> <p>BREWERS
Grand Rapids Brewing Co.</p> <p>CARPETS AND DRAPERIES
Herpolsheimer Co. Wholesale Department</p> <p>CEMENT, LIME AND COAL
S. P. Bennett Fuel & Ice Co.</p> <p>CIGARS AND TOBACCO
Woodhouse Co.</p> | <p>CIGAR MANUFACTURERS
G. J. Johnson Cigar Co.
Geo. H. Seymour & Co.</p> <p>CLOTHING AND KNIT GOODS
Clapp Clothing Co.
Ideal Clothing Co.</p> <p>COMMISSION—FRUITS, BUTTER, EGGS, ETC.
C. D. Crittenden
J. G. Doan
E. E. Hewitt
Yuille-Miller Co.</p> <p>CONFECTIONERS
A. E. Brooks & Co.
Putnam Factory Nat'l Candy Co.</p> <p>CROCKERY, HOUSE FURNISHINGS
H. Leonard and Sons</p> <p>DRUGS AND DRUG SUPPLIES
Hazeltime & Perkins Drug Co.</p> <p>DRY GOODS
Grand Rapids Dry Goods Co.
P. Steketee & Sons</p> <p>ELECTRIC SUPPLIES
Lewis Electric Co.
Lynch & Ball Co.
M. B. Wheeler Electric Co.</p> <p>FLAVORING EXTRACTS AND PERFUMES
Jennings Manufacturing Co.</p> <p>GAS ENGINES
Lynch & Ball Co.</p> <p>GLASS
Donaldson Glass Co.</p> <p>GRAIN, FLOUR AND FEED
G. R. Grain & Milling Co.
Valley City Milling Co.
Voigt Milling Co.
Wykes & Co.</p> | <p>GROCERS
Judson Grocer Co.
Lemon & Wheeler Co.
Musselman Grocer Co.
Worden Grocer Co.</p> <p>GROCERIES AND MEATS
Dettenthaler Market</p> <p>HARDWARE
Clark-Rutka-Weaver Co.
Foster, Stevens & Co.</p> <p>HEARSES AND AMBULANCES
Michigan Hearse & Carriage Co.</p> <p>HOT WATER—STEAM AND BATH HEATERS
Rapid Heater Co.</p> <p>MILLINERY
Corl, Knott & Co.</p> <p>MUSIC AND MUSICAL INSTRUMENTS
Julius A. J. Friedrich</p> <p>OILS
Standard Oil Co.</p> <p>PAINTS, OILS AND GLASS
Harvey & Seymour Co.
Heystek & Canfield Co.
Pittsburg Plate Glass Co.</p> <p>PHARMACEUTICAL CHEMISTS
Peck-Johnson Co.</p> <p>PIPE, PUMPS, HEATING AND MILL SUPPLIES
Grand Rapids Supply Co.</p> <p>PLUMBING AND HEATING SUPPLIES
Ferguson Supply Co., Ltd.
The Federal Co.
Wolverine Brass Co.</p> <p>POST CARDS AND NOVELTIES
W. P. Canaan</p> <p>PRODUCE
Loveland & Hinyan Co.</p> | <p>READY ROOFING AND ROOFING MATERIAL
H. M. Reynolds Roofing Co.</p> <p>SADDLERY HARDWARE
Brown & Sehler Co.
Sherwood Hall Co., Ltd.</p> <p>SAFES
Grand Rapids Safe Co.</p> <p>SEEDS AND POULTRY SUPPLIES
A. J. Brown Seed Co.</p> <p>SHOES, RUBBERS AND FINDINGS
Herold-Bertsch Shoe Co.
Hirth-Krause Co.
G. R. Shoe & Rubber Co.
Rindge, Kalmbach, Logie & Co., Ltd.</p> <p>TELEPHONE COMPANIES
Citizens Telephone Co.
Mich. State Telephone Co.</p> <p>TINNERS' AND ROOFERS' SUPPLIES
Wm. Brummeler & Sons
W. C. Hopson & Co.</p> <p>UNDERTAKERS' SUPPLIES
Durfee Embalming Fluid Co.
Powers & Walker Casket Co.</p> <p>UPHOLSTERING SUPPLIES
A. F. Burch Co.</p> <p>VAUDETTE FILMS
A. J. Gilligham</p> <p>UNDERWEAR MFRS.
Globe Knitting Works</p> <p>WALL FINISH
Alabastine Co.
Anti-Kalsomine Co.</p> <p>WALL PAPER
Harvey & Seymour Co.
Heystek & Canfield</p> <p>WHOLESALE FRUITS
Vinkemulder & Company</p> <p>WINES AND LIQUORS
Dettenthaler Market</p> |
|--|--|--|---|

If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.

PARCELS POST.

How It Would Curtail Regular Dealer's Profits.*

It is with the greatest pleasure and satisfaction that I find myself with you again to-day. I have talked to you so many times on the subject of necessity of organization that it would seem as though there was nothing left for me to say, but business conditions of the last few months have so impressed themselves on the business men of the country that they find themselves in a position where it is absolutely necessary that they confer with each other, that they exchange ideas in regard to the best method to pursue to keep themselves afloat in the commercial world, and guide their business affairs to a harbor of safety.

There has been no time in the history of the country when business men have had their judgment taxed to the utmost capacity as to the best means to pursue to tide over conditions that have brought ruin to so many. It is very gratifying to note that very few of the members of our association have failed to weather the storm; that those who have gone down in the wreck are men who have considered themselves independent and able to get along without the co-operation or friendship of their business competitors.

After a season of unprecedented prosperity there came a time when everything came to an abrupt standstill. Whatever the cause may have been is not a question at this time, but that it occurred we are sure.

The business world is undergoing a change. There is an evolution taking place which in the last few years has changed methods of business, has opened up new avenues of thought, has taken up small particles and joined them together, making them powerful agencies.

Individuality has become prominent. This individuality has suggested and carried into execution great projects. These projects have overreached the individual, and have called for a co-operation of individuals, or a co-operation of individuality, who are peers in their class, to carry these projects to a successful finish.

Through the system of education that has been going on, the masses and the business men have begun to realize that it is necessary that all classes of citizens get together; that there be an understanding one with the other, thereby bringing about a feeling of confidence that will in the end bring about peaceful prosperity for all.

To accomplish all we seek, selfishness must be relegated to the rear, a spirit of brotherhood prevail, and a harmonious influence be scattered about this great country of ours.

We see in all lines of business men joining together in association, each trade to themselves, the object being to better understand themselves, as well as their business and devise means by which they can better serve the public and get a fair re-

*Paper read by John A. Green at Annual Convention Retail Grocers and General Merchants' Association at Bay City.

turn for the capital and labor invested.

There is something radically wrong with any business when 90 per cent. of the men who embark in it fail. The retail business is peculiar unto itself. For some reason unknown to any of us, many of the staple goods have been sold at cost or less than cost, thinking perhaps that in some way or other a profit might come from some source that would equalize the whole.

It is a preposterous proposition that we should invest our capital and then lay down to our customers a large percentage of staple commodities which we have gathered into our store without profit. By so doing we rob ourselves of the profit to which we are entitled, belittle our importance, minimize the service we render in the eyes of the public, and lower our standard of commercial dignity.

Through the educational feature of our association we are waking up to our shortcomings as well as our opportunities. The consuming public do not realize the amount of benefit which they derive through the retailers' organization.

For many years the National Association of Retail Grocers of the United States labored with Congress for a pure food law, so that the public should have nothing but pure, wholesome, unadulterated foods.

To the Hon. Dr. W. H. Wiley, and members of Congress, we owe a debt of gratitude, but there is one other who never failed us in our efforts and who proved his deep interest in every citizen in the United States by assisting us at every opportunity and demanding the passage of the bill. That was none other than our Honored President, Theodore Roosevelt.

It is hoped that in the near future we shall hear sounded the death knell of unprofitable business.

When once we fully realize the enormity of this offense against plain, every day common sense, the practice will be discontinued.

The whole category of confusion, subterfuge and misrepresentation which grows out of this practice will disappear with its abandonment, and the whole fabric of the retail business will be lifted to a higher ethical plane and placed on a more stable and profitable business.

There is, however, room yet for a very liberal education in regard to these matters among our members. We will have to abandon the theory that individually we are greater than the association. As you can readily recognize, the matter that is for the good of one will be equally good for every individual retailer in this country.

Does anyone think that he can get alone better results than can be obtained by thousands of more brainy and intelligent retailers of the country? Not for one moment.

Our old selfish narrow policy must be abandoned if we expect to pursue our business to a success. We must be broad minded enough to know that loyalty to ourselves can best be promoted by loyalty to our association.

Men in business can no longer

work independently. The mutual interlacings of modern life, the close touch of individuals with each other and the steady increasing disposition to all act together is creating new conditions which must be met. The organization movement is so influential, its connections are so widespread, its possibilities so great that it seems as though it would be out of the question for any man to keep out.

If a man uses his efforts for himself alone, he rarely benefits anyone but himself, and not always himself. On the other hand if he exerts his efforts to benefit others he not only benefits them but himself as well.

It is possible to secure such reforms or changes in trade as may be required without resorting to equivocal means. It is possible to exert organized, and therefore, effective, effort along satisfactory lines without the necessity of overturning proper trade relations or of antagonizing established interests. The modification of trade evils will come as a growth, a development, not as a rupture of trade relations or even as a change which will not appeal to a majority in the trade.

It may be that there are some men who would prefer the methods prevailing under the old regime when jealousy and distrust made co-operation in collections an impossibility, when the interchange of credit information and ledger experience was practically unknown, and when every man was a law unto himself, and lived hedged about with fear and uncertainty.

I believe, however, that such are now rarely found but that the most of us have discovered that the tendency of the times is to take concerted action if things are to be accomplished, and to co-operate for that purpose.

"The strength of unity is indisputable. Few things do more to retard the natural progress of a business or a movement than a lack of intelligent co-operation.

"There are two chief reasons for a lack of co-operation: One is that men do not agree on what is best to be done. The other is that selfish motives deceive men into thinking that they can get more by going alone.

"The remedy for the first is comparison of views, exchange of ideas, and the establishment of the right idea in the minds of all. The remedy for the second is the knowledge that the common good is also the real good of the individual. Selfishness is often but another name for ignorance. If a man desires to obtain the most good for himself he should know that his legitimate share of a great common good is greater than any possible good he could obtain for himself alone. The narrow-minded man fishes with a hook and thinks to have the whole catch for himself. The broad-minded man joins with others in using a seine, and his portion of the catch exceeds by far what he might get with the hook.

"Co-operation is the most effective way to secure the most of what each one desires to obtain."

In other words we can not mix with our fellow-men without effecting an

exchange of influence, and with him whose face is turned toward progress this influence will be for betterment.

To him whose methods are so perfect and whose knowledge and judgment are so superior that he is no longer in a receptive mood, unteachable and self-satisfied, I have but one word and that is a message of warning, viz:

"To be satisfied with present methods is the starting point of business decadence."

Again men may and do co-operate to their great advantage in the exchange and interchange of experience and ledger information. It has been proven, generally speaking, that the doctrine which holds that the list of customers and the ledger conditions can not be revealed without harm is a business fallacy, for it has not only been so proven but it has been demonstrated that the free interchange works incalculable good.

Now I do not contend that one must be Quixotic about this, nor is he called upon to forego the benefits of his own diligence or ability in matters of credit and collections. Co-operation along these lines has not reduced efficiency but on the contrary has increased it. The old time merchant groped in darkness; the modern merchant passes judgment under the stronger light of a large intelligence and more comprehensive information.

Great wisdom has been displayed in legislative effort of the association. Our influence has been used sparingly, but when used it has been recognized and in most cases has been effective.

We have been careful not to dissipate our influence by being constantly before our legislative bodies, but rather to conserve our energy so that when brought into action it commanded attention.

Unwise factors, whether manufacturers, jobbers, or retailers, are not as numerous as one might think. But if one appears and begins price cutting, or any other disturbance of established trade relations he will frighten a dozen others into following his methods. The bugbear of all trade interests, the senseless fear that some one else will get more business, deserves to be forgotten so effectually that it will never be found again.

It is a very encouraging sign when the trade papers representing the manufacturers and jobbers of the country are discussing the means by which some solution to these vexing problems can be brought about.

There is but one way that a satisfactory understanding will ever be arrived at, and that is through a conference of the interested parties.

The retailer realizes the necessity of the jobber possibly more than he is given credit for. The manufacturer also realizes the worth of the retailer, but there will be no settlement to this question until all interested are represented in some conference that can and will give the time to the study of the conditions as they exist and will map out some plan that will bring about a satisfactory understanding.

It is thoroughly recognized that no final adjustment can be brought about

The Best Bread When All Is Said

Is that which suits you the best and it is because we believe Lily White, "the flour the best cooks use," will make the kind of bread you like the best, that we call your attention to it.

Lily White is a winter wheat flour—the kind that cracker bakers use and call a "short flour" because it possesses qualities which enable them to make their crackers "crisp."

It is this quality which makes it unexcelled for pie crust, cake and pastry of the dainty, delicate kind. It makes fine grained cake of beautiful texture and tender, flaky piecrust.

But we want you to observe the taste of things made of

Lily White

"The flour the best cooks use."

From bread on down through the list of things you like—cookies, tarts, cakes and rolls.

You'll find the flavor different from flour not made of Michigan wheat, and much better. Michigan wheat is noted for its delicious flavor and Lily White is in great demand in other states because it retains this flavor or taste in marked degree.

If you're using it, take note of this taste; if you've never used it, now is a good time to begin.

All grocers sell it.

VALLEY CITY MILLING COMPANY,
Grand Rapids, Mich.

in a day, but there is no question in the minds of the interested parties but that by a continuous coming together some satisfactory conclusion can be arrived at.

We have certainly passed through a most trying time in the past few months. The business men above all others have cause to remember this, and will for many years to come. It is a condition without precedent, and requires an abiding faith in the honesty of the consuming public, and we sincerely trust that this confidence will not be misplaced.

Were it not for that faith in human nature, confidence if you will, I shrink from thinking what the result might have been.

It is at all times like this that business men are brought closer together. It has a tendency to establish closer ties not only between the business men themselves, but between them and their customers.

The necessity of organization has become so well grounded in the minds of all of us, that it is no longer a question. Everyone who is a member of the association can and must realize how much better he is equipped to handle his business by reason of his closer relationship to other business men.

I don't care how clever a man may be, he can not know it all, and his neighbor, who perhaps in the broader sense of the word is not so bright still may have an idea worthy of emulation.

When one is imbued with the spirit of brotherhood in trade, who will deny that life is worth living if spent in a happy relationship of confidence and good will between one's business neighbors, and what better method of getting together than in an association which inspires a brotherly feeling through a realization of our general community of interests.

Associations contribute considerably in the direction of raising the tone of trade by the mutual striving toward higher ideals. If then a single association is of advantage both from the narrow standpoint of selfishness and from the broader standpoint of commercial brotherhood, can not this advantage be greatly multiplied by extending and interlacing with State and National Associations?

Pure Food.

The National food law is now being fairly put into operation and we believe it will effect all of the benefits that it was expected to, and that the State Associations wherever possible should introduce measures that would in some way make the present State law conform to the National law. The person who has the enforcement of the law in charge should not be allowed to introduce and pass legislation without taking into his confidence and co-operation the people on whom he seeks to enforce the law after it is enacted. Above all other things we must see to it that the laws of the several states should be made only as each conforms to the other, so it will be possible for manufactured and la-

beled goods to pass freely in interstate commerce.

We have always and must continue to advocate strictly pure and harmless goods. We wish to cooperate with the Food Commissioner to this extent in every possible way, to open up for inspection at all times our stores, and invite the closest scrutiny of the goods in stock. We should do everything in our power to make the Federal law successful in its operation, but at the same time we must positively see to it that no legislation is passed in any state without having the rights of the retailer guarded in every way.

Less than two weeks ago in New York City I met a number of men who met together for the purpose of examining into every bill that would affect the retail interest in every state legislature that would convene this winter.

There are forty states holding legislative sessions this year, and it is proposed to secure a copy of every bill relating to our interest presented in every state, look carefully into the same and concentrate our effort, either for or against a bill as it may affect us.

Thus you see, as never before, preparations are being made to carefully protect the retail interest, and we should assert ourselves and take advantage of every opportunity.

Civil Service.

We have been trying for three years to get a hearing on the Dixon bill, but without success. This bill provides for collection by process of law of debts contracted by civil service employes.

The National Convention took the matter up by resolution, instructing the Secretary to take the matter up with the President. On Monday, May 18, Messrs. Ericson, of Washington; Marshall and Hendricks, of Missouri; Kling, of Chicago, and myself took the matter up with President Roosevelt, who enquired into the matter thoroughly and said he would take the matter up with the Cabinet next morning at 11. The result is as follows:

Washington, D. C.,

May 23, 1908.

Mr. John A. Green, Secretary,
Cleveland, Ohio.

Sir—The President directs me to acknowledge the receipt of the joint resolution of the Denver, Colorado, and the District of Columbia Retail Grocers' Association, and to say that it would be inappropriate for the different departments to act as collecting agencies for debts. If, however, any of the subordinates of the respective executive department are found to have failed to pay their just debts without sufficient excuse, that is regarded as a reason for their separation from the service.

Very respectfully,

Chas. J. Bonaparte,
Attorney General.
Parcels Post.

This past year we have kept up a continual fight in opposition to a parcels post system. Postmaster General Meyers is determined to inaugurate this system at almost any cost, and

in opposition to almost the entire business interests of the United States. Up to the present time we have defeated his attempts to have carried through a set of resolutions at several large gatherings of commercial bodies, the last one in San Francisco a few weeks ago. His explanation at all times is that it works admirably in England and on the Continent.

When you take into reflection that you could put the entire Continent of Europe into the State of Texas and have room for a few more countries besides it then appears such a ridiculous comparison that we, of this country, feel as though we could take nothing of that kind into consideration.

We, the American people, follow Europe? Never. Instead of following any of the countries mentioned we should lead the world in any great movement.

The Old World system would place under tribute to a few large cities our whole vast country. A parcels post would fasten the deadliest blight on the American system of merchandising ever known. As one man the retail merchants should oppose every such measure. The Old World system as exhibited here is abnormal, unnatural and un-American. The two chief methods of effective opposition are, first, an insistence on the part of a universal and united Retail Merchants' Association that the goods on your shelves shall not be found in catalogue houses' stock. Second, the Government must understand that it is granted no constitutional right to enter the field of competitive commerce (parcels post is merchandise transportation.) The Government must understand that the Postoffice Department is to be administered equalhanded in the interest of the citizens; that this can be done without deficit; that it has no right either in equity nor under the Constitution to transport freight at a terrific loss in the interest of a system of merchandising the establishment of which would introduce Old World methods in this country, under which the jobber, retailer and traveling man would be blotted out.

We claim that the proposition is a plan of taxing merchants and other business men for the purpose of creating a monopoly, and this monopoly would be subsidized by the carriage of goods by the Government below cost. It would, as stated in the British House of Commons, furnish a means for bringing the manufacturer and consumer closer together, eliminating the middleman, the retail merchant. It would tend to concentrate retail business in the hands of a few department stores. It would kill off the country merchant and the country town. It would damage retail trade everywhere. In fact, it would make it possible for any factory to dump its entire product into the lap of the consumer.

Shall we permit these conditions to come into existence?

Never. Never. Never.

Our only hope against conditions of this kind lies in organization. We

see the necessity of fellow help and confidence in each other. We have demonstrated we are not merely a fair weather organization, but that our existence is a logical necessity.

Discussion, education, conference and hearty co-operation of the members must solve all perplexing problems. There is a common ground where all interested can meet and there should be no lagging feet in this direction.

Our organization has come to be respected, and everything must be done to perpetuate this influence. Let each of us faithfully adhere to its principles, as laid down by the builders of the organization.

If it stands for anything, it stands for honor and fair dealing among business men, for equity and strict integrity in business methods and morals. It has placed its condemnation upon sharp practices and knavery, and declared war upon the business pirate. It has set in motion influences which can not be calculated.

Business men could not be bound together for such purposes without absorbing this spirit and realizing individual profit.

The ultimate result for such environment must inevitably raise the standard of the individual to influence him to conduct his business affairs upon a higher plane. It must lead him to desire and to adopt that which is upright and scorn and resist all that is reprehensible in the conduct of human affairs, whether it be in his own business or the business of his city, state or nation.

You may think that these are fanciful thoughts; that I have gone far afield in my endeavor to connect the coldly practical results (which we are in the main seeking to obtain) with the sphere of the ethical, but it is my belief that no forward movement, whether it stand for good manners or morals, good business or good citizenship, can continuously promulgate ideas without resultant good both for the individual and commonwealth.

We still urge closer co-operation between the National, State and local associations and the individual members. The rapidly increasing power of these associations presents in itself one of our most serious problems, but if it is conducted along the same conservative yet aggressive line in the future that has spelled success in the past we need have no fear that the increasing size of the Association will be at the expense of its activity and utility. There is hardly a problem that presents itself to you in your business but that the files of the National office can supply you with some needed information, and it is yours for the asking.

What of the future? Ask yourself this question, and you will conclude that we must cling tenaciously to the principles of organization that have brought us thus far with safety.

Let us renew our activity and become impregnated with the true spirit and intent of this work. This Association stands for nothing that it is ashamed of. It stands for everything

that we should be proud of.

We are proud of the flag of our country, the Stars and Stripes, but the strength of that flag lies in the loyalty of the American people. So the strength of our organization lies in the loyalty of its members, and through this loyalty to the Association we expect to see in the future of the retail grocery business a position of dignity and unity of purpose.

And in conclusion, let each man present at this convention speak that which he has in mind and which the rest of us need.

Let each do his best towards making this convention harmonious in its deliberations and effective in its conclusions. Let good fellowship prevail and in the year to come there will dwell within us a memory of these days spent together that will be as the perfume of some fragrant flower.

Evidences of Prosperity Shown By Infant Banks.

The bank statements published last week show an increase in deposits and a further shrinkage in loans and discounts. The comparison applies alike to the statements of Nov. 27 and of Feb. 14 a year ago. In the matter of deposits, exclusive of the Government money, the increase has been in round figures \$592,000 since Nov. 27 and \$800,000 in the year. The shrinkage in loans and discounts has been \$390,000 since Nov. 27 and \$1,349,000 in the year. The mortgages, bonds and other securities have increased \$223,000 since Nov. 27 and \$1,475,000 since a year ago. The totals in these items now stand at loans and discounts, \$16,124,205.93; mortgages and other securities, \$6,856,353.12, and total deposits, \$25,665,803.81, which includes \$253,749.39 Government deposits.

The cash, cash items and due from banks aggregate \$6,597,761.33, which is approximately 26 per cent. of the total deposits, as compared with 22.5 per cent. Nov. 27 and 23.4 per cent. in July. If they absolutely had to do it the banks could dig up \$781,000 more than in November and \$1,161,000 more than on Valentine Day a year ago. Of these quick assets \$360,000 is in ready cash, or what passes as its equivalent, since November and \$582,000 since a year ago.

In the matter of deposits the National banks now separate their commercial and savings deposits instead of bunching them as deposits subject to check, and for this reason comparisons with the deposits are not on the same basis. Following the old plan of combining the National bank items the total commercial deposits are now \$10,018,538.38, an increase of \$420,000 since Nov. 27 and of \$693,000 in the year. The certificates and savings are \$12,839,531.21, an increase of \$110,000 since November and \$665,000 in the year. Taking the National bank certificates and the State bank certificates and savings as the total of the savings deposits, as under the old statements, the total is rapidly drawing near to the high water mark reached just before the '07 panic. The due to banks shows \$216,000 increase over Nov. 27 and is off \$33,000 as compared with a year ago.

The investment in bonds, mortgages and other securities has shown considerable expansion the past year, due to the desire of the banks to get that action on their money which the reduced demand for loans and discounts denies them. The National banks have expanded \$384,000 and the State banks \$1,092,000. Considerable of the State banks money has gone into real estate mortgages. The demand for loans of this character has been greater the last six months than in several years past. Most of the loans are for building new houses or improving old ones. The banks are glad to make such loans as they are evidences of thrift and enterprise.

The Government deposits a year ago were \$412,301.24, and now they are \$253,749.37, a difference of \$158,551.87.

The new State constitution requires that bank statements shall show the amount of State money on deposit. This provision was not observed in the statement last week. The neglect was due to the fact that the provision of the State constitution has not yet been given force by legislative enactment. It is in the constitution all right but not in the law. The present Legislature will no doubt enact the law and future statements will be framed accordingly.

Comments on individual banks are to be avoided as a general rule, but it may be permissible to remark on the evidences of prosperity shown by our bank "infants." The City Trust & Savings Bank has increased its total deposits from \$338,405 to \$440,078 during the year. The increase has been steady and healthy, and mostly in the savings department. The total now is the highest in the three years' history of the bank. The South Grand Rapids State Bank has also had a healthy growth, with total deposits now of \$186,636, compared with \$150,000 a year ago. The City Trust & Savings has increased its surplus and undivided profits from \$34,971 to \$43,658 in the year, nearly 25 per cent., or about 8 per cent. on the capital.

The man who talks to please himself soon has an audience well pleased with itself.

We are manufacturers of Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

These goods are all selected in the very latest coloring, including

Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
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Write us for samples.

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

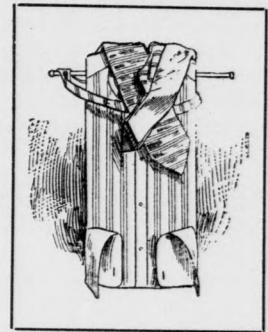
Becker, Mayer & Co.
Chicago

LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES

Hosiery

One of the essentials in every Dry Goods Store is a good stock of hosiery. We can help you to build up your trade in this department by buying from us. We show a large line of staple and fancy hose for Ladies, Men and Children, ranging in price from 45c to \$4.25 per dozen. We have the exclusive agency in Western Michigan for several brands that should be in every up-to-date store.

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



We Show an Attractive Line Of Shirts

Soft shirts with attached collars promise to be big sellers this season. We have them at \$4.50, \$8.50, \$9.00, \$12.00 and \$16.50 per dozen.

There will also be a good demand for those without the attached collar. These we have at \$4.50, \$6 and \$9 per dozen.

Our Prices Are Low

If it's work shirts you are in need of then look over our assortment of men's and boys' goods at \$2.25, \$3.50, \$3.75, \$4.00 and \$4.50 per dozen.

Let Us Figure With
You

**Grand Rapids Dry
Goods Co.**

Wholesale Dry Goods

Grand Rapids, Mich.

PLAIN TALK.

Strong Arraignment of Michigan's Wretched Timber Policy.*

Heretofore when I have responded to an invitation to appear before your Association I have tried to show appreciation of the compliment by adding something to the literature of your organization in the way of facts and hopes concerning forestry in Michigan. I have been fairly well satisfied when you have resolved at each of these meetings to render all the assistance within your power to aid the forward movement looking toward the renewal of our timber supply in the State. In a few words to-day I shall attempt nothing of this kind. I shall not even touch upon things connected with the word "Reforestation" you have associated with my name on the programme, and I shall not be satisfied with any complimentary resolutions which you may be willing to pass. I shall be satisfied with nothing short of individual activity on the part of your membership in getting behind your members of the Legislature and securing immediate action upon a vital problem to our State.

In your busy lives I fear you have not become conversant with the manner in which the State of Michigan has been treated in connection with its landed estate. Turn back fifty years in the archives of this State and you will find that the United States Government, recognizing the importance of agricultural education and desiring to stimulate the State of Michigan in the maintenance of an Agricultural College, gave to the State 240,000 acres of land, the result of the sale of which should be permanently invested as an endowment fund for the Agricultural College. The duty of selecting these lands from the large amount which the United States Government then owned within our borders was placed upon a gentleman who afterwards became a leading official in this State. Two thoughts were evidently in his mind: One was the selection of appropriate lands for this endowment, and the second was, without encroaching upon the time he should give the United States and the State, to select for himself, from the available lands belonging to the United States Government, which were for sale at \$1.25 an acre, such parcels as seemed to him had promise in them. The result of the performance of this duty was that a large portion of the lands chosen for the endowment fund of the Agricultural College was pine barrens, and the selection of lands which he made for himself and conferees and subsequently purchased of the United States made these men immensely rich.

This was the beginning of a system in the handling of the lands of this State which through all the changes in kind, condition and volume has persisted to this day. Individuals have become enriched by the valuable timbered lands and the State impoverished by the increase in its holdings of comparatively worthless

stuff. From the beginning until now all the people of the State, represented by its organization, had less knowledge of the value of its holdings than individuals had who sought through their acquirement to enrich themselves. State lands have been the stock in trade for a game of "I Spy," in which the State has been the constant loser.

I am not casting blame upon individuals who have thus accepted the opportunity to enrich themselves. I am not even casting any serious blame upon that worthy State official who selected sand barrens for the State while he selected rich pine lands for himself; but I do blame the people of this State, as represented by the State officers and members of the legislative body, for allowing this process of depleting the State of its valuable domain to go on for decades without any check. I particularly blame the legislative body of the State for allowing a set of land sharpers to pull the wool over their eyes so that they could not see the exact condition of affairs and then allowing the willing accomplices within the State Capitol to dictate the terms of legislation which should stand in the way of any betterment in method.

I speak advisedly in this matter, for in my presence a State official who has had more to do with the framing of legislation concerning State lands than any other individual during the last decade stated frankly that no legislation in connection with forestry and reforestation and State lands could pass the Legislature without the O. K. of his office; and that even the law which provided for the Commission of Enquiry was allowed to pass the Senate because the Senator which vouched for it begged his office to let it go through. It is this sort of dictation in connection with the management of our State lands that constitutes Michigan's shame to-day.

You ask me to talk with you about reforestation. There can be no adequate reforestation except by the State. The State alone has the area which should be taken for this purpose, and we have the spectacle to-day of selfish interests in the various localities of the State antagonizing in every possible way the suggested enactments of the Commission of Enquiry, which have for their leading object the setting aside of areas of State tax lands for the purpose of reforestation and the future handling of all of the State lands in a manner following the methods which an ordinary good business man would use.

I hope that the lawmaking power will have enough independence to lift itself above this jungle of self interests and enact a simple plan of handling the large areas of delinquent tax lands and homestead lands in the interests of all the people. I hope that the eyes of these lawmakers will be opened to the real purpose behind all this babble of talk aimed at a rational forestry policy.

We can not grow forests in the air, although the principal elements of growth are contained in air and sunshine. We must have land upon

which the trees shall stand. It is natural and wise, if the State accepts the proposition that for its best future there should be a proper proportion of forest growth, to select areas for this purpose of the least value in the prosecution of farming. The selection has been made for the State. The lands which have become delinquent for taxes and have not been considered worth picking up for a considerable period of time by any of the land seekers must be of the least possible value for farming. Then here is the place of all others to carve out our reserves for purposes of reforestation. We ought not to wait a minute. These lands ought to be all set aside long enough for the people, through their proper representatives, to settle upon what areas and how large the areas should be in any given locality to be devoted to forestry under an economical plan of control.

The weakness, from the forester's standpoint, in all these areas as connected with forestry lies in the fact that there are so few seed trees, so that natural reforestation can not be depended upon. This condition is due to the fact that from time to time men have found forties of land containing a few trees that were worth more than the price the State put upon the land. These lands have been picked up for the purpose of stripping them of the last vestige of forest growth that was merchantable. And thus the lands have been reduced to the lowest possible stage of vitality for the use of the forester.

This process is going on to-day. It will go on more lively with the prospect of having these lands taken out of the market for a brief period. Every tree with value in it for lumber is in the eye of some person who seeks to turn this value into his own pocket. The responsibility to the State never occurs to these men. The moral obligation of fair treatment to the State is of no import as connected with their plans. When a few men looking to the broad interests of the State seek to enact a comprehensive and far-reaching forest policy which shall be of benefit to all the people of the State they are accused by this same lot of men who are swiping all the value out of these State lands of having some ulterior purposes which shall subserve their own private interests. There are so many discouragements connected with public-spirited citizenship looking toward the good of all the people that it is a wonder sometimes that our good men are willing to persist in their endeavors to save the State from the conscienceless plunderers who will not recognize in their theory of obligation any responsibility concerning the property that belongs to all the people.

The men gathered here are not only desirous of continuing a successful business in the handling of forest products but naturally have a desire to hand down to their successors lines of business which shall be continuously useful and lucrative. Your raw material can only come from the forest. When the forest is gone your business is ended. It seems to me that beyond the average

of men the appeal ought to be impressive to you for the enactment of a State policy which shall have for its primal object the furnishing of timber products for the industries that make for an independent commonwealth. If you think for a moment you know that to-day there is nothing on the statute books of Michigan which is stimulating to men to enter upon the business of growing forests. Our only hope lies in the State itself. It alone has the land in sufficient area to enter profitably upon the business of growing timber. Will you who depend for successful business upon the products of the woods allow these petty plunderers of a State to still prevent the enactment of a policy which shall look toward the continuous replenishment of your lumber yards? Will you allow yourselves to stand aloof from this most important problem to-day and, perhaps because your influence is not exerted, have a continuance of this pillaging method which has characterized the land business of our State for half a century?

I wish that each one of you would enclose a five cent stamp to the Secretary of State and ask for a copy of the report of the Commission of Enquiry. The State itself, you know, is too poor to advance the postage. In this report you will find the testimony upon which my statements are based. There is nothing equivocal about it. It is a clean, simple statement of facts as this Commission found them. After reading this bit of interesting literature if you are not anxious to do anything you can to change the policy of the State with regard to its land and its timber, I shall lose something of my respect for the public-spirited citizenship which I know must lurk in the midst of this splendid body of men.

What we want on the part of every State official and every interested citizen is a willingness to overcome every obstacle in the way of enacting a definite State forest policy. Anybody can make objections to any feature of such a policy. The best of religionists can find fault with any method of getting to Heaven, but those upon whom we feel that we can depend for counsel and for advice as to the best method will always be trying to overcome the objections and pave the way for something that is valuable. In so doing they will forget the difficulties in the enthusiasm for the accomplishment of a noble end.

You can not afford to keep out of this business. It concerns you and it concerns me. It is our business because it concerns all the people and it is vital to the future of the State. We can not afford to have our business interests controlled by spoilsmen. We can not afford to neglect our own duty to the State which has fostered and cared for us and provided so bountifully for our happiness. We must think of her as a cherishing mother, and instead of depleting her values must do every last thing we can to leave her the richer for our having been cradled in her bosom.

*Paper read by Hon. Charles W. Garfield before convention of Michigan Retail Lumber Dealers' Association.

GOOD WILL.

Why Retail Merchants Should Cultivate Public Opinion.

Written for the Tradesman.

There is a great deal of money spent year in and year out for the cause of publicity. This money is intended to pay for public opinion for one thing and another. The retail merchants are the class that need publicity and the good will of the public.

The question with most of us is, How are we going to get the attention of the people in and around our towns or cities?

We all know that advertising is a good thing and we have learned that all good things cost money or labor. Some of us feel as if we can not afford to use as much newspaper space as we see others using and we wonder how in the world we are going to get as much publicity as we ought to have.

Some of us are afraid of public opinion. We feel as if we are not able to put our ideas and our wares before the people in the right manner and for that reason we sit idle and let our advertising go.

If we are going to be up-to-date we will have to get busy and begin to think and act. We will have to make up our minds that we are going to get all the publicity that is due us.

Of course, some of us are not entitled to very much "good will," that is, from the public, for maybe we have not been doing our part toward their interests.

The best way to get lots of publicity that is worth having is to do all you can for the people of your town or city.

Merchants ought to take an interest in the welfare of their city, they ought to be heard on all subjects concerning the interest of the people in general.

Merchants, as a rule, are just a little afraid to "speak out in the meeting." People like leaders. The public will follow a man that has good ideas. Merchants ought to read up on all things pertaining to the welfare of the people in general and talk about them.

There is only one thing we must do, "Be sure you are right, then go ahead." If any merchant can prove that he is honest in his opinion he need not be afraid to express himself in public or otherwise.

We ought to keep the people busy talking about us. We ought to find new things to interest the public. We ought to ask our newspapers to publish some of our ideas. Give the papers of your city some advertising and they will gladly publish what you have to say.

Now, you may say that this is all right, but you know that someone or a few will criticise you. Well, what if they do? Don't you know that is just what you want? The more the people talk the more they think and the oftener they think of you the better, if you have been doing all you can for them in an honest way. Of course, if you have been taking more profit from the people of your city than you know you ought to

have taken, then I guess the less you say the better.

Public opinion is made according to what we do. The public is going to talk about you; it makes no difference whether you walk, talk or sleep if you are going to ask a favor of them.

We must not forget that the public owes us nothing. We owe everything to the people who made us what we are. We have to give something back for what we received.

The more we do for the people the more they will do for us. The public are getting wise. They are reading and thinking. I believe that the public in general are getting wiser faster than those in the trade.

The retail mail order houses are up-to-date. They keep the people busy thinking, and they make them think right and they are not afraid of public opinion either. In fact, they like publicity.

How much publicity are you giving them when you are talking about them to your trade? Don't you know that if you talk about them to your trade that is just what they want? They don't care what you say for they have something else to draw your customers' attention with.

There is one thing every merchant ought to do, and that is to get the confidence of all of his trade. You may say, "That's so, but how am I to do this?" Let me ask you a question, What is the best way to gain the confidence of anyone? My answer is, Be honest. Do just what you say you will if it takes everything you are worth.

Guarantee everything you sell. If anything is brought back fix it up at once without delay. Give the people their money back if they want it.

If you are an old merchant, your business to-day is successful or going back on account of the way you have treated your trade.

Everything about your store is made up according to the publicity you have earned. You may not like the opinion of some who have favored you with their business, but whose fault is it?

We foolishly kick about this or that and at the same time we are to blame for it all. Let us wake up and try to find out where the trouble is if we are not getting as much trade as we ought to.

All things with which we deal talk to us. Everything in our stores seem to suggest ideas to us. There is life in everything.

An old pair of shoes will in time return to existence. We are always on the go, either going up or down, in or out. We can not stand still one second, night or day.

The whole character and fortune of each individual are affected by the understanding.

Wise men show their wisdom in separate merits. No two scale the ladder of success in the same way. To be wise in getting plenty of good publicity and the good opinion of the public we must educate both the understanding and the reasoning power of our minds.

Understanding means adding, divid-

ing, combining and measuring. Reasoning transfers all these things into the right thought.

Merchants as a rule have to learn to think right. Many do not take time to think. They work too much. They keep themselves too busy waiting on trade. Every merchant if he wishes to make a big success should let others do the work and he should do nothing but think. Wise thoughts concerning your business are not going to run around with you here and there trying to get into your mind. They are too intelligent for that. They are going to the mind that will entertain them. Why should we pretend to be merchants, traders and friends of the people if we know that we are not able to keep up with the times? The public expects a great deal of us.

No man, merchant or not, can afford to be behind in the thought of progress. Knowledge, virtue and power are the victories of man over his necessities, and his opportunity to conquer the world is in the publicity he gets from the people. So if you wish the good opinion of everybody you know get wisdom.

Edward Miller, Jr.

The Music Makers.

We are the music makers,
And we are the dreamers of dreams,
Wandering by lone sea breakers
And sitting by desolate streams;
World-losers and world-forsakers
On whom the pale moon gleams;
Yet we are the movers and shakers
Of the world forever, it seems.

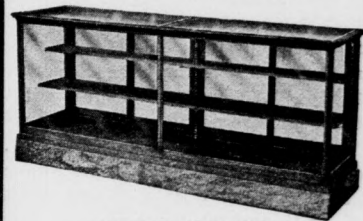
With wonderful deathless ditties
We build up the world's great cities,
And out of a fabulous story
We fashion an empire's glory;
One man with a dream at pleasure
Shall go forth and conquer a crown,
And three with new song's measure
Can trample an empire down.

We, in the ages lying
In the buried past of the earth,
Built Nineveh with our sighing
And Babel itself with our mirth
And o'erthrow them with prophesying
To the old of the new world's worth,
For each age is a dream that is dying
Or one that is coming to birth.
Arthur O'Shaughnessy.

No Bank Rolls.

Butcher—Is it true you have given up your bakery, Schmidt?
Schmidt—Yah, mine money ist in de mistrust company. Unt how can I make bread if I can't get mine dough, ain't it?

A Better Case For Less Money.



No. 115-1909 Style.

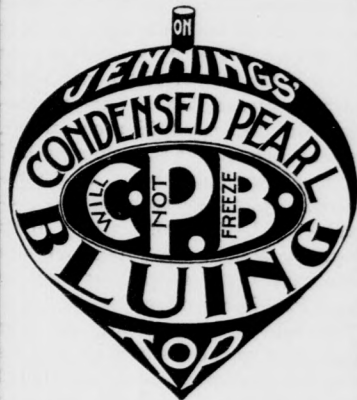
Our Latest Design

Made with wood, 4 inch and 6 inch Tennessee marble base.

Also fitted for cigars.

SOLD UNDER A POSITIVE GUARANTEE

Geo. S. Smith Store Fixture Co.
Grand Rapids, Mich.



The Liquid Bluing That will not freeze

The grocer finds it easy and profitable to sell C. P. Bluing

4 ounce size 10 cents

It takes the place of the quart Junk Bottle

Sold by all Wholesale Grocers

SEE SPECIAL PRICE CURRENT

Jennings
Flavoring Extract Co.
Grand Rapids, Mich.

WILLS

Making your will is often delayed.

Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

THE SUCCESSFUL GROCER.**Some Cardinal Principles He Must Necessarily Observe.***

They say that in the U. S. to-day we have 250,000 retail grocers; and, if that is true, it seems that our lives are literally in their hands. As Mr. Hubbard, the celebrated Roycroft wit, says, "We can't eat a meal without first interviewing the retail grocer." We can omit the preacher, waive the lawyer, but you will have to send for the doctor if you don't trade with the right grocer.

If he gives us just a little of the wrong kind of food we are much disturbed and look upon the world in a melancholy state, instead of everlastingly having the motto, "Smile, d—n you, smile," before us.

My wife says, "Frank, we must not break friendship with our cook—we can't afford it—she will leave." She might better have said, "Let us pay our grocer promptly, keep his friendship, for what good is the cook without first the grocer to furnish us with the proper food?"

Twenty or thirty years ago some grocer sold us sand for sugar, chicory for coffee, dealt us 25, 35 and 50 cent grades of tea all out of the same can, and axle grease for butter—all because we displeased him or, rather, despised him, for at that time he had not made enough money to be respectable, was hopelessly in debt because—why?—the wholesaler from whom he bought his goods put him there and the retailer was not to blame for his condition.

The jobber allowed him to take whatever time he wanted to pay his bills and in some cases promoted him in business, gave him a stock to do business with and, of course, what comes easy in this world goes easy. He trusted out his goods to every Tom, Dick and Harry, lost his accounts and, consequently, came to grief, all because the jobber was easy with him, saying, "Go ahead, John, sell all the goods you can. We want volume, that is what we are after."

But the day of reckoning is here. The jobber has found out it does not pay to run his business in this manner.

Manufacturers who in years gone by gave the wholesaler almost unlimited credit to-day are demanding cash and some of them want the cash before they will ship the goods. It makes no difference whether you are rated in Bradstreets high or low credit, cash is the slogan for the future.

The wholesaler to-day does not want the order from the retailer who can not pay his bills, but from the one who systematizes his business and makes a profit out of it. He wants wide awake retailers who pay or discount their bills because he knows his losses will be less, his business better managed, and all around successfully conducted and which conditions are brought about by more stringent rules, better goods being sold, and a better feeling all around—all brought about by association and just such work as you gentlemen are doing now, getting together periodically

*Paper read by F. J. Buckley at the annual convention of the Retail Grocers and General Merchants' Association at Bay City.

and discussing business conditions as you find them.

I want to read you a letter from a would-be grocer received a few days ago, addressed to our house, as follows:

"I am thinking of starting a grocery and general store here in ——. Conditions are favorable, as it is a lively town. I can get a location if you will give me credit or let me sell for you on commission. I understand you do business that way. I am from —, have had quite a lot of experience, and can obtain the best of recommendations as to honesty and capability. If you think favorably drop me a line, stating terms, etc. If necessary, I can go there and see you. Write and we will both make money, as I am certain I can make it go."

Our answer was as follows:

"Answering your favor of recent date, regarding the starting of a grocery store at —, would state you are mistaken in your belief that we sell groceries on commission. In fact, it is our policy to sell the original stock for cash only. If you are prepared to pay cash for your first stock of goods, we are in a position to sell you at right prices and give you satisfaction; otherwise we must respectfully decline.

"The grocery business nowadays is carried on almost altogether on a cash basis. The wholesale grocer must pay cash for what he purchases and if he let his goods out on time, as you state, it would not be long before the bankruptcy court would be staring him in the face."

Ten years ago he would have received a different reply, something like the following:

"Letter received. Will investigate conditions. Believe we can get together. Wait for our salesman. Don't buy until you see us, etc."

No, gentlemen, the time has come for us to stick together, run our business on business principles, sell our goods on regular terms, discount for cash allowed within the time limit and not deviate from such rules whether our competitor does or not.

It is my belief that the retailer who stands firmly up to the rack, makes fair terms with his customers and sticks to them is the one who will be successful in the future.

The popular feeling that the grocer is the smallest, meanest and most insignificant of all the different classes of business must change, and is changing. The grocer is being caught in the spirit of the times. He ministers to the people the same as the clergy, or the actor for that matter. He desires to be honest and will in the future further his own interest by being careful in his buying, careful in the selection of his help, more careful in opening accounts, and call on his competitors frequently for information regarding dead-beats. He works when he works and plays when he plays and pays his bills when he has agreed to pay, whether his competitor does or not.

Leaks in a business must be avoided and in order to avoid them you must systematize your business so

you can tell daily what is going on.

I know of a retail grocer located not many miles from here who has several different departments in his business, and he knows exactly at the end of any three or six months what each department is paying—knows whether his shoe stock is kept up to date, jots down what the shoes cost and keeps a shoe account, credits to that account all sales of shoes, knows exactly what profit there is in the proposition as well as he does the profit in his grocery department, meat department, and the many other departments of his store. In my opinion, he is the ideal grocer, one we can emulate and profit from.

I was in a grocery store in a city located close to the State of Michigan not long ago and I must not pass the opportunity to state to you, gentlemen, that I think it was one of the most up-to-date and proper institutions of the country. While there I learned that the owner did a business of several hundred thousand dollars a year. All of his goods in different parts of the store were classified and every item was marked in plain figures. His success is due not so much to the fact that he sold first-class goods at a reasonable profit and low prices as it is to the fact that the consumer sees what he is buying and what he has to pay for it without asking any questions. The fact that an item is branded with a price thereon helps to sell it. He knows it. That is what makes him a good grocer. He is making money. He will continue to do so. He sells for

VOIGT'S CRESCENT

"Grand Rapids Knows How"

When the good housewife asks you, Mr. Grocer, for "Voigt's Crescent" flour, she knows positively that "Grand Rapids Knows How"—that's the reason she specifies "Voigt's Crescent." She knows, and she wants you to know that she knows, and the fact that you are prepared to fill that flour order will prove to her that her grocer also "knows how."

How about it?

Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT

A HOME INVESTMENT

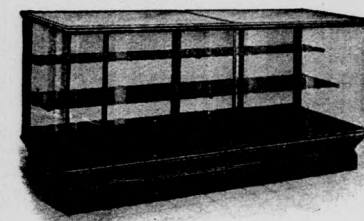
Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.



Display Case
No. 600

Display — Display — Display

That's what makes sales. Improve the appearance of your store and the trade will come your way. Let us tell you why our cases are superior to other cases.

Send for our catalog A.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.
Branch Factory Lutke Mfg. Co. Portland, Ore.
New York Office and Showroom, 750 Broadway
St. Louis (same floors as McKenna Bros Brass Co.)
Office and Showroom, 1331 Washington Ave.
San Francisco Office and Showroom, 576 Mission St.

Under our own management
The Largest Show Case Plant in the World

ELECTRICAL SUPPLIES

M. B. WHEELER ELECTRIC COMPANY
GRAND RAPIDS, MICH.

ORDERS SHIPPED PROMPTLY

PRICES RIGHT

PURE OIL

OLIENE The highest grade PENNSYLVANIA oil of unequalled excellence. It will not blacken the chimneys, and saves thereby an endless amount of labor. It never crusts the wicks, nor emits unpleasant odors, but on the contrary is comparatively

Smokeless and Odorless

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.

cash. He doesn't deliver less than a dollar's worth of goods to anybody and would not trust his mother-in-law for a dollar's worth unless the money was in his hands, or the hands of his clerk, but I don't want to be understood as saying all retailers could do business as he is doing.

Occasionally we find a spot or place where such a system can not be carried out, but I do claim, as I have heretofore stated, that any retailer can bring his trade up to such a point where they will pay cash for goods purchased, and the time is coming—in fact, is here—when the retailer can not grant long time nor allow past due bills to remain unpaid. Consequently, he should name a payment day for his customers, and see to it that they pay their bills on that date. If a grocer makes arrangements with a customer for \$5 worth of credit, to be paid before additional credit is granted, he should be on the spot to collect the money when that mark is reached. He should also have a time limit to pay his own bills—say every week or two weeks or four weeks—and then be Johnny-on-the-spot to hand over the money at the time so stated.

Some retailers think that their customers would be offended to be asked for money, but I think the quicker that a retailer finds that it offends a customer to ask for what is his due, the better it is for the customer.

Detected.

"Mebbe you'd like to put a piece about me in yer paper," quavered the old man, hobbling up to the city editor's desk.

"What have you done?" demanded the arbiter of publicity's destiny.

"Nothin' much, but I was a hundred year old yesterday."

"A hundred, eh? But can you walk without a stick, and read fine print without glasses?"

"N—no."

"You are an impostor!"

The old man broke down and confessed that he was only ninety-seven.

Provocation.

Judge—Why did you strike this man?

Prisoner—What would you do, judge, if you kept a grocery store and a man came in and asked if he could take a moving picture of your cheese?

Attitude of Retailer Toward Advertised Goods.

That advertising is a potent selling force is no longer questioned by the progressive retailer. Advertising space in the magazines costs large sums—and the magazines are full of advertising. While the amounts expended by advertisers of men's apparel occasionally run below \$25,000 a year, \$50,000 a year for magazine and trade advertising is the usual appropriation; \$100,000 a year advertising appropriations are not rare.

The number of advertised items of men's apparel is large, and the number is increasing. It won't be long before advertised merchandise will be the most important part of the retailer's stock. The retailer who takes hold of advertised goods with the right spirit finds that he can carry a wider variety of merchandise with a smaller stock of each item, keep the stock full up by reason of his ability to fill in often from the jobber's stock, and do more business with a bigger bulk profit on the money invested than he at present is doing. Everybody is familiar with advertised merchandise—no time is lost in talking or making comparisons. The price is fixed. Everything is ready for quick transaction.

Retailers more than jobbers show willingness in the handling of advertised apparel. The retailer has seen one salesman worrying along with a customer, trying to make a sale of competitive goods without the manufacturer's mark, fearful of losing the sale. He has watched another salesman at the opposite counter with something the customer has asked for by advertised name, take the money, and go on with another customer, making a second sale before the first salesman got through with his one customer. When customers are waited on quickly a greater number of customers can be handled. The shop of the retailer who hands out merchandise that is asked for by the advertised name soon becomes "the popular shop."

The prudent retailer will not say: "No, I am sorry, but I have something like it." It makes no difference to the retailer what advertised goods are asked for—he has them all. It matters little to the alert retailer the merchandise he sells—all show him about the same profit.

About the store of the progressive retailer will be found signs of all kinds: "Boston" Garters, "Brighton" Garters, "Bull-Dog" Suspenders, "Gordon" Suspenders, "Guyot" Suspenders, "Kady" Suspenders, "Shawknit" Socks, "Onyx" Socks, "B. V. D." Underwear, "Porosknit" Underwear, "Princely" and "Emperor" Shirts, "Sanspariel" Night Robes, "Solidsilk" Scarves, "Slidewell" Collars, "Knox" Hats, "The Hawes," "The Imperial" and many others. The signs are displayed conspicuously where customers see them. Many of the signs are in the windows, so that passers-by may see them. Some retailers place a column sign in the window, bearing the names of all the advertised goods carried.

I interviewed retailers in many cities to learn how advertised goods were handled. Here is the way one retailer put it: "A manufacturer who advertises his produce has a better chance of getting me, even at a higher price, than has the manufacturer with goods equally as good who does not advertise, because I can sell the advertised goods more quickly. It does me good to see the way my salesmen handle the people who come into my store. Customers ask for what they want, and as a rule get it. Because I give it to them quickly they are pleased, and call my store up-to-date. I could undoubtedly sell something else to a good many of those who come in here, but how could I know that they were thoroughly satisfied? Some men are ashamed to walk out of a store, and will take something else when urged. At the time I can not tell what the effect will be—men certainly must be disappointed in not getting what they asked for, and the chances are next time they will go elsewhere and get what they want. It took me some time to appreciate the full value of advertised merchandise, but now I am about as loyal a follower of advertised goods as you can find. I make more money than I made before I took to the 'advertised' idea. My stock, too, is cleaner. I get as small a quantity of a given thing as I want, and I need not go far for it. I now get my supplies from jobbers in this city, although it took me some time to induce my jobbers to carry stocks for me. They were foolish enough to lose sales on the adver-

tised goods—I would take no others. Now they are making some profit on me, where before they made none. And my jobbers now have many more customers in this city than they had before. Many jobbers could have the good class retail trade of their own cities if they would get busy with advertised goods. A high class retailer feels it safe to buy advertised goods from a jobber. He does not feel so about unnamed, unmarked goods, regarding the source of which he knows nothing. And, then, most retailers feel that they can buy unadvertised goods just as cheap as the jobber can. It may be a mistaken notion, but the feeling exists. That's why the jobber does not get the business of the city retailer that he could get if he carried a liberal stock of advertised goods. Boston Garters are Boston Garters, no matter from whom I get them. And I would rather buy two dozen when I need them, from a jobber in town, than send to some distant point for a gross. I can sell just as many if I buy two dozen at a time frequently as I can if I buy a gross at a time occasionally. Could I buy Boston Garters or Shawknit Socks, or any of the advertised goods from the makers, it would be necessary to pay long distance freight, requiring the placing of quantity orders to reduce the pro rata cost of transportation per dozen; I would fill my shelves with more goods than I needed for immediate sale, tie up money that shows me no profit while the goods are on the shelf. Crowding my shelves with surplus stock prevents my handling a greater number of items. I turn my stock frequently—my yearly profits are bigger than before—my bank balance is larger. Retailers who follow this plan enjoy a pleasant and profitable business. They worry less than do their competitors—they worry none at all."—A. C. Flicker in Clothier and Furnisher.

A Disappointed Trapper.

"You have the alarm clock I gave you?"

"Yes, suh," answered Mr. Erastus Pinkley.

"And you set it every night?"

"Yes, suh. But tain' no use. I been settin' it reg'lar foh two weeks an' I ain' cotched nuffin' yet!"

Giving is always a fine form of thanksgiving.



Why is Baker's Package Coconut Better for a Retailer Than Bulk?

Because, combined with quality, you get clean, sanitary cartons.
No overweight to steal profits.

Labor Saver No Waste Better Margins

PREMIUM—BRAZIL—TABLE TALK

Send for samples and circulars.

THE FRANKLIN BAKER CO.

Delaware and Fairmount Aves.
PHILADELPHIA, PA.

ONE WAY OUT.

How a Resourceful Wife Saved the Day.

Written for the Tradesman.

"We've just got to do something," said Mrs. Dartley to her husband after they had completed the inventory and found out just where the affairs of the White Front Store stood.

"Here we are with \$6,000 in cash invested in merchandise, with liabilities of less than \$500, and bills receivable to cover, twice over, our debts, and yet, all we have got out of our individual labors and our cash capital during the past year," continued the lady, "is less than \$1,500—about half what we are entitled to."

It was plain that John Dartley was despondent and it was equally evident that he was puzzled, because, as his wife expressed her opinion with no little of bitter emphasis, he stood staring blankly out of the window into the yard back of the store, as he nervously twisted a bit of paper between his fingers.

As he made no reply to her declaration, Mrs. Dartley asked, "Do you hear me, John? We've got to do something."

"All right," said Dartley, "go ahead and do something. If you are so sure that we are not doing as well as we should, go ahead and do something." With this he opened the office door and passed out into the sales room, evidently nettled by his wife's earnestness.

"I dunno," he mused as he straightened up things in the Clothing Department, "as we have done so rotten bad. We've been here only two years, came here perfect strangers, and allowing seven per cent. for our money, Mary an' I have earned \$590 apiece the past year. Course we've really earned more than that, but the difference has gone into our business so that instead of having \$6,000 invested we've probably got about eight thousand in the business."

Meanwhile Mrs. Dartley had buried herself in the columns of a metropolitan paper, determined, seemingly, to divert her mind from business; so that as her husband passed along through the store, dropping a word here and there with a customer or offering a suggestion to a clerk, the furore which had been threatened had completely disappeared and matters were going on about as usual.

About 4 o'clock Mrs. Dartley called her husband and when he entered the office she explained that she was going to take the 5:30 train for the city and would be gone all of the next day, but that she hoped to get back on the late train.

"Isn't this rather a sudden notion, Mary?" asked the husband.

"Yes, it's mighty sudden and I want a check for \$500 to take with me," replied the wife.

"What are you going to do?" he asked and the wife answered: "I'm going to do things."

Dartley had every confidence in his wife and with good reason; so that, after the little tiff about "doing something" and his taunting advice that she go ahead and do something,

he at once assumed that she had a plan in mind and consented, firm in his belief that she would make good.

"You know I'm the advertising manager of this establishment," she observed, "and you know also that I am by no means satisfied with the results obtained by our advertising manager," she continued.

"You haven't heard any kick from me," said Dartley.

"No, you wouldn't kick to save your own life," retorted the wife. "But see here, we've got two months left in which to utilize all the space called for in our yearly advertising contracts. And I'm going to make the remaining space tell."

Thus it happened that the next day Mrs. Dartley was one of perhaps 200 men and women, all of them retail merchants, in attendance at an auction sale of miscellaneous merchandise, in a regular auction house in the city.

There was everything on sale from light hardware to millinery goods. All one had to do was to ask that any certain lot of any line of goods be put up for bidding, and the thing was done. And so there was a good deal of interest for an observing person, in watching the multiform exhibits of human nature that were in evidence. There was the small retailer who wanted two dozen pairs of women's hose for his little store away out in the suburbs of the city, there were the keen retailer from the country village who was on the lookout for a supply of shoes; the dress-maker who had her mind set on obtaining certain lines of trimmings if she could get them right and the speculator, pure and simple, who didn't want anything in particular but was ready to grab any bargain on sight. All classes and grades of buyers rubbed up against each other and one of the odd facts which Mrs. Dartley felt sure she had discovered was that two men and a woman who kept moving freely about through the crowd were "cappers." In this, although these three really seemed at times to make bids solely for the benefit of the auctioneer, she was mistaken. For presently one of these supposed stool-pigeons surprised everybody by bidding in an entire stock of men's and boys' clothing at something like \$2,000. Then it transpired that this purchaser was a professional "transient merchant," one of those chaps who occupy vacant stores for a month, advertise liberally, use brass band methods, pay no taxes, own no property and have no local loyalty and less pride of citizenship.

"I wasn't so far off in my estimate," mused Mrs. Dartley as she heard the facts in the case passed from one to the other and then, half aloud, she observed, "I believe it is quite as honorable to act as stool-pigeon as it is to be a fly-by-night."

Just then the auctioneer, in his raucous voice and with the utmost evidence that he was conscious of being a comedian, announced: "Did I hear someone ask for whips? Of course no one wants whips and no one enjoys a whipping. But we've got whips to feed to the inmates of

Karo

The Syrup of Purity and Wholesomeness.

Unequaled for table use and cooking—fine for griddle cakes—dandy for candy. Now more favorably known than ever before. Everybody wants the delicate, charming flavor found only in Karo, the choicest of all food sweets.



Extensive advertising campaign now running assures a continued demand and will keep your stock moving.

Ready sales—good profits. Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.



Give It Prominence In Your Stock!

MAKE IT STICK OUT

"Make It Stick Out"—A suggestion of Dwinell-Wright Co., in its "White House" Coffee advertising, strikes us as the very keynote of publicity—the pertinent thing that makes goods SELL. We have no doubt but grocers generally will agree that "White House" is entirely worthy of big prominence in the stocks of dealers, and that this suggestion will be acted upon on the general idea of doing everything possible to promote such reliable goods as "White House."

JUDSON GROCER CO.

GRAND RAPIDS, MICHIGAN

WHOLESALE DISTRIBUTOR

the Zoological Garden. We've got 'em, good whips, regular New England whips, genuine whalebone, hand-woven, warranted to keep their resiliency—there's a good word, chew on it—without breaking, without even snapping—no, there I'm wrong. The crackers on our whips, made of pure Japanese silk, will snap so they may be heard a block away! How many gross of whips, worth a dollar and a half each, do you want at six dollars a gross?" This to an imaginary customer over to the left.

"Did you say you want a great gross?" This to another fiction over to the right. "We've got ten great gross of these whips, over seventeen thousand of the best whips ever made. How much am I offered for a great gross? They're a bargain at a dollar each and they must be sold. What do you bid?"

And so this barker bloviated for fully a minute, red faced, hoarse and appealing, until some one offered one hundred dollars for a great gross.

"What's that? A hundred dollars for 1728 whips? Who was it made that offer?" asked the auctioneer. "If he will come up here and show his face I'll have him arrested for malicious trespass."

Everybody laughed and there came a cry, "Hundred and five." Immediately there was another bid of 106 followed by 107, 108, 109 in quick succession. Then after a half minute lapse there was a bid of \$110 for a great gross of the whips. Then the bidding stopped. The auctioneer pleaded, shed tears, argued, and scolded, as he bent one of the whips double, letting it go back with a whirr. "Come up and look at this whip. And they are all alike. Come

up and see for yourself. Don't leave this house in the ridiculous attitude of selling good whips, whips this house stands back of, as to uniform quality, at less than seven cents apiece."

It was at this juncture that Mrs. Dartley made her first bid of \$60 for six gross and her bid was rejected because the original bid was for a great gross. At this she bid \$111 for a great gross and the auctioneer thanked her delightedly. "Of course the lady doesn't want the whips, she is simply testing the other bidders as to their 'sand,'" joked the auctioneer. But the joke was taken seriously so that within perhaps five minutes of slow bidding the auctioneer announced "Sold to the lady—a great gross of whips for \$216 or just 12½ cents apiece. The best bargain of the day."

Mrs. Dartley knew that she had a good bargain and was as much surprised over the fact that she had not been outbid as was anyone in the room. And then, suddenly, she was seized with the thought, "What am I going to do with seventeen hundred whips?" She was no welcher however and going to the cashier's desk she asked, "May I inspect these whips before I pay for them?"

The cashier called a clerk who escorted the customer to a store room where, corded up like wood, were the whips. Selecting one package after another and taking from each one in turn a single whip she examined them critically, bent them and whisked them about until satisfied that they were as good as represented. Thanking the clerk, she returned to the auction room and was immediately solicited by two men, to sell to each

4 gross of the whips, at \$25 a gross. After a brief discussion, she struck bargains with each customer, gave each one a receipt for \$100 as she accepted their money and then paid her bill which was receipted. Leaving directions, as to the shipment of the three packages, the lady passed into the street and three hours later was at home telling her husband how she had bought 576 good whips for sixteen dollars.

The White Front Store was one of the cleanest, best arranged and neatest stores in the little city so that when the evening paper came out next day with "Whips Given Away" showing in large black face type at the top of the last column, first page, the entire advertisement was read. The text was:

Whips Given Away
At the White Front Store
During the Next Two Days
To Every Customer
Who Buys
And Pays For
Two Dollars' Worth or More
Of Merchandise.

And They Are Good Whips
Too Good to Miss—So Call Promptly.

The first day of the whip-gift enterprise, over 30 whips were secured according to contract and on the second day there were 86 whips which were similarly disposed of. A record was kept of the names of these customers and the amount of sales made in this way. Thus the Dartleys learned that out of 116 purchasers there were 27 new customers, men and women too, who had not been in the store before or if they had it had been but very few times.

The following week came two more days of what the paper had been an-

nouncing as the Whip Gift Sale. And the advertisement had been very much like the first one except by the addition of the line "Only 460 Whips Left." During these two days 341 whips were disposed of and of 341 purchasers of merchandise 119 were new customers.

The third week Whip Gift Sale offered "One Hundred and Nineteen Whips to be Given Away to Customers who call and Purchase and Pay for Two Dollars' Worth or More of Merchandise, while the Whips are in Stock."

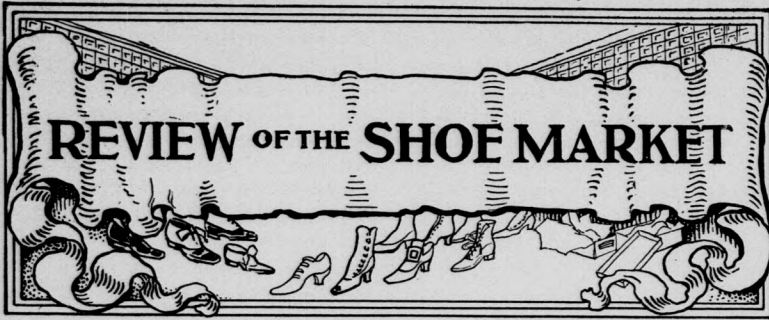
By this time The White Front Store had become the talk of the entire county not only because of the whips but because of the discovery on the part of 146 new customers that that store carried fine lines of excellent variety, that customers were invariably well treated, that prices were right and that the Dartleys were always on the alert to be accommodating. The 119 whips were given away the first day and of that number, 63 went to people who had never before been inside the building.

When, a year later, Mr. and Mrs. Dartley had again taken account of stock, they included an item "Over One Hundred New and Steady Customers and No Old Ones Lost—\$5,000." This item appeared under the heading "Assets" and as the husband wrote it down he observed: "I think we ought to increase the salary of our advertising manager about \$500."

"What for?" asked Mrs. Dartley.
"For whipping 'em into line," was the reply. Charles S. Hathaway.

When a man marries a crank he then wishes to lever.

Wood & Photo Engraving and Printing Company
Grand Rapids, Mich.
Printers and Publishers.
Telephone No. 5095
Grand Rapids, Mich.



Confessions of Successful Shoe Merchant.

Now it never struck my wife that she was saying anything funny when she suggested my taking charge of that shoe store and running it. She was as serious as an owl. That little fortune of \$5,000—which now seemed hopelessly tied up in a stock of men's, women's and children's shoes—had figured largely in our roseate dreams of a tranquil and independent old age. My salary as a reporter and newspaper correspondent was only eighteen hundred a year, and when you pay \$360 house rent, life insurance premiums, and a hundred and one bills for groceries, meat, milk, light, fuel and divers and sundry other household necessities, and a few luxuries to add spice and interest to the game of life, I submit there is not much left out of which to build up an estate for posterity (if there happens to be any posterity) to "litigate" over.

So, primarily because it played havoc with some of our loved and cherished dreams to see any fractional part of that compact little \$5,000 dissipated, my wife got to cudgeling her little noggin, with the result hereinbefore stated.

The very idea of my running a shoe store struck me at first as being ridiculous in the extreme. Even as a youngster I had never attempted to make any money buying and selling things; I had always worked for wages or acted as agent, receiving a stipulated percentage. For a dozen years prior to my venture in the business of shoe retailing I had earned a livelihood through the industry of my pen. I had gradually risen—not by any flashlight revelations of genius, but by persistent, nerve-tiring industry—to a fairly good position. My time was largely at my own disposal. I had so much work to turn out each week, and I could choose my own hours for working. This left me leisure hours for pipe-dreaming and other forms of intellectual culture.

Should I leave a sure thing for an uncertainty? Although I could write a fairly decent paragraph, did it therefore follow that I could buy and sell shoes? What did I know about shoes anyway?

I smoked in silence and continued to look capable.

As I smoked I stealthily took an inventory of my qualifications for successful shoe merchandising. It ran about like this: 1. A vast circle of friends and acquaintances. 2. Considerable knowledge of the ways and whims of the human animal. 3. A knack for getting into the good graces

of most anybody I want to. 4. Colossal nerve, and the ability to look wise and speak authoritatively where prudent men are noncommittal. 5. The nerve to hang on and win out where hard work is a determining factor.

Over against these few qualities that might (or might not) stand me in hand was my appalling ignorance of shoes and my lack of business experience. It was a decisive moment. By every consideration of prudence I should have pooh-poohed my wife's suggestion, and stuck to my journalism. If I had one thing at least is evident: you would not now be reading "The Confessions of Successful Shoe Merchant."

Having vainly studied my features for some clue to my inner cogitations, my wife at length said:

"Well, Sam, what do you think about it? Don't you think you could make as much money selling shoes as you can writing things for the papers?"

"To your first enquiry, Mayme, I'll say, 'I think it is a big undertaking.' To your second I'll say frankly, 'I do not know, but will know inside of six months. To-morrow I'll resign; day after to-morrow we'll open up the shoe store. Some men have received shoe stores by way of inheritance, others acquire shoe stores by self denial and hard work, but I had a shoe store thrust upon me.'"

The next morning I was up bright and early. It was a bracing morning in late November, and the frost crystals were sparkling in the sunlight. In my memory were some lingering traces of a half-forgotten vision of the night. Now, I am a sound sleeper ordinarily; hence seldom recall any dreams whatever. Furthermore I attach no significance (aside from an occasional literary value) to sub-conscious perambulations. But traces of this dream haunted me. I seemed to have been somewhere—although I could not recall where or when—amid elegant and sumptuous environments. There were cut glass and silver, handsomely dressed men and beautiful women. There were after-dinner eloquence and wit and sociability. And Mayme was there, fairest of them all. Diamonds flashed in her hair—and I distinctly recall a magnificent solitaire worn as a neckbrooch. (Psychologically I could easily account for the presence of that brooch at Mayme's neck, for Mayme always did hanker after a really beautiful brooch, and I always longed for the day when I could gratify that extravagant little whim of Mayme's.) But far more conspicuous than outward ornaments



The Lucky Shoe Dealer

placed his order early for

H. B. Hard Pans

You know this line has gone steadily on growing in value from good to better, from better to best—his lot were the best values he had ever seen—bought them at the lowest prices—shoes that will earn big profits just as sure as 2 and 2 make 4.

The unlucky dealer knew about H. B. Hard Pans, but he said, "What's the hurry? I'll write next week."

The lucky man wrote P. D. Q. He won. Which man would you rather be? You may be too late already. We'll tell you if you are—if not, you'll get the strongest line of money-making everyday sellers on the market today.

It will cost you only a penny to find out—better write today.



H. B. Hard Pan Blucher
8 inch Top Large Eyelets
Carried in Stock 6-11

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



"Glove" Brand Rubbers



are made on lasts that fit, and fit correctly the many styles of shoes, both toes and heels, which are worn today.

That's Why They Satisfy

Snow Rain Slush Mud

This is the program that will run for the next sixty days, and you want to keep your rubber stock sized up, for sales lost by you may mean sales gained by your competitor.

We are prepared to handle your orders promptly and satisfactorily.

HIRTH-KRAUSE CO.

Manufacturers of Rouge Rex Shoes
Jobbers of "Glove Brand and Rhode Island Rubbers

Grand Rapids, Mich.

were Mayme's social graces and conversational gifts. They flashed like sapphire amid that galaxy of brilliant men and women. I distinctly recall being prodigiously proud of Mayme.

And yet in spite of my consciousness of Mayme's presence at that brilliant function—whatever and wherever it was—I was dimly conscious of cutting a Brobdingnagian figure on my own account. In short, I was pretty nearly the whole thing. Toasts were drunk to me and I fairly scintillated. I only regret that I can not recall any of the clever things I must have been saying. But dreams are tantalizing as everybody knows.

But the queerest feature of all that crazy patch-work of dream cloth was the definite, haunting picture it disclosed to me of a quiet little man in full dress, sitting just to my right. He was of medium height, rather stockily built, dark complexioned, had dark blue eyes and jet black hair. Over his left eye and parallel with the brow was a slight scar perhaps three-quarters of an inch in length. For some unaccountable reason my attention seemed focused on that scar. I vividly recall wondering how it happened to be there. Scars are associated with tragedies—especially when they are worn by dark complexioned people. Was it possible that this quiet man had figured in a tragedy? In dreams, one's fancy runs riot, and my sub-conscious imagination conjured up all manner of theories concerning that scar. Was it of recent origin or did it run back to a time long remote? I could not say; but, in any event, it could not have been so terribly ancient, for that quiet, introspective little man was not more than 35 years of age at most.

At the breakfast table I told Mayme such fragments of the dream as I could recall, dwelling particularly on my description of that quiet little man with the scar over the left eye. Much to my surprise Mayme grew suddenly grave and thoughtful as I told her this.

"It is somebody I know," she said at length, "although I do not recall just now. I've seen him dozens of times. Where could it have been? And it is awfully funny, but do you know I seem to associate him with shoes?"

"Oh, you've got shoes on the brain, Mayme; you'd associate shoes with the Czar of Russia!"

"No," persisted Mayme, "this man has something to do with shoes—Oh! I have it now," exclaimed Mayme, "this man used to be the head clerk at —, or, as I should say, at our store; his name is Tony Something. Don't you remember him?"

"Was it Tony Collins?"

"Yes," said Mayme with the satisfaction of one who solves a difficult riddle; "that's exactly who it was, Tony Collins. I've bought many a pair of shoes from him. He used to wait on me always when I bought at —; I mean our store."

"From a customer's point of view, Mayme, what sort of a clerk do you regard Mr. Collins? Is he intelli-

gent, accommodating, ingratiating and all that sort of thing?"

"Indeed he is," replied Mayme.

"Then," I said, "this vision seems to have a little grain of instruction in it. If Tony sits at my right hand at the banquet of future prosperity he ought by every consideration to stand by me in the day of small beginnings. I wonder if Tony is still in the city. My first task to-day will be to locate Tony and get into communication with him. By the way, isn't it funny we located Tony by that queer little scar over his left eye? Wonder how he got it?"

Mayme's feminine curiosity wasn't in the least excited by the scar, but she heartily approved of my plan to run Tony to cover and secure him as a clerk in our shoe store.

It wasn't a difficult task to locate Tony. He had gone some six months previously to a city not far distant. He was selling shoes still. Everybody spoke well of Tony. A little enquiry revealed the extent and strength of his popularity in our town. Strange that my competitors should have let him get away—but that's their misfortune. Tony left, not because he wanted to particularly, but because he couldn't get a respectable job in his home town. By 10 o'clock I had him over the wire.

Would he consider a proposition? "Sure thing."

Could he sever his connection with his present firm right away—a real exigency—new to the business—need absolute need of an experienced man—must come at once—come to-day? "Wait a minute."

Yes; he would come—rather sudden—but look for him on the 4:30 train this afternoon.

With this very important detail attended to I had nothing much to do but go around to the office and hand in my resignation, then prepare some strong announcements for my rather abrupt opening on the day following. These advertisements appeared on the last page of both evening papers. On the inside pages I got some valuable collateral advertising. A half-tone cut was published of the sometime newspaper man, together with flattering appreciation of his services in that capacity; the history of the old firm was duly recounted; best wishes were cordially extended to the new management, winding up with prophecies for a new and speedy enlargement of the business and various other things of like character.

At 7 o'clock that evening Tony and I, together with a couple of helpers, went down to the store and got busy. We wanted to open up promptly at 8 o'clock the next morning.—Chas. L. Garrison in Boot and Shoe Recorder.

Not the Eggs.

Lodger—Here's a nice breakfast to ask a friend to. Did you lay the table, Mary?

Mary—Yes, sir. All but the eggs, sir.

The man at the front is the man who bears the brunt of the fight. Do not be in a hurry to get there until you are fit for the position.

SOME SLOGANS.

Unanimity Should Prevail in Their Treatment.

Written for the Tradesman.

Now—in this day of slogan popularity—it is well for stores as well as cities and towns to adopt some catchy phrase that shall cling to them and distinguish them from all the rest.

In selecting or coining the slogan don't make the mistake of having one that goes "trippingly on the tongue;" don't have so many consonants contained in it that it is hard to say the words.

Alliteration always pleases and lends itself easily to the "unruly member" we all possess. Words that rhyme like

In Kalamazoo we do are especially snappy and, if they mean something besides, make a good slogan.

In getting up a slogan exercise caution that nothing is used that can be turned into ridicule, for such an one is worse than none at all.

Have the slogan neither too long nor too short. If the former criticism can be made it is going to be hard to remember or quoted wrongly. If too short it may seem trivial. However, the slogan may be short and at the same time be so full of meaning that it could not be bettered.

Witness Bay City's: Now all together. Also: Do for Jackson.

In getting up a slogan, where a lot of phrases are sent in to the Board of Trade, Business Men's Association or whatever body has the matter in

charge, things should be so arranged that there shall be no respecting of persons. The most humble man, woman or child must have as fair a show as the most important personage within the town's limits. Any other course is unfair—a mean advantage.

Once a slogan is decided on it should be made the very most of; should be in everybody's mouth and posted up conspicuously in every store and public building in the place. Arrangements should be made to have a large quantity of buttons and every man and boy in town should be given one and wear it.

The papers—whether daily, semi-weekly, weekly, bi-monthly or monthly—should take up the subject of the slogan unanimously and boost for the vicinity in which they get their bread and butter, not to mention the jam on top thereof.

Kate Wallingford.

He Was Ready.

The young wife was dismayed. "Oh, John," she cried. "I'm so sorry our new cook has spoilt your coffee this morning, but she is young and inexperienced, so you must be satisfied with a kiss instead, dear." "All right," replied the husband. "Call her in."

MAYER Special Merit School Shoes Are Winners



Satisfied Customers

are the trade you are reasonably certain of throughout the changing seasons. They are the people who come back for another pair like the last—aside from your personality which holds them in quality.

That's where we come in. For over forty years we have sold medium priced shoes the quality of whose style, fit and service was unusual.

Our trade mark stands with the consumer wherever our goods are sold for the very best in shoe standard quality value.

Do you know our line?

We go everywhere for business.

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

THE HOME CLUB WON.

Cunning Promoters Won Over the Wrong Group.

Written for the Tradesman.

The little Wisconsin city had a business men's club known as "The Home Club," but it had never amounted to much. The members met once a year, ate of a dinner served by the Rathbone Sisters, paid their dues, talked about what they were going to do the coming year and went home and forgot all about the organization.

The Home Club was like a good many other local help organizations. The members wanted to boom their town, but they were too busy booming their own business. They didn't see that they could best boom their own business by making the town larger, and better known and brighter, and more of a manufacturing center.

But one day a member of the Home Club woke up. Then he kicked around until he awoke several others, and that is what makes this story worth writing.

The man who woke up first was the druggist. Walking down the main street one day he observed two of the city aldermen walking with two smooth-looking men in silk hats. He stopped and watched them for a moment. They entered the best hotel in the town and turned up the staircase.

"What's coming off here?" thought the alderman.

But he was busy that day, and might never have thought of the matter again if he had not noticed the same two silk hats going up the street with two more aldermen that very night. This time the four turned into a saloon and walked into a little card room at the rear.

"There's something going on here," mused the druggist.

But he went on home, and wouldn't have thought of the thing again for a week, only, on his way to the store the next morning, he saw the two silk hats in a three-seated rig in company with four aldermen.

"I guess," thought the druggist, "it is about time for some one to begin to dig down into the Council proceedings."

But he didn't dig. He thought he would do so the next day. It is a fact that business men, who ought to be well posted regarding municipal affairs, rarely mix with city officials, and the merchants of this Wisconsin town were no exception to the rule. They helped elect aldermen, and mayors, and clerks, and treasurers, because they were "good fellows," and let it go at that.

The next day the druggist observed the two silk hats in conjunction with two of the shrewdest "vote-getters" in the county. One was a lawyer who had once been mayor, and one was a civil engineer who wanted to be. While the druggist sized up the group two aldermen came out of a liquor store and joined the others.

"I reckon," thought the druggist, "it is time to get busy. What the Dickens are those fellows up to? They act as if they expected the aldermen

to make them a Christmas present of some kind."

While he was studying over the matter one of the aldermen entered the store to have a prescription filled.

"Look here," said the druggist, "what sort of a picnic are you boys having with those two foxy strangers?"

The alderman looked confused and turned his face away.

"Oh," he said, "those fellows represent the Central Gas Syndicate. They are all right, and they have a good company."

"What are they doing here?"

"Looking over the town."

"Want a franchise, don't they?"

"They may decide to come in here."

"I see," said the druggist.

The alderman went out, and the druggist put on his hat and called on the shoe man next door.

"What do you know about the Central Gas Syndicate?" he asked.

"Fine company."

"Are they after a franchise here?"

"Sure. I thought everyone knew that. So far as I have heard, everyone is willing to give them what they want."

"What do they want?"

"Well—well—you see, I don't exactly—know just the terms of the ordinance. I guess it is all right, though."

"Well," said the druggist, "the thing looks crooked to me."

"You're dreaming," said the shoe man.

"It strikes me," continued the druggist, "that the business men who will be the largest customers of the company are the ones who ought to be consulted in the matter of a franchise. We are asked to give them the use of our streets. What are they going to do for us in the way of rates?"

"Why," said the shoe man, "I will leave that to the Council."

"That will be satisfactory to the company, all right," said the druggist, "for it looks to me as if they had all the aldermen now. Not only that, they seem to have retained all the political boosters in town."

"What do you want them to do?" asked the shoe man, with a laugh. "I guess those fellows know how to get a franchise."

"I guess they don't," replied the druggist. "If they did they would go to the business men with a square up-and-up proposition. They would fix prices and conditions and let everyone know just what they wanted and would give. This company may be all right. I understand that it is, but I guess they want to drive a foxy bargain with our Council."

"Oh, they have been all through this thing many times. I reckon they know the best way to get a franchise. Anyway, I'm not giving them any pointers."

"Their methods may be all right for Chicago or Pittsburg," said the druggist, "but they won't work in a small city where every man, woman and child know how many drinks each alderman takes every day and who buys them. If they want an ordinance here they must go to the

responsible men of the town, and do business with them, and not try to buy something of the aldermen and political rounders. You say these promoters know what they are about. I'll show you that it is just like taking gum away from the baby to knock them out."

"Why, they've got a majority of the aldermen now."

"Oh, they have? Well, we'll see how many they will have after we hold a couple of sessions of the Home Club."

"I tell you the company is all right," said the shoe man.

"I know it," replied the other, "but if they were not trying to put something over us they wouldn't take the course they have. When you see men around with masks and gum shoes it is a good plan to look up your valuables. I'm going to find out all about this, right now."

And he did find out all about it. He discovered that the syndicate had filed a skeleton franchise, fixing only a maximum rate, that they were making no concessions in the way of repairing the streets they occupied with their mains, that they were making no promises as to extensions, that the proposed franchise was for thirty years, and that it was exclusive. After one meeting of the Home Club the alderman the druggist had first talked with dropped in at the store.

"I see you've got your sleepy old club going again," he said.

"Not so sleepy," said the druggist. "We're wide enough awake to beat that franchise, or any like it."

"There isn't a man in the club who has a vote in the matter."

The alderman went off in anger, and then one of the silk hats came in.

"What's all this about?" he asked. "We'll give you just what you want when we get the thing figured out. We've nothing to conceal."

"All right," said the druggist. "If you had come in here with that kind of talk you would have saved the thousand or so you have spent here trying to be good fellows and hiring smooth politicians to put things over us. I'll admit that you took a good chance and would have secured that robber franchise if the business men hadn't caught you with your masks on, but you can't get it now. Come to a show-down, and we'll do business with you."

After it was all over, and a liberal franchise was granted, one which protected the city as well as the company, one of the promoters met the druggist on the street:

"Your blooming old Home Club," he said, "cost us ten thousand dollars a year for thirty years. We should have slipped our original franchise through if you hadn't butted in. I don't think much of towns where people elect aldermen and then permit the merchants to do the legislating."

"Well," said the druggist, "according to your own statement, the Home Club has saved the city \$300,000—\$10,000 a year for thirty years. Isn't that a pretty good reason why the business men should keep an eye on municipal affairs? Say, but if you

gum-shoe promoters had known your business, you might have saved all you spent while you were going about with the aldermen and politicians. You'd better engage in business in Hinky Dink's ward. That's about your size."

The smooth(?) promoter scowled and passed on. And now there is a meeting of the Home Club every month.

"Principals need protection from their promoters," said the druggist, in talking of the affair. "We're now ready to advise companies seeking franchises." Alfred B. Tozer.

His One Mistake.

When the man with the blue goggles on had got through telling a funny story which was laid to President Lincoln, the old veteran spoke up and said:

"Gentlemen, I knew President Lincoln personally, and the return of his anniversary always gives me a few solemn hours. I may say that he made me what I am."

"Tell us the story," was chorused.

"I will. At the battle of Cedar Mountain I was only a lieutenant. The Captain of my company was killed, the Colonel of the regiment went down and other officers were wounded, and at a critical moment I sprang forward and took command of the regiment. The Confederates were pressing us, but I not only stopped that, but regained our position, and then, with a single regiment, held 20,000 at bay for two hours."

"And Mr. Lincoln heard of it?"

"He did, and sent for me to come to Washington. When I arrived he patted me on the back and gave me a colonel's commission."

It was a minute or more before anyone said anything, and then the man with a cast in his left eye observed:

"I have always heard that Mr. Lincoln never made a mistake as President, but I now realize that he certainly made at least one."

"In what way?" asked the old veteran.

"In not having you cashiered and dismissed from the service at once for not trying to lick the whole Rebel Army at once and so ending the war two years sooner."

Giving Him a Tip.

Dickson—Know that man on the corner?

Wickson—No.

Dickson—Well, if you should ever form his acquaintance, beware of him. He is one of those men who treat a fellow and then make him pay for it.

Wickson—You don't say!

Dickson—Fact. He's a physician.

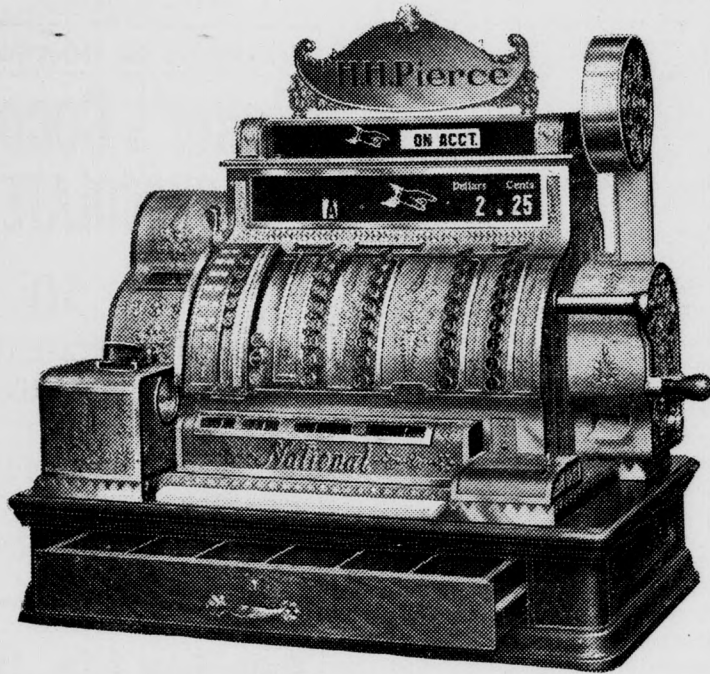
Then She Discharged Her.

Mrs. Koyné (to French maid)—I like to have you about me, Ninnette, you're so pretty.

Ninnette—Strange, madame, but zat is what your husband told me zis morning.

When it comes to doing practical housework a carpenter may have his wife beaten to a frazzle.

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This is a new model, and is the most complete register ever manufactured. Prints itemized record under lock and issues check. This register is equipped with time printer to print the time of day a sale is made. It also has an autographic attachment for making records of goods wanted.

Make your business successful and profitable by **getting** all the profit you **make**. Mistakes cost money. Do you realize that daily losses by forgetting **Charge Sales** and **Money Paid Out** come out of your **PROFITS**? Do you know that you are actually working for Profits and then not taking proper care of them? You can stop working against yourself and get your business on a profitable basis by using a

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It keeps an accurate daily record of **Cash Sales, Money Paid Out or Received on Account** and by preventing mistakes makes more money for you. 650,000 merchants all over the world have found that it pays them to use **NATIONAL CASH REGISTERS** which have saved them the losses you are now suffering from.

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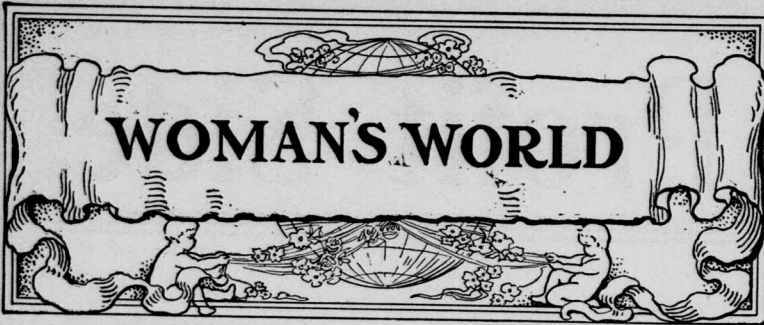
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I would like to know how a National Cash Register can increase my profits and do the other things you say it will. This does not obligate me in any way.

Name..... Business.....

Street..... City..... State.....

No. of Clerks.....



Beautiful Theory Which Is Often Falsified in Practice.

In so far as regards such part of the world as is sufficiently progressive as to have its census taken, statistics prove conclusively the truth of the old and well worn saying that there is a wife for every man; a Jill for every Jack. In other words, the number of women in existence being a few millions or so in excess of the number of men, it follows as a natural consequence that, since all men are as a rule at liberty to woo and to win themselves wives, he who does not marry has himself to blame, or to thank, as the case may be. True, the first woman, nor the second, nor yet the third to whom he proposes marriage may not answer him "yea," but he may, if he pleases, continue, indefinitely, asking one woman after another, until he finds one who is willing to accept him for better or for worse; an alternative which also depends chiefly upon himself, that is to say, upon the manner of woman whom he takes to wife, and the fashion in which he treats her after so doing.

Every reader of the classics knows Plato's theory about marriage. He taught that men and women are hemispheres, so to speak, the halves of an original sphere; that ill assorted marriages are the result of wrong hemispheres getting together; that if, on the other hand, the true halves met the man became complete. Which is to say, that for every man there is one especial woman intended for his mate; the complement prepared from the beginning to round out and to perfect his life. This, of course, is only another way of expressing the belief that marriages are made in heaven; a doctrine which, though beautiful in theory, is often falsified in practice; for which misfortune the two who marry usually are to blame.

Affinities, that is to say, men and women between whom there is complete sympathy of thought and feeling, exist, although they are comparatively rare. Ideal love and marriage are much more common than it is the fashion to believe. Because here and there somebody's marriage must be admitted to be a failure, it is scarcely fair to conclude that marriage, in general, is other than a success. Affinities are made much more often than they are born; the secret is to choose good material and handle it judiciously.

After all, what are affinities? People between whom attraction is developed to a maximum, who possess the same tastes, the same ideas and inclinations. It is highly improbable

that any two persons could meet and instantaneously discover such a band of union. The hemispheres, although congenial, may be worn around the edges, and need to be adjusted more or less in order to coalesce into one harmonious whole. Scarcely any two people have the same environment, the same conditions for the formation of character, and the same education; leaving out altogether the potent forces of temperament and of heredity. But if we can not find affinities we can find affinities in embryo. That means strong natural attraction, a common mental level, and a general similarity of tastes and opinions, a liking for the same things, and the power to understand each other.

A great love upon these common grounds may seem to be the necessary all. It is not. It is merely a good start. Love must be cherished and cared for; it grows by what it feeds on, and, like everything else on earth, it dies of inanition if sustenance is withheld it. Undoubtedly there are those who expect too much from life in general, and from married life in particular. When castle building before marriage they expect a degree of happiness which can not be experienced this side of heaven, and when real life comes with its troubles and cares the castle in Spain falls with a crash, and they find themselves in the cabin of everyday reality. A cynical modern writer makes one of his characters tell her girl friend that she might as well marry one man as another, "because whomsoever she marries she will find she has married some one else," while it would be easy to find husbands, fairly well contented with their lot, who, nevertheless, wish that their wives were a little more like the women they thought them when they were married. The author of "How to Be Happy Though Married" tells the story of a man who had been married three times, and who gave his experience as follows: "My first wife cured me of romance, my second wife taught me humility, and my third made me a philosopher."

More fortunate people are by no means cured of romance after marriage, but become still more romantic. True, mere passion subsides and gives place to a more tranquil feeling, but passion is not necessarily romance, neither is it love of the best or highest kind.

At the same time in order to be loved one must be lovable, must make oneself agreeable, so that it is a dire mistake for lovers to give up courting when they become husband and wife. Each young couple who

begin marriage upon the secure foundation of a deep and true love may be said to enter again into the Garden of Eden. There they two are alone, with the wall of love between them and the outer wall. There is no serpent there, nor can he enter so long as the new Adam and Eve keep him at bay; but too often the wall of love crumbles just a little, and a little more, by small discourtesies and little inattentions, and selfishness, which gradually, but surely, become larger and larger rifts, until not only little foxes but larger monsters find entrance and ruin the little paradise.

It is the wife's part not only to win her husband but to keep him; the husband's to see to it that if courtship was sweet marriage shall be sweeter still. There is much need that husbands and wives should be lovers and sweethearts to the end of their days.

There is no reason whatever that married people should drift into a cool matter of fact mutual attitude. The love between man and wife should be like God's loving kindness—new every morning. A man should not only love his wife, he should tell her so, early and late and often, while she, on her part, should live in and for him. However beautiful a piece of mechanism may be it often requires a little oil in order that it may run smoothly and without fret or jar. In the same way two natures may fit in and work together harmoniously, but there will now and then be found internal causes which set up friction and clog the wheels.

Kind words, tender silence, ready sympathy, and assurance of affection, with a word of praise now and then, will be found efficacious in keeping the wheels of the domestic machine running smoothly. Dorothy Dix.

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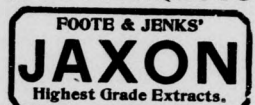
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ALL OTHERS ARE IMITATIONS

HOME MARKET DAY.

Trade Magnet Adopted By Many Small Towns.

At nearly all the state conventions held by western retail merchants during the last year it was urged that the one great purpose in every town should be to revive the old home market day.

It was held to be the only solution for the revival of the growth of the retail stores in the smaller towns. The result of this movement at the conventions has been that the home market day has become a regular institution in hundreds of western and northwestern towns.

Retailers in the smaller towns are beginning to realize that co-operation between the farming and mercantile interests of any community is necessary for the development of that section.

The towns that have been most successful in home market day promotion have been so through their ability to plan and carry out a campaign of systematic advertising.

The first step was to use certain schemes to induce the farmers to come to town on a certain day to do their trading and buying.

Just ordinary bargain offerings and regular publicity advertising would not bring large enough crowds to prove profitable. What was required was free gifts, prize inducements, and entertainments to catch the masses.

One of the crowd winning inducements which has been used at a great many of the home market day celebrations is that of offering a cash prize to the farmer hauling the largest load of women and girls to the town.

The prizes in this contest were of wide range, so that a great many farmers were induced to enter the contest. Then there was always a lot of fun at the end of the day when the winner of the first prize was publicly crowned champion "ladies' man."

In celebrating these home market day events the first thing in the morning is usually the boosters' meeting, which is held on the principal business street.

The speakers are selected because of their ability to arouse interest and enthusiasm in the town and its possibilities.

Immediately following the boosters' meeting a free auction is held for the farmers. Farm implements, horses, cattle, and all sorts of goods are listed and sold for their benefit. This auction is absolutely free to any farmer in the community.

The merchants of a small northwestern town recently carried out quite a unique program, which was a big success from start to finish.

In the morning they held the boosters' meeting and the auction, as usual. Then the crowds of visiting farmers were entertained by a band concert and a spirited exhibition of the fire department rescuing a dummy from the top of a burning building.

Next followed a parade featured by many of the Sunday newspaper comic characters. At noon the wives of the merchants served free lunch in one of the public buildings. This

elaborate lunch was widely advertised and was one of the big drawing cards.

In the afternoon came the athletic sports. There were games and contests, for which handsome prizes were offered by the business men of the city. The merchants and business men worked together in providing amusements and entertainments for the crowd. The farmer and his family were made royal guests of the day.

One of the things appreciated most was the free show given at a local theater. Tickets were distributed to the merchants, who handed them out to their customers, and the house was filled constantly all day and all the evening.

One of the concerns kept a crowd constantly in front of its store by distributing valuable articles, taking these to the roof of the store and throwing them down among the people.

The rivalry which usually exists between the different stores in the matter of offering inducements to shoppers for their business was entirely eliminated on this day. It was done away with by each merchant advertising a different leader, plan, or contest.

The idea of this market day was not to make immense profits, because the merchants figured that they would gain considerably more in securing future business by getting in closer touch and better acquainted with the farmers.

Then prizes were offered for farm products which were to be bought by the various stores. These prizes consisted of merchandise selected from the store and were given for various things, such as the best bushel of potatoes, the best ten dozen or more of eggs, for the best six bunches of celery, for the best dressed pig, for the best half bushel of beans, for the best

five pounds dairy butter in one pound prints, for the best peck of onions, for the largest load of corn, the largest load of barley, the best ten ears of white corn, the best six dressed chickens, the best exhibit of honey and corn.

In addition to this the merchants used practically every known kind of a guessing contest that would induce the people to come to their stores and register their names for a free guess on some simple proposition. This plan was carried out in order to secure a live mailing list of everybody in that community. This list was to be followed up at future market days.

Market day celebrations are growing rapidly in favor, and the chances are they will be continued regularly and will solve many of the disturbing problems of the small towns by keeping trading communities in closer touch.

Chalmers L. Pancoast.

Threatened to Shoot.

An army officer, in a great state of indignation over some trouble he had had with General Sherman, presented himself before Mr. Lincoln and said:

"Mr. President, this morning I went to General Sherman and he threatened to shoot me."

"Threatened to shoot you?" asked Mr. Lincoln; then dropping his voice to a whisper, he said very earnestly to the officer, "I would advise you to keep away from him. He is liable to do it."

A Patient Sufferer.

Mama—Marion, I am surprised that you should suffer a man to kiss you.

Marion—But, mama, it wasn't suffering.

Easy times often account for hard habits.

FLOWERS

Dealers in surrounding towns will profit by dealing with

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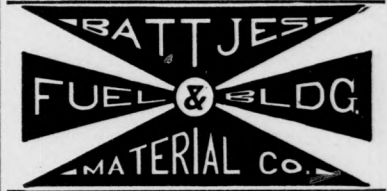
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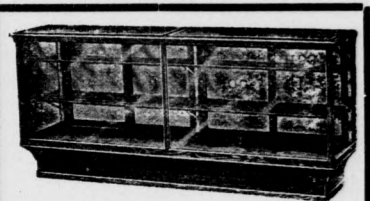


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The Case With a Conscience

Although better made than most, and the equal of any, is not the highest priced. We claim our prices are right. You can easily judge for yourself by comparison. We are willing to wait for your business until you realize we can do the best by you.

WILMARTH SHOW CASE CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he not consider you behind the times?

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

PANCAKES.

Their Origin and Ways of Making Them.

Written for the Tradesman.

The custom of eating pancakes on "Shrove" Tuesday, the Tuesday prior to the first day of Lent, was in vogue in England from a very early period. In this country we eat pancakes at all times, but their origin may, nevertheless, be of interest.

The Roman Catholic church enjoined that all communicants should go to confession, or "shriving," as it was then commonly called, on the Tuesday before Ash Wednesday (the first day of Lent). After this solemn preparation for the observance of Lent they were allowed to enjoy all sorts of amusements, but were not permitted to partake of meat in any form. At this time of year eggs were, in those days, cheap and plentiful, and one of the most popular ways of employing them was to make them into pancakes. In large towns and cities a great bell was rung to summon those who were going to be shriven (hence "Shrove" Tuesday), which was called the pancake bell, owing to the fact that pancakes were being prepared while the confessions were being heard by the priests. Up to about ten years ago this bell might be heard in some parts of England on the day referred to, although the reason for ringing it has ceased to exist.

In the middle of the fifteenth century the Lord Mayors of London made a practice of giving a pancake feast to the apprentices of the city of London. An old custom is still observed, the writer is assured, at Westminster School in London on "Shrove" Tuesday—that of tossing the pancake over a beam which formerly divided the upper and lower schools. A cook does the tossing and the boy who is fortunate enough to catch and carry off the pancake, or the largest piece of it, is rewarded by the gift of a guinea (\$5.25) by the headmaster of the school.

I now come to the actual making of the pancakes, the foundation of which is batter. This word is of old Saxon origin, and means to beat, and my experience as an amateur cook who has studied the culinary art for many years is that unless the mixture (batter) is well beaten the lightness which is essential to good pancakes is absent. When the ingredients are beaten in a cool place a large amount of cool air is incorporated; when heated this expands and gives that delightful texture with which most of us are familiar in all well-made pancakes, fritters, etc.

A large number of eggs is unnecessary for making pancakes. Naturally, the more eggs the richer the cakes, but such recipes as are appended are not of an extravagant character. Some years ago, in an English village, I ate pancakes of good quality made (with few eggs) of flour, salt and water, flavored with grated nutmeg and sugar shaken over them after frying in lard.

Perhaps I may be permitted to give some instructions for the making of batter and for the frying of it.

Place the flour and salt in a large

bowl; make a hole in the center. Break the eggs, one at a time, into a cup to ensure their being good before mixing them with the other ingredients. Put them with a little of the milk into the hole, stir them with a wooden spoon, and let the floury sides of the hole mix with them. Add more milk by degrees until all the flour, and other materials are incorporated, and the combination is perfectly smooth.

Having beaten this mixture very thoroughly with the back of a spoon, pour the resulting batter, which should be of the consistency of thin cream, into a pitcher, let it stand, for the longer it stands the lighter it will be. Wisk it again in the pitcher immediately before using.

A small, iron frying-pan, such as is used for omelets, answers the purpose of frying best, and should be kept entirely for pancakes and omelets. It must be perfectly dry, or the first two or three pancakes will be a failure. To make sure that it is dry, hold it in front of the fire until it ceases to steam, then make a piece of butter (or lard) very hot in it, and thoroughly grease every part of the inside of the pan. Pour out the remainder, wipe the pan with clean tissue paper and begin to fry the pancakes in the following manner:

Put a piece of fat about the size of an English walnut into the pan; when it smokes pour in just enough batter to cover the bottom, slip a knife round the edge and shake the pan gently; when a pale brown on the under side either toss the pancake over or turn carefully with a broad knife. There is no object in tossing the cakes except that it is a rapid way of turning them. When a golden color on both sides, turn on to a very hot disk, sprinkle with sugar and roll up. If properly fried pancakes made in this manner should be free from all trace of grease. It is a wise plan to let them drain on soft paper at the side of the stove before arranging them on the disk on which they are to be served. My experience leads me to the conclusion that too much fat, and that not sufficiently hot, is one of the chief causes of indigestible pancakes.

Some persons consider currants an improvement to pancake batter. Cut lemons may accompany pancakes, for lemon juice gives them a delicious

Batter No. 1.

Half a pound of flour, one pint of milk, two or three eggs, a pinch of salt, powdered sugar, fat for frying.

Make the batter as above directed; fry and serve with syrup or lemons.

Batter No. 2.

This is made without eggs.

Half a pound of flour, one pinch of salt, one pint of milk, four tablespoons of clean snow.

Mix the flour, salt and milk together until quite a smooth batter has been made. Let it stand for between one and two hours. Just before frying stir the snow in very lightly.

Savory Pancake No. 1.

Two ounces of flour, two eggs, half a teaspoonful of salt, a quarter of a teaspoonful of pepper, half a pint of milk, one small onion (chopped), one

teaspoonful of parsley and thyme (chopped), one teaspoonful of grated lemon rind.

Mix the seasonings with the flour, and mix this to a batter with milk and eggs.

Fry as usual and pile one pancake on top of another.

Savory Pancake No. 2.

Four ounces of flour, half a pint of milk, half a teaspoonful of salt, two ounces of grated cheese, two eggs, a little red pepper.

Prepare according to previous recipe. (None of the above recipes can be found in any cookery book that I have been able to consult.)

Lawrence Irwell.

It is the wise man who makes all the friends he can in this world. Sometimes they are a mighty good asset, while the man who is constantly enlarging his circle of friends is enjoying life every day as he goes along. Retailers ought to make friends of their employes. They'll get a good deal better work out of them by so doing, and the clerk today is the proprietor to-morrow. They ought also to make friends out of the jobbers and the traveling men whose aid may be very welcome when troubles come. In fact, the man who does not make all the friends he can, among respected men, as he jogs along the journey of life, is very foolish and nearsighted.

When a very young man is in love it is awfully hard to interest him in the things pertaining to the next world.

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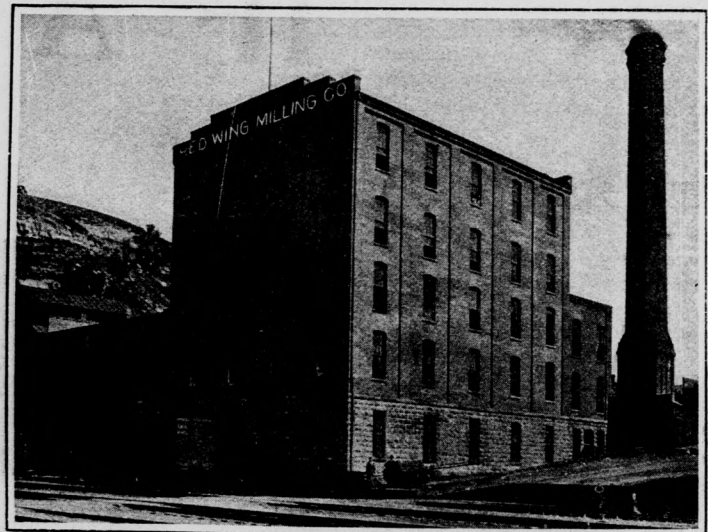
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ONLY A DREAM.

The Man Who Imagined He Had Five Millions.

Written for the Tradesman.

Did you ever think yourself to sleep on million dollar thoughts? Of course you have. You haven't told anybody about it because you don't want to be laughed at, but we'll bet a cooky you have, just the same. It was along about the first of the month, the bills had been coming in freely and when you had your bank book balanced you found that in some way you had made a mistake and didn't have as much money as you had been giving yourself credit for.

Goodness, what a shock that was to you. Again and again you figured up the amounts, as shown by the stubs on your check book, but unfortunately bankers somehow have a way of being right about those things and there it was, a little measly balance to your credit and enough unpaid bills to choke the life out of it and then some. It was nearly supper time—sometimes you referred to the evening meal as dinner but not to-night. Your soul was longing for the simple life—just a few fried potatoes, bread and butter and a cup of tea, and a dinner coat would rip itself up the back if forced to face a dish of fried potatoes. You sat down by your office window and looked out with unfriendly eyes upon as much of the world as passed before you. Across the street walked a man whom you had known from boyhood. One by one and at seemingly opportune times a distant relative had dropped by the wayside, each one leaving him a few thousands, which enabled him to cover up his business errors and also retain the respect of his banker, his wife and his butcher. Your thoughts were bitter. Why should this man, no smarter, not as clever in a business way as you—so you without hesitation admitted at least—why should he have money thrown at him and you be obliged to drag and push yourself along the financial precipice where one misstep—an operation for appendicitis or an extra piece of pie—spelled utter ruin. When you arrived home the welcome news awaited you that Johnny must have a new suit before he could enter school; that the maid demanded an extra dollar a week, otherwise she would leave you to starve; that the sewer was stopped up, last but not least, that your neighbors' hens had pecked the heart out of the only tomato on your vines, which tomato had cost you at least five dollars in cash and two thousand dollars in hard work and hopes. You ate your supper in silence. When your wife asked if you were sick, you said, "No, I'm all right," and there was a set look around her mouth when she replied, "You act it." You didn't tell her your troubles. What was the use? It would be just simply for the ten thousandth time going over income and expenses and at last butting up against the eternal proposition, "Well, we've got to live," but with two sighs attached to the statement instead of one. As soon as you could do so with any degree of decency you wrapped

the headache excuse about you and sneaked off to bed. You did not even light the gas. You wanted to be just as miserable as possible. You stumbled around in the dark, sneering in your mind at poor old Job for being such a baby as to whine over the few boils and other little unpleasant things that came to him. As you lay your head down on your pillow many little devils marched past the foot-board, each one bearing in his arms one of your life's mistakes, which with a grinning face he held up for your inspection. You rolled, you tossed, you tumbled, you pitied yourself, but more frequently and with more sense called yourself a fool, and then you lay quiet and commenced to make money; that is, you didn't really make it. You found yourself with it. First, it was a hundred thousand dollars, but that was foolish. The income from a hundred thousand dollars would not enable you to live as you wished to and you would not dare to spend any of the principal for fear old age would force you into a corner where, as they passed you, they would say, "Poor old man, he was quite well-to-do once, but he fooled his money away and he can't live very much longer anyway." And then you had five hundred thousand dollars. That was better, but you counted up and found you had twenty-three poor relatives and friends you wanted to help and after giving them enough to last them through, erecting your new house, the expense of running it, two new automobiles and getting your boots tapped you found the man with five hundred thousand dollars was really a poor man. Well, there was no use in making so many bites of a cherry, so you just thought yourself the richest man in town. You were worth five million dollars. You tried to invest it. Government bonds, of course, but suppose the Government should fail? Suppose—well, suppose, no, that wouldn't answer, too many eggs in one basket, you must invest a million or two at least in other ways, but you would have to have help, a lawyer or two, book-keepers, clerks, stenographers, etc., but wouldn't that tie you down pretty close? Certainly, there could be no vacations, no laying off for a day or two. There was too much involved. It meant hard work and worry, worry, worry. "Hurry down, Dad, Ma's baking the pancakes." You open your eyes. It is broad daylight and, as you lie for a moment with your hands under your head gazing at the slender green vine and little pink flower on the bedroom paper, you thank God it was only a dream, that you haven't got to eat, drink and think at a five million dollar gait, and when you go downstairs and your wife asks you if your headache is better you smile as you chuck her under the chin and say, "You bet," and you gleefully add to yourself, "My heart feels better, too." Beats all what a few hours' sleep and a little sunshine will do for a bad liver.

W. L. Brownell.

You may have a right to nurse sorrow for yourself, but you have no right to let its shadow fall on others.

How To Make It Easy.

If you wake up feeling bad
Scold your wife;
If the weather makes you sad
Scold your wife;
If your collar button slides
Into some dark nook and hides
As you move with angry strides
Scold your wife.

If the coffee's cold or flat
Scold your wife;
If your chop has too much fat
Scold your wife;
If you chane to get your sleeve
In the butter do not heave
Soft sighs or in silence grieve—
Scold your wife.

If your hat has gone astray
Scold your wife;
If you're late upon the way
Scold your wife;
If the day brings any loss,
If you fail to please the boss,
Journey homeward feeling cross,
Scold your wife.

Never mind what ills she bears—
Scold your wife;
Add your own to all her cares—
Scold your wife;
That's the way to get along,
She is weak and you are strong;
Every time a thing goes wrong
Scold your wife.

How He Got Even.

Cook—I told Dinks a funny story last week, but he didn't laugh. I got even, though.

Hook—How?

Cook—Last night I overheard his repeating it to a friend—then I had the laugh on him.

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PROCURING A PATENT.

Steps Necessary To Take In This Country.

The patent system of the United States is considered to be the most comprehensive of any of the countries of the world, and American inventors enjoy the distinction of being the most prolific producers of original ideas to be found anywhere. It is also a well-known fact that has been proved time and time again that no other class of investments offer like chances for profits as are offered by American and foreign patents secured upon inventions of demonstrated merit. It will be the object of this article to show in a brief and concise manner the necessary steps to be taken in procuring a patent in the United States.

The American law provides that "any person who has invented or discovered any new and useful art, machine, manufacture or composition of matter, or any new and useful improvement thereof, not known or used by others in this country, and not patented or described in any printed publication in this or any foreign country before his invention or discovery thereof, and not in public use or on sale for more than two years prior to his application, unless the same is proved to have been abandoned, may upon payment of the fees required by law, and other due proceedings had, obtain a patent therefor." All patents are issued in the name of the United States of America, under the seal of the Patent Office, and are signed by the Secretary of the Interior and countersigned by the Commissioner of Patents. They are recorded, together with the specifications, in the Patent Office, in books kept for that purpose. The fees and charges in taking out a patent are as follows:

On filing each original application for a patent, \$15. On issuing each original patent, \$20. In design cases: For three years and six months, \$10; for seven years, \$15; for fourteen years, \$30. On filing each caveat, \$10. On every application for the re-issue of a patent, \$30. On filing each disclaimer, \$10. On the granting of every extension of a patent, \$50. On an appeal for the first time from the primary examiner to the examiners-in-chief, \$10. On every appeal from the examiners-in-chief to the Commissioner, \$20. Copies of drawings usually cost \$5 a sheet.

The bare cost of obtaining a patent is \$35 for the Government fee and \$5 for a drawing, but in cases of a complicated nature the total cost of the patent will be more. How-

ever, the Government fees are the same in all cases. It should be borne in mind that the rules of practice of the Patent Office advise that the assistance of competent counsel will, in most cases, be of advantage to an applicant for a patent. The application papers comprise the petition, specification and oath, together with drawings, which must be filed in the Patent Office with the first Government fee of \$15. As soon as the application is filed the applicant is protected against the grant, without his knowledge, of a patent for the same thing to another person. The petition, specification and oath must be written in the English language. From the standpoint of the Patent Office it is desirable that all parts of the complete application be deposited in the office at the same time, and that all papers embraced in the application be attached together.

Applicants for patents should not forget that the actual value of a patent is measured by the character of its claims. On this point a well-known patent attorney says: "While formerly the impression prevailed to a great extent that the essential thing to insure protection was a patent of some kind, the manufacturing public has been educated to understand that the vital and all-important part of an invention is its claims. If the claims are narrow and restricted, the patent is comparatively worthless; on the other hand, if the invention is covered by broad and comprehensive claims, it will be found the patent is readily indorsed by manufacturers."

Before any inventor can receive a patent for his invention he must make an application therefor, in writing, to the Commissioner of Patents, and must file in the Patent Office a written description of the same and of the manner and process of making, constructing and using it, in such full, clear, concise and exact terms as to enable any person skilled in the art or science to which it appertains, or with which it is most nearly connected, to make, construct and use the same. In the case of a machine, the inventor must explain the principle thereof and the best mode in which he has contemplated applying the principle, so as to distinguish it from other inventions. The inventor must particularly point out and distinctly claim the part, improvement or combination which he claims as his invention or discovery. The specification and claim must be signed by the inventor and attested by two witnesses.

Inventors will do well to remember that a well-prepared specification and well-executed drawings greatly expedite the allowance of an application by the Patent Office, as the examiner is thus relieved of annoyance and unnecessary work in the examination of the case. A case which is poorly and incorrectly prepared entails upon the examiner much study and extra labor in determining just what the applicant is seeking to claim. Loosely drawn specifications and inferior drawings naturally have a tendency to prejudice the examiner in his actions.

An inventor has the right to call his invention what he pleases, provided he does not assume an already existing and popular name, to the prejudice of those who have pre-occupied the name. As a general rule, a single patent can not embrace two devices which are wholly independent of each other nor embody distinctive improvements upon unconnected machines. But where two or more devices relate to one subject or are connected in nature and operation, the courts have held that they may be secured by a single patent. A patentee can not claim in a patent the same thing claimed by him in a prior patent, nor cover what he omitted to claim in a prior patent in which the inventor was described, unless he reserved the right to claim it in a separate patent, and seasonably applied therefor.

An inventor who makes any new invention and desires further time to mature the same may, upon payment of the Government fee of \$10 and \$5 for a drawing, file in the Patent Office a caveat setting forth the design thereof and of its distinguishing characteristics, and praying protection of his right until he shall have matured his invention. The caveat will be filed in the confidential archives of the Patent Office and preserved in secrecy. It will be operative for the term of one year from the date of filing. If application is made within the year by another person for a patent with which such caveat would interfere, the Commissioner of Patents will deposit the description, specification and drawings of such application in like manner in the secret archives, and give notice thereof to the person by whom the caveat is filed. If such person de-

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GRAND RAPIDS, MICH.

sires to avail himself of his caveat, he must file his description, specifications and drawings within three months of the time of notification.

Patentees and their assigns and legal representatives, and all persons making or vending any patented article for or under them, must give sufficient notice to the public that the same is patented, by fixing thereon the word "patented," together with the day and the year that the patent was granted. When this can not be done owing to character of the article, it will be sufficient to affix to the package containing the article a like notice. Severe penalties are provided for falsely marking or labeling articles "patented."

A joint patent may be granted for a joint invention. When an invention is the result of the combined mental operations of two persons acting together, as neither can claim to be the sole inventor, the invention is joint and they are jointly entitled to a patent of the article.

The duration of a patent in this country is seventeen years. It is quite impossible to state with any degree of certainty the time required to secure the allowance of a patent. As all the various divisions of the Patent Office are considerably in arrears in their work, it takes from two to four months to procure a patent. Of course, when there is interference or other obstacle to overcome the time required to do this is still longer.

Every patent or any interest therein is assignable in law. There are three classes of persons in whom the patentee can vest an interest of some kind in the patent. The first is the assignee, who may have had transferred to him in writing the whole interest of the original, or an undivided part of such whole interest in every portion of the United States. The next is the grantee, to whom is transferred the exclusive right under the patent to make and use, and to grant others to make and use, the thing patented within and throughout some specified part of the United States. The third class embraces the licensee, to whom may be transferred a less or different interest than either the interest in the whole patent or an undivided part of such whole interest or an exclusive sectional interest.

In conclusion attention is called to a decision rendered by Justice Brown in 1892 in the Supreme Court of the United States, in which the following statement appears: "The specification and claims of a patent, particularly if the invention be at all complicated, constitute one of the most difficult legal instruments to draw with accuracy, and in view of the fact that valuable inventions are often placed in the hands of inexperienced persons to prepare such specifications and claims, it is no matter of surprise that the latter frequently fail to describe with requisite certainty the exact invention of the patentee, and err either in claiming that which the patentee had not in fact invented or in omitting some element which was a valuable or essential part of the actual invention."

H. G. Ward.

HONEST JOHN.

Dis trust the Man Who Wears That Sobriquet.

Twice within the week I have chanced to see newspaper accounts of the fall of "Honest John" Somebody, after years of immaculate integrity which had earned for them the sobriquet. Chief of these offenders was the cashier of a bank who for thirty years or more had enjoyed the confidence of every one who knew him.

Frankly I have little sympathy for anything but the lack of discernment on the part of the depositors in this bank. In my experience of men long ago I learned to look twice upon the "Honest" Johns, and Bills, and Jims, who have appeared on my horizon. I have learned to dislike the sobriquet quite as much as I have learned to distrust the man who bears it.

In my observation it is inconsistent with true honesty that a man should wear the badge of it upon his sleeve. At best honesty is a matter of social training. If there were only one man in all the world, theft would be impossible. Not until another person appeared on his horizon would the necessity of honesty appeal to the two of them in any sense. In just the proportion that populations crowd together this opportunity for theft increases and laws are framed to punish it. Over millions of square miles of rural communities in this country are scattered farmhouses in which lock and bolt never are turned against a possible intruder. Theft is a vice of the massed communities. It dies out largely under conditions which scatter these populations to the simple life.

When Australia first was made a penal colony for the thieves that evolved in the crowded cities of Great Britain, these first settlers scattered there learned the first real lessons in real honesty. It didn't pay John Smith to try to steal William Jones' sheep, for if he did James Brown might descend upon Smith some night and take both flocks! "Honesty is the best policy" became apparent, with the result that in a comparatively short time this original penal colony was up in arms, protesting against Great Britain's "dumping" her criminals there!

With honesty accepted as a matter of training and wider knowledge, the significance of the "Honest" John appellation becomes apparent. There is no John in christendom who would not have resented at first utterance the sobriquet of "Wise" John Somebody, or "Intelligent" John Somebody. He would feel instantly that however much truth lay in the adjective, it would be redundant to those who knew him, while it would be laughed at by those outside his acquaintance. He would be willing to let his wisdom, knowledge, and intelligence prove themselves.

To the honest man of this type, how impossible would be his acceptance of the cognomen of "honest!" It is in this type of man that the least discerning of men must read far more convincingly in his face the honesty that is in his heart! It is only

in the face and bearing of a man that one is justified in accepting, offhand, a mere evidence of honesty. Just as the conventional crepe on the arm of the man means nothing, unless face and bearing speak grief, so the honesty of the "Honest" John counts for naught.

Posing of any kind is incompatible with the possession of the thing for which one poses. In full possession of the reality, there could be no incentive to pose. It doesn't occur to the person that posing could be necessary or worth while. Always this posturing is prompted by the thought of covering up a weakness. Especially do the inherent virtues of men suffer from any form of exploitation.

To the young man I would say, don't pose! You can deceive no one but yourself, in the end!

John A. Howland.

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TODD'S LITTLE BELL.

How It Brought Slow Intellectuals To Attention.

Written for the Tradesman.

Todd walked into the cigar store on the corner and slapped a dime down on the showcase. Contrary to his expectations, the rattle of money did not attract the attention of the clerk, who stood at the back of the room watching a youth play the penny-in-the-slot machine.

"You almost got it that time," said the clerk, encouragingly.

"I guess your old machine is plugged," said the youth, sourly.

"Oh, the machine is all right," insisted the clerk. "Just watch me get a quarter's worth of cigars out of it."

He walked up to the cash drawer, changed a nickel for five cents, and went back to the machine. By this time another customer stood by the side of Todd, who was pounding the edge of his dime on the glass.

"Hey, there!" yelled the other customer.

"Come out of it!" cried Todd.

"In a minute," said the clerk.

Todd and the other customer waited. "It is always this way," said the other customer. "It is getting so it is almost impossible to secure attention in business places. I'm going to get a gun and fire it off before I attempt to give an order or say a word."

"You'd get pinched," said Todd.

The other customer grinned at being taken so literally and went out. Todd stepped into a hardware store next door and came back with one of the little bells the teacher has on her desk—a call bell, that one can carry in the pocket and ring by pushing down on a button. The clerk was still running the machine. Todd plunked his dime down on the showcase again and rang his bell, which was concealed in his coat pocket. The idea caught from the other customer seemed to work all right, for the clerk came forward and glared at him.

"What do you want?" he asked.

"Gimme a cigar," replied Todd, pushing the dime toward the clerk. "Sorry to wake you up, but I rather prefer this brand, and no one else in town keeps them."

"You're mighty fresh with your bell," snapped the clerk. "We used to put bells on jackasses, and it seems the practice is coming into vogue again."

Todd went out with his cigar and his bell and took a car. The conductor took his ticket and assumed a thoughtful expression when Todd asked for a South Main transfer. He stood a moment looking at Todd and then walked on up the aisle. Todd's hand was on his bell, but he decided to give the conductor another chance. He waited until the car was within a block of his transfer point, then walked up to the conductor and rang his bell good and hard. The conductor's eyes traveled around the car and the passengers looked reproachfully at Todd, but he kept the bell going until the conductor located the sound and glared at him.

"The next car goes to the foolish

house," he said. "How did you manage to escape from your keepers?"

"They are all putting the mental test on street car conductors," replied Todd. "If you've got a South Main transfer I'd like to get it."

"Padded room for you," grunted the conductor. "Now ring your little bell and play you're a locomotive on a crossing. Ta, ta!"

Todd left the car and walked over to the postoffice. The clerk at the general delivery window stood looking at a postal card.

"Two two cent stamps," said Todd.

The clerk continued his study of the card.

"Two two's," said Todd.

"What's that?" said the clerk.

Todd rang his bell.

"Do you belong with the trick monkeys down at the Bijou?" asked the clerk.

"Sure," said Todd.

"What do you want?"

"I've asked for two two's twice," said Todd.

Then he rang the bell again.

"I didn't know they let their freaks out in daylight," said the clerk, pushing the stamps through the window."

Todd mailed his letters and made six calls at six business places. At five of them he found it necessary to ring his little bell. The clerks were either deep in thought not connected with the present, or their brains moved so slowly that their lips uttered, "What's that?" before the words of the customer penetrated to the think tank.

"You'd be surprised," said Todd, speaking to a friend, "how many times one has to repeat an order or a remark before he receives attention. I don't know what's getting into people. If this sort of thing keeps on, every man, woman and child will have to carry a little bell like this one I have."

"Perhaps you speak indistinctly," suggested the friend. "Or perhaps you speak too quickly. The human brain, you know, is not always on the alert."

"Fiddlesticks!" said Todd. "I speak in an ordinary tone, and with proper deliberation. Now, if you don't believe me, come along with me to that policeman on the corner. I'll ask him a perfectly simple question, and you will see what he'll do."

"He'll probably run you in if you ring that bell on him," said the other. Heedless of this warning, Todd went and stood before the policeman and asked:

"W-h-e-r-e i-s t-h-e postoffice?"

The policeman lifted his heavy eyes, stared a moment, and said, "What's that?"

Todd pulled his bell, and rang it until people stopped and looked at the two, standing in the middle of the street. Todd stopped ringing in a moment and asked again:

"W-h-e-r-e i-s t-h-e postoffice?"

"Faith, an' it's not th' postoffice yees be wantin'," said the policeman, grabbing Todd by the neck. "It's th' foolish house. Come on!" And he dragged Todd to the patrol box and turned in an alarm. Todd tried to explain that he was only testing a

new scheme for getting attention, so he wouldn't have to repeat his questions.

"Faith, an' it's all th' attention ye'll need ye'll be gettin' up there," said the arm of the law. "Now get up wid th' dhriver an' ring the little bell of ye."

"I'll pay the fine willingly," Todd said to the police judge, later, "if you will designate some lawful method of waking people up, clerks and public service people in particular. Now, a fellow has to repeat about three times before he can receive attention. You try it some day." But the judge knew without trying, and remitted the fine. Todd is still carrying the bell.

Alfred B. Tozer.

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All Business Confidential

A CHEERFUL CUSTOMER.

Means To Be "IT" Whenever He Has Money To Spend.
Written for the Tradesman.

Every merchant knows the customer who swells up whenever he has the cash in his pocket. Every dealer also knows how tame this person is when he has to ask for credit. When he is in funds he rattles the money in his pocket as he gives his orders in a tone of authority, usually finding fault with both quality and price. There are plenty of men who can not be gentlemen as long as they have money in their pockets and the provision dealer has to do business with them.

One of this kind entered Hank's store Saturday and paused before the proprietor, chest out. His right hand was in a trousers pocket, and the musical ring of silver came therefrom.

"Say, Hank," said the customer, "I want a nice ham. Have you one with the smoke painted on it? I presume a ham that was really smoked over a cob fire would be worth its weight in gold these days. Kindly see that the liquid smoke is put on evenly. I don't like to bite into uncured spots. Do you buy this smoke in bottles and put it on, or is it done at the kill shop?"

Hank smiled and selected the finest ham in stock. It was farm cured, and he knew it, but what was the use of trying to convince the customer that it was the genuine article? The fellow had been reading about liquid smoke somewhere, and was only airing his alleged knowledge. Time and time again Hank had determined to light on the fellow like a hawk on a hen, but, after all, what was the use? All merchants have trouble with insulting customers, and he was able to stand his share.

"Oh, yes," continued the customer, in a moment, "wifey wants a couple of loaves of bread. Never mind that nice white bread that looks so swell on the table. We've been eating plenty of chalk lately. Gimme a couple of loaves padded out with sawdust and gypsum. Do you know whether the sawdust is pine or maple?"

"Mahogany," said the dealer. "We had some made especially for our trade. If you have any slices left over you can make jewel boxes out of 'em. We'll have a batch made out of sugar maple next week."

"Pretty good!" laughed the customer. "Didn't know you were setting up for a humorist! It's on the square about the painted ham, though. Have you some nice yellow butter, the kind with the beef fat mixed in so you don't know it is there? Yes, I mean the kind with butter color mixed through it, so the beef fat looks just like the product of the cow."

"We've got just that kind," said Hank, looking away to conceal the rage in his eyes. "We get it from a farmer who owns only one cow, yet sells fifty pounds of butter every week. Do you want it in rolls or poured into a can?"

"Say, but you're getting all to the good as a joker," said the customer. "Have you got a couple of dozen eggs fresh from the farm where no hens

are kept? I know that agriculturist quite well. He has a farm down by the East River, in New York, and pulls eggs out of a long, cigar-shaped machine. That machine is all right. Now, you take the hen. When eggs go up out of sight she stops laying. Gets lofty, and all that. But this machine—when eggs go soaring they run it night and day. I want a couple of dozen of that kind if you carry 'em."

"We've got 'em," replied Hank, packing two dozen eggs of the vintage of 1878 into a bag. "I think you will like 'em. If there's anything wrong with 'em send 'em back to the factory, and you'll get arrested by return mail."

"That's pretty good, too!" roared the customer. "Now, let me see. There's something else. Oh, yes, coffee! Have you some of this coffee made out of baked chicory? I don't like the coffee berry. Makes me have that all gone feeling. Nice fresh chicory is good enough for us. You see, Hank, if I order chicory I know that I will get it, and if I order coffee I know that I won't get it. What? Oh, you bet I know how to get what I want."

"Our chicory coffee is all out," said Hank, about ready to take a swipe at the customer, "but we have a nice lot of army bean coffee. They grind the beans up and press the mush into coffee shape. If you try real hard when you are drinking it, you can make yourself believe you are in a three-cent restaurant."

"I'll take some of that," replied the customer. "Get it out of the forty-cent bin, if it is all the same to you. You can fill the bin up out of the eighteen-cent box, you know. I know you fill 'em all from the same invoice, just as you sell twelve, fourteen and sixteen-cent kerosene out of the same barrel. Of course! Now, there was something else. Oh, yes, pork sausage!"

"How much?" asked Hank, getting back toward an ax helve which was sticking out of a barrel. "We have some home made sausage this morning."

"I guess I'll take two pounds," said the customer. "That is, if you've got the kind with flour in it. The last I bought here was doctored with corn meal, and when wifey got it fried we thought we were eating pancakes. If you've got the brand that's made out of graham flour I'll pay extra."

"All we have this morning," said Hank, "is the brand known as basswood. It is made in a country where there are no hogs, and is said to be very nourishing."

"I guess that is about all," said the customer, with a grin. "Oh, yes, I would like a little mustard. Well, I suppose I ought to ask for cottonseed meal when I want mustard, but I did not think. I want this kind you can eat with a tablespoon. If you have a brand with the ordinary bran of commerce dispersed through it, just put me out a couple of boxes. And pepper! If you've the kind made out of cocoanut shells, put me up a pound. I like that much better than the dyed corn kind."

Then the funny customer slipped on a wet spot on the floor, which had been carefully prepared for him by the delivery boy, and went bumping down through a trap door into the cellar, where he found himself sitting in a half barrel of soft soap which Ann Brophy had brought in payment of an account. After getting some of the soap out of his eyes he called out to the merchant.

"Hey, up there! Send down a section of the city scavenger department to dig me out of this! What kind of a deal are you giving me, anyway? Got an elevator running up to the next floor?"

"The elevator," said Hank, bending over the trap door and looking down on the customer, "is busy just now carrying land plaster to the top floor to mix with the buckwheat flour, but you can climb out if you want to."

"This is a sweet old mess!" howled the other.

"No," said Hank, "that is not a sweet old mess. It is soap you are in—soft soap. I'm sorry we haven't an adulterated soft soap for you to mix with, but that is all we have. We took that on account. Find it all right, don't you? Of course, if there was wood pulp filling to it there wouldn't be quite so much sting. You have our best."

"Get me out!" howled the customer, as other customers began to gather around the trap door. "I believe you did this on purpose."

"You're crazy," replied Hank. "I think too much of your custom to do a thing like that. Now you crawl out of the barrel and come up here and be weighed. I'm not going to give you all the soft soap you are soaking up in your clothes. How much did you weigh the last time—before you got a few cents in money and filled up with hot air? That soft soap costs money."

But the patron rolled out of the half barrel and went home by a back way. Perhaps he was thinking on the way that a profit of seventeen cents will not joy a merchant up so he will take any kind of abuse.

"That was a corker," laughed a man who had both seen and heard. "What is the game that chap handles to get a living?"

"Why," replied Hank, "that is the man who makes solid gold rings out of brass wire. He will sell you a

diamond as big as a pint cup for half a dollar. Take a cheap skate like that and it tickles him half to death to read in some newspaper that food-stuffs are being adulterated. Presently the man who makes solid sole taps out of ground leather will be in here asking about sugar with sand in."

And Hank stuck a cigar between his teeth and sat down to wait.

Alfred B. Tozer.

A woman forgets all her troubles when she is wearing a new hat for the first time.

Let thy goods praise thee and not thine own mouth.

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers

Send for our large catalogue—free

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220-222 Madison St., Chicago

STRIKE

while the iron is hot.

Don't wait until your business suffers or a member of your family falls ill. Order that telephone NOW.

"Use the Bell"

IT PAYS

CALL MAIN 330



Increased Sales means more dollars in the grocers' cash till.

Holland Rusk

(Prize Toast of the World)

produces that result.

Positively salable, because the goods are palatable, nutritious and popular—knowledge of this inspires the public to buy.

Large Package Retail 10 Cents.

Holland Rusk Co.

Holland, Mich.



PARLOR FURNITURE.

Grand Rapids Rapidly Coming To the Front.

As a furniture producing center this city's greatest pride is in its case goods, by which is meant bedroom suits, sideboards and other furniture of similar construction. As a manufacturer of fine parlor and upholstered goods, however, Grand Rapids is rapidly coming to the front and the prediction is freely made that the time is not far distant when this city's rank will be as commanding in parlor goods as in case work. It is certain that the city has made splendid strides forward in recent years, and as compared with five years ago those in the trade declare that the quantity of goods sold has increased eight to ten fold.

In the earlier day Nelson, Matter & Co., Berkey & Gay and the Phoenix did upholstering for the local trade and there were a few small shops around town. Mueller & Slack was the first exclusive parlor goods manufacturers to locate here. Retting & Sweet, or what is now known as the Retting Furniture Company, came next. About ten years ago Chas. S. Paine, who had been manufacturing bedding, turned to couches and then to parlor goods. The Century, the Grand Rapids Upholstering Company, Sweet & Biggs and the Creswell-Keppler Co. are later comers into the field. The Stickley, the John D. Raab and the Michigan Chair Company and some of the others do some upholstering, but with them it is incidental rather than the main thing. The Luxury Chair Co. produces a specialty in upholstery, and the Grand Rapids Parlor Frame Company manufactures the frames of chairs, couches and davenport for others to finish and upholster.

Summarizing the situation this city has seven parlor goods manufacturers, three concerns that produce more or less in upholstered goods, one specialty manufacturer and one parlor frame concern. These concerns have all been showing tangible evidences of growth and prosperity, and it is easy to believe that business with them has been on the increase.

During the January opening the strength of the Grand Rapids lines was shown by the fact that five of them exhibited in their own factory show rooms instead of taking space in the down town exposition buildings, and a sixth would have done the same had there been available room for exhibition purposes.

Several large parlor goods houses at other manufacturing centers, including the Mayhew, of Milwaukee, the Medicus, of Brooklyn, and the Colie, of Buffalo, showed their samples here in January for the first time, and the fact that they came here with their lines is in itself a high tribute to the growing strength of Grand Rapids in this class of goods. These outside concerns sent their choicest wares for exhibit. A careful comparison of the outside lines with those produced here leaves a strong impression that if Grand Rapids has not already attained to first place in fine

upholstered and parlor goods it is at least very near the top. In artistic merit, in fine workmanship, in grace and in character, whether in original compositions or reproductions, the Grand Rapids goods will stand comparison with the best the outsiders produce, and the Grand Rapids standards are steadily going higher.

In parlor goods English types rather than the French predominate. The manufacturers of tapestries, plushes and other coverings have caught the spirit of the period era and produce their fabrics in colors and designs to correspond with the type in which the furniture is made. We no longer see a Louis XV. tapestry on an Elizabethian chair, nor a Colonial fabric on a Chippendale frame. The furniture is true to type in its covering as well as in pattern. The period effects are carried still farther. The makers of wall paper, of draperies and of carpets have adopted the period idea, and the house furnisher can now carry any particular fancy to its last conclusion. This desire to make things true to type is causing a revival in the manufacture of the old fashioned hair cloth as a covering for chairs and couches.

One of the interesting developments in recent years is that of the twin bed, that is, two narrow beds of duplicate design instead of the single full width bed. The twin beds have been in the market for several years, but so recent as five years ago the demand for them was comparatively limited, and not many were manufactured. The doctors, the sanitary sharks and others have been diligently preaching the single bed, and to such good purpose that nearly every high priced suit is now offered in either style, twin or full width. The greatest trade in the twins is still confined to the large cities, but the fashion is rapidly spreading to the small towns and the rural districts.

The twin bed has given birth to another piece of bed room furniture, the somnoe, which is a low cabinet or stand to be placed between the beds at the head and upon which to place a lamp, glass of water or articles that may be needed in the night. The somnoe is a convenience rather than a necessity, but it adds to the finished appearance of the bedroom.

Chas. S. Paine has picked up many rare bits of old parlor furniture in his travels, chiefly in junk shops and second hand stores, and some of these he has reproduced and others he will make use of as models in the future. He is an expert in material, workmanship and design, and the wear and tear of years and the delapidation that accompanies the descent of a chair from parlor to junk shop does not hide from him the original beauty of the article. Some of his "finds" that have been reproduced have met with great success. One of his recent acquisitions is an old washstand of solid mahogany, which he found while hunting last fall in the kitchen of a backwoods

farmer. It had been used as an ordinary kitchen washstand and was badly dilapidated. Carefully preserving the design he will restore its old finish and it will make a beautiful piece of furniture, not for the kitchen, but for the bedroom or the boudoir.

Two of the Grand Rapids furniture designers are now in Europe to obtain ideas and inspirations for the fall goods, to be brought out in July. Two other furniture men representing the management rather than the art department are also in Europe, and a third plans to go soon. Trips to Europe cost money, but Grand Rapids has won its pre-eminence by not hesitating at expense. There is nothing like first hand study of the best works of the world's great masters to improve style, and it is by such means that the Grand Rapids designers maintain their standards. Since the Colonial patterns have come into favor Grand Rapids designers have invaded all sorts of places in the South and East in search of models. Ordinary furniture men have been content to tread the beaten path, to make use of such materials as can be found in the public museums and art galleries, or in the semi-public private collections. Books and art journals more often than original work furnishes them with their ideas. The Grand Rapids designers, however, go to the fountain heads for their inspirations. They have traveled into the small towns and crossroad settlements, all through the Colonial districts, and in their search for fine old furniture have invaded strange parlors and ransacked queer attics, to say nothing of junk shops and second hand stores. They have found many gems in Colonial furniture making. Some of these they have bought, some they have borrowed and some they photographed as the last resort. And using these as models the Grand Rapids manufacturers lead the country in purity of design and artistic merit.

It has been suggested that Grand Rapids have an art gallery or museum, where the finest specimens of old furniture could be exhibited. In theory this would be fine, but before too warmly endorsing the idea it might be suggested that much of the ancient furniture uncovered by the designers in their searches for models, especially when found in junk shops, attics and out-of-the-way places, is far gone in dilapidation, with legs and arms broken, backs disjointed and the front covered with the scars of time. They may retain their lines of beauty, but in the condition in which the furniture is found it requires the eye of the artist to detect them, while to ordinary mortals they look like wreckage. A furniture museum or gallery would be very suggestive of a furniture hospital or junk shop, and very few of the visitors to the place would appreciate the treasures that might be displayed. Furniture, also, is bulky and much room would be required for even a moderate exhibit. Still another difficulty, so far as the Grand Rapids

manufacturers are concerned, is that when a piece of furniture is displayed in a public museum its design becomes public property, which any manufacturer may reproduce. What the local manufacturers are always striving for and most ardently desire is exclusive patterns, and this can only be attained by keeping their models under cover.

A Direful Picture.

The preservation of forests is a matter of the utmost importance to this American nation. In the last decade there has been the most abominable waste in this direction with very little building up. It has come to a point where a halt is not only necessary but where the future should be thoughtfully considered. Here is the way Success puts it:

"Do you begin to see the picture? Can you imagine what it will be in thirty years?"

"The lumber business, now the fourth largest in America, will be the first to fail. Thirty-three thousand establishments will immediately close their doors. At the same moment more than half a million employes will be thrown out of work; they will be joined by a million in the allied trades—coopers, joiners, carpenters, planers, wall-paper makers; then another million from the trades indirectly affected. It will be such an army of unemployed as was never dreamed of in the world's history.

"The mines will fail. There will be no coal, no iron, no steel for the skyscrapers, no steel for rails. The railroads will go out of business. Without transportation facilities the farmers will be unable to market their crops, already diminished by uncontrolled drought and flood. As our national prosperity depends upon the railroads and the crops, there will be no prosperity. In its place poverty—the poverty of China, Greece, Syria, Dalmatia.

"This, or something very like it, is the picture of this great land of ours when the forests fall. And it will be more than a mere picture. Unless you decide to act it will become grim reality."

This is such an overdrawn pessimistic picture that it probably is an attempt at facetiousness. However, the failing of the lumber business would mean an awful blow to the country, and even seriously crippling it would prove very disastrous. That big trade, however, stands no danger of suffering right away, but there is no doubt that such havoc is being wrought with the forests as to make the matter one that should receive more national and state attention than is devoted to it. Tree planting should be more generally and more extensively indulged in.—Stoves and Hardware Reporter.

Hard Luck.

Cannibal's Cook—That last fellow we caught is enveloped in a suit of armour.

Cannibal King—Let him go. No canned meat for mine.

Many a man thinks he is a saint because he has dreams of Heaven every Sunday.

The Preservative Question Settled

The Referee Board of Consulting Scientific Experts, appointed by the U. S. Secretary of Agriculture by direction of President Roosevelt, after most exhaustive and complete investigation says that SODIUM BENZOATE (Benzoate of Soda) in small or LARGE amounts is WITHOUT deleterious or poisonous action and is NOT injurious to health.

That the admixture of Sodium Benzoate with food in small or LARGE amounts has NOT been found to injuriously affect or impair the QUALITY or NUTRITIVE value of such food.

“Williams” Food Products Are Pure

Made from fresh and sound fruits and vegetables. The BEST of everything.

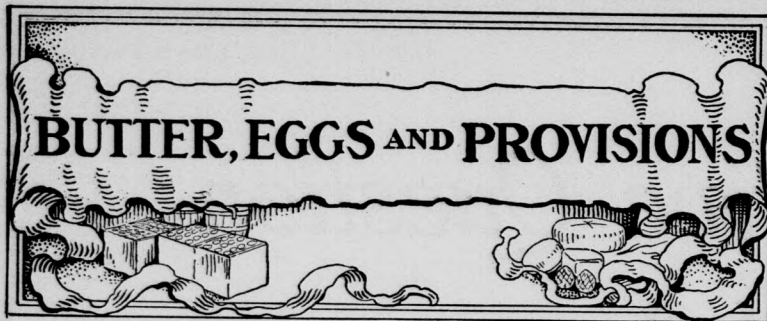
Sweet and Sour Spiced Pickles, Tomato Catsup, Jellies, Preserves, Fruit Butters, Relishes, Vinegar and many others.

Made in a CLEAN, MODERN, SANITARY establishment.

The Williams Bros. Co.

Picklers and Preservers

Detroit, Mich.



Observations of a Gotham Egg Man.

So far as the immediate local conditions are concerned the egg market appears to be in a stronger position now than it has been at any previous time this season, simply because the past two weeks of light receipts have permitted a very material reduction in the reserve stock which previously accumulated under speculative holding, and the use of which has lately been necessary to supply actual needs.

For some time prior to the early part of last week trading in the wholesale market was quite dull, as a rule, and there was a general impression that the actual consumptive demand had fallen to very small figures—much smaller than the showing of weekly trade output for January as indicated by the figures of last week. Naturally, as the consumptive trade has been steadily decreasing since November, it is to be supposed that the present weekly consumptive needs are less than the average for January, but they could not fairly be judged by the dulness in the wholesale market, because dealers and retailers have very generally been working down their stocks in anticipation of larger supplies and lower prices. The average weekly output from the wholesale market during January figured about 52,000 cases.

While the output of eggs from the wholesale market was evidently increased somewhat last week, it is not likely that dealers were buying materially ahead of their current requirements, and there is every present indication that they will need to buy as many this week unless their requirements are checked by higher prices. There is also a prospect that out-of-town markets may be dependent upon us for rather more stock than heretofore, so that it seems quite possible that we may be actually short of eggs for current needs by the end of the current week unless we realize an increase of receipts in the meantime.

At the same time the conditions in the country have lately been favorable to a better production and if there should be any signs of a material increase in shipments there would undoubtedly be a pressure to get prices down even if a temporary shortage should occur. It is an interesting race at the present time and the appearance of a severe cold wave with stormy conditions in the West at the close is adding to the compli-

cations and increasing the natural strength of the position.—N. Y. Produce Review.

Mistakes Some Grocers Make.

Keep a systemless arrangement of stock.

Allow loafers in or near the store.

Always advertise that they have the cheapest prices and forget that few stores can afford to have the reputation of being the cheapest store.

Always complain about dull business and hard times.

Talk up medium and poor goods too strongly.

Answer foolish questions gruffly.

Talk politics in the store.

Force articles on customers which they do not want.

Do not display their goods in such a way that customers may know what they have to sell, the consequence being that customers send away for goods they could buy at home.

Underestimate the value of neat advertising phrases and price marks in the store and windows.

Are too shy about getting well acquainted with their competitors and co-operating with rather than fighting for the sale of every trifling thing.

Buy too heavily just to make salesmen think they do more business than they do, something which never fools a well informed salesman.

Show favoritism in waiting on or in the treatment of customers.

Forget that prompt service and the prompt delivery of goods are as important as the character of the goods themselves.

Do not order goods promptly enough so as never to be out of everyday sellers.—Grocers' Magazine.

Mail Order Prosperity.

The financial statement of Sears, Roebuck & Co. shows that the sales for the six months ending January 1 amounted to \$22,000,000, against \$48,000,000 for all of the year preceding. But the company has made more money—enough to pay its 7 per cent. dividend on the preferred stock of \$9,750,000 and justify the first dividend of 1 per cent. on the common stock, amounting to \$30,000,000. Their earnings were about 9 per cent. on the turnover. The big mail order house has apparently done less business but made more money, which would indicate that it believes in getting more for the goods sold. The preferred stock is above 100 and the common has gone to 56 as the result of the showing which has been made.

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.

We have the price.

We have the sort.

We have the reputation.

SHIP US YOUR FURS

Crohon & Roden Co., Ltd.

37-39 S. Market St. Grand Rapids, Mich.

YOU Should send us your name immediately to be placed on our list for Xmas catalogue of post cards and booklets.

Suhling Company, 100 Lake St., Chicago

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.



Ground

Feeds

None Better

WYKES & CO.
GRAND RAPIDS

**We Do Printing
For Produce Dealers**

EGGS

Rush them in before market declines. I will give top market price day of arrival or make you a price by phone or mail for immediate shipment.

I also want Poultry, Veal and Hogs

I have some good egg cases and fillers almost new. Price with good tops complete, 18 cents f. o. b. Grand Rapids.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

Golden Flower and Golden Gate

Redlands California Navels are the best brands in the market.

We are sole distributors for Western Michigan.

The Vinkemulder Company

Wholesale Fruits and Produce

Grand Rapids, Michigan

BUTTER

is our specialty. We want all the No. 1 Dairy in jars and Fresh Packing Stock we can get. Highest prices paid for eggs. Will give you a square deal. Try us. Both phones 2052.

T. H. CONDRA & O.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

Our Slogan . . **BUY BROOMS** Before the next advance.

Write or phone for best prices to

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.

New York Greenings and Baldwins

Get our prices

M. O. BAKER & CO.

Toledo,

Ohio

Custom Tanning

Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

H. DAHM & CO.,

Care E. S. Kiefer's Tannery.

Phone Cit. 5746

Grand Rapids, Mich.

The Perfection Cheese Cutter

Cuts out your exact profit from every cheese Adds to appearance of store and increases cheese trade

Manufactured only by

The American Computing Co.

701-705 Indiana Ave.

Indianapolis, Ind.

Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining all the buckwheat taste. Insist on getting Wizard Buckwheat Flour. Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

CUTTING PRICES.

Why the Practice Is To Be Explored.*

For the purpose of clearing the ground for this discussion—and I intend it to be a serious discussion—let us see what we mean by these terms.

Is the practice of cutting prices immoral?

A merchant can not be said to "cut prices" simply because he sells goods at a small margin, neither if through fortunate or shrewd purchase he acquires a block of goods at considerably below the regular market and at a quick sale turns the purchase into cash at a profit, even although the prices he sells at are less than his competitors are offering similar goods; neither if he finds himself overstocked and rather than carry over his goods to another season closes them out without profit.

All of these transactions are within the practice of honorable and proper merchandising. "Cutting prices," however, as usually understood, carries with it entirely different motives.

The "cutter" buys staple goods, such as his neighbor competitor buys, pays as much for them and sells them without profit. Why? To induce his neighbor's customers to leave and come to him; to, if possible, embarrass and destroy his competitor.

Now, I think we shall understand what, for the purpose of this discussion, is meant by cutting prices.

What do we mean by immoral? Anything that tends to degrade is immoral. The Century Dictionary gives as one of the meanings:

"Contrary to good order or public welfare. Inimical to the rights or common interests of others."

Therefore, if cutting prices is degrading, or contrary to public welfare, or inimical to the rights of others, it is immoral.

Let us consider an instance that you will all recognize as typical as to the effect of cutting prices:

You grocers will all remember when several years ago the corn syrup business, which always had been a bulk business (the dealer bought it in barrels, sold it to the customer in jugs, etc.), changed to a package business and the syrup refiners began putting up five and ten gallon kegs, which sold at so much per package. These packages sprang into great popularity. Trade in them was large and competition was keen. Presently some shrewd—I did not say honest—dealer (I did not say whether wholesale or retail) thought that if he had his syrup put up in four and nine gallon kegs he could undersell his competitor and get the business under the guise of cutting prices.

You all know how it all ended. At last these erstwhile five gallon kegs contained only two gallons and the farce continued until the refiners changed to a two, five and ten pound basis of packages, by the use of which fraud could be easily detected.

This is simply illustrative of the

*Paper read by James S. Smart at annual convention Retail Grocers and General Merchants' Association at Bay City.

lengths to which competitors are many times driven by cutting prices and we all must agree that this is degrading.

When a dealer buys full weight and first quality goods and persistently sells them without a reasonable profit he means to injure if not destroy his competitor.

This is the method by which some of the great so-called trusts have driven their competitors to surrender or defeat, and which has been so severely condemned by students of sociology in recent years.

It is coming to be understood to be discreditable to your line of business if your competitors as well as yourself do not prosper in it. Something must be wrong with your methods if others can not succeed in the same line by honest and intelligent effort.

It is to your interest that your competitors shall prosper. We are all interdependent upon each other.

That is the reason why associations like this are hopeful signs of the times.

If you did not wish to live and let live you would not be here counseling with each other for the improvement of trade conditions as a whole. Cutting prices has made dishonest merchants. Cutting prices has made bankrupt merchants. Cutting prices has kept down wages. Cutting prices has deprived honest, hard working people of their capital, yes, their very livelihood. Is this contrary to public welfare? Is this inimical to the common interests of others?

If it is, it is immoral. We have too much in the past considered merchandising a race in which the winner has not only the right but the privilege of exulting over the loser.

We must look upon our calling as an honorable service to the public for which all are entitled to a reasonable return.

But someone says, "If we can not cut prices how can we develop and grow? There would be no competition and business would be dull and uninteresting."

There is a sort of competition that is uplifting as well as one that is degrading. I think we have seen that competition by cutting prices is degrading; but a competition of affability, of reliability, of neatness, of dispatch, of intelligence as to what we have to sell—all these are uplifting and leave scope for individual activities. It is not necessary that every one should sell goods at the same price, but it is necessary that all should sell at a fair price.

We should become scientific salesmen. An authority has said that scientific salesmanship consists in selling the goods that you have to sell at a profit. Selling goods without profit is not salesmanship.

I think this is a good gospel. I believe that any man that works should have a fair return for his service.

I believe that any man that works and furnishes capital should have a fair return for his work and for the use of his capital.

I don't believe it is a good thing for the worker to lose his wages or the capitalist to lose his capital.

Therefore, I have no use for the price cutter, whose methods tend to bring about both of these conditions. He brings disaster to himself as well as to those around him.

I have in mind a case where a merchant doing a large business took more delight in causing his competitors annoyance and loss than in making a fair return for himself.

This man had excellent opportunities. He was backed by more capital at one time than any of his competitors. He possessed excellent executive ability. He had had a firm business training.

He did millions of dollars' worth of business in his time. But he was a price cutter. He advertised to undersell all his competitors and did so many times.

He failed three times.

Innocent parties lost money that they had intrusted to him in the form of credit and invested capital.

To-day, in his old age, he is practically in poverty and has nothing except the memory of the discomfiture that he gave his competitors.

While I sympathize with him, yet I can not but feel that he has only himself to blame.

Go forward with your association work. Employ better methods, cut off abuses, co-operate for higher business ideals. It will make you better merchants, but what is more important, it will make you better men.

No man needs our pity more than he who is indifferent to the sorrows of others.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

Egg Cases and Egg Case Fillers

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand. We would be pleased to receive your inquiries and believe we can please you in prices as well as quality. Can make prompt shipments.

L. J. SMITH & CO.

EATON RAPIDS, MICH.

For Potato or Bean Bags

write to ROY BAKER, Grand Rapids, Mich.

Bags of every description, both new and second hand.

Wanted===Beans

Send us your samples and offerings.

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seed and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

BEANS AND CLOVER SEED

We are in the market for both. If any to offer, mail samples and we will do our best to trade.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

THE SIXTH ANNUAL.

Full Attendance at Bay City Convention.

The sixth annual convention of the Retail Grocers and General Merchants' Association, which was held at Bay City last week, was well attended. The initial session of this convention was held Tuesday afternoon. President De Bats, of the Bay City Association, called the convention to order and introduced Rev. M. A. Graybiel, who delivered the invocation. Mayor Hine was next introduced and Mr. De Bats presented him as "the oldest butcher in Bay City."

"I am glad to welcome you all here," said the Mayor. "We are glad always to see strangers and there is nothing you may wish that we can give you but what is yours. As grocers and butchers your deliberations should be of importance to your respective communities, and I hope that this meeting in Bay City will be productive of good. For the rest, enjoy yourselves. I have been in the meat business here for many years, the oldest butcher, I think, in Bay City. I know some of these fellows pretty well and when your business hours are over and you turn to fun I guess about all that will be necessary will be to follow in the footsteps of Mart De Bats and George Gougeon. I know from experience they can go some."

President F. W. Fuller and First Vice-President Currie made brief responses, in which they thanked the Mayor and the local Association for the warmth of their reception. Mr. Currie declared he appreciated especially the wit of the introductory speeches, the wit being expressed by its soul, brevity.

President Fuller then read his annual address, which was published in full in last week's issue of the Tradesman.

Secretary Percival then read his annual report, as follows:

In making this my sixth annual report in the eleventh year of our existence, I want to congratulate the members, the wholesalers, manufacturers, and other friends for the interest they have taken in the work of the Association. It is pleasing to me to know that the work commenced by a few has grown to such proportions as the State Association at the present time shows. In the coming year, I can see that we will have a large increase in the number of associations and members. From what I can learn from the different secretaries, the attendance will be larger this year than ever before, the associations sending more delegates and the unaffiliated towns waking up and coming to the convention to take part in the deliberations of the meetings.

I think that with the number of matters coming up for discussion at this convention, the merchants all over the State are waiting to see what can be and will be accomplished for them and that will have a tendency to draw them into association work.

In organization work I have not accomplished as much as I desired, owing to different reasons and to the peculiar conditions existing at some of the places I visited. During the past year, I attended meetings of the Detroit, Bay City, Grand Rapids, Saginaw and Sault Ste. Marie associations and found them all doing nicely and the meetings well attended.

On my trips throughout the State, I visited the following towns and organized several of them into strong associations, and I expect that nearly every town will be represented here at this convention: Breckenridge, St. Charles, Vicksburg, Mendon, Three Rivers, Cassopolis, Niles, Leslie, Mason, Lowell, St. Clair, St. Ignace, Gaylord, Grayling, West Branch, Wyandotte.

On Dec. 8, the Sault Ste. Marie Association held a large meeting and banquet, which almost every grocer in the city attended and much enthusiasm was manifested and they expect to have all grocers in the city become members.

On January 21, I addressed the merchants of six towns at the city of Wyandotte at a banquet given by the merchants and professional men. They have 160 members in their association and the Secretary says they are still joining. They have a fine collection and reporting system in the association. Besides taking care of the business of the members, they are working for the benefit of the several towns represented in the association. I think this is a good point for the small towns to look into and organize those that are near to one another.

The associations this year have been prompt in paying their per capita tax and the following is a list of those having paid for 1909:

Members	
Albion	15
Jackson	48
Bay City	44
Sault Ste. Marie	18
Detroit	160
Traverse City	54
Saginaw	60
Port Huron	32
Jonesville	12
Coldwater	10
Ann Arbor	26
Lansing	40
Imlay City	25
Nashville	14
Davison	11
Ypsilanti	9
Lake City	18
Flint	40
Yale	8
Vicksburg	27
Clinton	14
Armada	22
Kalamazoo	40
Grand Rapids	80
Charlotte	12
<hr/>	
	839
Honorary members	38
Individual members	60
<hr/>	
	937
Those in arrears for 1908 are:	
Manchester	16
Quincy	29
Adrian	26
Manistee	30
Mendon	15
Leslie	10
Three Rivers	15
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In looking over the records, I find that the following towns were organized, but for some reason have not paid their per capita tax for the past two years:

Reading	18
Lapeer	14
Mt. Pleasant	13
Sunfield	16
Shepherd	29
Brown City	24
Alpena	34
Decatur	19
Capac	12
Hastings	10
Saline	31
Owosso	20
Hudson	15
Marcellus	15
St. Louis	20
Gagetown	12
Alma	27
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	329

These towns should be gotten back into the fold and, as delegates from

most of them are expected to be here, perhaps something can be done to get them into line again.

The financial statement of money received and disbursed is as follows:

Receipts.	
Cash in treasury	\$ 49.84
Received for individual members	60.00
Received for honorary members	380.00
Received for per capita tax	206.00
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	\$695.84
Disbursements.	
Paid last year's bills	\$ 66.99
Voted to Secretary	200.00
Telegrams, telephones and express	4.25
Postage	61.05
President's expense to Boston	75.00
Printing and stationery	94.05
Secretary's salary, 28½ days @ \$3	85.50
Secretary's hotel bills	32.45
Railroad fares	61.39
<hr/>	
	\$680.68
Balance on hand	\$15.16

This year we have no back bills and have a small balance in the treasury.

In regard to the future, I would ask the Association to take the necessary steps to increase our finances, so that the work of organization may be carried on more successfully.

Before closing my report, I wish to thank the wholesalers and manufacturers who have kindly given us their assistance by becoming honorary members of the association.

I also wish to thank the officers of the Association and the trade papers for the assistance they have given me in furnishing the objects of this organization since I have had the honor of holding the office of Secretary, and hope in the next year to see good work accomplished and our membership increased, so that we will be represented in every town and city in the State.

John A. Green, Secretary of the National Association, then read a paper on *Parcels Post*, which is published in full in another portion of this week's issue.

Paul F. Treanor, former police commissioner of Saginaw, and one of its well-known grocers, spoke at some length with reference to co-operation and how it had helped Saginaw retailers and how co-operation between Saginaw and Bay City was now showing results.

"Why, every delegate here, no matter where from, knows how we up in Saginaw and our friends down here scrap like tom cats. But we can carry on our scraps amongst ourselves, sort of a family affair, you know, and the Lord help whoever tries to step in. But when it comes to the common good, we're co-operating, as we are on the proposed Saginaw River improvement, which will mean gain and profit to every merchant and manufacturer in both cities. Alone, neither of us could do anything; together we are doing something."

"As an illustration of what Saginaw retailers have done, by co-operation, I wish to cite a few prices. We now have a card price system of a number of staple articles on which we were four years ago either making nothing or losing money because of the fighting amongst ourselves. We sold a \$6 barrel of flour four years ago either at cost or at a loss of from 10 to 20 cents and tried to make up the loss on other goods. To-day we sell the \$6 flour, depending upon the make, from 60 to 90 cents profit, an average gross profit of about 12 per

cent. The average cost of conducting a grocery store is 15 per cent., so we're still making no money on flour, but 12 per cent. is better than 2 or 3 or no per cent. at all. Four years ago we sold oil at 9 cents per gallon and paid 8 cents. Handling oil at 9 cents was selling it at a loss because 1 cent on the gallon didn't pay storing, delivery, leakage and the spoiling of other goods that are always more or less an accompaniment of oil. Now we sell at a uniform price of 12 cents per gallon and it just about breaks us even. Package coffees four years ago were sold at various prices, nearly every one at a loss. Now we have uniform prices and have them up to the point where we are at least not losing money on package coffees. It's the same with sugar: we still have once in a while grocers who sell at a losing price for the sake of getting the other orders in combination, but as a rule we get a uniform price which, while it gives no profit, allows us to break even.

"For myself, I would like to see a fair, honest profit on every article; not a loss on one article and a big profit to make upon another. That condition we are striving for and when the public understands this, I believe it will be perfectly satisfied."

Tuesday evening the visitors were the guests of the local association at a Dutch lunch in the Arbeiter hall, west side, where they were entertained until a late hour. A varied program was arranged outside of all the physical accompaniments of a Dutch lunch. Dick Fitzgerald and Kid Lewis boxed three rattling rounds in an exhibition sparring match; "Big Jim" Fox and his little brother Alsa were there with a brand new selection of songs, imitations, piano solos, etc.; De Remer's orchestra furnished music; Harry J. Daily told French and German dialect stories; Postmaster Lusk spoke and sang "Michigan, My Michigan;" Alderman Walter Watt made a brief address and John Carroll made a short speech relative to the wicked commission man and his deeds. Then there were extemporaneous speeches, songs and story telling, to say nothing of a constant flow of refreshments and cigars.

Wednesday's Proceedings.

The convention was slow in getting down to work Wednesday morning—too much Dutch lunch, explained members who came straggling in—and most of the time was spent listening to short talks on credits. The special committee on grocers and butchers' mutual fire insurance, J. C. Curtis, chairman, reported that it was ready to recommend a plan for mutual insurance to the convention. The subject has been up at several conventions and each time has failed of adoption. The committee did not venture to recommend adoption, but it outlined a plan and submitted that.

CASH CARRIERS

That Will Save You Money
In Cost and Operation

Store Fixtures and Equipment for Merchants
in Every Line. Write Us.

CURTIS LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

There was considerable sentiment in favor of the insurance plan and considerable stiff debating took place. When it came to a vote, however, the entire matter was laid on the table.

The majority of the grocers believe that a mutual insurance plan will not, under present conditions, be of much benefit. There are scarcely enough grocers in the association, it is felt by some, to warrant the assessments that might be possible should there be a streak of bad luck.

A telegram was received from Fred Mason, of New York, announcing his inability to be present at the convention.

At the afternoon session the Grand Rapids delegation presented a special resolution pledging the Association to work for the removal of the 10 cent per pound tax on oleo imposed by the Federal Government in addition to the license paid by both the manufacturer and the retailer. The resolution declared that by removing the tax on oleo, it would be so cheapened that many more people would use it; that the price of butter would therefore be forced down; that the government would lose little or nothing for the reason that the increased consumption would make its sale and manufacture more general, bringing in probably sufficient new license money to make up for the loss of the tax.

F. N. Olmstead and M. L. De Bats, of Bay City, indulged in a short debate on the matter. Mr. Olmstead wanted the matter referred to the Resolutions Committee, but the Resolutions Committee, through one of its members, promptly announced that the Committee had already decided to throw the oleo tax question into the convention. Mr. De Bats wanted the resolution decided one way or the other, as he believed in the removal of the tax and the benefits to follow. On motion of Mr. Olmstead the resolution was referred to the Resolutions Committee and made a special order of business for 10 o'clock Thursday morning.

Guy W. Rouse, President of the Michigan Wholesale Grocers' Association, who came over from Grand Rapids to attend the convention, asked the grocers and butchers to support especially the pure food bill and the bankruptcy law amendment, which is to be passed upon by Congress shortly. Mr. Rouse said that the bankruptcy law, as it is to-day, is a good law, one that works for the best interests of commercial interests, but that one feature alone should be remodeled. The law does not contemplate, he said, that a citizen should incur bills for his honest household expenses and permit him to escape under the bankruptcy act. As it is now, a man may "get" into half a dozen or dozen grocers and butchers and then go into bankruptcy, clearing himself of from \$200 to \$500 of grocery and meat bills for \$50.

James S. Smart, of Detroit, then read a paper on Price Cutting, which is published in full elsewhere in this week's issue.

J. W. Symons, of Saginaw, spoke briefly upon raising the level of the retail merchants standing. The re-

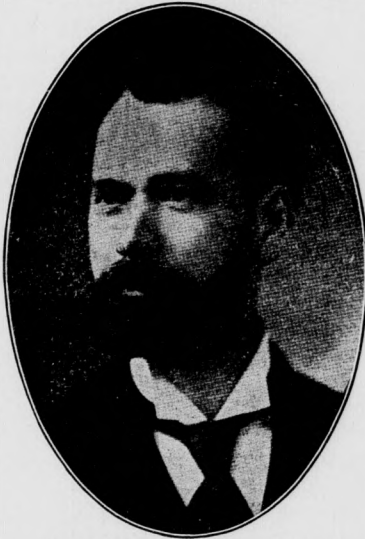
tailer was just as good, in every sense, as the banker; he was just as necessary; just as reliable, just as important. Every retailer should hold himself as such a man.

"Rolly" Horr, formerly a Saginaw retailer, now in the wholesale business in Port Huron, told the convention his experience as a price cutter. He admitted that his experience was mighty bad; that he got stung.

"I saw one day, an advertisement of a Chicago department store, 'Sugar, 10 pounds, 47 cents, come and take it away.'

"I advertised it the next morning the same way and they came and took it away. When I went out to bank I found three of my competitors' delivery wagons piled with 10 pound sacks of my sugar standing just around the corner.

'I got stung for over \$40 that day,



J. C. Currie, Jr., President

and it served me right. My competitors bought three wagon loads of sugar from me cheaper than they could get it from the wholesalers. My other sales didn't begin to cover the losses by a hundred."

F. J. Buckley, of Bay City, then read a paper on the curtailment of Credits, which is published in full in another portion of this week's edition.

Others who made brief addresses were H. T. Stanton and A. E. Gregory, of Grand Rapids, and Fred J. Fox of Saginaw.

In the evening about 450 persons sat down to a banquet at Ridotto hall. On the stage was seated DeRemer's full orchestra. It was just one hour behind the appointed time, however, when the word to be seated was given. The delay was occasioned by the slowness of the arrival of banquetters, owing to the storm.

The Republic catered and Proprietor George H. Schindehette was present in person to administer the services. A corps of forty waiters was turned loose when the word was given and the void spaces were not long in filling. Following was the menu:

- | | | |
|---------|--------------------|--------|
| Oysters | Cocktail | |
| | Salted Waifers | |
| Olives | Radishes | Celery |
| | Chicken Croquettes | |
| | Mashed Potatoes | |
| | Sliced Ham | |
| | Salads | |

White Bread	Brown Bread
	Rolls
Cakes	Ice Cream
	Coffee

Carman N. Smith was toastmaster and after the satisfaction of appetites, the sugar and alcohol manufacturer took up his duties with characteristic energy. What Mr. Smith didn't do in the way of stirring up laughter at the expense of speakers is not worth recalling. And the audience laughed in gales while the unhappy speakers squirmed. Paul Treanor, of Saginaw, essayed a stinging retort and for a few moments had the tables turned.

"I have observed how often the capable toastmaster has had his water glass refilled," he said, "and it somewhat astonishes me to find among Bay City's industrial enterprises a windmill that runs by water."

Dan T. Cutting, Secretary of the Board of Trade, gave a welcoming address on behalf of the Board. State President F. W. Fuller, responding. John A. Green, of Cleveland, read a short paper on "Good of the Order," and it dwelt upon the advantages of organization and the benefits to the public where the various mercantile and industrial organizations are united by honest purposes. Harry J. Daily lent variety to the program with his inimitable dialect stories and Postmaster George L. Lusk divided his time between pointing out Bay City's advantages and a short talk on



J. T. Percival, Secretary

"Unity." Homer Buck spoke briefly on "Crystals From Havemeyer" and M. Carroll discussed organization benefits and the relations between retailer and consumer. J. S. Smart, of Detroit, told a few stories and related experiences in Bay City thirty-two years ago, when he landed on the docks here and went into the grocery business. H. J. Schaberg of Kalamazoo, spoke briefly upon the conditions of the grocer business and the need for independence and spirit on the part of the grocer, as well as honesty in dealing with both consumer and wholesaler. Paul Treanor, of Saginaw, concluded the speaking with a running fire of stories and jokes.

Thursday's Proceedings. The Committee on Ways and Means presented the following report, which was adopted.

We recommend that the State and National organizations be directed to an effort to get together the manufacturers, jobbers, and retailers to bring such remedies to the abolishment of certain trade evils as are needed and we believe such co-operation will bring the desired results.

We recommend that the present method of financing the order be continued.

We further advise that our representative to the National organization do his utmost in upholding the present pure food legislation and that the Federal Government control those laws which will ensure uniformity.

We recommend to the members and to this organization their active co-operation in getting House Bill No. S 1570, Section 4, passed and further resolve that each member of this organization write to their respective congressmen and senators advocating its passage. This is the bill amending the bankruptcy act, limiting the bankruptcy liability to those owning \$500 and over.

We submit for purpose of getting the sentiment of this organization—that the financial condition of the organization hardly warrants the expenditure of \$200 for a representative to the National organization. We submit this for discussion only without recommendation.

We recommend that the Secretary bring his best efforts to bear on the correction of the per capita tax unpaid for 1908.

Signed, P. F. Treanor,
G. E. Lewis,
John Parker.

The Committee on Resolutions presented the following report, which was adopted:

RESOLVED—That this Association is unalterably opposed to the placing of the proposed duty on tea and coffee for revenue purposes, believing that an increase in the price of these commodities would prove a hardship to those in moderate circumstances who are large users of these articles, and be it further

RESOLVED—That a copy of this resolution be forwarded to each congressman and senator from this State.

RESOLVED—That this Association endorses the action of the National Association of Retail Grocers in favoring the fixing of a minimum retail price on food products by the manufacturers, but we are entirely opposed to the practice of printing a retail price on the package.

RESOLVED—That it is the sense of this Association that county officials should not be immune from garnishment and that our collection laws should be so amended as to make it possible to invoke garnishment proceedings against county employes and others who have credits in the possession of county officials.

RESOLVED—That we are opposed to any form of parcels post bill, believing that a reduction in postage rates on merchandise would increase instead of reduce the deficit in the Postoffice Department, would have a tendency to concentrate the business of the country in the larger towns and cities at the expense of the rural communities. We are opposed to the rural parcels post law advocated by Postmaster General Meyer and desire every member of this Association to communicate with his congressman and protest against such legislation.

RESOLVED—That this Association considers the present oleomargarine (Concluded on page forty-eight)





SPENDING MONEY.

Duty the Good Citizen Owes His Fellows.

Money has many forms, but in all cases it stands for a standard value. The South Sea islanders interchange sea shells and tattooed pieces of wood, while many of the orientals use pieces of painted cardboard.

Money in itself would not be a stimulus to exertion; it is what money will purchase for us that incites us to its possession. If no more value were placed on gold than iron the former would lose its allurements beyond the use to which it could be put in the mechanical arts. But the supply regulates the demand, and gold is much scarcer than iron and more difficult to obtain.

If there were no demand for money as a purchasing agent it would be nothing better than scrap, a heap of a thousand eagles would be so much junk to carry around.

Therefore money has only a value in its power to purchase other commodities which conduce to our well being and happiness. It is no good to the miser, but on the contrary a source of worry lest he lose it, and bitterness because he can't get more.

How foolish then is it to hoard for the sake of hoarding and deny ourselves the comforts and the pleasures we could purchase! Money is a sacred trust, not to be greedily hoarded, nor selfishly to be enjoyed, but generously to be employed for the good of others.

Money should be used as a fertilizer, spread around so as to produce good results and not heaped up only to rot the soil where the heap is placed.

The uses to which money can be devoted are many, for the opportunities vary with circumstances, and a few suggestions how to spend it may not be amiss and the advice contained therein may, in a measure, be a benefit to some who are foolishly throwing away their money on useless expenditures.

There should always be something set apart for personal culture. Whatever tends to elevate and ennoble the character is always to be desired. The enlargement of knowledge, administering to a pure artistic taste, the effort to refinement of person are laudable projects to which to devote a portion of one's income.

Every man should use a part of his earnings for the purchase of good books. These silent companions are generally much better than living associates. You can go to them, converse with them without fear of contamination or temptation. They open

before you the lore of the ages and invite you to partake of the mental treasures that have enriched the world and converted it from a dreary waste into a smiling land of delights and love and kindness. You can have the teeming thoughts of Shakespeare, the sublime conceptions of Milton, the flowing melody of Tennyson to delight and instruct.

After the cares and worries of the day you can go into your library and commune with the gentle spirits of all the ages and drink deep drafts of inspiration from their silent source. You can find no companionship so elevating as that of good books.

Devote a part of your money to the improvement and adornment of your home. Remember, it is the most sacred spot on earth, the sanctuary of love, the holy of holies, to which you should come with reverent tread and devotion in your heart.

One of the saddest commentaries on the rush of modern life is that the home is only regarded as a lodging house, a place in which to snatch a few hours' sleep and then be off again to the strife and turmoil of life, neglecting the loved ones around the hearth. There are thousands, alas! to whom their house is not a home at all, but like an old engine room by a railway track in which they are wheeled at night to be oiled up for the coming day's work.

No other place on earth can be as dear to you. Make it bright and cheerful, so that the smiles will come to the lips of those within it, and they will murmur benisons on your head for your devotion, forethought and industry. Adorn it with such furniture as will be useful as well as ornamental and artistic. Have a piano, a phonograph, and games of amusement. Better a billiard table in the house than in the corner saloon. Have some inducements to have your boys and girls love the home and prefer it to any place else. They will remain safe from temptation beneath its roof tree. Our young people are crowding forbidden places of public amusement to the danger of their bodies and souls because there is not sufficient inducement for them at home.

Be well dressed, richly but not gaudily. Apparel oft proclaims the man or woman. There was a time when the religious woman was known by the bonnet that projected a long distance over the face. The only good I ever could see about those poke bonnets was in the opposition they gave to a young man when he attempted to kiss the fair wearer. It was so difficult to get under the bon-

net that he was apt to take more than the usual amount.

I believe a woman can be just as religious in silk as in woolen. Godly people have a right to all that is beautiful if they do not trench upon the demands that are rightfully made upon them.

Don't forget that you owe a debt to the world in the shape of duty. Lay out some of your money for the good of others. Be a public spirited citizen. Do your best to improve the conditions of your surroundings. Try to develop the industries of the land so that there may be bread and work for all.

Subscribe to maintain our charitable institutions, covering every conceivable case of necessity to help others, so that when death comes, as a servitor to a weary traveler, he will stoop down to unlace your sandals from your feet and, taking you by the hand, will lead you up to the gate that leads to God, and as the gates open a grander life shall burst upon you; you shall enter into an eternal home and find that you have laid up where "neither moth nor rust can corrupt nor thieves break through and steal." Madison C. Peters.

The Office Boy's Love.

The office boy looked over his book at the typewriter with an ambitious glance. How fast her fingers flew over the keys. What wouldn't he give if he were as beautiful and accomplished as she.

"Miss Garble," shouted a voice from the inner room, "please come and take some letters."

The young lady gathered her skirts together in a hurry and went into the sanctum sanctorum. The office boy put his book down for a moment, then stealing cautiously to the door he listened. She was safe in there for a quarter of an hour.

Going to the typewriting machine he sat down and quietly, very quietly, touched the keys. Then he raised the carriage. The result seemed gratifying, for he continued to place his fingers here and there without regard to spacing or capitals. The rustle of a dress made him start up and resume his accustomed seat. Miss Garble sailed in and sat down at the machine. "Miss Garble!" Again did the young lady arise.

"I want you to take the letter you are writing to Brown & Robinson's as soon as you have finished it."

"I've just finished the letter, sir." "Well, sign it on the machine and take it down at once."

Miss Garble sat down, put in "Yours very truly, So-and-So & Co., per G.," addressed an envelope, folded the sheet of paper up without looking at it and inclosed it. Then she went out.

An hour later Miss Garble returned with an answer from Brown & Robinson.

"Miss Garble!" again called the boss.

"Yes, sir." "Did you write this letter to Brown & Robinson?"

"Yes, sir." "At my dictation?"

"I did, sir."

"Will you please look at it?"

Miss Garble took the letter and read:

"Messrs. Brown & Robinson—Gentlemen: Will you kindly send us a check during the day for goods delivered, as we have to meet a heavy bill? I don't care for the boss, he's a lobster & likes Miss Garble & she's a peach with the golden hair flowing down her back & yours very truly, "So-and-So & Co., Per G."

Miss Garble turned red. Then she glanced in the direction of William. Mr. So-and-So noticed her glance. William was engrossed in a book.

"William," said a stern voice.

The boy slammed the book down and went into the inner room.

"Did you touch Miss Garble's typewriting machine this morning?"

William gasped for a reply.

"You asked me this morning," went on the voice, "if you could have the day off on account of a death in the family. You can have the day off, William, and you need not return until every member of your family is dead and buried. Meantime you had better take lessons in typewriting and polite correspondence at the nearest business college!"

Feathered Idleness.

Little Margie on her first visit to a farm was told to wander about the barn and search for eggs. Some time later the child returned almost in tears.

"Couldn't you find any eggs, dearie?" asked her mother.

"No," replied Margie wearily. "I think it's mean, too, 'cause lots of hens were standing around doing nothing."

No advertisement is a good advertisement if it has a sting in it.

Suggestions

The cold weather suggests hot dinners.

Hot dinners suggest Hotel Livingston cooking.

Hotel Livingston cooking suggests "the home table."

Are you open to suggestion?

Salesmen—Men with Grit and "Go"—It's Your Chance

I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Iowa Idea." Straight commission. New and very profitable for both the salesman and retailer.

(Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor

Iowa City, Iowa, U. S. A.

PARCELS POST.

There Will Be No Legislation This Year.

Washington, D. C., Feb. 16—With only sixteen more days left of the second session of the Sixtieth Congress, several of which will not be working days, it is safe to ring the death knell—for the time being, at least—of the parcels post measure, and maybe the postal savings bank scheme. It is with regret that I also am forced to forecast the non-passage of the Johnston Sunday closing law and all legislation pertaining to removing the tax on oleomargarine, as well as of any which might tend to settle the pure food controversy.

It is certainly too bad that the friends and well-wishers of the oleo tax removal should have been rather dilatory in their efforts. To-day members of Congress received a booklet from Henry C. Pirrung, General Manager of the Capital City Dairy Co., of Columbus, Ohio, setting forth strong reasons why oleomargarine should not be taxed. He was assisted in compiling the book by Warwick C. Miller, representing the butterine interests of the Armour Packing Co. This will help materially, I believe, when the question of removing the tax comes up at the next session of Congress. Mr. Pirrung brings facts and figures to strengthen his argument. Mr. Miller does the same. These papers were read at the meeting of the Interstate Cotton Seed Crushers' Association at New Orleans, May 16, 1901, but the things said then hold good now. Mr. Miller calls attention of the members of Congress to the fact that the cotton producing states of the South are greatly interested in the removal of this tax, as it will give them a market, as heretofore, for the cotton seed oil which they produce in vast quantities.

There has been considerable talk, both here and in New York, where the real coffee market is, regarding the probability of placing a duty of 5 cents per pound on every pound of foreign coffee imported into the United States. Honorable Tulio Larrinaga, Resident Commissioner from Porto Rico, is particularly active in Congress in the matter of taxing coffee. He has recently filed a brief before the Committee on Ways and Means of the House setting forth his reasons for asking for this taxation. He says that this tax would put from fifty to sixty millions of dollars in the Treasury of the United States every year, besides being the means of saving Porto Rico from ruin. But it is hard to get at the real meat in the nut. Some say coffee will not be taxed, some that it will. The Committee on Ways and Means will not, of course, make public their recommendation on the subject, if, indeed they have arrived at any definite course of action.

All I am going to say about parcels post is that there will be no parcels post this year. I have followed that matter closely. I have heard expressions from rural carriers and the majority of those I have heard from seem to be opposed to it. Of

course, the catalogue houses are going to fight for it, but they might as well save their time and money. Frank W. Lawson.

Movements of Working Gideons.

Detroit, Feb. 16—Jacob J. Kinsey, of Saginaw, was at Port Huron last week, smiling as the orders came his way.

M. E. White recently moved from Indianapolis to this city and at the last meeting of Detroit Camp he was elected Vice-President; also to take charge of the Griswold House meeting the fourth Sunday in each month.

The last meeting was led by Geo. S. Webb. The parlor and hall were occupied with young traveling men. One young traveler said it had been some years since he had read a Bible, but as he found one in his room he had read for at least four hours and was interested. He said he had talked with several other traveling men and all had been reading the Bibles found in their rooms.

Aaron B. Gates.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Feb. 17—Creamery, fresh, 25@30c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 30@31c.

Live Poultry—Fowls, 14@15c; ducks, 15@16c; geese, 12@13c; old cox, 10c; springs, 14@16c; turkeys, 18@22c.

Dressed Poultry—Fowls, 14@16c springs, 16@18c; old cox, 11c; ducks, 16@18c; turkeys, 22@25c.

Beans—New Marrow, hand-picked, \$2.40@2.50; medium, hand-picked, \$2.35@2.40; pea, hand-picked, \$2.30@2.35; red kidney, hand-picked, \$2.15@2.25; white kidney hand-picked, \$2.40@2.60.

Potatoes—70@75c per bu.

Rea & Witzig.

An Eaton Rapids correspondent writes: George E. Richards, the former Union City merchant who dropped dead of heart difficulty at Cortland, N. Y., Sunday, was, up to a few years ago, one of the best known hotel men in Michigan, and in this particular line of business enterprise he was a thorough success. He was a prominent Mason and Knight of the Grip, and had a personal acquaintance with about every traveling man on the road. Besides his hotel life in the Eastern and New England States. Mr. Richards had conducted hotels in Union City, Coldwater, St. Clair and Hudson in this State. In Hudson he was proprietor of the Comstock House for two years, and under his management that house was made one of the most popular hostleries in Southern Michigan. Everybody that knew him liked him, and his death will be mourned by a wide circle of friends in this and other states.

Hard To Get.

Junior Partner—I'm going to advertise for an honest man.

Senior Partner—Tell the newspaper people that we want the advertisement to run for a year or two.

Big plans do not balance small performances.

Will End as the Philistines Did.

Last week a representative of organized labor on a city school board not a thousand miles from here made a valiant attempt to have all forges and iron-working kits thrown out of the manual training rooms of the city schools. He has set his face against the development of any industrial school for his city, and he will probably fight it to the end. He has not openly stated the animus of his action, but his backers made no secret of their desire to take away from every man who is not a labor unionist the power or the means of obtaining the power to work well with tools. A man repairing his own house, hoe, water pipe, furnace or shoe is a sore spot on the soul of a Philistine. "Come to us with your share and your coultter, your ax and your mattock," say they. "Come to us or go plugging along with dull and crippled implements. We will keep you ignorant and so keep your tribute."

History has it that one fine morning Jonathan, the son of King Saul, rose up and said that it was time Israel learned to do things for herself. He and his armor bearer went up to the Philistine garrison over against Michmah and entered a protest against Philistine rule. His people seconded the motion, and before dark of that day the Philistines were hustled out of the land; and forges were thereafter erected at every crossroads from Dan to Beersheba.

Keeping children ignorant of any wholesome training never yet made for the well-being of society. There

is nothing that so effectually sorts children into their lines of best endeavor as public schools that cover all lines of study, mental and manual. If a child has a strong natural bent toward a certain handcraft, by that token we know that God gave him that bent; and the child should be given free scope to develop the talent he holds. We all have some talent for using tools. Manual training when young would fit nearly every man to do much of the home repairing in his odd moments that is now done at extravagant waste because he must send and fetch an expert at a high price per mile and per minute. No nation can reach the highest wealth and the highest efficiency in which every man is not given free scope to do his best with his life's work or with his odd minutes. And no man can be a fully equipped man if he is compelled to throw away his scraps of time and in their stead buy costly chunks of another man's time. And no nation, no organization, no corporation, no man can succeed for long by keeping people from doing their best. He who tries it is a Philistine, and his end will be the end of the Philistines.

It is time that merchants are finding out if the members of the Legislature are with them.

The deadbeat is not so much the result of credit as he is of too much credit.

Short cuts to fortune are often bottomless cuts.

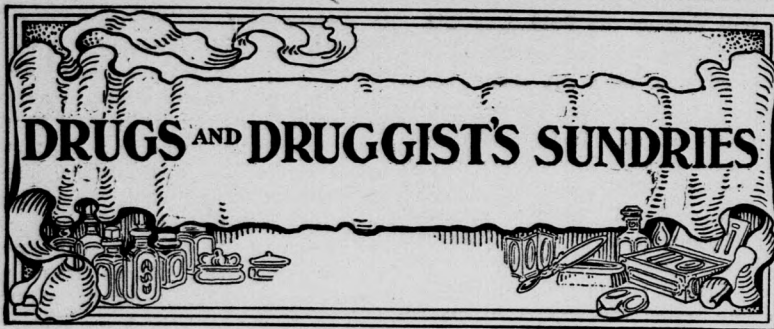


Sell a Supply Not a Sample!

You don't sell one egg, or just enough coffee or sugar for one meal at a time, do you? Then why sell one can of **Van Camp's Pork and Beans with Tomato Sauce** at a time, when you can sell a dozen by offering a slight discount?

The Van Camp Packing Co.

Indianapolis, Indiana



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port
 Huron, and John J. Campbell, Pigeon.
 Next Meeting—Grand Rapids, March
 16, 17 and 18, 1909.

Michigan State Pharmaceutical Association.
 President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

A Unique Prescription Window.

In making a display for the lay public the problem was to present something which, while attractive to the eye, would not be merely a curiosity beyond their comprehension. In other words, the aim was to impress upon the public the amount of prescription work being done, the quality of the service and the consequent claim of the firm upon the public for patronage.

The window represented past and present conditions in pharmacy. Two handsome show bottles, each of five gallons' capacity and filled with red and green liquids, were suspended from heavy brackets. These set off the window very nicely, especially when the lights were turned on.

The background was a bright green cloth draped with white. The three framed registration certificates of the prescription clerks were placed in a row along the top of this background. Underneath was the first prescription book of the store, open at its first prescription, which bore the date 1843. This book was accompanied by the sign, "First prescription prepared in this store was in 1843, sixty-five years ago. We can fill this prescription to-day, and any others from this date to 1909." Underneath this was one of the large prescription books of recent date, open, with its pages displaying the original prescriptions pasted thereon.

At one end of the window was another open prescription book with the sign, "We have on file 190,000 Original Prescriptions that have been prepared in this store." Below this was a framed copy of the curiously worded oath of Hippocrates.

On the other end at the door of the window were the new National Formulary and the United States Pharmacopoeia, both open and the sign, "The United States Pharmacopoeia is our standard for all our official drugs and preparations." Underneath these was another large prescription book.

In the lower left hand corner was an old wooden mortar, weighing fifty pounds, explained by the sign, "This

ancient mortar is over 100 years old. It is a relic from the oldest pharmacy in Newport." The old-time druggists used to strain their backs pounding up herbs and roots in a mortar like this. It is a probability that Commodore Perry's spring medicine was pounded in this mortar. On the right two old iron mortars and an old copper percolator also stood as representatives of old-time pharmacy.

In the center of the window was a new prescription balance, above which was the sign, "These scales we use in preparing prescriptions and are sensitive to 1-64 of a grain.

On the other side were two glass percolators on a stand, packed with a drug and in operation. The sign, "All our tinctures are prepared by exhausting the drug by percolation; not by diluting fluidextracts," was placed alongside of these.

A large assortment of assaying utensils was a feature of the display. These consisted of a distillation flask, with thermometer, Liebig condenser and receiver, all in position for operation; and a Schiff's nitrometer, two burettes, two hydrometers and stands, several separators and beakers, all containing appropriate liquids indicating their uses and explained by the sign, "We assay and test our drugs and preparations, thus insuring their full strength and activity." Arranged around these were test-tubes, measuring flasks, pipettes, crucibles, casseroles and several reagent and stock bottles.

On Washington's Birthday the large hydrometer cylinders were filled with three immiscible liquids, colored red, white and blue.

All around the base of the window, tastefully arranged, were booklets relating to the prescription work of the store, and the sign, "Free booklets; step inside and get one, tells about our prescription system."

While to some spectators the display was of course merely a curiosity, the majority were quite interested, and the many enquiries answered by the clerks showed that even some of the regular customers had previously overlooked the prescription department.

Of course, the number of sales resulting directly from this display could not be estimated as readily as from a display of some special article, but the management feels that it has created a public interest in the store which will justify the frequent repetition of similar prescription window displays. John McManus.

Make friends with salesmen and see the benefit which comes from it.

The Utility of Dirt.

There may be many things as cheap as dirt, or earth, as it is more elegantly termed; but there are few things as useful, especially if it belongs to the small class of earths that possess some properties of value in the industrial arts. Perhaps the most useful of this class of earth is kieselguhr, also called "infusorial earth," "shell flour," and "hill flour," found in large quantities in Europe, particularly Germany. This earth is used in the manufacture of ultramarine and various pigments, of water glass, of various cements, of artificial marble and other stone, of glazing for tiles, of gutta-percha objects, of aniline and alizarin colors, of paper, sealing wax, fireworks, matches, solidified bromine, papier-mache, scouring powders, soap, polishing pomatum, face powder and dynamite.

This most useful earth, which is composed of an accumulation of shells of diatomea, consisting of pure silicic acid, is a light flour like mass. It is of various shades of color as white, grey, brownish, blue, green and black. It feels soft and dry like fine wheat flour and absorbs water readily, but it will not melt and does not burn. The mode of extracting kieselguhr and its preparation for the market are very simple and require little machinery.

It is taken from pits like clay for the manufacture of bricks and is spread out on drying benches or a hillside to dry in the air and sun. No satisfactory method of drying kieselguhr by artificial means has yet been discovered although many have been tried. Artificial drying by hot air in rooms has not proved very practical and drying in ovens is unprofitable. All mechanical means for artificial drying have been discarded, that operation being now left entire-

ly to the sun. The drying of kieselguhr means the evaporation of about sixty per cent. of water, for this earth contains, when taken from the pits, from seventy to ninety per cent. water and it is impossible to reduce this to less than about ten per cent. by air drying.

After it is dry the earth is ground and packed in bags, usually double sacks, for special care must be taken to protect the product against moisture owing to its high absorption, it taking up nearly four times its own weight. The remarkable absorbent properties are taken advantage of in the manufacture of dynamite and in the preparation of fertilizers, its use for this last mentioned purpose being widespread.

Only the purest grade of kieselguhr is used in the manufacture of dynamite and in this the amount of moisture must be reduced to the very lowest per cent. To accomplish this the earth is roasted in a large room. This destroys all organic matter and evaporates nearly all water present. From the roasting room it is transferred to a muffle furnace and subjected to a higher temperature, great care being taken to prevent the temperature being raised too high, as overburning destroys the absorptive power. After it leaves this furnace the earth is pulverized between rollers and finally sieved. It then contains less than 1 per cent. of moisture, but it must be used that day, before additional moisture can be absorbed.

Circus Humor.

The Side Show Manager—What's worse than a giraffe with a sore throat?

The Big Show Manager—A centipede with corns.

If you can not whip a man any other way you may flatter him.



Fifty-Five Grown People on One Sleigh.

Petoskey, Feb. 16—During our January clearance sale we offered a prize of \$15 in cash for the largest sleigh load of people brought to the store. When advertising this feature the city and country about were enjoying the finest of sleighing, there being plenty of snow and fine weather.

However, only the first morning of the sale people awoke to find the snow all gone, with no chance for

winning the prize. The advertisement mentioned sleighs, so no wagons would count.

It remained for three enterprising farmers living about six miles out to hitch two teams to one sleigh and try for the prize. The result is shown in the picture, fifty-five grown people being drawn by four horses from distances in the country varying from two to six miles, brought to the very front of the store and no sleighing at that. Of course, they captured the prize of \$15.

Fochtman's Department Store.

WHOLESALE DRUG PRICE CURRENT

Table of drug prices including sections for Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Magnesia, and Oleum.

Table of drug prices including sections for Lupulin, Macis, Magnesia Sulph., Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, P D Co, Pils Liq, Piper Alba, Piper Nigra, Pix Burgum, Plumbi Acet, Pulvis Ip'cet Opil, Pyrethrum, Pyrethrum, pv, Quina, Quina, S Ger, Quina, S P & W, Rubia Tinctorum, Saccharum La's, Salacn, Sanguis Drae's, Sapo, Sapo, M, Sapo, W, Seidlitz Mixture, Sinapis, Sinapis, opt., Snuff, Maccaboy, Myristica, No. 1, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co, Pils Liq N N, Pils Liq, Pils Liq qts, Piper Alba, Piper Nigra, Pix Burgum, Plumbi Acet, Pulvis Ip'cet Opil, Pyrethrum, Pyrethrum, pv, Quina, Quina, S Ger, Quina, S P & W, Vanilla, Zinc Sulph, Oils, Lard, extra, Lard, No. 1, Linseed, pure raw, Linseed, boiled, Neat's-foot, w str, Spts, Turpentine, Whale, winter, Paints, Green, Paris, Green, Peninsular, Lead, red, Lead, white, Ochre, yel Ber., Ochre, yel mears, Putty, comm'l, Putty, strictly pr, Red Venetian, Shaker Prep'd, Vermilion, Eng., Vermilion Prime, American, Whiting Gilders', Whit'g Paris Am'r, Whit'g Paris Eng., Whiting, white S'n, Varnishes, Extra Turp, No. 1 Turp Coachl.

Grand Rapids Stationery Co. Valentines, Hammocks and Sporting Goods 134-136 E. Fulton St. Leonard Bldg. Grand Rapids, Mich.

Fine Half-tone Plates of Furniture, Catalogs Complete. Tradesman Company Engravers and Printers Grand Rapids, Mich.

1909 Hazeltine & Perkins Drug Co. Grand Rapids, Mich. Jobbers of Drugs, Chemicals, Patent Medicines, Druggists' Sundries, Stationery, Hammocks and Sporting Goods. Orders solicited with prompt service and accuracy assured. P. S.—Our Sundry Salesmen will call in a few days with a full line of samples. Please preserve for them your list of wants.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Green Hides
Spring Wheat Flour
Cheese

DECLINED

Fresh Fish
Stick Candy

Index to Markets

By Columns

Table with columns A through Y listing various grocery items like Ammonia, Axle Grease, Baked Beans, etc.

1

Table with column 1 listing items like Arctic Ammonia, Axle Grease, Baked Beans, etc.

2

Table with column 2 listing items like Oysters, Plums, Peas, etc.

3

Table with column 3 listing items like CHEWING GUM, CHICORY, CHOCOLATE, COCOA, COFFEE, etc.

4

Table with column 4 listing items like Family Cookie, Fancy Ginger Wafer, Fig Cake Assorted, etc.

5

Table with column 5 listing items like DRIED FRUITS, Beans, Farina, etc.

Market price table with columns 6-11. Includes categories like Spring Wheat Flour, Lard, SEEDS, Pure Cane, TEA, Pure Cane, Bradley Butter Boxes, Pelts, and various other goods with their respective prices.



Of Course, You Must Have Billiken

He's the sensation of the day—the hit of the hour—the happiest little fad we are apt to have in a lifetime.

Spuddy, happy little god-of-things-as-they-ought-to-be—he is smiling his way to the heart of all America—and will soon find his place in practically every home in the land.

He is ours—that is, we have the exclusive jobbing rights. We can fill your orders for this sure-to-be-the-best-seller—providing we have them now. Prices for the one dollar size (this retail price must be maintained) \$8.40 per dozen. No less than half dozens sold. Consult our March catalogue—number FF 707—for particulars.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

Sample Houses:—Baltimore, Omaha, Dallas, San Francisco, Seattle

THE SIX ANNUAL

(Continued from page thirty-nine)
garine law, placing a 10c tax on colored oleo, as unjust, unfair and a hardship to the poorer classes and petition Congress to repeal this law and place only such restrictions on the manufacture and sale of this commodity as to ensure its being sold for what it really is.

RESOLVED—That the retail grocers and general merchants of Michigan, in convention assembled at Bay City, Michigan, on this eleventh day of February, 1909, do most earnestly solicit and urge the congressmen and senators of Michigan to vote for and use their every influence for the passage of a bill now before the Congress of the United States and known as the bankruptcy bill and better known as S 1570, Section 4, and that a copy of this resolution be sent to each of the United States senators at Washington by our Secretary together with a list of the delegates here assembled.

RESOLVED—That we extend to Mr. E. A. Stowe, of Grand Rapids, our sincere sympathy in his present bereavement and regret exceedingly that it was impossible for him to meet with us at this convention.

RESOLVED—That as an Association and as individuals we are deeply indebted to the Bay City Retail Grocers and Butchers' Association, to the Mayor of the city and to the business people for the many courtesies extended to us during this convention and the excellent series of entertainments provided. We will long remember our visit to the city where they follow the slogan, Now Altogether, and fully appreciate the hard work which has been necessary to arrange for this fine series of meetings.

Signed, Wm. W. Blessed,
H. J. Schaberg,
D. Glenn.

The annual election of officers developed only one real fight—the race for the secretaryship. H. J. Schaberg, of Kalamazoo, was a candidate against J. T. Percival, of Port Huron, who for seven years past has been Secretary. The first ballot resulted 51 to 59 for Schaberg, but it developed that some of the grocers in attendance were not entitled to votes and on a second ballot Percival was elected 53 to 36.

For all other officers it was a case of "step up." J. C. Currie, of Detroit, went from First Vice-President to the Presidency; M. L. De Bats, of Bay City, was elected Second Vice-President, State Treasurer H. E. Glasner, of Nashville, took Mr. De Bat's place and George E. Lewis, of Jackson, succeeded to the Treasuryship.

Executive Board—August Miller, Detroit, Chairman; W. H. Lewis, Saginaw; J. Chas. Royce, Sault Ste. Marie; C. W. Reck, Lansing; H. J. Schaberg, Kalamazoo.

Pure Food Committee—D. Glenn, Lansing; Chas. Christenson, Saginaw; W. W. Blessed, Detroit; W. D. Smith, Port Huron; B. F. Peckham, Parma.

Committee on Legislation—Claude E. Cady, Lansing; C. W. Reck, Lansing; C. G. Hill, Jackson; F. W. Fuller, Grand Rapids; H. J. Schaberg, Kalamazoo.

C. E. Cady, of Lansing, moved that a vote of thanks be tendered Mrs. Clapp for her efficient and faithful work in reporting the work of the convention and also to the Tradesman for sending Mrs. Clapp as its representative. Carried.

Vote of thanks was also extended Trade for work and interest in behalf of convention.

The expense of entertaining the convention operated against any great anxiety on the part of any city for next year's meeting and, when the question came up, there was ominous silence. Detroit finally arose and asked the grocers to visit that city in 1910, Mayor Breitmeyer having telegraphed an invitation. Detroit was chosen without a dissenting vote.

Considerable discussion arose during the closing hour of the session over the question of banquets. Claud Cady, of Lansing, declared his belief that the banquet was almost too much to ask of the moderate sized town. Bay City had gone to a big expense, had provided the best entertainment the grocers had yet enjoyed, but Mr. Cady said he believed the Bay City grocers and butchers had to pay heavier than what they really should be called upon to do. A dance with perhaps simple refreshments, he believed, would do quite as well as a banquet and be far more advantageous from the economical point of view.

"Huh, I can always eat, but I can't tance," grunted Ed. West, the elephantine grocer of Bay City, in expostulation.

"We don't know just what our expenses will amount to; they're pretty heavy, but you boys are welcome to every bit of it and we're glad to put it up," announced M. L. De Bats.

"That's all right; we appreciate what Bay City has done, and its just that that caused me to bring up the subject," replied Mr. Cady. "I don't believe it was quite fair to saddle such heavy expense upon you."

Other delegates said that they would be more inclined to bring their wives with them if they could feel that it wouldn't cost the entertaining city quite so much. Under the conditions, they left them at home.

The three-day convention was also brought up. Most of the members felt that the attendance would be doubled if the time could be cut down to two days, that time to cover the journey both ways.

There are queer people in Boston despite its claims to be the hub of intelligence and culture. One of its citizens died recently leaving an estate valued at \$200,000. Diligent search was made for his will. In the general turning over of things during this hunt a washtub was reversed and there, attached to the bottom of the tub, was what purported to be the missing document. It was signed with the dead man's name and witnessed by three persons. That portion of the tub to which the will was fastened was taken to the probate court. When the document was offered for probate the witnesses could not be found, and the wash tub will is therefore in danger of being rejected. Perhaps it should be considered as an exemplification of the Boston idea of doing things differently from ordinary mortals.

An eye-opener in the morning often means an eye-closer to business opportunity during the day.

SOME OF OUR IMPORTS.

Bradstreet's furnishes an interesting statement concerning some of the principal articles which were imported into the United States during the year 1908. Automobiles brought here from foreign countries aggregated \$2,500,000 in value, as against \$4,000,000 in 1907. Diamonds also show a marked falling off in the imports of 1908, those uncut being valued at less than \$4,500,000 in 1908, against more than \$11,000,000 in 1907, and diamonds cut but not set, \$9,000,000, against \$24,000,000 in the preceding year. Cocoa valued at \$14,250,000 was imported last year, and we purchased \$67,000,000 worth of coffee in the same period, the quantity being 890,000,000 pounds, against 985,000,000 pounds in 1907 and 1,048,000,000 pounds in 1905.

The value of the cotton imported in 1908 was over \$14,000,000, and in 1907 practically \$20,000,000. While the cotton imported is popularly supposed to consist exclusively, or almost exclusively, of cotton from Egypt, it is a fact that Mexico, Peru, Hayti, British India, United Kingdom, Germany and the Netherlands all sent us cotton in 1908. Raw silk imported in 1908 amounted in value to \$63,000,000, of which \$40,500,000 worth came from Japan and \$8,000,000 worth from Italy. Of the manufacturers of silk imported, France supplied a large share—\$14,000,000 worth out of a grand total of \$33,000,000 worth imported; Germany, \$7,500,000; Japan, \$4,000,000, and Switzerland, \$3,500,000.

These are interesting figures and show that there are fields which our manufacturers have not yet fully occupied. As time proceeds it is certain that we shall import smaller quantities of manufactured articles. Certain raw materials we may continue to obtain largely from foreign countries, but we can produce here practically all that we require for our use. No country is more independent of others in a material way than the United States.

The rattle of pans and dishes in the kitchen sounds better than classical music to a hungry man.

Nothing is really sacred until all things are.

BUSINESS CHANCES.

Are you looking for an opening? I know of many places where new stores are needed and I know a great many things about a retail line that will pay handsome profits on a comparatively small investment. I will be glad to tell you about the openings and about the line, if you are interested and are expecting to go into business. I make no charge for this help. Write me to-day. Edward B. Moon, No. 7 Randolph St., Chicago, Ill. 370

Wanted—To buy, for cash, stock of furniture or household furnishings. Must be cheap. Give full particulars in first letter. Boyle & Deffler, Elkhart, Ind. 368

For Sale—Clean, up-to-date grocery stock. Invoices about three thousand. Corner store on main street. City of thirty-four thousand. Good business opportunity. Address F. W. Christman, 279 Main St., Oshkosh, Wis. 367

For Sale—Two patents on a successful roller window screen; proved perfect by seven years' continuous service on my residence. Address Lock Box W., Bangor, Mich. 366

Wanted—An energetic business man to handle the office end of a highly profitable and well-established business that will pay a good salary and \$5,000 yearly; must have \$2,000 for one-third interest; money wanted to enlarge business. Address David Geary, 3405 A. Pine St., St. Louis, Mo. 340

Drugs and groceries—Stock and fixtures about \$1,300, new and clean, low rent. Located in bustling country town north of Grand Rapids. Right price on account of sickness. Address No. 364, care Michigan Tradesman. 364

For Sale—A clean general stock merchandise, invoicing \$6,000. Good crops and doing nice business. Cash deal, no trading stock. Auctioneers need not write. Address C. R. Case & Son, Burdett, Kan. 344

For Sale—Hay barn, 20x70 on Pere Marquette tracks. Buildings and yards in connection for handling live and dressed poultry. Town of 1,500. Address No. 343, care Tradesman. 343

New up-to-date store and residence property in growing town, rents for \$53 month, to exchange for good drug business. Address No. 329, care Tradesman. 329

Grocery—Northwest side Chicago; corner good business street. Stock and fixtures at invoice, \$1,000 to \$1,500; part cash. Sales \$12,000 yearly, cheap rent. Trade well established. A. J. Mereness, 824 Armitage Ave., Chicago. 302

For Sale—The best hardware store in Oklahoma City for sale; will invoice \$20,000. Annual business \$50,000 and showed a gross profit last year of \$14,000. Located on main street in the heart of retail district. Long lease on building. This is a golden opportunity for a live hardware man. Owners wish to leave. Write to M. G. Griffin, 1602 North Robinson street, Oklahoma City, Okla. 305

For Sale—Stock of dry goods and groceries in one of the best towns in Michigan. Sales \$21,000. Long lease and best location. Will invoice about \$6,000. Address No. 313, care Michigan Tradesman. 313

For Sale—Timber lands on Vouvouer island and mainland in B. C.; also in Washington and Oregon. Correspondence with bona fide investors solicited. T. R. French, Tacoma, Wash. 282

For Sale—Only exclusive stock of clothing and gents' furnishings, invoicing \$4,500, in Michigan town of 1,500 population. Brick block, good location. Good farming country. Good reason for selling. Address No. 279, care Michigan Tradesman. 279

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank E. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

Cash buyer and jobber. All kinds of merchandise, bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 206

First-class dressmaker wanted. Address P. O. Lock Box 86, Mancelona, Mich. 205

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

A Kalamazoo, Mich., merchant wants to sell his suburban store, groceries and meats. This store is doing a business of \$50,000 per year and his reason for selling is, that his increasing business requires him to take his manager into his own store in the city. This store is making money and is a good chance for a good man to step into an established business. The rent is \$35 per month. Kalamazoo is a city of 40,000 population and a good place to live in. The store is well located in a good residence district and will always command a good trade. Address No. 190, care Michigan Tradesman. 190

Wanted—Feathers. We pay cash for turkey, chicken, geese and duck feathers. Prefer dry-picked. Large or small shipments. It's cheaper to ship via freight in six foot sacks. Address Three "B" Duster Co., Buchanan, Mich. 71

SITUATIONS WANTED.

Wanted—Position by experienced hardwareman. Understands general merchandise. Highest recommendations. Address Lock Box 8, Bear Lake, Mich. 274

HELP WANTED.

Experienced Buyers Wanted—To travel Michigan and purchase eggs, butter, poultry, veal, etc. Salary or commission. Address Peninsular Poultry & Egg Co., 704 McDougall Ave., Detroit, Mich. 365

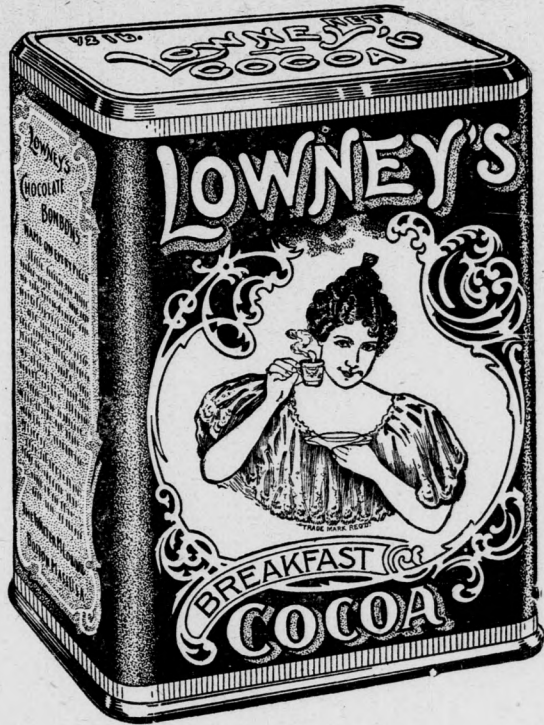
Wanted—Assistant custom shirt cutter, young man preferred, who will appreciate a modest opening with good chance for advancement as qualified. Address The Baldwin Shirt Co., custom makers, Parsons, Kan. 369

Wanted—A man to drive delivery wagon and help cut in butcher shop. A good place for right party. Good references required. Address Meat Market, care Tradesman. 360

Wanted—Cashier for a county bank. Must have good reference and money to take stock. Address Wm. Harley, 2311 Allis Ave., Kansas City, Kansas. 333

Blacksmith Wanted—Must be good woodworker, horseshoer and blacksmith and sober man. Address C. B. Mansfield, Colling, Mich. 326

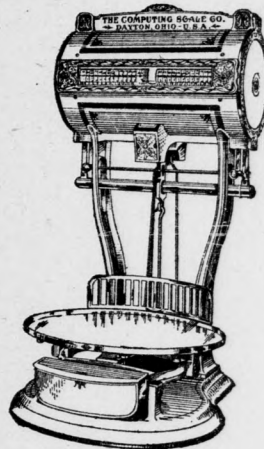
Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242



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This is proof of the accuracy and reliability of our scales. Send for catalog giving detailed explanation.

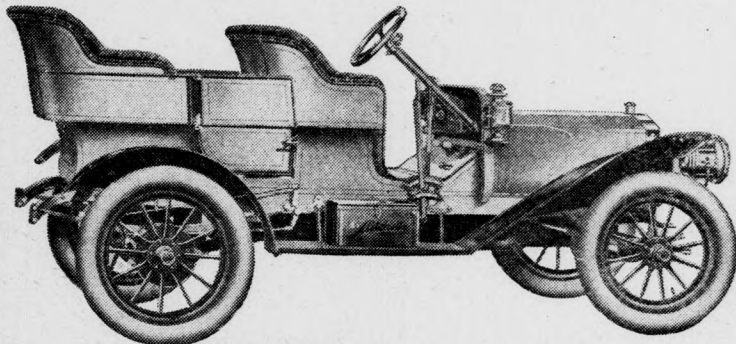


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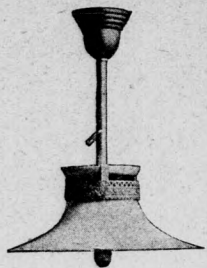
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Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

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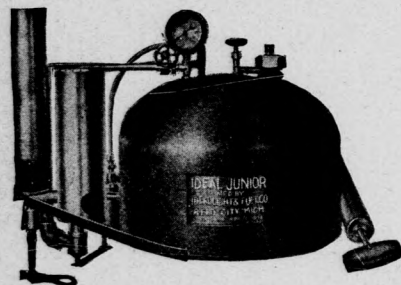


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