

MICHIGAN TRADESMAN

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Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 18, 1911

Number 1426



JANUARY



COLD? Of course, it's cold! Bitter, frigid, freezing, if you like. But there's always a sunny side to the road—a cheerful warmth in this wealth of Winter sunshine!

Do we not first know the value of the golden rays when we have learned to need them most?

And so it is with all of this, our little span of life. Always the happiness is there, if we but seek to find it. But for him who chooses that side of the roadway upon which no sunlight falls, it shall be a cold and dreary day. So it has been ordained.

Oh, travelers in the sunlight! You have learned the greatest lesson of them all. May fate ever keep your footsteps in the paths of cheeriness, and guide you onward in the sunlit highways that lead to her happiest havens!—*The Optimist.*



GUESSING

First I asked her if she loved me,
And she shyly hung her head,
And her cheeks took on a mantle
Of a luscious rosy red.
Then she dropped her eyes a trifle,
'Neath her lashes darkly hid,
And she murmured in a whisper
That she really guessed she did!
Then I asked her would she wed me,
And her blushes came once more;
And the sigh that then she uttered
Thrilled me to the very core.
I repeated then the question,
And her answer it was good;
For the whisper that came tripping
Showed she surely guessed she would.
But, alas! she wed another
Ere the winter season went,
And I sought an explanation
What her ways flirtation meant.
And again there came the blushes,
And the same old thrill of pain,
As she gave the same old whisper
That she guessed she'd guessed again.

Harper's Weekly.

SOUL MUSIC

There's soothing melody and sweet
In Vesper winds that gently blow;
But he who scans their metric feet
A spirit-melody must know.
The murmuring brook hath tuneful tongue,
There's music, too, in mountain streams;
But he who hears the streamlet's song
Hath heard its cadence in his dreams.
The lullaby of peace and rest
Is softly crooned by summer rain;
But he whom thus the clouds have blest
Hath listened to diviner strain.
There's harmony in the circling spheres
Which round the sun unceasing roll;
This paean grand alone he hears
Who hath true harmony of soul.
Old Ocean's anthem, deep, sublime,
Resounds in every surging sea;
Who listens hears on shores of Time
The beatings of Eternity!

Lovick P. Winter.



Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years



Is this not conclusive evidence of the consumers stamping their approval on our brands for **QUALITY**?

Mr. Grocer:—The pickling season now being past the good housewife is still continuing to look for the same good vinegar which has the most excellent aroma for her salad dressing and table delicacies, and she knows the following brands have the elements that she craves for:



“**HIGHLAND**” Brand Cider and White Pickling
“**OAKLAND**” Brand Cider and White Pickling
“**STATE SEAL**” Brand Sugar Vinegar

Our Brands of Vinegar are profit winners. Ask your jobbers.

Oakland Vinegar & Pickle Co. Saginaw, Mich.

IF

You can save the salary of a bookkeeper, collection clerk, “Loads of Time,” eliminate all mistakes and disputes **WITH ONE WRITING**, in the American Account Register System, wouldn't you investigate its merits?

IF

In addition it prevents any article from leaving your store without being charged, keeps each account posted right up to the last purchase and ready for immediate settlement?



IF

Each year it saves you from losing hundreds of dollars, wouldn't it pay you to write us today and let us give you full particulars? Address

The American Case & Register Co.

Salem, Ohio

Detroit Office, 147 Jefferson Ave., J. A. Plank, G. A.

Des Moines Office, 421 Locust Street, Weir Bros., G. A.

A Reliable Name

And the Yeast

Is the Same

Fleischmann's

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company

Grand Rapids

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving The way they grow will make your friends sit up and take notice

Ask your jobbers
Salesman

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

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A CHOICE PRODUCT.

We notice an advertisement in one of the local papers, given with the display which bespeaks confidence on the part of the advertiser that he has a choice and acceptable bit of news for his customers, which tells this in substance:

"Beginning this week, particular buyers will be able to buy "—" eggs. These eggs are the first ever offered in ——— absolutely guaranteed in every particular. Each dozen carton contains a card showing the date laid. Every egg is absolutely sterile. Every dozen weighs 25 ounces or over. Never an egg thrown away because unfit to eat. Never an egg tasting strong or musty from pickling. Never an egg with lost nutriment, due to cold storage. But a delicious fresh food, produced from healthy fowls fed with pure foods."

What is there unusual about the production of these choice goods? Nothing which is not within the reach of every enterprising farmer. The date on which they were laid is easily obtained, and very little trouble to record after one gets the habit. Sterile eggs keep longer, and the breeder can just as well be able to guarantee them in this condition by having one or two pens if the main flock have free range. Some scale of weight is only in justice to those who grow the larger breeds of fowls, the eggs being of greater size, though not produced quite so abundantly as those of the little Leghorn. Fresh eggs manufactured from pure food should give the producer better profit as well as better standing.

Prove to the producer that it pays him to have a trade mark of his own; to be able to guarantee his eggs as fresh, the date being his own safeguard. The choice package has a legitimate place in trade, and it is

surely coming to its own. Those first to take advantage of its profits will gain the highest reward.

THE MANY SIDES.

The most valuable diamond is of little real worth until cut. In the hands of the skilled lapidary, many facets are developed and polished, each reflecting from a different angle. And thus is the real glistening power of the stone brought to light.

A school boy came home one night resolved that he would have an exceptionally good history lesson. The subject was the fall of Quebec. He was not satisfied by the mere subject matter of his text-book, but collected other histories, together with biographies of the commanding generals. The result was more than profitable. He was enabled to look at the subject from all sides. The battle was real, and the results permanently impressed.

Every business house has its many facets which need polishing; its many sides which should be studied in detail, and as a whole. The successful proprietor is the one who studies all features connected with his business. With him the subject is not a mere matter of buying and selling goods; of transferring coins out of one pocket and into another. He looks at the many sides of every problem.

The man who is thoroughly familiar with the stock in hand is the one who makes the best salesman. He should never be satisfied until he knows not only where a thing comes from and how it was made, but what it is capable of doing. We can be continually rubbing up a facet here, one polishing one on the other side, and thus making the establishment as a whole shine with a better light. The campaign of trade can not be studied successfully from a single vantage ground. The general plan must be thoroughly understood. The victory of Quebec would never have been gained, had Wolfe's army kept to the easy route. And the school boy would never have understood the entire situation so fully had he restricted his study to a single volume

"UNCLE JOE" COMES BACK.

One of the most picturesque personages in public life at the present time is the Hon. Joseph Cannon, speaker of the House of Representatives. In March last Mr. Cannon, who had for years exerted the power of a czar over the House of Representatives, met his Waterloo, when the power to appoint the committee on rules, as well as membership on that important committee, was taken from him, and on an appeal from the decision of the chair on the question of "highest privilege," the speaker was defeated by a large majority. Most other men would have lost their

nerve and bowed tamely to the storm, but not so your Uncle Joe. He continues to preside with the same old nonchalance, and when a day or two ago he made identically the same ruling as brought about his defeat in March last, he has overwhelmingly sustained, most of the Democrats voting with the regular Republicans and against the insurgents.

Despite the faults of the system which has created such personages as Speaker Cannon, American citizens can not but admire the sturdy independence and rugged courage of the old Illinois statesman. Uncle Joe is no carpet knight, but, on the contrary, is about as tough a bit of old hickory as it is possible to imagine. He gives and takes hard blows and at the same time lives up to the best traditions of the old-time sturdy Americanism, which prescribes outspoken independence, combined with kindness and good humor.

While Uncle Joe will disappear from the speaker's chair in the next congress, and will be succeeded by a Democrat, he will continue to be a member of the House of Representatives, and most Americans will hope that he may be spared a long time yet to enliven the proceedings by his picturesque but forcible speeches.

THE PENNY LUNCH.

Some benevolent parties in Pittsburgh, realizing the truth of an educator's deductions, that the poor work done in the public schools is largely the result of deficient food, have placed upon themselves the task of furnishing good school lunches for a penny. The day on which the scheme was first put into operation the patronage was all that could be desired, and the results most gratifying. Teachers and business men joined at the dinner, the latter often paying in great bills, and then leaving so hurriedly that change could not be made for them.

The bill of fare consisted of hot meat sandwiches, cocoa, bananas and ginger cakes, each item being furnished for a penny, or the four for three cents. Thus a good substantial meal can be obtained for a mere trifle. It is needless to say that the articles are all of prime quality.

Many mothers do not have the time to prepare suitable lunches for the children; many can not afford them; and many are ignorant of the relative food values and do not expend their money to the best advantage. Others shun a place which has attached to it the shadow of charity. The general patronage given in the present instance bespeaks for an elimination of the last drawback, and while some children may not have the necessary penny, doubtless this difficulty will be surmounted in some

manner. There is work of various kinds connected with this and other things. Errand boys will be needed, and the bright, willing child will in some way be given a chance to earn the penny.

Since an education is the best inheritance which a child can have, any plan which conduces to make this more complete has a wide mission. The half-starved children will come to school with renewed vigor, and a greater purpose. May the teachers be able to do better work because of the more receptive minds which shall come as a result of the penny lunch counter.

PURE FABRICS.

There is a movement on foot to establish a standard for the purity of fabrics in a manner similar to that now in force regarding foods. Many combinations which savor of the pure fall short when put to the test of wearing. Woolen is mixed with cotton, the latter being even blown in by machinery in such a way as to defy the detection of any but an expert; yet in a short time the wool wears off, leaving the cotton to tell the story of the wrong. Mercerized threads so closely resemble silk that many are deceived until wear confesses the truth of the matter.

We are all aware of the changes made by the pure food laws; of the modifications in labels necessitated by the rules of Uncle Sam. The packages have each a written guarantee of what they are, and the dealer has only to hand them out, and not vouch for their purity. Were there similar enactments regarding textiles, the responsibility would be shifted upon the manufacturer, where it rightfully belongs. The majority of dealers are not experts in these matters and must, to a certain extent, depend on the veracity of the manufacturer. The consumer has a better chance than they to test the result. If it is satisfactory, good; but if the reverse, the poor retailer must take the curses.

A systematic ruling will place all manufacturers on the same level—that of their own merits. If a mixture of silk and wool is preferred to pure silk, it can be obtained. And if the pure wool is wanted there will not be the fear that it will prove part cotton when the special "finish" has worn off. The plan which promotes buying and selling a thing for exactly what it is proves best in the end for all concerned. Yet until restricted by legislation it is scarcely to be hoped that such uniformity will ever materialize. We need more of the genuine; and any movement tending to insure it will be warmly welcomed.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 16—Spot coffee took a turn for the worse on Saturday, owing to the reaction in the option market, and buyers are acting in a most conservative manner. Sellers are by no means showing any anxiety to sell as buyers seem to want only the smallest possible lots, and the developments of this week will be awaited with considerable interest. At the close Rio No. 7 was quoted at 13 $\frac{3}{4}$ @13 $\frac{7}{8}$ c in an invoice way. In store and afloat there are 2,861,970 bags, against 4,193,443 bags at the same time last year. Mild grades are quiet and firm.

Teas are quiet but firm, and these few words seem to cover the situation as well as a page of them. Holders all seem to be confident as to the future and the statistical position would seem to favor sellers.

Sugar is rather dull and no surprise will be occasioned if a cut comes. At the present rate—4.80c less 1 per cent.—granulated is $\frac{1}{4}$ c lower than a year ago, but business is not apparently showing any more activity on this account.

There is simply an every-day mid-winter demand for rice, which is not saying anything encouraging. Prices are well held, stocks apparently being sufficient for some time to come. Prime to choice domestic, 4 $\frac{7}{8}$ @5 $\frac{1}{2}$ c.

In spices pepper is the article of most interest. Grinders have shown rather more interest in the general line and while trade is not very active there is something doing all the time.

Top grades of molasses are well sustained. The demand is as good as at any previous time and holders are apparently well satisfied with the outlook. Good to prime open-kettle, 25@32c. Syrups are quiet with supplies moderate. Fancy, 25@27c.

Every day seems to add strength to the canned tomato market and, in fact, the whole line of canned goods is in better shape than for a long time. Sellers refuse 82 $\frac{1}{2}$ c for buyers' label, and even at 85c the supply is certainly not over-abundant. Buyers and sellers are not able to agree and all the time the situation seems to look more favorable for the seller. Futures are said to be quoted around 70@72 $\frac{1}{2}$ c, but not enough quotations have been made to say that the market is established. Sellers look upon the situation with equanimity. Stocks of spot corn are light, but there seems to be enough to meet the every-day demands. Peas are in good demand and stocks are unusually low. Other goods are about unchanged.

The butter market is "upset" and the "ultimate consumer" is probably rejoicing at the plight in which big holders seem to find themselves. The offerings are a good deal larger than the demand can take care of, and creamery specials can not be quoted at above 28c; extras, 26c; firsts, 23@24 $\frac{1}{2}$ c; held stock, 24@25@26 $\frac{1}{2}$ c; imitation creamery, 21@22c; factory, 20@20 $\frac{1}{2}$ c.

Top grades of cheese are still well sustained, but there is a greater effort to move the inferior grades and the market is rather "wobbly." Full cream, 15 $\frac{1}{2}$ @17c.

The supply of eggs, owing to the open winter, has been largely increased and quotations are lower. Best Western, 31@33c; selected, 30 $\frac{1}{2}$ @32c; extra firsts, 29c.

Business News From the Hoosier State.

Evansville—John Closter, majority stockholder in the firm of Karn, Closter & Co., has taken steps to have a receiver appointed and the business wound up. The firm wholesale coffee and is said to be solvent, but the stockholders do not agree.

Ft. Wayne—G. E. Bursley & Co. wholesale grocers, have purchased a site and if a permit to build a siding can be secured will erect a modern building as a home for their business.

Bluffton—Geo. and J. A. Morris, of Portland, are here looking for a location for a 5 and 10 cent store.

Wolcottville—W. W. Zimmerman has purchased a half interest in the W. H. Buoy harness shop. The new firm will be known by the name of Buoy & Zimmerman.

Pierceton—John F. Sailor, proprietor of a hardware store here, has made a voluntary assignment for the benefit of his creditors.

Decatur—Emerson Beavers, of the firm of Cress & Beavers, has purchased a one-third interest in the furniture and undertaking business of Meyer & Scherer. The new firm will be known as Meyers, Scherer & Beavers.

Richmond—Fred Lahrman has sold his interest in the shoe store at 718 Main street to Teeple Bros., who will continue the business.

La Grange—Jacob Reyher, of Kendallville, has retired from the firm of Reyher & Co. and has been succeeded by Clyde H. Reyher, son of Henry E. Reyher, the senior member.

Ft. Wayne—A wholesale paper and stationery business will be opened on East Main street by J. M. Smick & Co.

Terre Haute—Julius Lederer has bought the interest of his partner, Adolph Strauss, in the firm of Strauss-Lederer, dry goods and department store, and will continue the business.

A good window display is not necessarily made up with great elaborateness, cost, etc., as some merchants seem to think. Neatness, a little extra care and precision are the first step in trimming a window. It does not have to be gaudy, as a plain, effective window, showing forethought and care, seasonable goods being displayed, always attracts attention and gives good returns.

The more goods a grocer can sell the more he widens his avenue of sales. Every new line represents so much added profit. The hustlers are ever trying to pile up larger sales.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Detroit has booked upwards of fifty important conventions for this year, one of the most important being the annual meeting of the Knights of Columbus of North America.

The Manufacturers' Industrial Exposition, which was recently held in Port Huron under the auspices of the Young Men's Business Association, has proved far more successful than its promoters had anticipated. There were 10,000 visitors during the week. The Exposition will be made an annual affair.

Headquarters of the Northeastern Michigan Development Bureau will remain in Bay City for another year at least, with T. F. Marston as Secretary. There are seventeen counties included in the organization.

The Board of Commerce of Flint is starting an active campaign to boost the membership and to arouse greater interest in the work.

Pontiac is pleased with the recent merging of four of the Flanders group of factories in that city with a concern of Chelsea, believing that the business of these factories is now placed on a strong financial basis and that industrial activity is assured.

The Bay City Board of Commerce has been fully organized now and incorporation papers taken out. Frank J. Buckley is Chairman of the new Board of Directors. The object is the promotion of the general interests of Bay City and Northeastern Michigan.

The Grand Trunk, Michigan Central and Ann Arbor railroads have been given thirty days in which to get together and decide on how the Ann Arbor may use the new union depot that is to be erected in Owosso on a rental basis. If the decision is not reached in that time the State Railroad Commission assures Owosso that a new depot will be ordered built, the cost to be apportioned among the three roads.

Jackson has added an electric automobile concern to its industrial population.

J. P. Tracy, the new Secretary of the Saginaw Board of Trade, is taking hold of the work in a manner that gives promise of great success. His recommendations at the initial meeting of the Board of Directors include better railroad service for the city, both steam and electric, also the introduction into the local schools of a study of Saginaw, its past, present and future, a text book being prepared for this purpose, supplemented with lectures and lantern slides.

The Kalamazoo Board of Education has inaugurated a noonday lunch experiment at the Central high school, which is proving very successful. The system in use is to have students living more than ten blocks away from the schools write on slips of paper in the morning what is desired for luncheon. These slips are turned in to the head of

the manual training department, who is in charge of the cooking classes. All food is sold at cost.

An apple show will be held at Ludington Jan. 20 and 21, under the auspices of the Mason County Progress Association.

The Kalamazoo County Fruit Growers' Association met Saturday and endorsed the plan of establishing a central market in Kalamazoo. Almond Griffen.

Hatching Chickens.

The laying season is here and hatching time will find many of us unprepared. Many of us are worrying about the kind of incubator to buy, and many others are selling their old incubators because of a machine they heard or read about that hatches more and better chicks without care or attention than their's did. Remember, there is no "best" incubator; no machine with all the good points and none of the weak points; none are perfect, most of them are good, some are better, and you can make no mistake in choosing one that is doing good work in your community. And do not discard the old machine that has done fairly good work, and is still in good condition, to buy one that "hatches every egg;" the chances are you will do no better with it. Within the past week one woman told me she was discouraged because of her poor luck the past season, as she only averaged one hundred and twenty-five chicks from two hundred eggs. Some of her hens failed to hatch a chicken, but that was no discouragement; think of averaging nearly ten chicks from fifteen eggs.

Another woman declared it was no use to try again after hatching thirty-nine chicks from one hundred eggs.

An incubator will not feed or regulate itself as the hen does, and we must not expect so good results until we have had some experience, and we should not blame the incubator because of poor eggs, a poor location causing uneven temperature, or our own carelessness.

Give the old machine a thorough overhauling, or order the new one at once, so you will not be delayed at the last minute; and though it may seem like joking we should like to warn against hatching too many chicks. Most of us are not prepared for large hatches, usually providing only one brooder for each incubator, and our chicks are overcrowded; in consequence most of them die and we pass along the saying "Incubator chicks are never strong." Do not hatch too early or too late in the season and do not hatch more chicks than you can care for; and don't let the bugaboo, altitude, worry you; you may need to air the eggs a little longer or apply more moisture than the rules direct; otherwise run your incubators as you would at a lower altitude.—W. E. Vaplon, Colorado Agricultural College, Fort Collins.

Prosperity, says the "Irish Grocer," never wears dingy clothes. With paint at its present price and easy to put on you can not afford to have a rusty store front.

PLANS FOR CONVENTION.**Port Huron Grocers Will Give Lots of Entertainment.**

The local committees of the Port Huron Grocers' Association have been working over-time arranging a splendid programme for the entertainment of the delegates and visitors at the convention on Feb. 7, 8 and 9. They will give a smoker and luncheon at the Elks' Temple on Tuesday evening and on Wednesday evening will give a grand ball. The great attraction will be the Country Store, for which the wholesalers and manufacturers are making applications for space and contributions. This year the convention itself will not be broken into by any visiting trips during session hours, as all entertainments will take place during the recesses.

The following firms have sent goods for the Country Store:

Borden Condensed Milk Co.
Scudder Syrup Co.
The J. B. Ford Co.
Continental Bag Co.
The Frank Tea and Spice Co.
Dyers Packing Co.
Calumet Baking Co.
American Chiclet Co.
Rueckheim Bros. & Eckstein.
Detroit Soap Co.
J. S. Kirk & Co.
Diamond Crystal Salt Co.
Kellogg Toasted Corn Flake Co.
The Corno Mills Co.
Oakland Vinegar & Pickle Co.
Wm. Wrigley, Jr., & Co.

Shredded Wheat Co.
Lautz Bros. & Co.
Alast & McGuire.
Church & Dwight Co.
Rumford Company.
Ohio Match Co.
Superior Register Co., Canister, New York.
Postum Cereal Co.
Hemmetter Cigar Co.
The Superior Register Co. has donated one of their \$150 registers. The Hemmetter Cigar Co. is so behind on orders they could not send any of their products, but they mailed a check of \$25 to start the Country Store with change to commence business.

The Inventors.

History is filled with the recital of the deeds of the warriors and statesmen, but comparatively small space is given to the men who have really made the present civilization and commercial enterprise possible.

The work of warriors has been to destroy; the business of statesmen mostly to talk. Neither has been a thousandth part the benefit to humanity as compared with the man who first discovered a way to apply the power of steam to machinery or of the man who invented the telegraph or the telephone.

The world has made more advancement during the past hundred years on account of the work of great inventors than it had made during all the previous centuries on account of the work of great warriors or great statesmen.

Go into any public library, and you will find long shelves filled with books on Napoleon; but you would have to hunt in vain for a single book devoted exclusively to the achievements of Arkwright, or Fulton, or Howe, or Morse, or Edison, or McCormick. And yet the work of Napoleon was almost entirely destructive. His wars loaded Europe with debts that they have not yet been able to pay, and, worse than that, they drenched that continent with the best blood of each of the leading nations. The effect of the loss of lives during the Napoleonic wars is felt in Europe even to this day. The world would have been better off if Napoleon had never lived. He never did a thing to make life easier, to lift the burdens from the backs of the toilers of France or of the countries he despoiled.

But suppose the great inventors had never lived. There would, in that case, be no such thing as a railroad or steamboat or ocean liner; no such thing as a telegraph or telephone; no such thing as an electric light or a dynamo or a modern factory; no such thing as a reaper or mower. The work of the world would still be done by hand with the most primitive tools and the products hauled to market in the most primitive vehicles. The earth would be stirred with a wooden stick and the crop reaped with a sickle or a scythe. No house would be lighted by electricity or heated with a furnace. No city would be lighted even with so crude a device

as a coal oil lamp, and the best homes would be lighted with the feeble illumination of the tallow or wax candle. All cloth would be woven by the most laborious processes in hand looms. The daily paper, as we know it now, would be impossible and even the movable type would be unknown.

The typewriter would not be in existence and the elevator unheard of. Modern surgery would be unheard of and anesthetics among the things unknown. The modern sky-scraper would, of course, be impossible, for there could be no such thing as the lightning elevator.

Fulton, Arkwright, Morse, McCormick or Edison have, any one of them, been of so much more importance to the world than any of the great warriors or great statesmen, that the latter are not worthy to be mentioned in the same category of greatness. Measured by the practical good he has done humanity, Edison is as much superior to Alexander, or Caesar, or Charlemagne, or Napoleon, or Wellington, or Chatham, or Burke, as the ocean is greater than the mill pond.

Modern business owes almost everything to the great inventors and not much of anything to the great warriors and so-called great statesmen.—The Merchants' Journal.

There isn't any such thing as "holding your own" as a grocer. You must go ahead or you will inevitably go backward. Either progress or drop behind in the race.

Get the Butter-Color Gold

There are steady profits for you grocers in Dandelion Brand Butter Color—profits that run into gold.

So don't sell inferior "coal tar" butter color. Sell the old reliable, pure vegetable

Dandelion Brand Butter Color

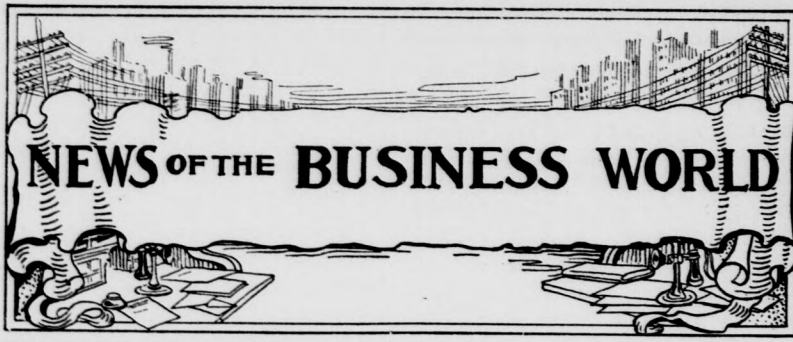
Dandelion Brand Butter Color is a staple. Always have it in stock. It never turns sour or rancid. Neither does it affect the odor, taste or keeping qualities of butter that it colors.

SEND YOUR ORDER NOW

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



Wells & Richardson Co., Burlington, Vermont
Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Muskegon—L. E. Sawyer is closing out his art store.

Reed City—W. T. Riggs will open a bazaar Feb. 1st.

Greenville—L. J. Green will open a bakery January 23.

Holland—John Ven Der Poel is closing out his stock of clothing.

Mancelona—A. W. Canada & Son have opened a grocery store here.

Durand—O. C. Perrin & Co. have engaged in the hardware business here.

Sherman—Wm. Bradford has purchased the McGregor market at Manton.

Mason—C. O. Page has sold his cigar and tobacco stock to Stacey B. Steadman.

Three Rivers—W. E. Allen's grocery stock was destroyed by fire December 16.

Saranac—Ruriff & Herman, dry goods and groceries, have dissolved partnership.

Sturgis—Rehm & Swinehart will open a clothing and gents' furnishings store Feb. 1st.

Traverse City—M. Morrell has purchased the stock of groceries of H. E. Trumball.

Rochester—Tuttle & Nichols, furniture dealers, have added a stock of rugs and draperies.

Fremont—Fowler & Fowler have leased a new store building and will double their stock.

Lowell—Andrew Kauffman has bought a grocery store in Grand Rapids, of B. E. Scott.

Keeler—H. H. Hilliard, druggist and grocer, has filed a petition in voluntary bankruptcy.

Caledonia—R. Kelley, of Grand Rapids, will open a bazaar and grocery store January 20.

Ithaca—W. H. Davis succeeds Frank E. Durfee in the ownership of the Old Perrinton Bank.

Manistee—The National Grocer Co. will discontinue their branch store in this city on March 1st.

Eaton Rapids—Ira McArthur Jr., will put in a stock of tobaccos in connection with his news stand.

Cadillac—Jonas Carlson has leased a store in the Elks' Temple and will put in a stock of musical goods.

Flint—Articles of incorporation have been filed of the Rolland Dry Goods Co. It is capitalized at \$4,000.

Lake City—E. M. Allen began the new year as traveling salesman for Straub Bros. & Amiotte, of Traverse City.

Alma—W. I. Amsbury has purchased the grocery stock of W. F. Chedister, the latter having taken possession.

Bay City—The Grocers and Butchers' Association has increased its membership 20 per cent. the last year.

Lacota—The drug stock of Simpson Bros., bankrupts, has been placed in the hands of Judge Briggs, receiver.

Kalamazoo—I. A. Mills and J. Charles Ross have bought an interest in the Edwards & Chamberlain Hardware Co.

Pigeon—The Huron County Beet Growers' Association has been organized here, with W. W. Harder as President.

Jonesville—G. R. Mason has bought the grocery stock of L. R. Withington and was given immediate possession.

Lakeview—Merle Gee has purchased the Leroy Stebbins stock of furniture and will merge same with his present stock.

Grand Ledge—Burton Gates has sold his stock of groceries and meats to Thomas West, immediate possession being given.

Mancelona—A board of trade was organized here Jan. 14, with L. L. Willoughby as President and C. C. Davis as Secretary.

Hastings—Mrs. W. E. Merritt will continue the dry goods business conducted by her husband, whose death occurred last week.

Petoskey—John L. A. Galster and Owen McMahon have purchased the cigar stock of John Fochtman and have taken possession.

Pottsville—George Scofield has sold his hardware stock to Frank Burkhead of Hanover, immediate possession being given.

Owosso—Charles C. Crugher has purchased an interest in the grocery stock of Detwiler & Son. The firm name will not be changed.

Charlotte—A new company has been formed under the firm name of Cole & Rudesell. They will put in a stock of implements.

Pontiac—The partnership of Whitfield & Young, grocers, has been dissolved. The business will be continued by H. O. Whitfield.

Adrian—James H. Howell & Co. will open a new store Feb. 1 and have bought a stock of ladies' clothing, furnishings and millinery.

Tower—Maurice Myers has sold his stock of dry goods, boots and shoes to his brother, Samuel, immediate possession being given.

Muskegon—The clothing stock of Robert Blakely will be sold to satisfy a mortgage of \$4,000, held by the Clapp Clothing Co., of Grand Rapids.

Sault Ste. Marie—The stock of gro-

ceries of L. S. O'Neill has been sold to Ed. S. Taylor, of Pickford, who will ship it there and add to his stock.

Otsego—Thomas S. Tait has sold his interest in the grocery stock of Tait & Wood to his partner, J. B. Wood, who will continue the business.

Coopersville—Ellis Lillie has bought an interest in the general store of his father, Charles P. Lillie. The firm name to be Charles P. Lillie & Son.

Battle Creek—Roy Cone has purchased the interest of his partner in the meat business of Dorman & Cone and will continue the business under his own name.

Holton—The Holton Brick Co. is planning to double its capacity the coming year. The company has eighty acres of clay and last year made 3,000,000 bricks.

Hancock—The firm of Mahfuz & Slayman, bazaars, has been dissolved. Mr. Mahfuz will assume charge of the South Range store and Mr. Slayman of the store here.

Jackson—William M. Palmer has bought the Wright Calkins' block and has leased same to his son, William M. Palmer, Jr., who will put in a stock of shoes Feb. 1st.

Pewamo—George W. Young has bought an interest in the grain and seed business of his father and the business will be continued under the firm name of G. S. Young & Son.

Kalamazoo—Frank C. Andrews, of the Andrews & Simonds paint store, has disappeared. Mr. Simonds has asked for a dissolution of the partnership. Stephen G. Earl has been appointed receiver.

East Jordan—The East Jordan Produce, Fuel and Ice Co. has been incorporated with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed, \$978 being paid in in cash and \$522 in property.

Ironwood—Frank Joseph, salesman for the Bernstein & Cohen Co., was taken sick at a hotel here a few days ago. It became necessary to remove him to his home in Chicago, but he died a few hours after reaching there.

Owosso—C. A. Connor has resigned his position as salesman for the San Tolmo Cigar Co., of Detroit, to take effect March 1. He will then assume charge of the C. A. Connor Ice Cream & Creamery Co., Inc., of this city.

Escanaba—The Escanaba Produce Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, of which \$25,600 has been subscribed, \$15,400 being paid in in cash and \$10,200 in property.

Litchfield—O. B. Ingraham & Co. have engaged in business to carry on a general retail hardware business, with an authorized capital stock of \$5,000, of which \$4,500 has been subscribed, \$154.78 being paid in in cash and \$4,345.22 in property.

Detroit—Ray J. Swope, tailor, has merged his business into a stock company under the style of Ray J. Swope & Co., with an authorized capital stock of \$5,000, all of which has been subscribed, \$3,000 being

paid in in cash and \$2,000 in property.

Detroit—Adolph Finsterwald, dealer in clothing, has merged his business into a stock company under the style of the Finsterwald Clothing Co., with an authorized capital stock of \$150,000, of which \$92,500 has been subscribed and paid in in property.

Detroit—Batchelder & Wasmund, dealers in stone and marble, have merged their business into a stock company under the style of the Batchelder-Wasmund Co., with an authorized capital stock of \$30,000, of which \$23,000 has been subscribed and paid in in cash.

Kalamazoo—W. M. Houtcamp, dealer in paints and wall paper, has merged his business into a stock company under the style of the W. M. Houtcamp Co., with an authorized capital stock of \$10,000, of which \$6,150 has been subscribed, \$200 being paid in in cash and \$4,800 in property.

Fenton—Charles Scott has divided the stocks in his department store, selling the dry goods and ladies' furnishings to Charles Rolland; the boots and shoes to F. J. Hoffman; the groceries to Cox & Osmun; the clothing to John Page and W. G. Wolverton. The new firm will open for business January 20.

Manufacturing Matters.

Big Rapids—The Atlas Manufacturing Co. is moving to Eaton Rapids.

Jackson—The Young Remedy Co. has changed its name to the Dr. G. C. Young Co.

Kalamazoo—The capital stock of the Standard Paper Co. has been increased from \$180,000 to \$300,000.

Saginaw—A. F. Bartlett & Co., machinists, have decreased their capital stock from \$200,000 to \$125,000.

Saginaw—The capital stock of the Strable Manufacturing Co., manufacturer of hardwood flooring, has been increased from \$50,000 to \$100,000.

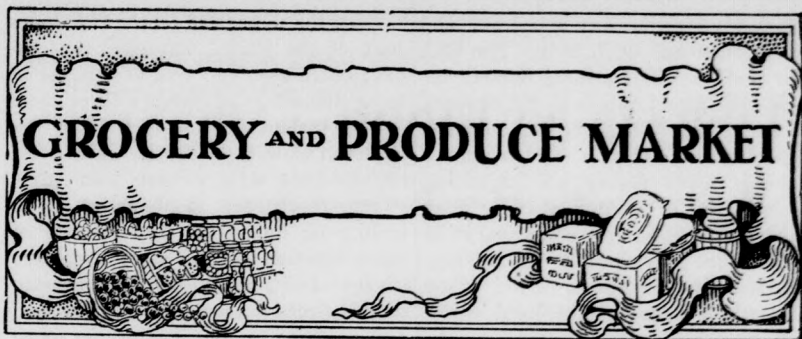
Detroit—The Commerce Motor Car Co. has been incorporated with an authorized capitalization of \$10,000, of which \$7,000 has been subscribed and \$5,000 paid in in cash.

Cheboygan—The Cheboygan Pea Canning Co. has leased its plant to Pressing & Orr, of Norwalk, Ohio. Extensive improvements will be made in the property and new machinery will be added.

Detroit—The Four Cycle Reversible Engine Co. has engaged in business with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed, \$70 being paid in in cash and \$35,000 in property.

Carson City—The Collapsible Steel Form Co. has increased its capital stock from \$30,000 to \$150,000 and changed its name to the Concrete Form & Engine Co. The principal office is now located at Detroit.

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



The Grocery Market.

Sugar—The expected drop in prices has come, due to the appearance in the market of the Cuban supply. The local quotations are 5.10 for Eastern and 5.04 for Michigan.

Tea—The offerings on all grades are distinctly high. Buying at the present time is light on account of all stocks being comparatively full, but should the movement become more noticeable prices are expected to go higher. Ceylons especially have shown an advance since last September of fully 3c per pound. Congous show about the same advance in low grades. The shortage of teas now in this country is estimated at 10,000,000 pounds or more. The Japanese tea interests are planning an energetic campaign to increase the sale of their product in the United States by an expenditure of \$80,000 per year for ten years; toward that amount the government is expected to grant a subsidy of \$50,000 per year. They are also looking to Russia as a field for future consumption of Japan tea.

Coffee—The market has shown very little change in price during the week, but all grades are firm at present prices, which are lower than they are in New York or in comparison with Brazil. A short time ago the Brazil valorization interests announced that they would sell 1,200,000 bags of Santos some time in April. This is said to be nearly twice what they expected to sell some time ago. But it is very difficult at this time to tell whether this will have any effect on the market or not. The price of Ariosa coffee was advanced another cent and a quarter Jan. 10. This makes the price of Ariosa \$21.72 per hundred pounds.

Canned Fruit—The demand was heavy during 1910 and it is expected that 1911 will make a new record. Fruits of all varieties are in small supply in the canners' hands and stocks in the wholesalers' hands are thought to be some smaller than they were a year ago. Prices are firm on the whole line, but especially so on peaches and apples. It would be hard to tell just what gallon apples will do when the demand increases, as is usually the case as soon as the supply of fresh apples is not so plentiful. Prices have been on the advance ever since opening prices were made.

Canned Vegetables—The tomato market is a shade higher than last week's quotations, and with the demand as heavy as last year it is expected that they will go still higher before long. Stocks of tomatoes in canners' hands are said to be small, and the average wholesaler has no

surplus. The demand has been very good for the second week in January. The short supply of peas is being felt by many during the last two weeks and it is almost impossible to get supplies of some grades. There has not been much change in the market on corn during the past two or three weeks; the demand from the retailer is just fair.

Dried Fruits—There is nothing to report on dried fruit except that prices are firm and advancing. Prunes are still a notch higher than a short time ago on the coast and a prominent wholesaler says that it would be almost impossible for anyone to get a car from anywhere at this time. Peaches are firmer on the coast and also in the Eastern market than a short time ago. Raisins and currants are not in as good demand as a short time ago, which is always the case the first of the year.

Spices—Business is seasonably good and prices hold very steady. No quotable change has occurred during the week under review, prices on the spot remaining the same as a week ago. Peppers are very strong and a firm market prevails on cloves and cinnamon.

Rice—The markets in the South are reported as very firm and prices were advanced 25c per sack on rough—both Japans and Honduras. The mills are also turning down bids at list and are asking nearly a quarter of a cent higher, according to the reports the first of the week. The local market is also a little firmer than a week ago and the demand is on the increase.

Syrup and Molasses—There is an increase in the consuming den and prices of syrup are very low. Prices are steady on nearly the whole line. Grocery grades of molasses are firmly held and the crop was reported as being much below last year's yield. The demand for maple syrup and sugar is at its best and prices are unchanged during the week.

Provisions—Although marketings of hogs have given no indication of substantial increase, the provision trade is steadily reaching the conclusion that present levels are higher than can be indefinitely maintained. Last year's experience of limited supplies, extremely high prices and diminishing provision consumption and trade—at home and abroad—is not to the liking of either large or small packers. Hog prices will be governed more directly by the demand for the product than was the case last year. There was a shortage last week of 65,000 hogs at Western packing centers, as compared to the

packing operations at the same points a year ago, and since Nov. 1 the shortage is 520,000 hogs. Nevertheless, the demand for product has been so limited that the trade has not been much affected. Pork prices declined 22½@30c last week, lard lost 20@27½c and ribs were unchanged to 12e½c lower. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1911
Wheat—			
May ...	\$ 1.02½	\$ 1.00½	\$ 1.01¼
July97½	.96	.96¾
Sept.96	.94¾	.94¾
Corn—			
May50¾	.49¾	.49¼
July51¾	.50¾	.50¼
Sept.52¾	.51½	.51½
Oats—			
May35¾	.34½	.45¼
July35¼	.34¾	.34¾
Sept34¼	.33¾	.33¾
Pork—			
Jan.	20.42½	20.00	20.00
May	19.35	18.97½	18.97½
Lard—			
Jan.	10.72½	10.45	10.45
May	10.40	10.05	10.05
Ribs—			
Jan.	10.87½	10.67½	10.70
May	10.22½	10.00	10.02½

Grocers Discuss Trading Stamps.

The Grand Rapids Retail Grocers' Association made the trading stamp problem the order of business at their last regular meeting, and it was universally decided that trading stamps are an evil that should be eliminated from the retail business. No definite action was taken at the meeting, but every man present undoubtedly returned to his place of business the next morning with a renewed determination to oppose the practice of giving something for nothing.

The following delegates were chosen to attend the annual meeting of the State Retail Grocers' Association to be held at Port Huron on Feb. 7, 8 and 9:

Delegates—Glen E. DeNise, Geo. Roup, F. W. Fuller, Wm. Drucke, Geo. H. Shaw, Geo. Hannah, E. R. May, F. T. Merrill, John Vanderveen, C. Smallheer, Martin Decker, I. Van Jussen, A. W. Inderwig, R. Andre, Chas. King, A. T. Smith, John Barkley, Wm. Andre, F. E. Miner, John Witters.

Alternates — Norman O'Dell, C. Haan, A. De Boer, C. J. Appel, Walter Plumb, J. Van Derwiden, C. Mullholland, Geo. Holliday, C. J. Seven.

The delegates were instructed to favor a State law against all gift schemes.

American Breeders' Association.

The seventh annual meeting of the American Breeders' Association will meet at Columbus, Ohio, Feb. 1-3 as guest of the National Corn Exposition. The first day will be devoted to committee reports and addresses, the second to eugenics and plant breeding and the last day to animal breeding. Features of the meeting will be illustrated talks by experts and specialists from Washington and from several of the agricultural colleges.

The Produce Market.

With the exception of the dairy products the local market is very dull this week. Butter has dropped 2c and eggs have fallen 3c. This is partly attributed to the scare stories that have come from Chicago lately of an overstock of storage and a disposition to dump the holdings upon the market. The open winter has been bringing in fresh supplies and this further demoralizes the storage. Sugar and lemons have also dropped in price. The break in sugar has been expected since the first of the month. The recent demand for lemons has been small. Western apples are coming into the local market and as they are the only fancy apples handled by the local dealers at present, a large sale of them is expected. Scarcely any Michigan apples are offered.

Apples — Northern Spys, \$1.50@1.75 per bu.; Baldwins, \$1.35@1.50; Greenings, \$1.25; Blacktwigs, \$5.50 per bbl.; Western apples, \$2.25@3 per box.

Bananas—Prices range from \$1.50@2.50, according to size.

Beans—\$2 per bu. for hand-picked; \$2.75@3 for red kidney.

Beets—50c per bu.

Butter — Local handlers quote creamery at 23c for tubs and for prints; 20c for No. 1; packing stock, 14c.

Cabbage—60c per doz.

Carrots—50c per bu.

Celery—20c for home grown.

Cocoanuts—60c per doz. or \$4.25 per sack.

Cranberries — Cape Cod Howe's, \$9 per bbl.

Cucumbers—\$1.50@2 per doz.

Eggs—Local dealers are paying 25c f. o. b. shipping point.

Grapes—Malagas, \$6@6.50 per keg.

Grape Fruit—\$3.75 for all sizes.

Honey—18c per lb. for white clover and 14c for dark.

Lemons — Californias, \$3.25@3.50 per box.

Lettuce—15c per lb. for leaf.

Onions—Spanish, \$1.60 per crate; home grown, 85c per bu.

Oranges — California Navels, 96s and 288s, \$2.50@2.75; Floridas, 126s to 216s, \$2.25@2.50.

Pineapples—\$4 per case.

Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.

Potatoes—The market is steady at 25@30c, at outside buying points.

Poultry—Local dealers pay 12c for hens; 12c for springs; 8c for old roosters; 13c for ducks; 11c for geese and 19c for turkeys.

Radishes—40c per doz.

Sweet Potatoes—Kiln-dried, \$1.50 per hamper.

Veal—Dealers pay 6@11c.

Knights of Grip Directors.

At the office of F. M. Ackerman Secretary of the Michigan Knights of the Grip, Lansing, will be held Saturday a double Board of Directors' meeting, when the old Board will retire and the new one begin its active year.

The Moneyweight Scale Co. has opened a branch office at 74 S. Ionia street, with Frank De Kofsky, district sales manager, in charge.

OPEN THE SCHOOL HOUSE.

Tendency Is Strong to Make Larger Use of Public Property.

The school plant of America is valued at \$1,000,000,000. It lies idle 61 per cent. of the available time when it is used only for day school purposes. Assuming that the full use of this property is worth to the community 5 per cent upon the investment, its employment for day instruction only would involve an annual waste in the United States of \$30,500,000.

As was said recently, "most of us no more appreciate what it means to have these possessions than the people of Europe, before 1492, appreciated what it meant to have the earth. There was a whole hemisphere of incalculable wealth and opportunity about which they knew nothing. And in the school plant there is a whole hemisphere of value unrealized, undiscovered by those who think of it as simply a building for the education of children, with the added use of an occasional evening school."

The school building should be the capital of the neighborhood, the focal point of educational, recreational, political and social life. Its importance as a place for the development of intelligent public spirit through the free discussion of public questions is fundamental, for "those who are opening our school houses for the largest public service are simply carrying on the traditions of freedom." The primitive gatherings of free men in ancient Greece and Rome and Palestine, the folk moot of Northern Europe, the New England town meetings which often took place in the little red school houses, are the precursors of the larger use of the school house which, instead of being a novelty, is "the twentieth century revival and expression of the democratic spirit which has been vital at intervals for more than two thousand years."

Back in the eighties it was customary to turn the school house over to the janitor at 4 o'clock for sweeping. An hour later he locked the doors and the building was not used by anybody during the rest of the day. When he got through on Friday afternoon the school premises were closed until the following Monday morning. On Saturday and Sunday the school grounds were shunned as forbidden territory. During the long summer months no one entered them except possibly the workmen who went there to make repairs. The whole school property was used from 9 to 4 during 180 days out of the year—about 39 per cent. of the total usable period. But within a couple of decades a vast movement has been started for a wider use of the school plant, and many communities are now receiving much larger dividends upon their school investments.

Many activities are now carried on in school houses after day hours. Evening and vacation schools playgrounds in schoolyards during July and August; evening recreation and social centers during the winter months; free lectures, entertainments, indoor sports, folk dances,

civic and educational meetings in school assembly-rooms and gymnasiums—these are the chief ways in which the taxpayers are now getting more service from school property.

Evening schools are now maintained in over a third of the cities having more than eight thousand inhabitants. In 1908-9 the enrollment in the night classes increased nearly 6 per cent. over that of the previous year—tenfold the per cent. of increase in the day school enrollment during the same period. The growth of after-school activities is more noticeable, however, in the cities of 30,000 and over. Practically all of these support night schools, two-thirds of them have school house lectures and entertainments; one-half have summer playgrounds, and one-third hold vacation schools. In New York, Chicago, Rochester, Newark and Milwaukee the school boards themselves are maintaining recreation or social centers during the winter evenings, while in a dozen other places similar work is being carried on by playground associations and other voluntary organizations.

In Rochester, where every other school house has become a neighborhood social center, an extensive use of class rooms is being made by men's civic clubs for nonpartisan discussions of political questions. "The school houses are the places for political meetings," said a county committeeman in a Rochester social center. "I do not mean that they should be opened to any one political party, but to all. Why should I be compelled to go into a barroom to address a political meeting, where the bartender is using me to advertise his beer? Why should I be compelled to go into smoke-filled rooms to talk on political issues, when we have buildings like this, where those things can be taken up?" How easily the ordinary public school plant becomes the focussing point for the social activities of the neighborhood is illustrated by the Rochester Public School "No 9." Besides being a day, evening and vacation school, and serving as a public club house for men, women, boys and girls, the building is used as a moving picture theatre, a lecture hall, a gymnasium, a bathhouse, a dance hall, a library and a playground house. A free dental clinic is to be established in it, and it has already become a public health office. Its yard is used as a playground, an athletic field and a school garden; with a little more ground for a park, the whole plant would come close to a realization of the ideal social center. Is there any other American institution that so naturally attracts to itself all the varied interests of the community?

The movement for the wider use has reached national proportions. The University of Wisconsin has engaged Edward J. Ward, the man who organized and for three years ran the Rochester social centers, to assist the cities and towns of Wisconsin to start similar social work. The commissioner of education will add an expert on school extension to the staff of the National Bureau when Congress gives him the increased appro-

priation which he has asked for and the Cabinet has O. K.'d it. The 1911 year book of the National Society for Study of Education will be devoted to the topic: "The City School as a Community Center." The women's clubs in many places are agitating the subject of winter evening play centers as the natural complement to the summer playgrounds. In Lexington, Ky., the Women's Civic Club filled whole pages of the local newspapers with information about the social benefits obtainable through the wider use as an argument for a new model school building in an energetic campaign to raise the needed funds which was brought to a successful termination. Clarence A. Perry.

Freezing the Earth.

In 1883 Poetsch sank the first shaft by the freezing method. The process is fairly well known. It consists briefly in boring a number of holes within a large circle around the future shaft, sinking pipes, and connecting them on the surface in a collective ring. The lowest pipe has a bottom and the pipes are about three feet apart, and set in a circle from ten to fourteen feet greater in diameter than the final shaft. The rest of the process is that of any refrigerating plant. A salt or magnesium chloride solution is cooled to 15 degrees or 20 degrees and is circulated in the pipes under pressure by means of compressors and pumps. In this way the latent heat of the earth around the proposed shaft is drawn away and a solid mass of frozen material is obtained, after which the shaft sinking may be begun.

In recent years the freezing system has made wonderful strides, and sinking of shafts of 1,100 and 1,300 feet in sand bottom is nothing unusual. The fear that freezing beyond a depth of 650 feet would have to be made by the section system, owing to the deviation of pipes from the perpendicular when reaching greater depths has been eliminated. Two instruments are now in use that give the deviation in fractions of an inch.

The principles of the Eriengenhagen and the Gebhardt plumb line apparatus are the same. Both have balanced pendulums, which are guided in the one case by an electric current and in the other case by clock-work, and both of which mark points on a strip of paper passing them mechanically. By watching the position of these points the changes from the perpendicular can be determined. Electro-magnets at the sides of the instruments, and a clock-work in the other case, prevent the pendulums from running out of position. When a marked change of the pipe position is noted auxiliary holes have to be bored and new pipes sunk.

A noteworthy case of freezing was that of shafts 1 and 2 in the Baldur mines at Trier. The shafts had been sunk to a level of 445 feet when a new stratum of sand and water was encountered. The shaft was not to be any narrower, being twenty feet in diameter, and the depth had to be extended to 560 feet. The bore holes could not be deepened to the desired depth on account of the low tempera-

ture of the upper 445 feet. The upper part of the shaft, having been excavated to 383 feet, was now widened to a diameter of twenty-three feet and to a depth of 435 feet under the protection of the frozen earth. At the 435-foot level a cast iron plate twenty-three feet in diameter, with twenty-six holes cast into it, each of them slanting toward the outer part of the circle, was lowered. Joining these holes, twenty-three flanged sockets ten feet long having the same slant were flanged to the plate, and the entire new set of flanges concreted almost to the top, leading to the surface of the shaft. The slant outward caused extension of the freezing pipe circle, which returned to the perpendicular through gravitational forces.—Mining World.

The Franking Privilege.

If Congress accepts the advice that is offered by Postmaster General Hitchcock, it will abolish the franking privilege. The postmaster general would substitute for the present unlimited right of a congressman to send what he pleases through the mails the issue of special stamps which are to be used only on correspondence relating to public matters. "Madame," said old John Robertson, of Virginia, to his wife when she handed over to him a private letter to be franked, "do you think I am a thief?" This pattern of antique virtue took notice of why the franking privilege was conferred. This has been lost to view for many years. The right to free access to the mails is openly employed for private purposes. On the pretense of circulating parts of the Congressional Record, political committees have escaped payment of postage bills. Every year tons and tons of campaign literature go out from Washington with a congressman's name stamped on the package by some clerk. Members, as a matter of course, lend the use of their names. It is a graft that contributes in no small degree to the postal deficit, for the government pays the railroads for the transport of this free freight.

But although the matter is thus plain, it is a safe guess that much prodding will be necessary to induce Congress to attack the abuse. It is a great saving to the political committees, and political committees are finding it increasingly difficult to raise money for campaign purposes. Seldom is anyone found who is convinced or converted by the circulation of parts of the Congressional Record, but it is a tradition that the education literature should go out. A congressman likes to present to the country evidence that he has wrestled with great themes.—New York Globe.

Want of thought often loses to a store a new customer. Very important it is to find out exactly the kind of tea she has been using, the character of coffee she likes, the grade of butter she has been buying. You may guess at it, but that will not do.

If the man behind the counter is dressed like a chore boy he will likely be taken for one.

STRENGTH AND DURABILITY.**White Oak the King of Native Hard Woods—Conserve the Supply.**

White oak is a synonym of strength, durability and adaptability; likewise indicative of a good country, where white oak abounds, as to climate and soil.

It naturally follows that a community rising up in a white oak region is characterized by prosperity and progress in material things. Witness the states of Ohio and Indiana, of Kentucky and Tennessee in these particulars, and the progress that is being made all down the Ohio and Mississippi river valleys in development of once dormant resources, the growth of their cities and the determination toward powerful commonwealths.

From the earliest history of this country white oak and white pine were the two woods on which the settlers relied for building and wood-working material. This observation applies the more particularly to the New England, the public states and to Canada. In Virginia and the Carolinas, oak and Southern pine were the running mates among the woods. In Connecticut and Rhode Island white oak, in colonial days, was much used for the framework of dwellings and other buildings, and examples of the endurance of oak frames can now be found in that country, after having been in place 250 to 300 years. No doubt the like is true of Pennsylvania or any other of the original colonial states wherein white oak abounded. In Maine, along the maritime border, there were large growths of white oak, which were extensively used in shipbuilding when the old northeast commonwealth was distinguished for turning out ships that were "all oak." In fact, the appreciation and the use of oak in all structural lines were inheritances from old England, where the best of oak timber originally covered the land and was highly prized for its adaptabilities. It was natural that the first settler from the mother country should feel at home amid the oak forests of the new land, and that he should naturally fall into the habit of using oak wherever strength and lasting quality were requisite.

No wood has a wider range of adaptability than white oak. The growth of the wood runs well to clean long body, especially when the timber has stood unmolested in the deep woods from its sprouting from the soil until maturity. Hard as it is, it has a free, straight grain, and can easily be split and rived—a sure indication of untrammelled and luxurious growth. This quality renders it eminently adapted to working by hand or machinery, as well as assures it extreme strength with complement endurance when it is properly manufactured and seasoned.

There is nothing in the shape of utilitarian wood material in which white oak can not be employed. If strength and wear are requisites, white oak fills the bill; if beauty of finish is the aim, white oak never fails to respond to the tools and the skill of the artisan. If one happens to be casting about for a material of

absolute integrity, to be applied to any particular use, his thought is of white oak. Considerations of any other kind of wood are merely in the way of looking for substitutes. This is not meant as deprecating the good qualities of several others of the hardwoods; it merely reflects the state of the average mind when thought turns to a reliable and always adaptable wood material for any purpose whatever.

As a matter well understood, white oak has no successful rival among the hardwoods, and never will have while wood grows and water runs.

This view of the situation in respect to white oak suggests an important train of thought. If white oak is of such supreme value among the woods why should there be such an apparent rush to exhaust the supply as soon as possible, even at the sacrifice of stumpage and lumber values? Philosophically and academically speaking, this query seems like a knockdown question, yet it is not. The reply is simply to be evolved from the nature of things. The present generation wants the money that is in the timber and wants it as quickly as possible. The people extant take little or no thought of the generations that are to follow. The slaughter will go on until there shall be some kind of financial or public control that will be able to graduate the cutting to an economical demand; and at that the supply would not last forever. But it is a pity that the magnificent oak forests of this country must be sacrificed in an uneconomical struggle to get the money value out of them as soon as possible. There never again, so far as can be forecasted, can be a repetition of such growths as abounded on the rich oak lands of the Ohio river valley, and that still abound down the Mississippi basin to near the Gulf.

Take a retrospective view of white oak slaughter in Ohio, Indiana, Southern Michigan and Southern Illinois, by way of emphasis on the situation farther south at the present time. In the states named north of the Ohio river stood the most magnificent original growth of oak timber on the American continent, which largely ran to white oak. This timber covered a stretch of agricultural land that also was unrivaled, unless exception be made of some portions of the prairie states. This great expanse of oak territory lay directly athwart the march of settlement from the populous East to the western interior. The forests had to give way before the demand for farms and homes to feed and house the new comers. Before any economic, theoretical forecasters were aware, the greater share of the magnificent hardwood heritage of the four states named was leveled and destroyed by fire in the process of clearing farms. True, a large amount of standing timber was reserved in large bodies or scatteringly on farms, and for many years, running from about 1870 to 1890, the sawmill output of the four states comprised the bulk of the hardwood lumber supply of the country and for export, although production of the states south of the Ohio,

and south Cairo in the Mississippi valley, continued to increase, especially after 1880. But the output of oak, with white oak the main feature, in the four states between the Ohio river and the lakes was a marvel of copiousness and excellence. Some is left in these states yet, but it is a scattering and diminishing quantity. If even but one-half of the original growth had been preserved until now it would have been worth from one-half to two-thirds more than the original growth sold for. But the first inhabitants had no experience reflected back from the past to give them direction in the economy of their timber resources. The present oak owners south of the Ohio river can not say as much. They well know that oak timber, and especially that of the white variety, is to have a value that will increase in ratio with the diminishing supply.

Nothing can take the place of white oak in architecture and mechanics. There can be substitutes, like steel and cement, but there can be nothing that will fill the bill like white oak. The contemplation of this fact should be sufficient to induce any holder of white oak timber to do all he can to be economical in its use, to get all possible value out of it, and he should be uncompromising in his insistence that there shall be no recession in either stumpage or lumber values under any conditions of demand. If ever there were a good reason for conservation it is in the management and utilization of commercial oak timber, and especially of white oak. Any other view of the matter seems like the most abject fatuity.—American Lumberman.

Live Fish on Long Voyage.

A thousand tiny 1-year-old "fingerlings" of the black bass family have set a new record of fish travel that is second only to the legend of the quaint salmon hatched on the Atlantic Coast finding their way around to the Pacific, the home territory of their species.

The young bass, however, made their tour after a modern fashion, by train and boat, all the way from the government hatchery in Northville, Mich., to Sao Paulo, in Brazil, where they were sent to stock an artificial lake belonging to an electric power and light company owned and operated by Americans.

The yearling fishes were shipped from New York on the steamship Verdi Oct. 20, and word has just been received of their arrival, with a loss of only 126, or about 12 per cent. on the sea voyage of twenty-three days. This is a remarkable showing, in the opinion of fish experts, and it is a record in the matter of shipping live fish, both in the matter of distance traveled and obstacles of climatic changes contended with.

The company gives all credit for the success of the undertaking to C. W. Morgan, of the New York Aquarium, who made the arrangements for the care of the shipment on the voyage. The cost of the trip from this port was \$800.

A representative of the company and two ship's stewards were in constant attendance on the fish, and the temperature of the water in which they were transported was taken every half hour during the day and night from the time they left New York until they were placed in their new home. During the trip these readings of the thermometer, together with the temperature of the air, were put down in a log to be sent to the United States Fish Commission as a record. From the time of leaving their native Michigan waters, in zero weather, the bass encountered a variation of more than 80 degrees in temperature. On arriving in New York the fish were cared for at the Aquarium and had several days in which to recover from the 50-hour railroad trip, during which the water in their cans was kept aerated by bailing.

Under Mr. Morgan's direction, 10-gallon milk cans filled with sea water were prepared for them on shipboard. An air pump, operated by an electric motor, was installed to furnish oxygen in the water, and specially constructed covers were fitted to the cans, which could be filled with ice to regulate the temperature. Two tons of ice were used during the voyage.

Throughout the trip the temperature of the water was never allowed to fall below 59 or rise above 61 degrees, while at times the atmospheric temperature ranged from 85 to 86 degrees during the day. During the first two days 123 died, but after that only three more were lost.

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E. A. STOWE, Editor.

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IMPENDING PARTY CHANGES.

This great republic is just now undergoing, as it has done several times before, a political revolution that is confusing old party lines and ripping up old party platforms to a shocking degree. The Democrat of fifty years ago would be astounded at what is called Democracy to-day, while the Republican Insurgents are making havoc with the party doctrines as they stood at the beginning of the same half-century assigned to orthodox Democracy.

These observations are suggested by the basic doctrines set forth by governors of several states, who were inducted into office within a few days past.

For instance, Governor Eugene N. Foss, Democrat, elected by the people of Massachusetts, in his inaugural address declared for direct nominations, for initiative and referendum, for employers' liability in cases of workmen killed or disabled, the removal of unfair injunction restrictions for compensation above a living wage, for control of corporations with the prohibition of holding companies, for a public utilities commission and the abolition of other boards, for popular nomination of United States senators, for a Federal income tax and for prohibiting the use of money at elections.

Standing politically on almost the same ground with the Democratic governor of Massachusetts is our own Republican governor, Chase S. Osborn. He proclaimed in his message to the legislature his advocacy of the initiative, referendum and recall; for income tax for corporations, for placing express companies under the control of the State Railroads Commission, for a passenger rate of 2½ cents a mile in the Upper Peninsula.

We seek in vain for any mention of the initiative and referendum in the platforms of the Democratic and Republican Parties in 1909, but they are found in the published creeds of the People's Party in the convention at St. Louis in 1908, in the platform of the Independence Party at Chicago in 1908 and of the Socialist Party at Chicago in 1908.

It may not be generally known that

the "initiative" is a restriction upon the legislature, requiring it to confine its work to the enactment of measures that are proposed by the people, while the "referendum" is another restriction commanding that every law so enacted shall be referred to the people for ratification or recall. This is the rankest sort of radicalism and is advocated by Democrats and Republicans. Direct nomination and election of all public officers and popular election of United States senators are in much the same line, and would require changes in the Constitution of the United States, as the President and Vice-President of the United States are now nominated in national party conventions and are elected by the electoral college and not by the people with direct votes.

Government control of railroads and other public utilities was advocated by Mr. Bryan and the doctrine was seized and adopted by President Roosevelt.

It is not necessary to mention in detail other doctrines now held in common by both parties, but the facts show that both of the famous old national parties are breaking up into radical and conservative factions, the conservatives holding to most of the old established doctrines of the two parties, while the radical elements, which are rapidly growing, are becoming so mixed up with extreme demands and wild theories which form the basis of the other organizations that it is not difficult to believe that there will be general rearrangements of party lines.

That was the case with the old Federalists, who were transformed into Whigs and subsequently into War Republicans on one side, and the original Republicans, who became Democrats under Jefferson, and are now giving up their cherished states' rights and want all power centralized in the National Government, which is to be the creature of the people, on the other.

Whether there will be a sufficient conservative element to leaven and temper the rush towards radicalism remains to be seen. In the meantime the old party names of Democrats and Republicans survive.

RAISING THE MAINE.

The work of raising the old battleship Maine, which has remained imbedded in the mud of Hanava harbor since the war with Spain—that is to say, since the memorable night in February, 1898, when the ship was blown up and so large a portion of her crew perished, is progressing favorably. Workmen and divers have been busy for some time building a cofferdam around the wreck, and when that part of the work is finished the serious task of actually removing the hulk will follow.

It is reported that while at work on the sunken vessel divers have recovered human bones and considerable coal lying outside the old ship, which some people have assumed indicates that the explosion which destroyed the Maine was internal and not external, as has been heretofore believed. Such finds are insufficient evidence upon which to base any such theory, and before the verdict of the

board of enquiry which investigated the wreck can be discredited or set aside a complete inspection of the raised hulk will have to be made.

The discoveries will, however, increase the interest in the inspection of the old ship which her raising will permit. There have always been a few persons who doubted the theory of the external explosion by means of a mine set off by the Spaniards, holding that the disaster was due to the explosion of the ship's forward magazine. The raising of the ship should set at rest all such doubts and determine for all time just what caused the disaster. If it can be shown that the explosion was not due to treachery there will be reason for general satisfaction that a stain on international honor has been removed, but it will not need any rewriting of history as to general results.

THE DANGEROUS MATCH.

This is the day of voluminous legislation. With a National Congress and nearly half a hundred State Legislatures, not to mention municipal councils, grinding out laws by the bushel, we have become a muchly governed people, with the natural result that half the laws soon become dead letters and the balance are not enforced as they should be. Occasionally, however, some bright legislator hits upon a good thing. The bill introduced by Representative Mann, of Illinois, in Congress to prohibit the shipment from one state into another of phosphorous matches is a measure of this character, as it aims at the elimination of an article that is a prolific source of fires and the cause of much destruction of property. It is not possible for Congress to prohibit the manufacture of such matches, nor their distribution within state lines as the power of the Federal Government is limited to the regulation of interstate traffic, but it is argued that if a national law is adopted many of the states will soon follow suit.

There is no doubt that the popping match—that is, the one that will light when rubbed against anything or when trodden upon or gnawed by a mouse—is a dangerous article. Many a disastrous fire has been started by such an agency and many a woman or child has suffered injury because clothing has caught fire from such an act. It should not be imagined that this attempt to suppress the phosphorous match is a trivial matter. The insurance companies, if asked, will probably be able to present quite an imposing record of losses from fires caused by the careless handling of matches, and fire marshals and others engaged in fighting fires will probably be able to confirm such testimony.

There is no actual need for the dangerous match when the safety match, the article that lights only when scratched on its own box, can be manufactured as cheaply and handled as conveniently. The match companies would probably suffer no inconvenience if the demand for the old style of matches should stop, as they would as readily manufacture the kind that the public would have

to buy. On shipboard and in many business establishments the phosphorous match is not allowed and only some form of safety match is tolerated.

The United States suffers from an enormous fire waste annually, the loss in this country being many times greater than in any other. That the dangerous little popping matches have a great deal to do with this excessive waste is likely enough, and its elimination would in all probability cut down the number of fires. Representative Mann's bill, therefore, has merit in it.

LONGEVITY OF LIES.

There is an old saying to the effect that falsehood travels a league while truth is putting on its boots. The difficulty, if not impossibility, of overtaking and correcting a lie before it has done its malevolent work is well known. In these days of reckless and sensational journalism the launching of harmful untruths is an everyday practice. Many a worthy cause has been lost through cunning and persistent maligning, and many a bad cause has won through cunning and persistent boosting. These are the days of the yellow journal and the muckraking magazine, and the amount of harm they do with their misrepresentations of men and conditions is incalculable.

But the present day has no monopoly of the malicious or reckless lie in print. While it is now at its zenith, the wilful lie was not unknown in former years of American journalism. Willard A. Smith gives a striking instance:

"Some years ago," says Mr. Smith, "a couple of cub reporters in Chicago surreptitiously entered the private car of W. H. Vanderbilt one morning as it was entering Chicago and demanded an interview. This was refused and they were ordered brusquely from the car. They 'faked' the notorious 'Public be damned' interview, which while absolutely false, as published, was widely circulated and has been used by editors, public speakers, politicians, political economists and others for, now, over a quarter a century. Probably there are not a hundred people in the United States who know the real facts in the case; and this perennial lie has formed public sentiment and gone into history as a fact."

Whether or not Mr. Vanderbilt ever sought to correct the false statement is not known. Probably he did not; but in any event it is quite certain that he did not succeed. As Mr. Smith says, this "perennial lie has formed public sentiment." It has been quoted thousands of times by demagogues to impress the masses that men of capital are selfish and heartless and to incite popular prejudice against large corporations. All such reported expression from captains of industry and transportation are eagerly seized upon by the demagogues, and they care not a whit whether they are perpetuating a truth or a falsehood.

Many who talk about life as a trust would have a hard time accounting for the interest.

GIVING CREDIT.

When the publishing house with which Mark Twain was connected failed it left a debt of many thousands which the humorist, although not legally bound to pay, considered himself morally so. He bravely went to work to cancel the obligation. Sooner than he had dared to hope the result was accomplished. After hearing himself lauded for his loyalty he replied:

"No one has said a word about those creditors. There were ninety-six creditors in all, and not by a finger's weight did ninety-five out of the ninety-six add to the burden of that time. They treated me well; they treated me handsomely. I never knew I owed them anything; not a sign came from them."

It is needless to say that this manner of procedure dendered his work infinitely easier; the results materialized in the minimum space of time. His creditors saw that he was honest and they were content to wait. Cross looks and cutting words would have incapacitated him for the struggle. Possibly they realized this, but it is better to infer that the generosity in their hearts rather than pure mercenary policy prompted the courteous treatment so fully appreciated.

There are many instances in which a little help, an inclination toward leniency, saves an overthrow; and the fall having been made, a kindly hand will help the struggling man to rise again when the reverse treatment but crushes him into the dust. When there is a disposition to be honest, be cautious about crowding. You do not know just how hard you may be pinching. When he is doing his best it is not only a humane but a good business policy to give him a chance to work without being continually harrassed by your wry faces or troublesome threats. No one can do their best when worried. If you have enough faith in a man to give him credit, do credit to yourself by observing the Golden Rule.

IMPERTINENT INTEREST.

It has come to pass that a public person seems to have no private affairs. There is no boundary at which he can say, This is my own matter. Thus far shalt thou come and no farther. The newspapers can not even chronicle the death of a senator without bringing into the limelight the love affairs of his sorrowing daughter. Is it not time that grief came to be respected? That the personal relations of a family ceased to become public property just because the father happens to be a public man?

We look back with pleasure at the attitude of Mrs. Cleveland during her reign in the White House. Reporters found her only a sweet faced, womanly woman; and when she was once pressed into talking to one of the number, he received this frank statement: "You would not wish me to talk for publication when my husband wishes otherwise?"

There are certain phases in the life of a public man which the people

have a right to know about. His attitude regarding leading questions the reforms for which he is sponsor; these and many more features in his life and opinions are of direct and legitimate interest to the people whom he represents; but if his daughter chooses to marry a count, that does not concern us in the least. It is strictly a family affair, and especially during bereavement it seems unjust to revive old chapters, it may be only to pervert them.

It is said that Sympathy is the mother of Gossip; but the child, like many other children, has come to need a restraining hand. There are so many things to be learned in this world that we really should not have time to be impertinent regarding other people's affairs. If our own are rightly managed it will keep us busy. Interest prompted by a willingness to help may be praiseworthy; that prompted by no higher motive than curiosity should be curbed.

THE GRAB SALE.

Although by no means novel, this method of cleaning the storehouse still finds favor in many places, especially in the rural districts, where the forms of amusement are less varied than in cities. The juvenile element finds it attractive, and the more incongruous the combination the greater zest is given to the game.

A few days ago two school girls cast their lots in such a sale during the noon hour. The first "grabbed" a necktie; and the second rewarded her with a yard of cheviot shirting. Her companion made exceedingly merry over the matter, forgetful of the fact that "she might get something still worse. She shied clear of all packages which looked as though they contained dishes, not wanting anything of that sort. Even the small bundles which "she just knew contained a barette" were passed by, as each member of the family was supplied. Here was a parcel of goodly size, evidently containing cloth, perhaps a pretty remnant; at least it could be used for some purpose. Bravely she invested her 10 cents; but the shouts when the crest-fallen maid opened a package containing a pair of cotton trousers for a 5-year-old can be better imagined than described.

Philosophically she gathered up her purchase, with the one consolation that they would fit her little cousin whom she especially liked. Yet by the end of the day she was heard to exclaim, "I don't care; the merry laughter which my "grab" drew forth so brightened the atmosphere that our hard examination this afternoon passed off nicely. Is not that worth 10 cents to me?"

So through life. We may "grab" and find that we have made a mistake, yet the ludicrous side appeals, and we are winners in the end. Pure fun has its mission, even although over it is thrown the thin gauze of commercialism.

He who has many strings in his hands is sure to get his feet mixed up with some of them.

The Changing Constitution.

Many Americans instinctively regard the Federal Constitution as a fixed and completed document, to be changed only by formal amendment. In the last campaign there were numerous appeals to stand by the Constitution as the changeless law of the land. Commentators are fond of contrasting its unchanging character with the relatively fluid unwritten Constitution of the United Kingdom.

Yet stable as it is, the Federal Constitution happily is much more of a living organism than many of its students suppose. It is constantly in a state of evolution, since, after all, even a fundamental law has to be administered by human beings who are bound to use it as best they can to fit the needs of the time.

Under the Constitution the Presidential electors might select anybody they pleased for chief executive. But imagine what would happen if they should try to exercise that prerogative. The Constitution commits the election of United States senators to state legislatures. Yet a senator is representing the State of Oregon who was chosen by a direct vote of the people. The people voted for a Democrat to represent them in the Senate. The legislature which carried out their commands was Republican, and, left to its own devices under the Constitution, would have elected a Republican. The choice of Senator Chamberlain was contrary to the spirit of the Constitution. But the real Constitution is made from year to year by the men who act under it.

All revenue bills must originate in the House, under the Constitution; but the Senate virtually originated the present tariff law. Under the influence of the false reasoning of Montesquieu the framers of the Constitution tried to separate as far as possible the legislative from the executive branch of the Government. Congress was to make the laws, the President was to execute them.

In practice, however, the officers of the Government found that no such separation would work. So the party system was devised to bridge the gap, and to provide a common working programme for Congress and the President. Now the President has become a party leader, instead of an ornamental presiding officer such as was contemplated at the outset.

To Congress was intrusted the making of the National budget. But in the last century Congress has begun to see that the job is too much for it. So many local interests are at work that a congressional budget is certain to be wasteful and extravagant. So it has asked the President to prepare a budget in which the expenditures shall be kept within the estimated revenues. It has not yet reached the point where it will accept such a budget without serious change; but it is moving in that direction. The President has learned that he can strengthen his control of the budget by let-

ting it be known that a veto awaits a measure that runs away from the departmental estimates. So the chances are that without constitutional amendment an executive budget eventually will be constituted contrary to all the notions of the Constitution's framers.

The Constitution expects Congress to provide for public buildings; but the President is urging, and eventually will obtain, the establishing of a commission of experts to pass on the question of public buildings. The Constitution refrained from designating the authority that was to declare laws unconstitutional. Washington assumed that the authority lay with the President and vetoed several bills on the ground that they were unconstitutional. John Jay resigned from the Supreme Court because he said he could see no future for the Federal judiciary. Yet without the direct sanction of the Constitution it is now certain that the authority to pass on the constitutionality of laws rests with the Supreme Court, and Jay's predictions have all been dashed.

The Constitution provided a wonderful framework for government. But it has proved lasting chiefly because the men working under it have been able to modify it to meet new conditions. That process of modification is in progress constantly, even while gentlemen with antiquated minds are proclaiming their joy in the changeless character of the fundamental law.

If you are to become a prominent merchant you must be a teacher. There never was a great merchant who did not have patience and the ability to teach others. In the history of this country its teachers have risen to the highest positions of honor and emolument. A long list of our greatest men in their early years were teachers. The training of a teacher is invaluable. The habit of clearly and definitely conveying our thoughts to others can be learned in no better way than in teaching. To convey our thoughts clearly to others in all walks of life is essential in the attainment of success.

Wise merchants everywhere are now clearing up the odds and ends and broken stocks in preparation for spring trade. This is the only way to avoid stock accumulations that become less and less valuable as time speeds on. Yet there are some who can not see it just that way.

To reorganize and improve a business, either large or small, takes infinite patience. You, yourself, are made stronger day by day by the exercise of your will power and by controlling yourself in the face of petty disappointments.

In order to concentrate we must first eliminate. The hard task is for us to get rid of those habits or those associates who consume our energies and who give no adequate return for the time and energy they take from us.

CLIMBING THE TREE.

Look To Your Safety Before Turning Anything Loose.

Written for the Tradesman.

In village stores all over the State customers are discussing the initiative, referendum and recall, specific taxation, local option and dozens of other things brought to the front by the Governor's message. The other night a group in a small town in a local option county switched into a businesslike discussion of the saloon question.

"When we get the brewery to going again," said a local stockholder, "we'll have work for twenty men who are idle now. That will help some."

"And when the empty buildings are leased for saloons," said another, the owner of several vacant rookeries, "the town will begin to look like something."

"Can't these twenty men get work at something else, if the brewery remains closed?" asked a man who worked in the mill.

"Well, there will be just that many more men employed in the town," said the stockholder.

"And will the looks of the town help us to get a living?" the mill man asked of the brewery man.

"Sure," was the reply. "A lively town always draws trade. I know people who stay away from here now because the saloons are closed."

"There is no doubt that a saloon town is a lively place to live and do business in," said the man who ran the ice house. "I've let a lot of people out since this law went into effect—this local option law, I mean."

"We'll vote the county wet again next spring," said another. "We're going to have a bully old town here yet. I guess the people have had enough of this dry business," he added, with a glance at the school teacher.

"What's your notion about it, teacher?" asked the grocer in whose store the session was being held.

"Yes, give us a little Solomon on the subject," said the lumber dealer.

"I'll tell you a story," said the teacher, "if you'll pay attention to it. No going to sleep, now!"

"All right," said the grocer. "Go ahead."

"A long time ago," began the teacher, "when men possessed greater powers over the forces of Nature than they do at the present time, three families started out to cross a great forest."

"No babes in the wood, now!" laughed the hardware man.

"Each family consisted of the husband and wife and four children. The father of the first family was a very brilliant man. He had been alderman in his town and expected to be sent to Congress from the new district he was emigrating to."

"Did he get there?" asked the town constable.

"Just wait," said the teacher. "The father of the second family was also a very smart man. He was a doctor, and expected great advancement

in the land for which he was headed."

"Appendicitis doctor?" asked the stockholder, with a wink at the mill man.

"Never you mind what kind of a doctor he was," replied the teacher. "I said he was a good doctor, and that is sufficient. The father of the third family was a stupid man, as the others all said. He had never been in the Council or in college, and the only thing he was noted for was the great affection he exhibited toward his family. He was traveling in the hope that he could do better by the children in the new land."

"I don't see much story yet," said the hardware man.

"After traveling for days in the forest," continued the teacher, "the little party came to a glade in which lay the dead body of what must have been a very large and powerful lion. The beast had evidently been dead for a long time, for most of the flesh had fallen from the bones, exposing the skeleton to the rays of the sun. The travelers gathered about the body and looked with awe at the once majestic figure."

"That is a good time to look at a lion, when he is dead!" said the grocer.

"Well, this one was dead enough," the teacher went on. "While they stood by the side of the carcass the undergrowth rustled and a stranger stepped into the opening in the forest. He stood looking at the dead lion for a second and then lifted up his voice as follows:

"What a shame that so magnificent a beast, the king of the forest, should lie in death! I am skilled in the anatomy of animals and will undertake to restore the skeleton to its former perfect condition."

So he set to work and put the bones which had fallen away from their fellows back into their original positions, and in a few hours the skeleton of the lion was as perfect as on the day of his death.

"There," he said, "see what science can do! Now, if one of you could put the flesh back on the bones we would have a perfect lion again."

"The doctor stepped forward with a superior air. 'I can restore the flesh to its former condition,' he said. 'I am a doctor, and our schools teach that flesh is not destructible. You watch me and see if I don't make a better lion than ever ran in these woods!'"

"He had his nerve with him!" said the grocer.

"Doctors always have," observed the hardware man, winking at the druggist.

"And so," continued the teacher, "the doctor went to work on the carcass of the lion, building up flesh cells, and blood cells, and all the other things which are necessary to animal existence."

"You did not say this was to be a fairy story," said the grocer.

"Wait and see whether it is or not," said the teacher. "So, in time, the doctor built up his lion, and there he stood, propped up against a tree, looking for all the world like

a live beast, but just as dead as he was before."

"That was just right!" said the mill man. "A dead lion can't bite!"

"Now," said the stranger who had put the bones together, "if we could only put the breath of life into this beast we would be doing a good thing. A live lion, roaming the forest is a much more attractive object than a dead lion standing up against a tree. If there is a really brilliant man here, let him try to breathe the breath of life into this dead lion."

"He also had his nerve!" said the delivery boy. "Did he think the man who had been alderman and expected to go to Congress would fall for a dare like that?"

"He sure did," replied the teacher, "and the brilliant man fell for it."

"I think I can bring this lion back to life by delivering an oration over it," he said. "When I show the powers of the universe how much better it is to have the forests peopled with live lions than dead ones, I think they will conspire to set the machinery in this perfect body in motion again."

"That will be an noble thing to do," said the man who had assembled the bones of the lion. "Go ahead and do it."

"If you can do that," said the doctor, who had grown the flesh on the bones, "you ought to be chosen president. Then you might be able to put a little life into some of the dead laws concerning trusts and transportation corporations."

"What do you think about it?" asked the doctor of the stupid man, who at that moment was looking about for a tall tree.

"Why," said the stupid man, "I do not think he can do it. I have never heard of such a thing."

"You just watch me!" said the doctor, and he set to work pumping the lungs of the lion so they would open to admit the breath of life the brilliant man was about to breathe into them.

"Hold on, there!" cried the stupid man. "Don't bring him to life just yet."

"What's the matter?" asked the brilliant man. "Don't you want to see this majestic beast lording it over the forest again, delighting the natives with his kingly roars and making things hum, as he did in other days? What's the matter with you, anyway?"

"Of course I want to see if you can do it," replied the stupid man, "but before you bring the beast back to life permit me to get my wife and children up into a tall tree."

"They laughed the stupid man to scorn, and reminded him that the creators of the lion would have perfect control over him, that he would make things lively in the forest without doing any harm."

"That's all right," said the timid man, "but you just wait until I get the kiddies and my wife into a tree. This thing of waking up a sleeping beast may be all right, but I don't know whether it is or not."

"So, in deference to the wishes of the stupid man, they all waited until he got his babies and his wife into the tallest tree he could find before they breathed the breath of life into the nostrils of the lion."

"And when the lion came to life he gave a great roar and, being hungry from his long fast, fell to and devoured the brilliant man and his family, and the doctor and his family, and the stranger who had assembled his bones, and the timid man saw it all from his tree."

"Now, when I hear you people talking about bringing these dead saloons back to life, just to make things lively and put money in the pockets of a lot of saloonkeepers and brewers, I feel like asking you to wait until the people get their little children into the tall trees. The saloon lion will eat them up—it always has, and always will. Let it sleep for the sake of the kiddies."

"You do not need to say any more," said the grocer. "Me for a tall tree!"

Alfred B. Tozer.

Invisible Ink.

Invisible or sympathetic inks are fluids used for writing purposes, the characters made with them being invisible, but becoming visible upon the application of heat or of some suitable reagent. Writing made with those inks which become visible upon the application of heat, again becomes invisible upon cooling; on the contrary, writing developed by chemical action remains permanent. Here are three formulas:

1.

Cobalt chloride 150 grains.
Glycerin ½ fluidrachm.
Water 3 fluidounces.

Mix and dissolve the ingredients. The characters traced with this ink become blue on gently heating the paper.

2.

Linseed oil 25 minims.
Water of ammonia 1 fluidounce.
Water 5 fluidounces.

To make the writing or the drawing appear which has been made upon paper with the ink, it is sufficient to dip it into water. On drying the traces disappear again, and reappear on each succeeding immersion. The mixture must be agitated each time before the pen is dipped into it, as a little of the oil may separate and float on top, which would, of course, leave an oily stain upon the paper.

3.

Write with tincture of iron chloride, diluted with 10 parts of water, and develop with a blotter moistened with a solution of tannin or decoction of nutgalls or strong tea. This may be reversed by writing with a decoction of nutgalls and developing with the blotter moistened with tincture of iron. The characters when developed are black. Instead of using nutgalls to develop the iron, potassium, or ammonium, sulphocyanide solution may be employed. The writing will then appear red.

When the church acts like a circus the side shows always swallow the main tent.

OFFICIAL CALL.

To the Retail Grocers and General Merchants of Michigan:

Greeting—The Thirteenth Annual Convention of this Association will be held in Port Huron on February 7-8-9, 1911, and your Association is not only cordially invited to be represented, but is urged to see that as large a number of delegates as possible is appointed.

Never has more careful thought and preparation been made for an annual meeting of this kind than has been the case this year, and a programme is in course of preparation, well-balanced as regards both business and entertainment features.

The committees entrusted with the details have borne in mind the fact that the business man who leaves his store for three days to attend the convention wants to feel upon his return that he has received some practical benefits. The business programme will include some instructive addresses on trade topics of timely interest, and ample provision will be made for the consideration of suggestions from the membership and for discussions of ways and means for improving the conditions of the retail trade generally.

Each local association is entitled to one delegate for every dollar paid as per capita tax. Individual memberships may be taken out by retailers located in cities or places where there is no association, the dues for such membership being \$1 per year, payable at the time of application.

The inauguration recently of preliminary plans for the formation of a State wide information credit bureau is one of the interesting developments of the association work during the past year, and an effort will be made at this convention to expedite the formation of a local credit rating bureau in those cities where none exists at present.

Other important business will come before the convention, and a large attendance of delegates will be conducive to the best interests of the Association. It is important that the State Secretary be notified promptly of the names of the delegates from each association, as soon as same are appointed.

Provision should be made for the payment by each association of its per capita tax, either prior to or at the convention.

M. L. DeBats, President,
Bay City.

J. T. Percival, Secretary,
Port Huron.

Any old town is good enough for a man to live in who never contributes a dollar or an hour's time to any public enterprise.

If your conscience won't let you boost for the town you live in, for pity's sake move—or chloroform your conscience.

It does not pay from any point of view to live in a community which one can not boost consistently and persistently.

Playthings of Other Days.

On the subject of what the young ones of former centuries had to amuse themselves with, Mrs. F. Neville Jackson writes to Collier's Weekly:

"It is delightful to know that Louis XIV. paid 6,000 fances to Henri de Gisse for an army of cardboard soldiers to give Monseigneur le Dauphin; by and by these toy battalions of infantry and squadrons of cavalry were joined by a large army of silver soldiers, complete with horses, guns and machines of war. It was Merlin, one of the king's silversmiths, who designed these toys, and a pathetic interest attaches to them, in that the toy army was eventually melted down in order to pay for the army of flesh and blood that was fighting the King's wars.

The history of the world is crystallized in the children's toys; each great war leaves soldiers in the nursery cupboard dressed correctly to a strap and button. This has always been so. As each successive age in the world's history has gone by, the weapons of that age have passed to the hands of the boys as toys. There are in our great museums miniature crossbows, spears and shields—toy armor as finely inlaid and engraved as any real accouterments is occasionally to be seen, and old prints show the boys playing with such figures. Even the children of the French revolution had their toy guillotines—one of these is in the possession of the author. The army of

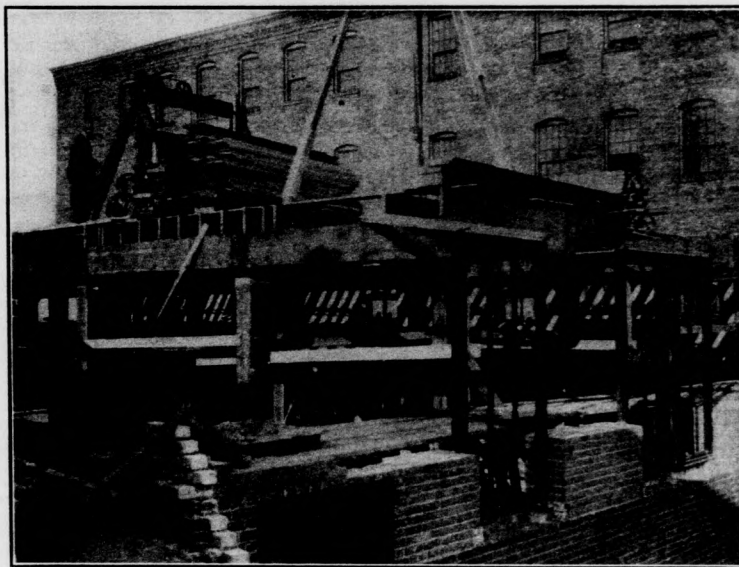
Frederick the Great was the first complete lead army to be placed on the market for purchase by the general public. It was Jean Georges Helpert who produced them; he died in 1794 at Nuremberg. The army of Napoleon followed; then Wellington and his generals; then heroes of the Crimean and Peninsular wars came; in turn to be replaced by the khaki of the South African and the little Jap heroes. The serious pursuits of adults form the basis of nearly all play, for the imitative faculty is strongest in childhood. It is not surprising, therefore, to find toy chariots and game birds among the playthings of ancient Greece and Rome, for we may be sure the little boys and girls fought toy quail and played at chariot races when they saw their fathers and big brothers indulging in such pursuits. It is for this reason that "playing church" is the favorite game in so many families.

The chances are that if your particular friends were more particular they would not be your particular friends.

A doctor may not be sure of his diagnosis, but he takes the patient's money merely as a guaranty of good faith.

It is said that two can play at any game, but as a matter of fact one of them is merely thinking that he can.

If you are looking for a reward it is better to be a pacemaker than a peacemaker.

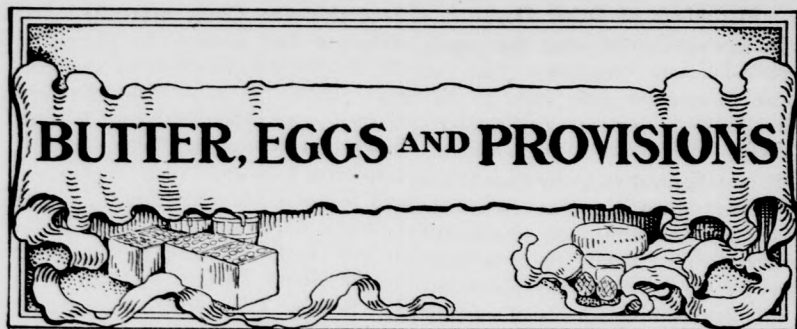


Here is a view of the New Warehouse at our Valley Mill now in course of construction. It is to be four stories and basement with foundation of re-inforced concrete built upon the solid rock.

This view shows third floor inside construction. Note the heavy timber, beautiful exterior brick and metal frame windows. This building is going up back of our Valley Mill at the east end of the Bridge street bridge and will have 40,000 square feet of floor space.

It is the best building of the kind that has ever been erected in this city. The picture gives only a faint idea of its size. It is to be equipped with a six ton electric elevator that will carry two large trucks of flour at one time. Watch us Grow!

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.



Hens Lay Flavored Eggs.

Elaborating a scheme of a fellow-tradesman in Connecticut, who induced his hens to lay by deceiving them as to the season of the year, Charles S. Cooney, who conducts a green house at Livingston, N. J., has succeeded even beyond his hope. The Connecticut man screened one end of his small greenhouse as a henyard. His chickens, turned into this enclosure and looking through at the geraniums and other plants were fooled into a belief that summer was at hand and they began laying at top speed.

Mr. Cooney entered into the experiment on a larger scale. Three weeks ago he fenced off with a large mesh wire screen a space about 70x30 feet in the center of his plant. He picked out eight of his finest Leghorn hens and put them in the corral. Mr. Cooney figured that if looking through a screen on one side of a henyard would make hens think summer had come, the prospect on four sides of a yard would make

them think several summers had arrived and thus stimulate them to even greater egg-laying activity.

He theorized correctly. First he began to get eight eggs a day from the eight hens. Then the number began to increase, until about two weeks ago, on the word of Mr. Cooney, who is a man of heretofore unquestioned veracity, each hen began laying two eggs a day. At least, that average was maintained. Several days later the average increased to two and one-eighth eggs a day. This rate has been maintained since. The pleased owner is in doubt whether the extra egg is laid always by the same hen, or all of the colony take turns in laying it.

The strangest part of Mr. Cooney's experiment, however, lies in the influence on the chickens of the proximity of the plants and flowers that surround them on all sides. The eggs from the chickens used in the experiment after the first few days of their confinement began to have a peculiar and especially dainty flav-

or. The shells were more or less tinted. He observed that when not engaged in scratching for food, and even on their nests, the birds would stand or lie in rapt admiration of the flowers. Some would gaze for several minutes at a time at American Beauty roses, while others would find pleasure in viewing the carnations or violets. Others were wont to cast their eyes on geraniums that flanked one side of the enclosure. The eggs, according to Mr. Cooney, seemed to take on distinctive flavors and distinctive tints of the flowers most admired by the birds.

The demand for geranium-flavored, rose-colored and other tinted eggs is likely to be such, Mr. Cooney hopes, that the price he may demand will be much higher than the present rate of 60 cents a dozen.—New York Herald.

Texas Cabbage.

A dispatch from San Antonio says that with over 10,000 acres in cabbage in South and Southeast Texas ripening for the market, prices are expected to decline materially before shipping starts. Never before was so much cabbage being grown in Texas and never before was the quality so good, from all reports. The first carlot shipments began from South Texas last week. A car went out of Cuero, another from Brownsville and still another from Isletis in the Laredo district. It is expected that the cool weather which prevailed at the opening of the new year will retard further shipping for

a while, but, with the return of warmth and sunshine for which South Texas is famous, the movement of cabbage will be heavy. Last year at the opening of the shipping season cabbage brought \$30@40 per ton at shipping point, but owing to the markets being pretty well supplied with Wisconsin cabbage no such prices are expected this year. It is understood here the first cabbage moved from South Texas was sold at \$25 per ton, and one shipment was moved for \$20. It is hardly to be expected that these figures will rule as the season advances. With so much cabbage in the fields to meet an inadequate demand it will not be surprising if Texas cabbage this year sells at a lower figure than ever before. That a gradual lowering of prices is anticipated is evidenced by the rigid economy already being practiced by shippers in the purchasing of crates. Some will cut out crates altogether and ship in bulk, leaving the crating to be done by the receiver.

Cheesemaking Methods For Small Holders.

Cheesemaking for small holders is the subject of the latest leaflet issued. The primary standpoint is which the Board of Agriculture has that the standard English cheeses, such as the Cheddar, the Cheshire, or the Derby, are too large for the small holder to make, as he does not usually have more than a small quantity of milk daily, and only a portion of this will be available for

Conceded the Best Egg Carrier

By the Army of Dealers Who Handle and Use

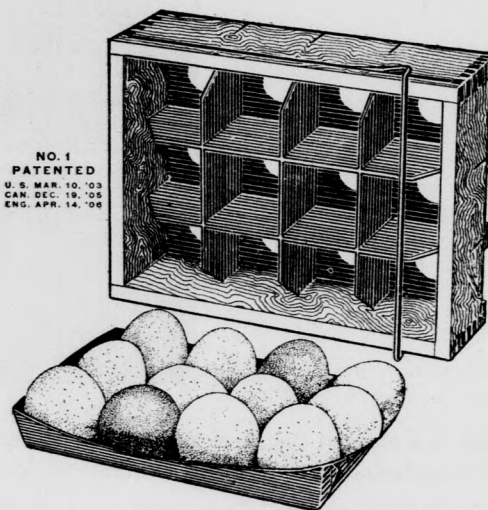
Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

The Star Egg Carrier itself, made of tough white wood strongly built, will last a lifetime, and is especially designed to protect eggs during vehicle delivery.

Star Egg Carriers and Trays also prevent miscounts, save time, and satisfy customers. If you want to make money on eggs, write for our booklet "No Broken Eggs" and ask your jobber—he knows.

STAR EGG CARRIERS are licensed under U. S. Patent No. 722,512, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the U. S. patent statutes.



Made in One and Two Dozen Sizes

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cheesemaking. In addition, the utensils required for the larger cheeses are expensive, and the process of manufacture is difficult, so that the small holder must confine himself to cheeses which can be made from small quantities of milk by the use of cheaper apparatus. Further, as it would not pay the small holder to employ skilled labor, the process must be simple, and such as any intelligent person can understand. Having regard to these requirements, the essential features of small holding cheesemaking are discussed, and recipes are given for the making of two varieties of small pressed cheeses, which are to be ripened, and two varieties of soft cheese to be sold fresh are described.

It is pointed out that, as with all methods of dairying, it is essential that the milk intended for cheesemaking should be perfectly clean and in good condition. It is no use attempting to make good cheeses with dirty or carelessly handled milk, or milk kept under unsanitary conditions. Good flavor in cheese ensures a ready market at remunerative prices; poor flavor condemns it. Almost any clean, airy and well-ventilated building, having a good floor, is suitable for cheese-making purposes, and if a cellar is available in which to ripen the pressed cheeses, so much the better. If a dairy has to be built, it should be of brick, with a cement floor falling to a channel, which leads to a suitable gully placed outside the dairy, and communicating with a proper drain. If pressed and ripened cheeses are to be made, then a similar building, to be used as a curing room, should be erected in line with the dairy, but sunk about two feet in the ground, with a floor of cement and well ventilated. The ripening room need not be drained. A series of shelves, on which to place the cheeses, should be put round the ripening room, and the walls of both rooms should be lime-washed at least twice each year. When not required for cheese the making room would do duty as a butter dairy. A suitable size for the making room is 10 feet by 8 feet, and for the ripening room 8 feet by 8 feet. The making room should usually be kept at a temperature of from 62 to 66 degrees Fahrenheit and the curing room from 58 to 62 degrees Fahrenheit.

The utensils required are then dealt with. A table 6 feet long by 2½ feet wide, with raised sides and ends, and lined with tin sheeting, is necessary. The table should slope to one corner, and be provided with an outlet and pipe to allow of proper drainage of the whey for the cheeses into a pail below. One or two well-made oak tubs in which to coagulate the milk are required. They should be of a capacity of six gallons each, and be provided with close-fitting wooden lids. The maker will need a large knife with which to cut the curd, and a milk-strainer, curd-ladle, skimming-dish and thermometer, as well as cheese-molds, boards, straw mats, measures, cheese-

draining rack, set of shelves on one side of the wall, measuring glasses, pails and brushes. He would also require weights up to twenty-eight pounds with which to press cheeses, and also a supply of rennet extract.

With such an equipment various types of small cheese can be made—four sorts being described in detail—and that, too, by the average small holder or members of his family.

The demand for such small cheeses, the Board of Agriculture points out, is perhaps rather local, but there is no reason why a regular trade in them should not be created in our cities and large towns. In developing a trade in small cheeses, description, size and quality require to be standardized. The cheeses should conform to particular types, and be put on the market regularly, and in sufficient quantities. The manufacture of soft, unripened cheeses should be confined chiefly to the Midland and Southern districts of England, for in the North and in Scotland there is little or no demand for this class of cheese. It is important that all soft and fancy cheeses be packed neatly, and put on the market before they are fully ripe, as, being perishable goods, they soon deteriorate and become unsaleable.

The Louisiana Sugar Crop.

With the close of the calendar year there came to an end the sugar season in Louisiana. Practically all the factories have now finished the campaign except one or two here and there, which have some weeks' work in January grinding up the fag end of the crop, where the yield has been more plentiful than ordinary or where the amount of purchased cane has been uncommonly large. The season has not equaled early expectations by any means, but it has nevertheless been far from a bad season, and the ultimate out-turn will not fall very much short of the two preceding crops.

That the sugar crop of Louisiana has not reached the total that was hoped for is due to causes which, now that it is possible to review the past season from the beginning, will be well understood. Although last winter was by no means severe, it is a well known fact that the seed cane laid down in the fall for spring planting did not stand the winter well, and, as a result, much of the area put in spring plant came up to a poor stand. Even the fall plant cane did not turn out as well as had been expected.


Added to imperfect seed must be included the extremely dry spring, which kept the crop back weeks beyond its usual growth. In a word, the crop experienced a poor start, and, although the acreage was large, the crop as it has turned out never recovered from its imperfect commencement. Following the dry spring came a summer of excessive rain, which, while it caused the cane to grow freely, prevented the usual careful cultivation and necessitated a very late laying by. Still, a favorable late summer and early fall creat-

ed the hope that these early drawbacks had been overcome, but the result shows that these hopes were misleading and not warranted by the crop's earlier history.

Had prices been entirely satisfactory the reduced yield compared with expectations would not have been such a very important matter, but prices were not satisfactory. Fortunately there was some compensation in the fact that the harvesting season was ideal and the crop was taken off and manufactured at a very moderate cost owing to the favorable weather, which permitted continuous field work, and the abundance of labor which prevented all interruptions.

Louisiana planters, despite the disappointments of the season, have been encouraged to prepare for a big crop next season. The planting of cane in much territory formerly devoted to cotton and the extension of old-established sugar plantations promise a heavier acreage for the coming year than ever before. Planters are preparing to grow a 400,000 ton crop, and it is to be hoped that weather conditions will favor them sufficiently during the coming spring and summer to enable them to fully realize their hopes.—New Orleans Picayune.

If we were not so anxious to seem what we are not, we might become what we should be.



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None Better

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GRAND RAPIDS

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General Sales Agent
Michigan, Indiana and Ohio

Sparks Waxed Paper Bread Wrappers
And Weaver's Perfection
Pure Evaporated Egg

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The place to market your
Poultry, Butter, Eggs, Veal

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Look to
Crohon & Roden Co., Ltd., Tanners
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Ship us your Hides to be made into Robes
Prices Satisfactory

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PRODUCE COMMISSION

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

"Buffalo Means Business"

We want your shipments of poultry, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.

Consignments of fresh eggs and dairy butter wanted at all times.

REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.
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ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

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Send Samples of All Kinds of
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With Quantity and Price You Have to Offer

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

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The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

FANCY GROCERIES.**Goods Affording Retail Grocer Best Profit Often Minus.**

Creating a fancy grocery department, or rather to induce customers to buy fancy groceries and thereby establish a trade of this nature is no easy task. But few good things come easy.

Fancy goods in the grocery line, as well as in other lines, pay the retailer a big profit. They give credit to a store and usually repeat after the first sale has been made.

In such a department are included fancy oils, fancy sardines, maraschino cherries, caviar, artichokes, mushrooms, fancy cheeses, shelled nuts, imported peas, etc. As a rule these goods are not given the importance they deserve in the retail grocery store, neither does the retailer generally take pains to advise himself regarding this class of goods. The wholesaler would be only too glad to have retailers become acquainted with this line of goods and they would also give some excellent talking points regarding the selling end which would be a great help in establishing such a department.

First of all in order to create a trade on this line of goods the retailer must put them in stock; second, he must talk them to his customers, not once, twice or three times but continuously. By keeping it in the people's mind, they will gradually come to think about the goods and finally will be buying them in preference to the poorer grades that are offered in the market. It should be always remembered that people want quality goods, but often they do not like to pay the price and sometimes can not afford to, but they like quality goods nevertheless. A little encouragement goes a long way, they are waiting to be persuaded that they can afford such goods.

The best method for a retail grocer of moderate size to pursue would be to put in one article at a time. For instance, put in a stock of about one dozen cans of canned mushrooms, advertise the arrival of these goods, use them in the window display, put signs up around the store about them and instruct the order clerks to tell their customers about these goods. Orders won't come fast, but a few will dribble in, and when these people happen to find occasion to serve dinner with something exceptional on the bill of fare they will think of where they bought the mushrooms. If this one particular article does not happen to go well, do not give up hopes of carrying a line of fancy groceries, but try another article. It may take better.

By adding one article at a time the outlay of money will not be so great and will also afford time to introduce each article.

A good way to advertise such goods would be by getting up a menu for a week or month showing how to prepare meals and how to use these fancy goods in the meals.

The smaller retailer may say regarding the venture "that his trade

does not buy goods of this kind." But he does not know. His customer, not seeing them in his store and knowing that the majority of grocers do not handle a line of these goods, goes to the larger store or department store when she wants them; for the department store displays these goods where everyone can see them. The larger stores look to sell goods with the larger profits consequently they use every effort to sell fancy goods.

There was a time when the retail grocer did not handle flour to any extent, the trade being taken care of by the feed store. Even to-day we often run across a sign, "Flour and Feed." The same may be said with reference to green goods. Some years ago people went to the green goods store for their vegetables, etc., but this is not the case to-day. We now go to the grocery store for our green goods as well as flour.

It is a habit with people to buy certain goods at certain places. A woman will go to certain stores to buy butter, cheese or one of the other many varieties of food, and she may feel that she has a very good reason for buying a certain food at a certain place, but nine times out of ten it is really only a matter of habit.

A man is the same. He will go blocks out of his way to a certain store to buy a brand of cigars or tobacco that is sold by most every store in town.

This is undoubtedly the case with many fancy groceries. People have gotten into the habit of buying these goods from the larger stores and if the question why they do so were put to them, it would be hard for them to give a logical reason other than, "Oh, I do not know; I have been buying them there for so long a time and do not like to change now."

Give them a reason for buying their fancy groceries from you at the start: get them to form the habit of doing so and it will be hard for some one else to take them away from you.

The Collins Produce Co., of Mt. Vernon, Ill., has inaugurated a novel reform on the collection of poultry and eggs. This concern holds that it is not right for shippers to pay a uniform rate for all grades of eggs and for all lines of poultry. The concern intends that a premium shall be paid for the finer grades of eggs and the best lines of poultry. To encourage growers they will pay 1 cent per pound more for good, fat, healthy poultry, free from feed in coops or crates. They are also going to make a distinction between the various grades of eggs, giving what long held or practically storage eggs are worth, with another and better price for fresh gathered stock.

You can not expect your town to sell the farmers of surrounding territory everything they need unless it is a good market for everything they produce.

The old cow has the milkman beaten to a frazzle when it comes to giving real milk.

Coconuts and Copra.

The wonderful increase in the world's trade in copra, of which the practical doubling of the imports of the dried nut into the United States in the past two years is an example, is having a marked effect upon the shipping of the Far East and upon Oriental trade generally.

Approximately one-third of the world's supply of copra is now being produced in the Philippines, of which apparently one-fifth is going to the United States. The production of copra in the Philippines in 1906, 1907, 1908, 1909, and 1910 (estimated), is placed at the following figures: 123,725,600 pounds, 112,654,500 pounds, 179,355,500 pounds, 221,163,200 pounds and 250,000,000 pounds, respectively.

A large part of this production goes to Germany, where it is used in many ways in the production of oil from which various substitute edible fats are being manufactured. The high prices obtained for butter, lard, cotton-seed oil, tallow and fats generally are said to explain the extraordinary demand for the dried nut.

The rise in the demand for the nut and in the prices obtained have made a material difference in general conditions of prosperity of several portions of the Philippines. The shipments to Europe have led to increased shipping between the Islands and Europe and have greatly stimulated trade.

Eight years are required to bring the average coconut tree into bearing. They are usually planted sixty or seventy trees to the acre and are enclosed with rude fences, so that the cattle may graze on the grass between the rows. Pest plagues are easily controlled as a rule; the most common is the borer beetle, which is exterminated by inserting a wire into the hole. The profits of coconut culture are usually good. An acre can be brought into bearing for about \$90. Ten acres should produce, if properly cared for, \$1,500. There are cases known where one old and good-bearing tree has kept three natives in comfort and apparent contentment.

Friendship.

In youth our friends are many. Each child, thank God, is born into the world with one friend ready made, complete and perfect: his own mother. For the mother there may be regrets and insights, doubts and hesitations, but at any rate there is never a lack of understanding, for she, of all, knows the very stuff of which we are made—our strength and our weakness, our endurance and our failures. This, at least, is one of the heartening facts of life—that the child need never forego some friendships. It makes slight claims. It asks only some one to share its activities and its interests; its love of sliding and of skating, hay-raking and paddling. Provided another revel in the same things as we do, behold! Here for childhood is a friend ready made! And for a moment the solitude of the pilgrim's soul upon its long way is disguised.

Youth, too, forms ties lightly from out the very exuberance of its living. It loves as readily as it breathes; it idealizes and finds it difficult to recognize any bleak fact in human nature. If the friends seem for the moment to fail, youth has an inexhaustible fund of hope that remembers this one as the only failure, or remembers that back of the failure lies all the material of future success.

But manhood is more difficult. Love and trust, often betrayed, are not easy for one full grown and far along the path of life. That friendship is best which is old, and which, like wine, has stood the test of time. Friendships born in obscurity and misfortune are harder and more lasting than those born in ease. Like human characters they grow strong on the very obstacles that test them; they are firmer, more strongly welded, as they overcome and still endure.—Harper's Weekly.

Be a Boomer.

A boomer is a fellow that is in love with his concern and isn't afraid to say so. A boy was asked the other day, "What is the biggest thing in the world?" and he promptly replied, "My Boss." That kid was a boomer.

The idea isn't to cry store from the housetops, but to be so filled with your work and so proud of your firm and so confident of its greatness that relatively it's the biggest thing in the world. I respect a boomer. You won't often find him weak-kneed or chicken-hearted nor wanting in red blood. W. E. Sweeney.

You can not increase your bank account any by telling how much business you are going to do next year. "It is what you actually do that counts."

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

Post Toasties

Any time, anywhere, a
delightful food—
"The Taste Lingers."

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Battle Creek, Mich.

**Tanglefoot**

The Original Fly Paper

For 25 years the Standard
in Quality

All Others Are Imitations

WHITE MATCHES.**Bill Forbidding Making Them Is a Health Measure.**

The Esch bill, now pending in Congress, prohibiting the use of white phosphorous in the manufacture of matches, is a matter of vital importance to the entire trade and does not affect manufacturers alone. The measure is aimed at a peculiarly loathsome disease, viz.: phosphorus necrosis, to which employes in match factories using white phosphorous are more or less subject.

All of the larger manufacturers in the United States have endeavored to eradicate it by persistent care, periodical dental examinations, the installation of ventilating systems and improved machinery, which lessens the amount of hand work in dipping and packing matches, but even with these precautions they have not succeeded in entirely eliminating the disease among their employes. The disease attacks the jaw bone and, in its more violent form, results in decomposition and eating away of the jaw bone in a manner similar to syphilitic necrosis.

The demand for the enactment of laws forbidding the use of white phosphorous in matchmaking is made not so much because of the extent of the disease among employes of match factories as because of its loathsome character. All European countries, including Great Britain, have enacted laws prohibiting the use of white phosphorous in the manufacture of matches, as they have found that this was the only effective way of eradicating the disease, as regulatory measures, which were tried in a number of countries, did not prove effective. The action of European countries, together with the recommendation of the President to Congress, coupled with the activity of the American Association for Labor Legislation, appears to render inevitable that state legislation of some character will be enacted in case Congress fails to pass the Esch bill or a similar measure. State legislation would be most unsatisfactory from every viewpoint. Some states might prohibit, while others would merely attempt to regulate the use of white phosphorous by match manufacturers, and such prohibitory and regulatory measures would, in all probability, differ as to terms and provisions. Wholesalers in a state that had prohibited the manufacture of white phosphorous matches would be compelled to handle a non-poisonous match for their customers in that state, while free to sell white phosphorous matches in other states in which no prohibitory laws had been passed. The result would be hopeless confusion in the trade.

State laws prohibiting the manufacture of white phosphorous matches would necessarily contain provisions affecting their sale, subject to penalties, fines or imprisonment, and would thus subject the entire trade, both wholesale and retail, to an-

noyance and possibly loss. The Esch bill, on the other hand, affects manufacturers only, since it prohibits the manufacture of white phosphorous matches after July 1, 1913, and their sale, but by manufacturers only, after Jan. 1, 1914. It is therefore distinctly to the advantage of all engaged in the match business that the Esch bill be passed and the possibility of annoying and vexing legislation be avoided.

The Diamond Match Co. owned a patent expiring in 1915 covering one of the substitutes for white phosphorous and granted licenses thereunder to a number of its competitors in consideration of each licensee paying a proportion of the cost of the patent, based on the proportion that his production of matches bore to the total production, including that of the Diamond Match Co. In order to insure that other manufacturers may acquire the right to use the substitute on equally fair terms, the company has assigned its patent in trust to Prof. E. R. A. Seligman, of Columbia University, New York, Jackson H. Ralston and Charles P. Neill, Commission of Labor, Washington, D. C., subject to the provision that the trustees shall grant licenses on such terms as in their discretion may be just to any one applying therefor. This action was taken in order to obviate the possibility of any objection being raised to the passage of the bill on the ground that it would have tended to establish a monopoly.

The general adoption by any one manufacturer of substitutes for white phosphorous has not been commercially possible up to the present time, as it would have involved an increased cost of production which would have necessitated an advance of 6 or 7 per cent. in the price of matches to the trade, and thus have proved to be a serious handicap to the company undertaking the substitution when in competition with the cheaper white phosphorous match.

I will be glad if you will use such portions of this letter and of the letter to distributors of matches, enclosed herewith, explaining the bill, as you may deem proper. Since the passage of the Esch bill is manifestly to the advantage of the match trade, you may feel justified in strongly recommending that all dealers in matches send telegrams and letters to the Ways and Means Committee, as well as to their members of Congress, urging the enactment of the Esch bill.

The Diamond Match Co.
Edward S. Attinius, President.

A Kentuckian of the old school says it is a waste of good material to convert corn and rye into breakfast foods.

The man on the rock pile soon realizes that converting big ones into little ones is not what it is cracked up to be.

A fool may give a wise man advice, but if the latter takes it his wisdom is apt to go wrong.

Come On, Girls.

The press dispatches from Philadelphia, the City of Brotherly Love, contained recently an item which it behooves all our bachelors to read. It contains crumbs of comfort for all bashful swains and a solemn warning for that class of incorrigible male critters who persist in avoiding the responsibilities as well as the joys of matrimony.

According to the story, a pretty Philadelphia girl became enamored of the sweet strains that emanated from the violoncello of one George Rodovoy, of the opera house in that city. This was, of course, not so astonishing, as fiddlers have uncommonly taking ways of handling their instruments, but what is more to the point is that the young lady found means of letting her tender sentiments be known to their musical object, and when he asked her what sort of Christmas gift she would like she promptly informed him that nothing short of himself would suffice. The fiddler at once capitulated, and who wouldn't?

If the girls generally would imitate the example of the young miss from Philadelphia, because we must assume that she was both young and pretty, the matrimonial license bureaus would soon do a rushing business and there would be no further reason for statesmen to gravely consider the propriety of imposing a special tax on bachelors. Many a man fails to "pop the question" simply because he is too bashful. There

is surely no impropriety in a pretty girl helping him along and giving him plainly to understand the state of her feelings.

It is said that Oscar Hammerstein, the impresario, had something to do with bringing the young people together. The inimitable Oscar has been credited with many vagaries as well as triumphs in his time, but he is a shrewd business man always, and, without doubt, he argued to himself that the sooner he married off all the bachelor musicians of his orchestra the sooner would they devote their time strictly to business and avoid late suppers and the other dissipations of gay Bohemia.

State Pure Drug Laws.

The National Wholesale Druggists' Association has published a new edition of the pamphlet containing a synopsis of the State pure food and drug laws enacted since the passage of the Federal act. The present book covers all of the new statutes up to September, 1910, and it also includes the narcotic laws of the different states, the Massachusetts wood alcohol law, the New York antisubstitution law and certain other measures. These pamphlets are gotten out by the N. W. D. A. for the use of its members, and we are not prepared to say whether they would be sent upon request to others. At any rate, the books are very valuable ones. They are issued from the office of the Secretary, J. E. Toms, 81 Fulton street, New York City.

If Your Customers Find the Cut of Our "QUAKER"



on their packages of Coffee and Spices they will be certain they bought the Right Kinds.

WORDEN GROCER COMPANY

Grand Rapids

The "Right Kind" Wholesalers

CALIFORNIA HONEY.

Success of Western Crop Dependent on Rain.

That sixteen-ounce jar of extracted honey on your shelf may appear as a luxury to your customers when compared to the well-known comb of honey, but that impression can easily be removed.

Aside from the fact that honey is no luxury but a food, the form in which it is most economical to buy is something that the grocer wants to know. Luckily in this instance the most attractive form of package and state from a consumer's viewpoint is also the most convenient and profitable form for the grocer to buy.

That state is the extracted or, as it is still frequently called, the strained honey. The economy of buying extracted honey is found in the fact that each pound of comb is made at the expense of several pounds of honey. In other words, where the bees must continually renew or rebuild the cells in which to deposit the honey just that much effort is wasted toward depositing the honey itself.

California for many years ranked first in the country's production of honey. During the past few years the State of Texas has made rapid strides towards first place and to-day it is the claim of these states that their honey production leads. However that may be, the sage honey coming from California is acknowledged to have little competition in point of superiority.

The sage honey of California is produced in the southern part of the state. This section of the country is very mountainous and the valleys are supplied with streams of water having their sources back in the canyons of the mountains.

On the side of these mountains grow the sages. The canyons are selected by the bee men as a location for bee-hives. The apiarist builds himself a small house and locates two or three hundred colonies of bees beside the mountain stream and awaits the honey flow, which begins in May and lasts until July, or about sixty days. The flow of honey is dependent on the rains. A rainfall between January 1 and May 1 of about 15 inches is necessary to assure a crop.

In addition to the rainfall there are other things that have a direct and often disastrous effect upon the crop. A fog during May and June while the sages are blooming or a cold spring which does not allow the bees to build up for the flow or get the proper strength is liable to result in a failure for the bee keeper.

Out of every three years' crop the experienced apiarist allows one year of total failure, one year of a half crop and the other a good year, or about 175 to 200 pounds of extracted honey to the hive.

These conditions have caused the business to be carried on almost entirely by specialists who devote their entire time to the occupation and operate what is known as outyards.

This feature of specializing appeal-

ed to me many years ago and to it I attribute much of the success that has been mine as an apiarist.

I have five outyards situated in canyons as described above and have in all about 1,000 hives. I visit these outyards about once a week during the spring and attend to the work of caring for the hives and preventing the swarming of the bees.

As in all other businesses there are some features instilled into it by unprincipled operators that hurt the entire industry. This is demonstrated by the practice of many in extracting what is known as green honey from the combs before it is ripened by the bees. The honey when gathered by the bees is very thin and when stored in the combs there is kept up a constant circulation of air by the bees in the hives, which process evaporates the water and the honey is then sealed by the bees.

This process of nature is responsible for the fine flavor of well-ripened honey. Well-ripened honey therefore is nothing more than honey that is left in the hives until it is entirely sealed, when the right time for extracting is at hand. The process that gives out the extracted honey, which is much superior to the so-called strained honey, is simple but effective. The cappings on the comb and the seals placed on the cells by the bees are shaved off with a hot knife and the combs then placed in an extractor in which the combs are revolved at high speed. By this process the honey is thrown out of the combs. The honey is then strained and run into large tanks to settle.

The reason for there being so much green honey on the market is due to the fact that more labor is required to extract ripe honey than the green. The running of many outyards requires that the hives be tiered up or two or three extra sappers of nine frames each on the top of the hives to give the bees room to store the honey. This insures the honey being sealed before being extracted as the empty sappers of combs are not placed on top until the first sappers are full.

In a good flow of honey the bees will fill their hives in a week and it would be impossible for the bee man to extract all his hives fast enough where he has but one sapper to hive, and if this is not done in time the bees will swarm. Thus swarming is easily remedied by placing these extra hive bodies on top and giving the bees plenty of room.

Sage honey has one of the best qualities known, as it will not candy for a very long time. I have known it to stay liquid 14 years and many cases I have held for several years before selling and it was not candied even then. A comparison of values from the standpoint of the consumer brings the extracted honey into the foreground as demanding his consideration over that sold in combs.

Much of the strained honey on the market is obtained by mashing or melting the combs, containing bees' pollen and honey. In exact contrast to this is the method described above

where by centrifugal force in the extractor the honey is simply thrown out of the combs and the combs remain uninjured and are returned to the hives to be refilled again and again. This will establish a basis for the statement I have made that extracted honey is sold at a less price than comb honey, because where the combs are there and ready for refilling by the bees the work of the bees is all directed towards production of honey and not to the building of the combs.

The gathering of green honey which is practiced by many apiarists is responsible for much of the green honey on the market. The practice is a short cut that is productive of unsatisfactory results and is induced by a desire for economizing on labor as the seals do not have to be cut, the green honey being gathered before the cells are sealed.

There is a growing demand from consumers for pure honey. The proper caring for it in the store has much to do with the increase in this demand and therefore a few words regarding its care in the store are in order. Honey should never be stored in the cellar. It should be kept in a warm, dry place. Honey is inclined to candy when kept for any length of time although this is not true with regard to sage honey as I have found it still in liquid state. Immersion of the container in hot water, not hotter than 160 degrees, will after a few minutes tend to liquify the contents and restore it to its original consistency. R. M. Spencer.

Value of Bees.

Some calculations made by the Kansas Agricultural College makes every little bumble bee and every little honey bee that a farmer can find and put into his field worth just \$1.

Therefore those farmers who are raising alfalfa in Kansas and have heard about this valuation are giving strict orders that the bumble bee and the honey bee must not be killed by the hired man or the small boy, and that the destruction of a bumble bee nest by the hired man is punished by dismissal and by the small boy about the farm with a long session with dad in the woodshed.

The honey bee of course is a valuable adjunct to any farm, because it produces much honey, and honey has a high market value, but no one ever thought that the bumble bee was worth much except as a pest. Yet the Agricultural College authorities, after a long series of experiments with the bumble bee and the honey bee and other bees and insects, have found that the value of these to the alfalfa grower is really inestimable, but a value has been fixed just to make the farmers take more notice.

It has been found that the honey bee and the bumble bee are the only insects that will pollenate alfalfa. Experiments covering a long time have been made with other insects to see if these could or did any of the work. The alfalfa is grown under

cover and the bees and other insects put into different sections of the covered area. No other insect can read that section occupied by the honey bee or the different forms of butterflies or other insects. In this way it can be told with certainty just what each insect does to pollenate alfalfa.

Alfalfa is a peculiar flower in many respects. It is a legume, but it is different from the other varieties usually found in this country, in that the pollen from the male flowers must be carried to the females and deposited in the flower, or there will be no seed in that head. The humble and honey bees in gathering the honey carry this pollen and as they are active little chaps they visit practically every flower in a field in search of the honey, and every flower they visit is made fertile and produces alfalfa seed.

Now, alfalfa seed is worth about \$8 a bushel on almost any central Kansas farm, so it can readily be seen how really valuable the bees are. Whole fields are sometimes left practically infertile because of a lack of bees in the neighborhood. The other insects do not carry pollen in any quantities. It has been calculated that a bee will fertilize enough plants during the average season to produce fully one-eighth of a bushel of alfalfa seed. The rate is probably higher, as it is impossible to make an exact estimate.

Why Not Grow More Apples?

Good apples at retail cost about the same as good oranges, averaging the twelve months of the year. Yet there is not a state in the country which can not grow apples, and there are but two states which grow oranges in any quantity. Nearly everybody likes apples, and everybody who likes them and can get them eats them. Perhaps that is why they are so expensive. The fact remains that in spite of the statement that good apples grow in any part of the United States our apple crop is annually some 20,000,000 to 25,000,000 barrels short. That is, we could easily consume that many more at normal prices.

If we should produce more than we want we can always sell the surplus to Europe, for Europeans are fond of apples, too, and do not seem able or willing to raise enough for their own demands. Recently a freight steamer left Boston with 25,000 barrels of Maine apples for Europe. A train of 1,250 cars was needed to haul these apples to the wharf.

When a million fine looking apples are gathered under one roof for people to look at and admire and exclaim over it, it does not seem possible that the crop can be short.

The rapid development of apple growing on the Pacific coast and in the Northwest apparently has been accompanied by a neglect of the business in other parts of the country.

But why not more apples? They are no more trouble than other fruit—less than nearly all other varieties. They keep well, are seasonable at any time; besides, they are good.

The Michigan Potato.

The prevailing impression that the market has been glutted with potatoes all the fall is incorrect. The Wisconsin potatoes were almost a failure, and the Michigan demand should have been extra good, as the Colorado and Eastern potatoes are all high priced stock. In talking with the grocers I found a general complaint with the quality of the Michigan stock, both last year and this, and that their customers did not like them; said that they were green and soggy and would neither bake nor boil right. Some buyers even contended that owing to the poor quality many householders were buying less potatoes than usual. Nearly all agreed on one point, which was that the consumer must have a better potato from some source, even if bought from potato states. I do not mean to state that Michigan potatoes have a "black eye" in the Chicago market, but it is true that the common complaints of low grade, and that the Rural potatoes especially were soggy and green, were hurting the Michigan reputation and also reducing consumption, both of which would naturally tend to depress the price.

The time is ripe therefore for a good potato, and unless the farmers about here look the matter squarely in the face they will shortly find that their market is gone and that the high priced stock from Colorado, New Jersey and Maine will be supplying most of the restaurants, hotels and private houses. This would be a serious calamity, and the whole subject must be looked at immediately from a rational standpoint.

Now, as a final and convincing test, in order to prove that the market wanted a better potato, I offered and sold several carloads of good baking stock at prices which were 18 and 20 cents above the market rates for Round Whites, and found that they sold readily, and further that a little pushing would create a very large demand for potatoes like Long White, Hebron, Russet and similar grades. Could easily have sold 25 carloads at a high price provided I was sure of getting the stock, but knowing that good potatoes were scarce, could not try the experiment farther.

Now a word about the seed: Several large buyers stated that the seed of the Rural potato had run out and that the new seed of vigorous kinds from Minnesota or elsewhere should be obtained for next year's planting, and by a proper rotation of seed (if I may use that expression) than used under the present method—meaning, of course, that an occasional changing of seed and varieties would prevent the stock from running out.

Of course, everyone knows that the Rural is a heavy bearer and can be planted late, but the effect of the present system has been so fatal for the past two years on the farmers' pocket that it has been clearly proven that the heavy yielders, even like Rural, will lose money for the grower in the long run simply because it is not a good market potato. For instance, a potato which gives a fair

yield and is certain to bring the farmer at least 35 to 40 cents at home even in the worse seasons, is a much surer and safer crop than one which yields only 20 or 22 cents, and often has to be thrown away or fed to the stock before summer.

It is too bad that the farmer who plants early the Round White gets no more money for his pains, as the potato buyer throws the early well-ripened stock into the same bin with the green July-planted stock, and under the theory that "a potato is a potato" pays the same for both. In short, it seems impossible at this time to reform the methods of both farmer and potato buyer as to the Rural potato.

But even as to this reform—if it could be secured—the hard fact remains that the Chicago grocers and commission men have become so suspicious of the quality of the Round White they do not care to experiment farther with their customers on Rurals. The fact that they only bring now 40 to 43 cents in carloads on South Water street, and this in the face of the poor Wisconsin stock, shows conclusively how low our potato is regarded by the average buyer. It is poor comfort to be told that Michigan used to and can now when she desires lead the potato market in this country.

The question of the hour is, Will Michigan come to the front again as a raiser of good potatoes? In presenting these conclusions to the potato grower I have tried only to bring out these simple facts impressed on me by the men who buy and sell potatoes at our large markets.

Edward Payson.

Where the Old Cans Go.

"The raw material of a number of large establishments in this country," says an Eastern magazine, "consists of empty fruit and vegetable cans, rescued from the dumps. The principal products of these manufactories are window-sash weights, elevator weights and ballast for boats. After delivery at the foundry the cans are piled into a large iron grating, under a sheet iron hood, which terminates in a smokestack. They are sprinkled with crude oil and then set on fire. This process consumes the labels, loosens the dirt, and melts the solder, which falls through the grating, and is collected, cast into ingots, and sold to be used again. Some of the cans, which have simply lapped and soldered joints, melt apart completely. They are sorted out, and the sheets straightened and bound into bundles, to be sold to trunk makers for protecting corners. They are also bought by button manufacturers, who stamp from these the disks used in cloth-covered buttons. The machine-made cans do not come apart, and they are loaded into large carts, taken on an elevator to the charging floor, and dumped into the cupola, which is fed alternately with cans and coke. The cans are so light that some of them are carried out at the top of the stack by the force of the blast, and a large screen is arranged to prevent the pieces from falling on the roof.

"Back to the Farm" and Lumber.

Steel has been regarded as an accurate and reliable trade barometer. In view of the increase in the capacity of the steel mills, which to-day is certainly large enough to take care of the era of railroad extension and to supply the current needs of other users of steel products, those who question the reliability of steel as an index to business should not be deemed capricious. In the future as in the past the entire capacity of the steel mills will be utilized as trunk line after trunk line awakens to the necessity and economy of double tracking in order to handle its business with despatch and at the lowest possible cost.

The foregoing introduction may not appear apropos of a discussion of the movement "back to the farm," but it has a bearing upon the lumber trade which should not be overlooked. It is well at the beginning to disassociate the influence of the steel market upon lumber.

The movement "back to the farm" began several years ago. It is being accelerated by the enticingly beautiful pictures of farm profits painted by men who have land to sell. Reliable concerns which have investigated the possibilities of lands in all sections in the United States in which they are now being offered are doing the country a commendable service in inducing people to settle upon productive soil. But not all that glitters in the way of alleged profits from farming, fruit growing or stock raising as set forth in the advertisements is pure gold.

Increased tillage of the soil is being encouraged by many factors. Land and fruit shows are being held in nearly every large city in the United States. The county and state fairs are taking on a new significance. They tell the story of forty acres and freedom, but they do not tell of the story of hard work, the price of this freedom. Every periodical and every daily paper to-day carry their messages of rewards which nature is pleased to bestow upon those who seek them. Settlement is going on throughout the United States with exceeding rapidity and settlement in the country means a great use of lumber.

While the statistics are not at present available, it is probably safe to say that 90 per cent. of the farm buildings are made of lumber. The history of farm life in America shows that the tiller of the soil is content with a modest dwelling and modest outbuildings at the start; that as the value of his land increases and the income grows from year to year better accommodations for himself and his stock follow invariably. These, too, are usually built of wood. The modern farm house will have a concrete or cement block foundation and in isolated instances a cement block house may be constructed. This is not a prospective but a present new demand for lumber occasioned by the taking up and development of new land throughout the United States.

Obstacles in all sections are being encountered and overcome. Stumps are being blown from the cutover lands of the North and South, arid lands of the West are yielding profits to the dry farmer, irrigation is playing its part in the West and Southwest, along the Lower Mississippi River and its tributaries vast tracts are being drained, cleared and put under cultivation. Even the abandoned farms of the East are being rejuvenated. Agricultural colleges are turning out students who know how to handle soils to make them and keep them productive.

Back of all this progress, this experimenting and subjugation of lands heretofore unproductive, are the ever present and ever increasing requirements for shelter for the farmer and his family, his live stock, crops and the implements he uses.—American Lumberman.

Cure Coconut Disease.

President Gomez has approved a bill offering a prize of \$30,000 to the individual, native or foreign, who discovers the origin of the disease which attacks and kills the coconut trees in the Island of Cuba, and the means necessary for its cure and prevention. The prize is to be paid when it is shown to the satisfaction of the Cuban government that the discoverer has actually been made and that the cure is efficacious. The disease in question is a kind of "bud rot," which is said to have made its appearance in Cuba prior to 1871, and although repeated efforts have been made to put an end to its ravages, no effective means has as yet been found except the destruction of the plant affected.

G. J. Johnson Cigar Co.

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

There is no risk or speculation in handling



Registered U. S. Pat. Off.

**Baker's
Cocoa
and**

Chocolate

They are staple and the standards of the world for purity and excellence.

52 Highest Awards in Europe and America

Walter Baker & Co. Ltd.
Established 1780. Dorchester, Mass.



Love Tokens For the February Window.

With the month of February two special events come along which every trimmer should take advantage of, for the good of his employer and to further his own interests, namely: Valentine day and Washington's birthday. It is an excellent plan to take advantage of these days and times to do a little policy advertising. The direct and immediate business to come from such efforts is not, as a rule, large, but they are prestige builders.

If your store carries valentines there is no question but what a suitable window display should be gotten up for the occasion, but the question that is apt to be brought up in a strictly dry goods store or a store that does not handle valentines is whether they should take advantage of the occasion or not.

By taking advantage of special occasions in your advertising and window display you will acquire the favorable impression that your store is progressive and up-to-date. This is an asset that every store should strive to attain, and Valentine day gives the window man a chance to leave the beaten path and do something new.

An appropriate color scheme for a valentine setting is red and white and the heart in many forms and sizes may be used.

By folding a piece of paper and drawing half a heart from the crease and cutting while still folded, a perfect heart pattern can be secured. By this simple method a novice can draw a very creditable heart. After you have succeeded in drawing a good pattern, a number of hearts can be cut from the red cardboard at a time by placing several thicknesses together, laying your pattern on the top sheet, following around the outside with pencil and cutting through all the layers with large scissors. Here are a few catching card wordings for the month especially suitable for the dry goods store:

First of the Season's Goods at Last of Season's Prices.

Advance Fashion Ideas From America's Foremost Designers.

Spring Styles Eloquent With Fashion's Latest Thought.

Spring Is Not Far Off With These Spring Styles in Sight.

The Latest Out, the Newest In.

Spring in the Store Although Not By the Calendar.

Don't Wonder. You Know We're Always First to Show New Things.

Advance Couriers of the New Spring Silks Now Arriving.

Spring Has Sprung and We Have Sprung Some New Spring Ties That Will Make You Spring With Joy.

The Cheery Window.

It seems to be a common notion among window trimmers that in order to make a window attractive it must be trimmed to correspond exactly with the season. During the winter, for instance, the first thought is to have the window represent a winter's scene in order to sell winter shoes. In spring or summer the setting might well be in keeping with the season, but frosted glass ice castles and snow-covered ground are liable to repel rather than attract.

Give the window a cheery appearance by providing decorations and trimmings that call attention to the approaching springtime. Green plants and blossoms produce a magnetic effect. In the interior of the store palms of the growing prepared kind should be well distributed. Use apple and cherry blossoms with leaves, vases of cut flowers in show case, artistic festoons of fresh greenery and any other plants or flowers available.

Try all the suggestions you can devise, and do not forget to impress on the public through your advertisements the fact that your store is the warm and cheery kind. The scheme is not half so expensive as might naturally be supposed. Roses, orchids and costly flowers are not necessary. Artificial plants and flowers and prepared palms and ferns can be secured at prices which are very reasonable when compared with the big returns they yield when placed in the store for the enjoyment of your customers. A cheery interior in the wintertime permeates the entire sales force, oils up the shoe machinery and may be the means of thawing out the customer who had not thought seriously of purchasing a pair of shoes at the time he entered the store.

Grocery Window Advertising.

There is no more excuse for a grocer's failing to provide good window trims than there would be for any other merchant.

In past years, before the era of package goods, there was more of an excuse than there is now.

In the by-gone days the grocer handled almost everything in bulk and it was much harder to get up an effective display.

To-day, however, with the store filled with all kinds of package goods

in fancy, bright colored packages, the grocer who does not make a good window display has no good excuse.

People like to see different kinds of foods, either new or old on the market, shown and exhibited in an interesting way.

You may easily create interest by arranging a series of window displays each featuring some kind of food.

One of the large chain grocery concerns in Cincinnati has about the most effective series of window trims I have ever run across.

Their windows, no matter where the store is located, or how small the windows are, are always tastily and attractively trimmed.

One of their favorite windows is of dried fruits. All the kinds handled by them are so attractively arranged and displayed in the window that you are tempted to buy right there. Another is their coffee window.

This concern handles several brands of coffee—some in packages and some in bulk, and their windows show these to excellent advantage.

Breakfast foods and cereals are also attractively displayed.

Almost any grocer has enough of different brands of these goods to

make a splendid trim—one that will attract and, best of all, sell.

Canned fruits and vegetables of different kinds make a tempting exhibit.

Your bottled goods would make another.

You could go on down the line and you would find many different things with which to fix up that front window so it would make sales. Don't let your show window become a catch-all for odds and ends as some do, I am sorry to say.

Now, turn over a new leaf—keep that show window right up to date. Do not wait for the manufacturer's agent to come along and put in a display. Study them out for yourself and besides, in a different part of this paper, good, easy trims are suggested every week—trims that every one of you could make.

Your window should be suggestive of the goods you have within.

Show things that will make the people hungry.

Put color in your display and you will count the profits in your cash register.

Try it. Begin this very week and notice the difference.

Will H. Myers.



We Manufacture

Public Seating

Exclusively



Churches We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Mich.

Worth Looking Into.

Present day department store retailing is by no means so simple a matter as many who would like to "get into the game" seem to think it. Not only is the competition within the trade steadily growing keener and the need for constant watchfulness increasing, but, in addition, the retailer is confronted with schemes of all kinds, invented by "outsiders," which, although not intended to injure him, can not but make inroads into his profits.

Among the "outsiders" referred to is one form of enterprise which, in view of the support it receives from the dry goods trade, ought to be the last, one would think, to take up, or lend itself to, any scheme that is likely in any manner to conflict with or injure the dry goods or department store's interests.

Such a scheme is the selling of paper patterns. As is well known, a number of newspapers print information in regard to what to wear, etc., and in conjunction with such articles they publish a coupon which their readers may send in, accompanied by 10 cents, and obtain a pattern.

Sales thus made by the newspapers are not in themselves an important item to the retailer. It is in the indirect influence on his community that the practice is apt to be hurtful to his interests, for customers who are induced to order paper patterns by mail are apt to get the "mail-order habit." This is but one of the reasons why retailers who do not do a mail order business and do not wish their customers to purchase from retail mail order concerns should do their best to discourage this, as well as all other schemes which get people into the habit of "sending away" for their goods.

Another manner in which newspapers compete with merchants involves the giving of premiums, such as tea-sets, dinner-sets, etc., in order to boost the circulation.

Such premium plans not only hurt the retailer directly, but they keep up the "getting something for nothing" spirit that lies at the bottom of the trading stamp proposition and other gift enterprises which in many centers have proved so serious a cause of reduced profits and other evils.

What, then, ought the retailers affected to do?

First of all, they should endeavor to satisfy themselves as to the extent to which such schemes are making inroads into their business. If they find that the newspaper's efforts are effectual and are taking trade away from them, they should bring the matter before their fellow retailers—before their local merchants' association, if one exists—and should emphasize the fact, already cited, that if customers get into the habit of sending away for paper patterns and other dry goods they will get into the habit of sending away for merchandise of an entirely different character.

As to the giving away of pre-

miums, the merchants should remember that the newspaper's charges for the big amounts of advertising space used by the stores are based on circulation, and that the increase of circulation obtained by premium-giving is not usually of a character that will benefit the merchant. They should realize, moreover, that while the circulation may be increased it does not necessarily follow that the number of readers will be greater.

In many instances people will buy extra copies of the paper simply for the purpose of getting the coupons out of them. Their attention, too, instead of being directed to the advertisements which the paper contains, is diverted therefrom, and after the coupon has been cut from it the paper is immediately thrown away.

Merchants, therefore, should impress upon the publishers the fact that a newspaper enterprise is one thing and a merchandise enterprise is another, and that, since the newspapers derive such a large portion of their income from the merchants, they are pursuing an unfair course when they compete with their own advertisers by the selling of patterns, the giving-away of merchandise premiums, etc.

Take Stock.

Now that the holiday season is over and the rush of business has for a time subsided there is nothing that will occupy the time to better advantage than to take stock.

While we are fully aware there are a great many men who realize the necessity of taking stock, yet, there are thousands who for one reason or another fail to know that this is one of the most important functions connected with the retail business.

In my experience of a quarter of a century as proprietor we never fail to take stock. While I admit that my reason in the first year or two for taking stock was to really know whether the business would allow the salary paid myself, in every future year the fact was more and more impressed upon me that in order to learn the real state of the business it was absolutely necessary to take stock.

While at all times I kept a personal supervision over every transaction yet I was surprised myself at the amount of merchandise that would be carefully packed away or placed to one side because it did not sell readily or for some other cause unknown to myself.

In taking stock everything is brought to the surface where it can be seen and a value placed upon it. It very often proves to the merchant his reason for not being able to discount his bills. Nothing will eat up the profits of a business more than the accumulated dead stock. In a great many instances a little effort, a little brushing up and the placing of it in a conspicuous place, not only brings the cost of the goods, but makes it a seller, produces a profit

and in very many instances creates a new demand for the goods.

In many other cases goods have been laid away in storage and because they have not been seen other goods have been ordered and sold and the same thing repeated over and over again.

In this day of scientific merchandising, of close profits, of keen competition, nothing will add more to the welfare and betterment of a business than taking stock.

After the goods have been invoiced it is well to turn to the accounts in the ledger and the bills payable.

What to the merchant is more invaluable than good credit? There is only one way to retain that credit, namely, prompt pay, discounting bills.

I realize that many will say that the shutting down of factories and a number of their customers being out of employment makes it impossible to carry out these ideas, but for the encouragement of the men in the retail business I would say that in my experience we had strikes, dull times and panics, and yet through all the strikes, panics and dull times there never was an account held against our house that was more than ten days old.

If the merchant will adopt this policy it will make him a better collector, as in order to meet his obligations, his credit limit to the consumer will have to be shortened and a prompt settlement of accounts established.

Take stock and see if you have any accounts that have been overlooked.

If a merchants' cash will allow, and he wishes to do so, he can extend credit to the consumer with his own money, but it is dangerous to the extent of everlasting failure to extend credit to the consumer with the wholesalers' goods.

Last of all, it might be the best thing if we take stock of ourselves: have we been thoughtful of our business; have we paid strict attention to details, have we considered our trade as we should, or in other words have we done all we could to bring our business up to a standard

of excellence, and have we ourselves lived so that our influence in the community has been the best that we at least could make it?

Again let me advise with all earnestness, take stock, first of your merchandise, second of your accounts, third of yourselves. Take stock.

John A. Green, Secretary.

"Break Away."

Break away from what? Anything! Anything you're doing, when you see somebody else doing it—better, quicker, easier. Because you have folded a bag one way all your life isn't any reason for your doing so another minute when a big city fellow comes along and shows you a trick. If you've been selling flavoring extracts from the shelf and a trained salesman gets beside you and tips the bottle, removes the cork and puts it to the the nose of the customer—do likewise. If you don't you're not "breaking away."

Be alive to new ways, new thoughts new methods. You can't equip yourself for a bigger job if you stick. The "old boss's ideas" were right good for his town and his time, but if you're going to live in a bigger town and a busier time, prepare for it. And if you are going to stay right where you are—"break away" just the same. Keep eyes and ears open for new and better things, even if you do business in the "10-mile woods."

E. W. Sweeney.

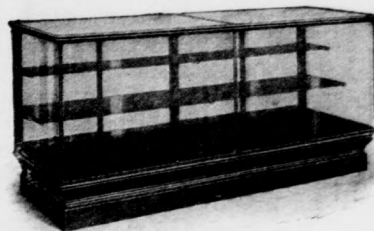
A business man—be he manufacturer, jobber or retail merchant—in order to achieve the greatest success must concentrate his efforts. He must become a specialist in his line. In order to excel others in his chosen field he must devote more time and thought to his work than his competitors are devoting to theirs.

It takes more than pious wishbone to make moral backbone.

Wilmarth Show Case Co.

Show Cases
And Store Fixtures

Grand Rapids .. Michigan

**We Want Your Business**

Our new plant is completed and we need orders. A case or complete outfit at prices so low you will wonder how we can do it. Remember the quality is GRAND RAPIDS make—as good as the best Grand Rapids furniture.

Grand Rapids Show Case Co.

Coldbrook and Ottawa Sts.

Grand Rapids, Michigan

Branch Factory: Lutke Mfg. Co., Portland, Ore.

Offices and showrooms under our own management: 724 Broadway, New York City; 51 Bedford St., Boston; 1329-1331 Wash. Ave., St. Louis.

The Largest Manufacturers of Store Fixtures in the World

AFTER INTEREST IN SALE.

Merchant May Well Enquire if Goods Give Satisfaction.

Should the merchant's interest in the goods he sells end when he passes them over the counter and receives the cash in payment? With many merchants it does. Nevertheless, individual retailers, here and there, have found—particularly in the handling of new lines of goods—that it pays to follow up their sales with enquiries as to results.

"I will look as though I were anxious," you protest.

If your tone is anxious, it will look that way; but if your tone is interested, it will not even remotely suggest anxiety. There is a mighty difference betwixt anxiety and interest, as big a difference as betwixt failure and success. Interest is what spells the success of a host of merchants.

Here, for instance, Grocer Jamieson has just stocked a new line of jelly powders. He sells some. Later, one of the purchasers drops into the store. Says Grocer Jamieson:

"How did you like that Blanko Jelly Powder? Mrs. So-and-So tried it and thinks it is just fine."

In nine cases out of ten the purchaser echoes "Fine!" In the tenth case dissatisfaction openly expressed may give the grocer a chance to explain away some trivial difficulty in the preparation of Blanko and convert the purchaser into a permanent customer for that particular product.

With the small retailer it is that such enquiries can be most effectively made, and will prove most resultful. Incidentally, he must be a merchant who studies closely the goods he handles. People like to buy from a dealer who has actually tried the stuff he recommends and can speak with the voice of authority regarding methods of preparation and use. One man, meeting a difficulty, will stammer and refer to the label on the goods. Another merchant, who has studied the product and its record among his customers, will be able, after a couple of leading questions, to reel off expert advice. The difference between these two merchants is one of application, of self-information and of memory. The customer has a little niche in his kindly recollection for the man who tells him—and tells him truly—that a certain class of cold meat can be cut to best advantage with a knife slightly warmed, or that such-and-such are the proportions in which coffee should be mixed, or that the reason the furniture polish did not show off well was because the wrong sort of rag was used in applying it.

Customers now and then resent any after enquiry on the merchant's part. These are exceptions. The average man likes to think that he is an object of interest to other men, and that the merchant values his good opinion. It elevates him in his own eyes; and the self-satisfied man, rightly led, is usually an easy buyer. Tickle him with a compliment, not too obviously, and he will respond with a shekel's worth of extra trade

every now and then before he gets over the tickling.

Then, as for the warpy fellows who do not like you to enquire—if you are wide awake, you will speedily get next to them and save the trouble of enquiring. If you are not wide awake, you would never think to enquire, anyway.

It is not just for the sake of a trifle of extra business, though, that the merchant should find out what his customer thinks of the goods sold a couple of weeks before. Such enquiries elicit a lot of worth-while information.

When a merchant decides whether or not to re-order, he is largely influenced, and the extent of his order is usually gauged by the rapidity with which the original stock went down. This indication is fair but not infallible. A showy carton may sell the first lot of a certain product; but it is actual merit, proven by experience, which brings the customers back to help clean out a second shipment of the same goods. A few judicious enquiries, casually made, will help the merchant to ascertain whether the new line has "caught on," and to what extent it will be advisable to restock.

Every merchant has, tucked away somewhere in his soul, a heartfelt horror of the man with the kick. His horror of the woman with the kick is, if possible, even more appalling. He may try to hide it, but somewhere there always crops up this yellow streak. Yet, although it may go against the grain, the merchant with an eye to business, welcomes the kicker.

The customer with a grouch who hastens off to impart it to the merchant is not a patch on the customer who keeps his grouch strictly to himself and elevates himself, body and spirit, upon a martyr's pedestal. Take it that a grouch actually exists. What the genuine, unadulterated, simon-pure seller of good goods should ask and does ask is that the grouch be trotted without a moment's delay right into the open where he can look upon it, examine it, size it up and finally shoot it all to pieces with a few well directed volleys of advice, explanation or comfort.

So, Mr. Merchant, just bait your little line with a question now and then and fish in the stream of customers for grouches concerning your goods. You will not land many for you handle the right sort of goods, but you will be sure to land a few; and, once landed, you will be able to train those grouches so that they will eat right out of your hand and come back for more, and more, and more.

This does not mean that you should bombard Mr. and Mrs. Customer and all the little Customers with a catechism every time they heave in sight. Not by a jugful! But it does mean that a little interest now and then is relished by the ordinary man; likewise, by the ordinary woman; finally, by the ordinary kid; and the greatest relish of all these is that of the kid. So pitch into the conversation ever and anon an interrogation point about the stuff you sold the week before,

or the little repairing job you did, or the plumbing stunt you pulled off, or the fine tailored suit you put on. Customer and family will trot home with the impression that you are behind the counter not merely to sell, but to take pride in your goods when sold, and that you want them to make an A1 showing. Therein Customer and family will, I take it, be hitting the nail on the head.

Victor Lauriston.

Retail Price of Meat.

If we are to believe the half of what is printed in the daily press respecting the price of meat we will be forced to conclude that the retail butcher is making so much money he will soon need a conservator to take care of his wealth for him. According to these daily newspaper reports meats have been going down in price from the wholesaler at an almost ruinous pace, while the retailer clings to the old prices, getting richer day by day at a very great rate.

This 10 cent beef the daily press talks about is not the kind of beef that high priced steaks are cut from by the retailer. Native beef of a good class is worth about 11 cents, and when the retailer sells the best cuts at a moderate profit, he has left on his hands a lot of stuff that won't bring cost. In considering first cost from the wholesaler the daily newspaper writer proceeds with his story of tremendous profits as if there were no waste. In fact, some of them write as though there was nothing to a hind quarter of beef but choice porterhouse steaks and sirloins. The retailer, however, knows that when he comes to average up all the pieces retailed from a hind quarter of beef he has for his labor and risk a very small percentage of profit. So small, in fact, that the average retail butcher must figure very close to make both ends meet.

The difficulty is that when beef, for example, drops off a cent a great howl goes up as though the retailer should be expected to cut the price of his meat more than 1 cent. Then when the market swings back nothing is said about the retailer putting up the price.

Meat, like other commodities, has its ups and downs. When it goes down the cry is raised against the retailer. When it goes back and again drops off another and louder cry is raised. In the end it is made to appear that the wholesale price of meat has been steadily reduced while the retail price has remained stationary.

The truth is that meat prices have been going up a little for the past two years, and whatever of falling off there has been during the fall and winter months amounts to practically nothing. It is a long time since we could buy number one native hind quarters for 10 cents a pound. This meat to-day is worth 11 cents. The difference in the retail price is about the same.

Pork has had more violent fluctuations. On the whole it is higher than it was a year ago, both at wholesale and retail. Recently the price has

eased off a little, but not enough to warrant any great reduction in the retail price.

Mutton is lower just now than it has been for some time, but the general average of prices for 1910 is above that of 1909. Retail prices have pretty well kept in line with the wholesale market, all the talk to the contrary notwithstanding. Poultry, eggs and butter have all been lower in December than they were early in the fall, but the drop is small and has been fairly met by the retailer.

The trouble during the past year has been that the consumption was so great that the supply was hardly equal to the demand.

That is all there is to the wholesale and retail market prices. There are no artificial means being used by butcher or retailer to keep up prices. Meats are high from natural causes. Those who must have meat may be expected to pay a price for it, made not by butchers or retailers, but by the rule of supply and demand.

During the year to come those who are most competent to express an opinion are quite certain that the present high level of wholesale prices will be maintained, which means that the retailer in order to make a living must maintain the retail price.

The various German states maintain seventy schools in horse shoeing, with courses of from one to six months.

Grand Rapids Electrotpe Co.

1 Lyon St., Grand Rapids, Mich.

Makers of Highest Grade Electrotypes by all modern methods. Thousands of satisfied customers is our best advertisement.

Also a complete line of Printing Machinery, Type and Printers' Supplies.

PERFECTION For \$1.90
I will ship you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Brace, De Witt, Mich.

FOLDING
IRONINGBOARD

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

GRAND RAPIDS
FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

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

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges. For descriptive circular, samples and special prices on large quantities, address The Oeder-Thomsen Co., 1942 Webster Ave., Chicago.

Use of Pitch Pine.

Products of the yellow pine forests have been a constant and increasing source of wealth to the Southern States since the settlement of America. North Carolina was given the nickname of the "Tar Heel" state because of its vast production of naval stores early in its history. The naval stores industry has followed the longleaf belt south and west into every state and section, with the possible exception of Texas.

The manufacture and sale of pitch pine lumber began with the development of the Atlantic Coast States in colonial days. In a local way it became an industry of considerable importance in the Carolinas, Virginia and Georgia early in the nineteenth century. There was local development also along the Gulf Coast and in inland sections.

Not until 1880, with its tremendous increase in demand for lumber, were attempts made to introduce this wood in the North. As with all other pioneer movements, those who stood sponsor for the new material met with many discouragements. In view of its present domination in the market and its widespread use for almost every purpose for which wood is employed some of the early objections urged against yellow pine now appear amusing. It was alleged that it would not last, that it would not hold nails; would not take paint and would or would not do a great many other things, none of which was exactly of a complimentary character. Some of the objections urged against the wood were the result of ignorance of how to manufacture and handle yellow pine stock. The lumber offered in the Northern markets usually was very superior and the workmanship, as a rule, somewhat inferior. After a demand had been established in the Central and Western States operators began to improve their manufacturing facilities and pay more attention to curing and grading their product.

Yellow pine as a flooring and ceiling material first secured recognition and approval in the North, it being demonstrated that in such use it was superior to white pine, save where exposed to the weather. In course of time builders began to ask for yellow pine dimension, boards and siding and it very naturally and quietly came into its own as a great structural wood, the increase in production and the more extensive use being coincident largely with the decrease in supplies of Northern pine stock.

Fifteen to twenty years ago the United States Government and some of the states were offering virgin pine at \$1.25 an acre. This was on the basis of 12½ cents stumpage. Yellow pine timber today is worth \$3.50 a thousand feet, with a premium of as much as \$1.50 a thousand for that which is exceptionally well located. From the high price of \$5 a thousand values scale down as low as \$2 where the stand is scattered and the timber is difficult of access.

Production has increased steadily during the last twenty years. The cut

in 1899 was 9,659,000,000 feet; the production in 1909 was 16,277,000,000 feet, an increase of 69 per cent. This is the total production of all yellow pine, including longleaf, shortleaf and loblolly.

In gathering statistics no attempt has ever been made by the Federal Bureau of Statistics to distinguish between the different varieties. The timber in some localities is a mixture and, after the lumber is produced, to determine the species from which it was cut would be impossible, save by botanical examination.

There is an utter absence of undergrowth. The ground is covered with a thin carpet of grass. The eye travels down a vista of gray trunks with here and there a glimpse of sky or the outline of rich green foliage. For beauty or for utility no other forest is like these vast stretches of unbroken timber growth. The ease with which logging can be conducted, the fact that operations can be carried on throughout the year, and the abundance of the supply of yellow pine have stimulated production perhaps in greater degree than ultimately will prove beneficial to the welfare of the country. The low price at which yellow pine has been and is now being offered has enabled producers to find new markets for their products and to establish this wood in the favor of builders in centers which previously secured their supplies from other sources.

During the last ten years stumpage values have practically absorbed the difference in the mill price of lumber. The census report for 1899 showed an average mill price of \$8.46 with stumpage \$1. The report for 1904 showed an average of \$9.96; 1905, \$15.02; 1907, \$14.02, and 1908, \$12.66, present stumpage prices being \$3.50. Yellow pine manufacturers made a fair profit on their operations in 1906 and 1907.

While for many purposes the different varieties of yellow pine are used interchangeably, each has its own special field wherein it ranks superior to the others. Longleaf possesses great strength and durability and usually is specified where timber capable of resisting great stress is required. Rift sawed longleaf pine flooring has been a specialty of many producers since planing mills were first operated in the South. As a paving block longleaf takes precedence over other varieties. Being treated after having been cut to length, it is possible to secure satisfactory penetration of the preservative.

An illustration of the use of longleaf pine which shows its value perhaps more clearly than can be demonstrated in any other way is the fact that today it is employed almost exclusively for pole stock, displacing ash and oak for such purposes.—American Lumberman.

A large deposit of high grade tungsten ore has been discovered in the north of Chili.

Steel dies now are engraved by electricity.

Will He Come Back?

When a man comes into your store and asks for a certain article, and you let him go out with the bald statement, "We do not keep it," what sort of an impression does he get of your store?

Does he ask himself, "Why don't they keep it?" And then, if he proceeds to answer it, do you suppose the reply will be especially favorable to you?

Will he wonder if your failure to have that article is due to want of enterprise on your part?

Will he wonder why you did not offer to get it for him?

Will he wonder why you did not tell him your reasons for not having it in stock? Have you put a hook in him with which to again draw him to your store when he wants something else?

Growing Old.

So you think you are growing old, do you? Stop it and think backwards. Spruce up. Carry your head

up in the air. Keep your shoes shining and your linen clean, and shave every morning. Go back to your youthful habits of personal appearance. Growing old? Of course, you'll grow old so long as you insist on it. And if you insist on it to the limit another "old-young" man will step into your job some of these days just your age in years, but all spick and span and chock full of youthful habits. A man applied to me last week for a job whom I took to be not a day over 38. He had a bright eye, a clear complexion and was neatly dressed. I afterward learned that he was in his 51st year. That man suggested this paragraph.

W. E. Sweeney.

No man who is not careful in little things can be expected to be careful in larger things—if indeed he ever gets to them.

The men who want to wind all the world's clocks seldom want to go to work by any of them.

Your Waste In the Way
 Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

- For bailing all kinds of waste
- Waste Paper
- Hides and Leather
- Rags, Rubber
- Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.

Get the "Sun Beam" Line of Goods For Fall and Winter Trade

Horse Blankets, Plush Robes, Fur Robes
 Fur Overcoats, Fur Lined Overcoats
 Oiled Clothing
 Cravenette Rain Coats, Rubber Rain Coats
 Trunks, Suit cases and Bags
 Gloves and Mittens

These goods will satisfy your customers and increase your business. Ask for catalogue.

Brown & Sehler Co. Grand Rapids, Mich.



Materials, Weaves and Designs in Fall Dry Goods.

The fashions in dress fabrics for next fall and winter will favor a wide variety of materials.

Owing to the recent liberal consumption of velvets, they will undoubtedly occupy an important position next autumn. In Paris velvets are enjoying their third consecutive year of success, and this should further help them to gain a stronghold in this country. To the movement of plain goods we look for the addition of fancies.

The orders for velvets already placed by American retailers and jobbers to be delivered next fall are in excess of those booked one year ago.

Velveteens share in the popularity of pile fabrics. Merchants doing business in Western cities where the vogue for velvets and velveteens has not yet made itself fully felt are preparing to place orders in plain velveteens and corduroys.

Further evidence of the strength of velveteens is found in the large orders for future deliveries booked in Manchester.

Silk seal plushes and imitations of expensive furs will continue in favor.

Coincident with the vogue for velvet has come the introduction by producers of French novelty dress goods of imitation velvet. The material has a raised surface, simulating an uncut velvet. It is made of soft wool and is about the same weight as velvet.

As showing the general tendency toward a continuation of soft effects in dress it may be said that for late winter wear prominent French dressmakers are taking up fulled materials and allied soft weaves in a semi-rough surface.

Adaptations of zibelines, closely sheared and having a panne finish, together with zibelines showing the long, lustrous hairs lying flat on the surface, will be offered. As such materials closely approximate the materials now favored by leading French dressmakers, they should meet with favor as novelties.

It is to be expected that domestic manufacturers will strive for a similar touch and finish in dress goods. This will result in an increased use of dress fabrics made out of soft botany yarns, of which unfinished worsteds are an excellent example. Some materials will be made of wool.

In our opinion the principal change in dress goods for street wear will be the introduction of two and three

color novelties in Scotch effects. This means slightly heavier materials.

Without doubt piece dyes, which have been the principal materials in use for a long time, while being retained as staples, will make room for a representation of modest fancies in the form of mixtures.

The tendency toward short jackets and somewhat narrow straight-hanging skirts permits of the introduction of slightly heavier materials for street wear.

The adoption this winter of short jackets and somewhat narrow skirts by the exclusives in New York and Paris will, we think, result in such styles gaining a foothold next winter with the masses.

Somewhat heavier serges are certain to have a large sale. Producers, distributors and consumers alike naturally associate blue with a serge, and as the blue series will hold first place in colors we look for their general adoption.

At all fashionable gatherings in Europe and America last year navy blue serges were well represented and they will again have a strong following.

Apart from any new and radical departure from present accepted styles in New York that may be introduced, it seems certain that the present soft effects will continue in favor with the majority of American women.

French manufacturers of dress goods are of the same belief. In addition to the soft materials mentioned in the foregoing, producers of fine French materials are giving free representation to soft and supple semi-sheer materials on the eolienne order.

In this connection it is to be noted that the materials which simulate a soft satin in draping qualities have a satin finish.

A good sale is expected of comparatively light weight wool and silk and wool materials for costumes, and veiled effects should continue in favor for afternoon and evening wear.

Taffetas, cashmeres and poplin weaves will be safe staples. Wool satins, in fine qualities, can be considered a semi-staple for house wear.

In addition to being a staple for general wear, broadcloths will be employed in combination with other materials, such as satins and velvets.

Plaid-back materials are to have a vogue for jacket suits and outer garments.

Stripes will have the call. Very small checks will make a gain. Mixtures are to be favored. Indistinct plaids, especially for combinations, will be an incident.

Taking their cue from the present vogue of satins, wool and worsted materials for house wear will be given a satin finish. Materials having a semi-rough or fulled finish will have a place for morning wear, and serges in raised weaves will be generally worn. Women having a serge costume in their wardrobe will doubtless take up a material having a fulled finish.—Dry Goods Economist.

There is one bad habit that most of us are addicted to. We talk too much.

The language of flowers is on tap when a barefooted boy steps on a thistle.

A good many who are saying "cheer up" ought to cash up.

We are manufacturers of

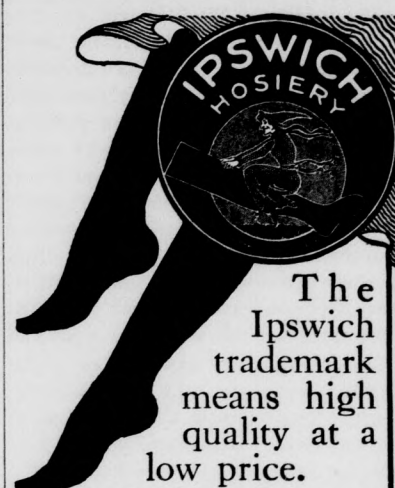
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.



Behind it is nearly half a century of knowledge, skill, and reputation that produce better stockings than you can get at anywhere near the price.

Their beautiful lustrous fast color and long-wearing quality are demanded by millions of people every year. This causes the big Mills to operate on such an extensive scale that a small profit satisfies them and us, and you get the benefit of a popular price.

Ladies'
Men's, Children's

Sold by
P. Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Michigan



Our Line of Shirts Is Exceptionally Good This Spring

Soft Dress Shirts We are showing about 30 patterns with collars attached for men's wear at \$4.50, about 25 patterns with collars attached at \$8.50, \$9, \$12, \$13.50, \$16.50, about 25 patterns with cuffs attached, no collars, at \$4.50, \$6, \$9, \$12, also a good variety for boys' wear at \$2.25, \$3.50, \$4 and \$4.50 per dozen.

Work Shirts We offer about 75 patterns for men's wear at \$4, \$4.25, \$4.50, also an assortment for boys' wear at \$2.25, \$3.75 and \$4 per dozen.

If Interested Either house or road salesmen will be pleased to show the samples. Look them over before placing orders elsewhere.

Grand Rapids Dry Goods Co.

Wholesale Only

Grand Rapids, Mich.

Tables Instead of Counters.

A radical change in the fixture arrangement of the dry goods department in John Wanamaker's New York store was made about a year ago. Sufficient time has elapsed in which to demonstrate the wisdom of the change and to show the good points—and also the bad points, if such there be—in the workings of the new arrangement, which has been looked upon as little less than revolutionary when compared with the old order of things.

With the new arrangement the usual counters are entirely dispensed with throughout the various sections of the dress goods department. Even the continuous center aisle tables, as they are ordinarily arranged, are missing.

Shelf fixtures, containing the greater part of the stock, but all built quite low, border both sides of the extra wide aisles—or, more properly, display and selling areas—within the present wash goods departments, the other sections of the dress goods department being fitted with similar fixtures.

About 3 feet of the shelf fixtures, and extending at right angles thereto, are a series of tables, each $2\frac{1}{2} \times 6$ feet. These are mostly placed from 3 to 4 feet apart. In the remaining floor space between the outer ends of these tables are numerous other tables of various sizes and shapes, but none of them over-large. Some are circular, a few elliptical and the remainder square or rectangular.

Ample space is allowed for customers to freely circulate between these tables. Upon them the merchandise is freely shown, but not in a stocky manner. Nearly every table has one or more elevated drapes, which not only show the goods in a most tempting way, but the extensive exhibit thus made presents an interesting and attractive display and gives the entire department a businesslike appearance.

A number of tables are set apart for featuring certain special ideas, such as some particular make of fabrics, unique design, new colorings or other style ideas of the new season's production. Many of the tables bear a neat show-card, mounted on a frame, calling attention to the salient points about the fabric shown therewith; also, in some instances giving the price.

The salesmen are scattered about the department and are free to show the goods and make sales in any section thereof.

With these exceptional facilities for examining the merchandise, and with many of the questions which customers are likely to ask about the goods answered by the show-cards, not a few visitors, particularly during rush times, practically wait upon themselves. It has repeatedly happened that sales have been made with little or no attention from salesmen.

Customers appear to greatly appreciate the opportunity of circulating freely about the department and examining the fabrics at their leis-

ure, without being influenced in any way to hurry their decision, much less being importuned to buy.

It is clearly recognized that a large share of the substantial gain made in the sales of the department, especially of high priced goods, during the past year is due to the changes made in the fixture arrangement and selling facilities of the department. All this has been accomplished, too, with fewer rather than more salespeople.

Another improvement that always appeals to the management of a store or department is that, with the new arrangement, when only a few customers are present, the department has the appearance of being busy. Instead of a row of idle salesmen, leaning against the fixtures at either side, these salesmen, with the few customers present, are moving about the department, and this interchange of positions at various points gives the casual beholder the impression that the department is busy, even although few customers are actually present.

Such a layout as that of the Wanamaker dress goods department would not be possible in many stores and for two reasons:

First. Most dress goods departments are located on the street floor of the building and where such an arrangement would not be advisable.

Second. Even on the upper floors of most stores the space between the rows of posts, or supporting columns, is not wide, and the narrow aisles between the fixtures could not well be converted into the table arrangement which has been substituted for the counters in the Wanamaker store.

It is undoubtedly true, however, that there are stores that could substitute the table arrangement for their present counter layout, incidentally adopting some of the Wanamaker ideas, to the great advantage of their business.

Did the Right Thing.

"I hope it will be a long time before I have such another test applied to my honesty," a downtown merchant remarked, as he returned from waiting on a customer, relates the St. Paul Dispatch.

"What was the trouble?" asked his partner.

"These near-wool suits. An old fellow came in just now and asked me the price of one.

"Seven dollars," I told him.

"Speak louder!" he said, holding his hand behind his ear. So I yelled, "Seven dollars!"

"Eleven dollars! Too much! I will give you nine!" he replied.

His partner looked at the speaker in alarm.

"You—er—of course, you did the right thing?"

"I guess you can depend on me to do the right thing," was the haughty retort. Then he paused. "You'd better get some dollar bills when you go to the bank," he remarked. "I just gave an old fellow our last one for change."

Millinery For Spring.

In millinery circles it is anticipated that large use will be made of flower trimmings this coming season. The advance models, while they can not be accepted as the complete tale of a season's millinery, bear many marks that can be taken as indications of what is to follow. Many of the hats now being exhibited show floral trimmings of varied character.

Not only will flowers be arranged in the usual accepted fashions, but milliners will show more originality than ever in devising new positions. Among others, the upright aigrette arrangement which was introduced last summer will evidently become more popular, and there are attractive sprays which suggest the cockade.

Rough cabbage straws are largely used in the new models, and it is expected that many hand-made turbans, modified Tyroleans and Pierrot shapes will be made of rough, loose braids. Black and white and the multi-colored mixtures are noted in these interesting novel creations.

There is also a strong feeling that good quality Milan straws will be very fashionable.

Crowns of contrasting materials are in evidence. In some cases it is a close drapery of taffeta, satin or lace frequently, tied into an irregular bow at the side; in others the crown is of pressed hatters' plush, linen, etc. Brim-facings are reappearing, contrasting colored straw and black velvet facings being again featured.

A very attractive feature of some of the new handsome models of the rather open German hemp was the contrasting underfacing, which showed through. A black hemp had a brim and crown underfacing of light weight cerise straw, the trimming being red velvet flowers.

Another specimen in black hemp had a foundation of yellow straw. The trimmings were black velvet ribbon and small black satin chrysanthemums with yellow hearts.

This arrangement of a loose black braid straw over a vivid color is in direct line with the general fashion tendencies in veiled costumes and waists.

Egyptian Cotton.

Although the United States is the greatest cotton-producing country in the world a large quantity of this staple is imported from Egypt every year. The variety of cotton most extensively grown in Egypt is known as the mit aifi. It has a soft, rather crinkly fiber of a characteristic light brown color that renders it especially useful for certain classes of cotton goods in which the natural color of the fiber is retained.

The best Egyptian cottons bring a price second only to that paid for the highest grades of Sea Island, being used solely in the manufacture of the finest goods. They are especially suitable for mercerizing, taking this process better than the native American cottons, and are largely used for mixing with silk and for

the manufacture of cloths in which a high finish and luster are required. In 1909 the import of cotton from Egypt amounted to 72,617,896 pounds, valued at \$12,101,000.

In view of the considerable value of this import, the United States Department of Agriculture is endeavoring to develop Egyptian cotton culture in the United States in order to supply the American market with a home-grown product. As a result of experiments that have been carried on for the past seven years in acclimatizing and breeding Egyptian cotton in the Southwest, several distinct types have originated from the stock of imported seed of the mit aifi variety with which the work was begun. Two of these are as distinct in the characters of the plants, bolls and fiber as some of the newer varieties which have originated in Egypt from the mit aifi. A third promising type is an improved acclimatized strain of mit aifi rather than a new variety.

A description of the leading characteristics of these promising varieties and strains and the methods followed in the plant-breeding work, as well as a brief account of the general progress of the acclimatization experiments with Egyptian cotton during the year 1909, is given in Bulletin 200 of the Bureau of Plant Industry, entitled, "Breeding New Types of Egyptian Cotton," recently issued by the United States Department of Agriculture.

Spinners who have examined samples of the acclimatized Egyptian fiber grown last year in the Southwest pronounce it to be in every way as well adapted to their requirements as is the imported cotton of corresponding grades.

It is a wise business man who is smart enough to get next and stay next to his farmer patrons. The latter's apparently natural antagonism can be overcome in practically every case, if properly handled, and this is well worth accomplishing.

BECKER, MAYERS & COMPANY CHICAGO
VIRKING CO. CHICAGO
BEST MADE CLASSY CLOTHING

SWATCHES ON REQUEST

H. A. Seinsheimer & Co.
CINCINNATI
Manufacturers of
"The Frat"
YOUNG MEN'S CLOTHES

The Man Who Knows
Wears "Miller-Made" Clothes

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

Miller, Watt & Company
Fine Clothes for Men Chicago

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

CREDIT, CAUSES AND RESULTS

Every Merchant Must Face the Hard Problem.

Written for the Tradesman.

One of the greatest problems which confronts the average business man is that of giving credit. So many of his customers ask him for time after trading out a large bill of goods that he really thinks it poor policy to refuse credit and run the risk of losing their trade. Hence he finds himself giving credit to this one and that until, before he is aware of the fact, his tills do not contain cash enough to meet current expenses, while his books show outstanding accounts to the value of a third or more of his business.

The credit system is a hard one to manage and no mistake. The merchant knows that he has some customers to whom he would extend credit to his last available dollar with the assurance that the money would be forthcoming when promised—if the man is alive and able to pay. That is one point on which many a merchant has lost out, the inability of the debtor to pay when promised.

A large portion of the failures in business come from the failure of the merchant to get his money on debts owing him when it was promised. Many a man faces ruin with the positive knowledge that failure could be turned into success if only he could collect the money rightfully belonging to him.

In spite of this knowledge there are few retail merchants who do not give credit. They may have started out with a positive determination to get cash for every article that left their shelves, but sooner or later the occasion arose which looked to them like an exception from most cases and they find themselves trusting out a bill of goods, possibly for only a short time, but they have broken their rule and in the future it is much easier to grant credit than to deny it.

Aside from the hard and fast principle that "business is business" and must never be permitted to mix with our finer sentiments, there are occasions when it looks like doing an injustice to deny credit. In factory towns and, in fact, to a certain degree in all towns, there are many people who draw their salaries weekly, fortnightly, or monthly from whatever employment they are engaged in. These people often find it hard to pay in advance. Many of these workers have several besides themselves to support and find it impossible to put any money in the bank against the coming of the proverbial "rainy day." They depend upon the weekly or monthly earnings for the weekly or monthly support. They usually ask credit, especially at the grocery stores, for whatever period they must wait for their own pay. It is never less than a week and rarely longer than a month. At least such were their intentions at first. The merchant seeing the apparent reasonableness of credit to tide them

until next pay day starts them on a credit basis. All goes well for a while. Then the winter fuel must be bought, some member of the family falls sick and perhaps dies. All this takes money and lots of it. Then they must live all the while these things are happening, and before the merchant is aware he has gone far beyond the promised credit with little chance of getting it at once and a family still on his hands expecting food.

Such a case seems hard to turn away at first—how much harder is it when it has reached the stage we have suggested? To close dealings then will be to lose the debt at its present amount. The family goes to another merchant, and, seeing but one side of the question, feels itself aggrieved at merchant No. 1 because he must protect himself.

Such a family may be intentionally honest, but under the circumstances pictured it is simply impossible to pay anything on the standing debt and difficult to pay cash for present and future necessities. There are so many other places where they can not get credit, the physician and others will not do business without the cash. Hence they save their cash for these people and expect credit from the grocer and meat man who have supplied them the necessities of life on credit since the beginning.

Sometimes such people transfer their trade to another merchant when they "get in" to a certain amount or are asked to make payment. The merchant who finds a customer doing that might as well prepare for one thing or another—mark off the account as loss or use the harshest legal means that can be invoked to accomplish the desired result. Such people are almost invariably planning to avoid payment. A milder form of such acts is found when a person gets credit for small amounts at one store and, if in the meantime he is able to pay cash for a few small articles, forthwith goes to a rival store with his cash. He reserves the one store for credit trade when the cash runs out and chooses the other when he is able to pay the money down. These people are usually honest, and the only disagreeable thing about them is the fact that a rival gets their cash trade after the credit merchant has carried them through close times. "When I have the cash to pay I can go where I please. No one has any claim on me or my patronage because I give dollar for dollar." This is an actual speech the writer once heard from such a person. He did not say who had a claim upon his credit trade.

Some merchants get dragged into giving credit through allowing short time as a special favor to certain trustworthy friends. One of these, trading thoughtlessly, tells the clerk to charge his bill of goods; or some clerk tells of the fact to an outside friend, and it gets noised about that the merchant is giving credit to a few. Forthwith a certain set who wish to know why "their money is not as good as any one's" at once test the matter by asking credit when

they do not need it. The merchant finds himself between two fires. If he refuses the customer will leave him because he has given credit to others. If he does not refuse the asked credit—ah, if he does not—he has let down another bar and the opening is soon large enough to admit the entire public. He must treat all alike or expect to lose customers. When he grants the credit he has opened another door for possible bankruptcy.

It is hard to lay down a fixed rule governing credit. There are times when the granting of it for a short time seems the proper course to pursue. Yet when once begun it is hard to tell where the matter will end. It is better, far better, if possible to keep clear of it entirely. It is really better to run the risk of losing one or two wrong-minded customers in the beginning than to lose the whole business later. It is easier and better to explain clearly your position on the credit idea to the first ones who ask it and then lose them if they can not see the subject in the right light. The refusal of credit, perhaps to men of undoubted business standing, will deter and frighten many of the smaller "would bes" and make it unnecessary to so refuse more than a few.

The granting of credit to working people between pay days is another phase of the question which is hard to decide. It is much better for all concerned if the workmen could get a little start and pay cash. The giving of a special prize or a certain amount of staple goods of the customer's own selection from the store will sometimes help to form the habit of cash buying. The merchant can afford to give this if he receives cash for everything sold to that person to a certain amount.

Granting credit to railroad employes is a solved problem in most places since many roads will discharge an employe whose wages are garnisheed. Knowing this the employe pays without giving any one the chance to begin legal process. Merchants frequently seek the trade of railroad men and extend monthly credit, since few of them care to risk discharge through failure to pay their debts.

Some factories and shops have adopted similar rules and when this is the case their employes find getting

credit easy. Sometimes the merchant sees the managers of the factories or shops operating in his town and comes to some understanding regarding granting credit to certain employes. This is a good thing for all parties, since it makes things safer for the merchant, insures the getting of necessary articles when required by the customers whether money is on hand or not, and keeps the factory management informed as to its most trustworthy employes.

When a merchant is satisfied that a man does not intend to pay his account if it is possible to avoid it, he should begin to do what is possible to collect it. A system of collection letters to be filled out and mailed by the merchant, but appearing to come from a collection agency in a distant city, is a method that has been quite successful recently. There are usually three letters in a series to be mailed to the debtor at certain intervals. The last is prepared to imitate a legal document and to many who do not read closely or do not understand the scheme it is a summons to appear and pay the debt before suit commences. After this letter has been sent and no reply received the merchant has two courses open: Drop the account and cross it off the books, or try legal measures. If collection appears impossible or very uncertain under the laws of his state, he had better drop the account. If the laws are such that it is highly possible a shrewd lawyer may collect something, place the accounts with him on a commission basis.

Many a merchant loses on the credit system first or last, simply because he is afraid of hurting some one's feelings. This should not be. If the debtor cares no more for his reputation than to persist in trying to "stave off" an honest debt, it should not be the merchant's feelings that suffer. Nothing short of experience will dictate the proper course to take, and, as we said before, there can be no fixed "cut and dried rules" governing the subject. The merchant should always be on the lookout to grant favors of all kinds just as far as he can and not allow his own interests to suffer materially by so doing.

C. L. Chamberlin.

CRYSTAL DOMINO SUGAR

BEST SUGAR FOR
TEA AND COFFEE!

5^{lb} BOXES - FULL SIZE PIECES - 24 IN CASE

2^{lb} BOXES - FULL SIZE PIECES - 60 IN CASE

2^{lb} BOXES - HALF SIZE PIECES - 60 IN CASE



Try Ragtime on Your Rooster.

Is there an old rooster perching in a tree just back of your sleeping room? Do you want to choke off that unearthly crowing just as you are getting a beauty nap about 5 o'clock in the morning? Well, here is an idea that you can try if you can make the proper arrangements with the janitor or some other early riser in the neighborhood. And the best part of it all is that it probably will not make your rooster owning neighbor mad at all and you can sleep peacefully until the proper rising time.

Here is the scheme. It isn't patented, so any one can use it. Get an ordinary \$10 phonograph and some ragtime music rolls or disks and then just before daylight every morning have the janitor or the other chap that you have made arrangements with take the phonograph out into the chicken house or under the tree where his lordship perches and turn the phonograph loose. It need not sound so loud as to waken any one, unless it is directly under one's window.

The phonograph music apparently soothes the riotous surging of the rooster's blood and he becomes calm and peaceful and does not attempt to crow or even chatter to himself. A phonograph is often referred to as a nerve racking instrument of torture, but when the phonograph sings ragtime melodies to a rooster it not only soothes him but it quiets his nerves.

J. W. F. Hughes, formerly commander of the Kansas National Guard is the man who introduced the phonograph as a nerve remedy for chickens in Topeka. Gen. Hughes is president of the Topeka Poultry association and the association held its annual show there. At one end of the hall was a big phonograph and it was kept going all of the time. The roosters did not crow and the hens did not cackle when the music was on. Every one seemed to be attending to his own business and not making any noise about it either.

It is a considerable annoyance to go to a chicken show and as one walks along the pens and attempts to discuss the fine points of the different birds to find that one has to yell as if talking to a deaf person in order to make your friend hear what you have to say. The phonograph playing ragtime airs does the stopping of the noise effectually.

Gen. Hughes was out in Vancouver, Wash., a few weeks ago and he visited a chicken show. He noticed the quiet of the big room where more than 1,000 chickens were on exhibition. He asked about it and the phonograph idea was explained to him. He came back to Topeka and installed a phonograph in the Topeka show.

"The phonograph playing ragtime music seems to soothe the birds," said Gen. Hughes. "It not only stops the incessant crowing and cackling but the music apparently calms the birds so that they are not nervous with the crowds that swarm about

the pens and the chickens make a better appearance and are not flighty and nervous when taken out for examination and judging for points. The music not only helps the visitors at the show but it seems to help the chickens."

If the phonograph has such a soothing effect on the chickens in a show it seems reasonable to expect that the music of a phonograph would likely stop the awaking and crowing of the roosters in the early morning hours.

Dairy and Food Commissioners.

The annual convention of the State and National Food and Dairy Commissioners held recently in New Orleans, discussed every phase of the food law, the manufacture of food products, labeling and contents of the package, was thoroughly discussed.

The resolutions adopted are in accord with those adopted by the National Wholesale Grocers' Association and the National Retail Grocers' Association. The unanimous sentiment is in favor of the national law and all food laws in the different states conforming to the national law.

The question of net weight and of weight branding was also one of the topics which came in for a goodly amount of consideration.

The more thoroughly these questions are discussed and the better understanding there is between the food commissioner, manufacturer and distributors of food products the better it will be for all concerned.

The disposition of the retailer ever since the national food law has been in effect is to work in conjunction with the food commissioner to the extent that the retailer would at all times welcome the food commissioner into his establishment and the

commissioner in return gave the retailer such information as would enable him to return at once any goods that did not comply with the law requirements.

The following are some of the resolutions adopted by the convention, in which the retailers of the United States can most heartily concur:

"First, Resolved, That we are gratified at the progress already made to secure uniformity in food and drug legislation, and urge that this association use its best efforts to bring about complete uniformity in all food and drug laws.

"Second, Resolved, That it is the judgment of this Association that each state should enact suitable legislation to secure sanitary inspection of all places where food or drugs are prepared or sold or manufactured.

"Third, Resolved, That this Association favors the enactment by Congress and various states of a weight or measure branding law; and that any such law be so framed as to make fair and reasonable allowance for the inevitable variations of weight or measure due to shrinkage, evaporation or other natural causes and the unavoidable slight variations attendant upon weighing or measuring individual packages, and that the interests of the consumers, manufacturers and dealers alike demand that the weight and measure law, like all food laws, should be uniform.

"Fourth, Resolved, That experience has shown that efficiency in food control officials increases with experience, and the people are entitled to have continuously in connection with the enforcement of food control laws, the services of trained, experienced administrative and technical men.

"Therefore, this Association urges

that the enforcement of food control laws be divorced from politics."

J. A. Green.

The Varieties in Cheese.

The difference in cheeses is sometimes confusing to those who have not access to a large market. Edam, pineapple, Parmesan and Roquefort are hard cheeses; Neufchatel, cream and cottage cheeses soft. Genuine cream cheese is made from rich cream thickened by souring, or from sweet cream thickened rennet. Neufchatel is a soft rennet cheese made from cow's milk either whole or skimmed. Cottage cheese is made from sour milk without the use of rennet. Roquefort is a hard rennet cheese made from the milk of sheep, the name being derived from the village of Roquefort in the southeastern part of France, where the cheese is ripened in caves or natural caverns. Edam is a hard rennet cheese produced in Holland and is made of unskimmed cow's milk. Parmesan is an Italian cheese known for centuries in that country as Grana, the term referring to the granular condition of the cheese. It is so hard, cutting is practically impossible, and we get it in this country grated in bottles. This cheese is made from skimmed milk. Pineapple cheese is said to have originated in Litchfield County Connecticut, and is a hard rennet cheese made from cow's milk. The flavor is given by the method of ripening due to the action of bacteria. Hard and soft cheeses differ mainly in the fat constituents and methods of manufacture, but most of all in their keeping quality, the hard cheese keeping for a protracted time.—Good Housekeeping Magazine.

Life is all wasted when every today is a funeral over yesterday.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's best ones, that call for

HAND SAPOLIO

Always supply it and you will keep their good will.

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.

THE ANNUAL INVENTORY.**Study the Figures and Profit By the Story They Tell.**

All over the country jobbers and retail merchants are taking their annual inventory. This is a long and tedious job. It is not only tedious to count the goods, but afterwards to price them and do the extending. It is work that requires much care and attention.

In large jobbing houses this work is usually done under the supervision of the head buyer. Stock books of uniform size are distributed among the various departments. Each of these books is numbered. Every employe who receives one must receipt for it. All the departments enter stock simultaneously. At the end of the day's work these books are all returned to the head buyer. They are carefully checked off. Then they are put in the safe for the night.

Before the goods are entered in these stock books they have all been counted by the stock clerks in the different departments. On slips of paper are entered the size and the quantity of the goods. One employe writes in the stock book while another calls from the slip of paper. Afterwards the goods are recounted and called back. When the clerk with the stock book calls out "right," the slip of paper is destroyed. Some jobbers enter the goods in these stock books just as they come in the stock. Others write up the stock books in advance, entering the goods according to their catalogue. Then it is only necessary to fill in quantities, goods short being indicated by the absence of quantities.

When the inventory has been finished, when the long columns of figures have been added up with the help of an adding machine, when bad debts have been charged off, when settlements with salesmen and house employes have been made, when depreciation on fixtures and samples has been entered, when all the loose ends are in, then the general figures are gone over by the chief accountant and one day he comes to the President and hands him a little slip of paper.

This one sheet of paper, in concise form, tells the story of the year's operations. It indicates the final results of good judgment or bad judgment, of good management or poor management, of careful economy or wasteful extravagance. On this sheet of paper are shown the final effects of many causes. This sheet will be the cause of congratulations and felicitations or it will be read with sorrow, shame and consternation.

If the showing is a good one those interested in the business will feel encouraged to move forward with renewed energy and enthusiasm. If the showing is a disappointment then the heads of the house must nerve themselves to accept the record with the best grace possible. If they are strong men they will determine not to be downcast, but to do their level best to make a better showing in the com-

ing year. If they are weak men the record will lead to crying over spilled milk, and, perhaps, to mutual recriminations between partners.

If the results are unusually satisfactory the managers of a large business should remember that there are peculiar and grave dangers that attend prosperity. It must be remembered every year can not, in the nature of the case, be a prosperous one. In good times a wise management will prepare for hard times. They will set aside a surplus. They will not unduly increase salaries. They will not declare all their earnings in dividends. They will be careful not to allow a spirit of boastfulness to pervade the establishment. In other words, when good statements are made there is danger of exaggerated cases of enlarged craniums. Many men in the business will arrogate to themselves the lion's share of the credit for the good showing. When a business is unusually successful the handling of the organization, and especially of the head man, becomes a problem of the greatest delicacy. Executives of big corporations have told the writer it is much easier to handle a business in bad times than in good years, when the various heads of departments are inflated by prosperity.

When it is seen that the business has not been successful then there are other problems for the executive. It is a question how much it is wise to tell the leading men in the house. Many men will do splendid work when encouraged by success who become utterly demoralized in times of disaster. Naturally, the executive of a business must not show any weakness. If he deems it wise to admit all the facts he must do so with composure. He must not go to pieces himself unless he wishes to completely disorganize his forces.

In almost every business—even in a large business—there are two or three men upon whom the burden of the business rests. It would be well for these men to get together and talk over the year's unfavorable returns and decide just what announcements should be made. Some of the strongest friendships between men have blossomed at such times. The nerve and stamina of men are tried in business just as much as they are tried in war, and a strong man shows his strength not so much in periods of success as when he is stemming the tide of a losing battle.

If the returns of the business are unsatisfactory, then it is the part of wisdom to closely analyze all the figures of the year's work. A good business man will not be afraid to face the cold and disagreeable facts. He should study these facts long and carefully. He should be especially careful not to fool himself. He should frankly acknowledge to himself those factors which have been the cause of his lack of success.

If the merchant is in a line of business that has been successful, but

which happens for the time being to be depressed on account of general conditions, it may be a simple matter for him to understand the temporary unsatisfactory results. But if his own business is not successful while he sees other merchants all around him in the same lines who are prospering, then he should give the situation his most thoughtful consideration.

It seems to us this merchant's initial thought should be whether he himself is suited for the particular line of business in which he is engaged. Some men, by nature and disposition, are not fitted for certain kinds of work. For instance, a man who has devoted many years of work in the open air, such as a farmer, seldom makes a successful retail merchant. No matter how hard this man might struggle, all his training and all his tendencies would be against the making of success in a business of infinite detail, composed of many small transactions. Such a man should honestly think out this question for himself and if he concludes he is not suited to the hardware business he should lay his plans to dispose of his business or get out of it at the most favorable opportunity.

If a merchant concludes he is adapted to the business, then if he is not successful, his next consideration should be his location. Is his location in town a good one? How much business does he miss by reason of his location? Or may be his

particular line of business is overdone in the town where he is located. It might be well for him to consider shipping his stock of goods to some other town where there was less competition and where his chances of success would be better. The editor, as a traveling salesman, knew of a number of cases of good merchants struggling along year after year, making only a bare living, in a certain locality, where the business was much overdone. On the other hand, he has known of some such merchants to pull up stakes and move to other places—frequently from a large town, where there were many hardware stores, to a smaller town where there was less competition—where they built up a satisfactory and profitable trade.

After location the next point a merchant should frankly consider is whether he has developed his business along the best lines and so as to embrace the greatest possibilities. He should think out whether he had devoted his own time and effort to his business or whether he had neglected it. Whether he had given sufficient thought and attention to the training of his clerks. Whether he had sat in his store and waited for trade to come in, adopting what might be called a "passive" business policy, or whether he had been active and energetic in going out after business; in other words, whether he had been aggressive in his methods. Under this head would also come the

FANCHON FLOUR

Has a State Wide
Reputation



JUDSON GROCER CO.

Are Distributors

Grand Rapids, Mich.

question of leaving his store and driving out into the country, visiting his customers, advertising, writing letters to his customers, looking after his show cases and show windows, and using all legitimate means to attract trade to his particular store.

Among other questions to be decided should be the "turn-over" of the business. How many times do you turn your stock? If you are carrying too much stock for the volume of your sales—why? Are you buying too much?—that is, buying in heavier quantities than necessary. Every merchant should rigorously go through his stock with this question in his mind. For example, if you find in stock one dozen expensive pearl-handle pocket knives of the same kind, and you discover your sales on this knife are only a fraction of a dozen per annum, the question arises—why did you buy one dozen? Why did you not buy a smaller quantity, even if you had been compelled to pay a somewhat higher price?

It is a matter of common criticism by expert hardware men that especially in the larger class of retail stores—say stores carrying a stock of \$10,000.00 and upward—there is a constant disposition on the part of the buyer to tie up his capital and reduce his "turn over" by purchasing more goods, in quantity, than he needs. In such stores there seems to be a desire on the part of the buyer to strain for a lower price by purchasing an excessive quantity.

Hundreds of successful retail merchants bear witness to the fact that as they became financially more independent by reason of their prosperity they grew less careful in buying and as a result at the end of the year's business they found their net profits were not as large as they were in the early and struggling days of their business careers. This, in many instances, is the cause of careless buying—purchasing goods in larger quantities less often, instead of buying them frequently in small lots.

Therefore, we would first recommend to the merchant whose returns the past year have not been satisfactory that he courageously analyze the year's business with a view of arriving at the true facts. When this has been done, the next thing is to lay his plans definitely and clearly for the future. Don't cry over spilled milk, don't beg for the moon, but lay your plans to do things that are within your reach. It is a good idea to write out your plans even if you do not read them to anyone else. By seeing your plans on paper you will fix them more clearly in your mind. Then, when you have adopted what you consider the best policy for your business, the first six months, patiently and insistently, day by day, carry out that policy.

Successful men do not drift. Those who drift with the current frequently awaken from their day dreams to find themselves in the whirlpool. To do business pleasantly and easily is

dangerous. You are oftentimes doing your best work when things seem to be coming hardest. Things are hard because you are opposing your mind to unfavorable conditions just as an athlete strains his muscles against his opponent. From this very effort you gain strength.

When crystalizing the details of your plans it is well to talk over matters with your partners and employes. Invite them to a free and frank discussion. Carefully consider their ideas. Ask for their criticisms. If you desire to carry out a certain plan, suggest your plan a little at a time. Let the conclusion of the meeting be that you have all united upon a certain policy. If your entire force unite upon this policy then you will have their co-operation. The strongest influence is the hidden influence. The power from an electric plant may light a whole city, but you can not see the power. The more expert you become in the handling of men the less art will be in evidence.—The Hardware Reporter.

What Would You Think?

What would you think of a man who started out to sell subscriptions for a magazine, with a handsome premium, and who walked up to your desk and began telling you what a miserable magazine one of his competitors was getting out—what an unreliable publishing house theirs was, what untrue and unreliable information was published in their magazine—and in general devoting his entire talk to knocking this competing magazine, never saying a word about the merits or the attractiveness of his own magazine or about what he was trying to sell or about the handsome premium he was giving with his magazine?

What would you think of such a man. Why, you would think he was crazy. You would say: "What are you trying to do, sell me your magazine or keep me from taking the other fellow's? If you have anything interesting to show me and tell me about what you are trying to sell, get busy, but do not talk about that other fellow's proposition all the time. Let him talk about that."

Yet every once in a while we see a merchant who is so stung by successful competition that he gives vent to his feelings in an advertisement entirely devoted to knocking his competitor.

What would you think of the manager of a theatrical company who, instead of devoting his lithographs to exploiting his attraction and picturing thereon in the most glowing colors interesting scenes from the play, gave every bit of space to proclaiming what a poor show they had at some vial theater and to advising the people not to spend their money at that cheap, miserable place?

Think these things over if you are ever tempted to devote any of your advertising appropriation to knocking your competitor.

The more you think of money the more you miss true riches.

Folly of Worry.

One of the best ways of showing to your own mind the foolishness of worrying over troubles—even though they are real troubles—and allowing it to dwell on them until that arch-enemy, fear, enters in, where it should have no place, is to view them, in imagination, from a distance.

The weary wayfarer, plodding onward through the valley, can see only a little way ahead of him on the dismal road; he can see nothing but the thorns and brambles and trials and troubles through which he is fighting his way, and sometimes he falls into the error of thinking that there is nothing else ahead of him. But could he ascend to the top of the hill he would see the fair road stretching out far beyond him and know that he will soon be past the slough through which he is laboring.

So the traveler on life's pathway, beset by trials and troubles, may gain sure hope and consolation by ascending to a mental height and taking a far survey of the road ahead.

I used to have an old friend who kept himself from worrying over troubles (he had them, too) by saying: "Ten years from now that will all be forgotten." And there's a lot of comfort in that thought. It makes it easier to bear the burdens; it puts new strength and new hope into the troubled heart. Look back over your life, at some of the hard times you've gone through, some of the things that at the time seemed almost too hard to bear: how little there really seems to them now; how beautifully you got through them. So the present troubles, whatever they are, will look quite easy a year from now.

Learn to say: "It'll all come out right"—because it nearly always does, you know.—Twin City Commercial bulletin.

New To Him.

The hobble skirt was being discussed at the Colony Club in New York, and Miss Elizabeth Marbury, the famous dramatic agent, said, with a smile:

"You'd think the hobble skirt had penetrated everywhere, but listen:

"In Camden the other afternoon a young girl in a brown hobble skirt hurried with short, quick steps to a football game. Her skirt was tight enough in all conscience, but a narrow black band encircling it just below the knees drew it still tighter.

"As the young girl tripped out Mickle street a coal heaver, laying down his shovel, ran after her.

"Say, miss," he said in a low, confidential tone, 'yer belt's slipped down.'"—Washington Post.

In these days we hear tales of men who have met with pronounced success without devoting much thought or attention to their factory or to their shop. When such cases are analyzed it is usually found there are exceptional conditions. Now, as in the past, the man who is making the greatest success in his line of work is the man who is giving that work all of his time and all of his best thought.

We Want Buckwheat

If you have any buckwheat grain to sell either in bag lots or carloads write or wire us. We are always in the market and can pay you the top price at all times.

WATSON & FROST CO.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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



Are You a Troubled Man?

We want to get in touch with grocers who are having trouble in satisfying their flour customers.

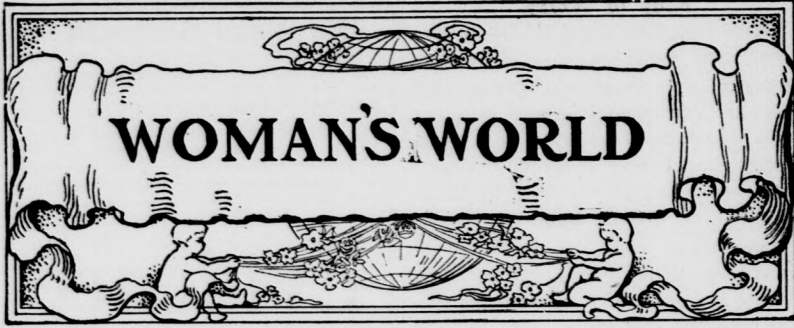
To such we offer a proposition that will surely be welcome for its result is not only pleased customers, but a big reduction of the flour stock as well.

Ask us what we do in cases of this kind, and how we have won the approval and patronage of hundreds of additional dealers recently.

The more clearly you state your case, the more accurately we can outline our method of procedure. Write us today!

VOIGT MILLING CO.
GRAND RAPIDS, MICH.





"Men Must Work and Women Must Weep."

Written for the Tradesman.

It is a time-worn saying that "Men must work and women must weep." Now the latter clause, at least as applied to the present day and generation, is fallacious. As a woman prizes her influence, her success, her own well-being and her power over the well-being of others, she must not weep, or only on rare and extraordinary occasions.

Taking the poets for it, one might think otherwise. The poets, by the way, have fairly outdone themselves on this matter of tears. The entire space of this article and of several such articles could be taken up with quotations from writers of the highest rank treating in rhythmic accents of this very subject.

Campbell, in "Pleasures of Hope," boldly declares that "Beauty's tears are lovelier than her smile." No mention of the broken, sobbing voice, the swollen eyes, the shiny, crimson nose, the general demoralization of appearance that inevitably accompany indulgence in tears; the statement is made unqualifiedly that "Beauty's tears are lovelier than her smile."

How did the poet know this? Was it by personal experience with a wife who was in the habit of puckering up her face and crying when things went wrong? Manifestly not. A man with a wife given even to mild attacks of the snivels never yet became enthusiastic over Beauty's tears.

Later I learn that Campbell's "home was a happy one; the society in which he moved was of the most refined and intellectual character and he enjoyed the personal friendship of many of his distinguished contemporaries. Ample leisure was afforded him to carry into effect any of the cherished schemes of his literary ambition." Ah, well! Under such felicitous circumstances he could well afford to sit back and speculate about Beauty's tears or upon any other high-flown theme which might delight his poetic fancy.

Even the most cursory reading of history shows that tears played an important part with the ancients. Men as well as women indulged in them freely.

There is the story of that wily old Spartan General, Clearchus, who, finding himself in a foreign land, his men in mutiny because they had been tricked, called a meeting of his soldiers and standing before them wept for a long time. Whether it was the tears that did it or the stream of

persuasive eloquence that followed it is hard to say. Anyway, he got his men talked over and they went on with him. Can we imagine Grant or Sherman or Dewey in any such performance? But history furnishes any number of instances showing that upon occasion the bravest men of old wept copiously.

Truly times have changed. In those ancient days, when a man could weep without sacrificing his pride or dignity, when a free-for-all howl seems to have been the regular and usual thing whenever their antique emotions became a little stirred up—surely no one could deny to woman her right and privilege to weep with the best of them.

Now that times have changed and custom demands that a man never shall give way to his feelings in public, and rarely as possible in private, does not good taste and fair play require some approach to the same degree of self-control on the part of women? Can a woman, just because she is a woman, honorably attempt to work her husband or male relatives by her tears?

Sometimes she may gain her point by weeping, as did the wife who wanted a gold watch and took to crying and kept at it until her husband, in sheer desperation, bought her the watch. A woman who acts like this simply relegates herself to the position of a spoiled child and will soon come to find that her tears are no more to her husband than any other salt water.

Every household has its times of trouble, when there is sorrow within or business or other difficulties without, and when good cheer can be maintained only by brave effort. Under adverse circumstances nothing so disheartens a man and unfits him for his struggle with the outer world as a gloomy, red-eyed, weeping wife.

Great honor is due the woman who keeps a brave face when things look blue. I knew one such who, when quite young, went with her husband to live on a farm that was away off in the woods. Away from kindred and friends and with no near neighbors, she became desperately homesick. Sometimes she would indulge in a good cry when her husband was away at work, but always kept a brave face when "John" was about home. Of such stuff are heroes made. Of course they came out all right. People who practice that important maxim of the true philosophy of life, "Learn to smile with an aching heart," always come out right in the end.

No one wants a woman to be a stoical, wooden creature who would not weep under any provocation. No one wants her to have always the same rigid self-control that is expected of a man. A woman should hold her emotions so well in hand that she will not weep profusely except for good and sufficient reasons. The wise woman cries so rarely that when she does cry those about her sit up and take notice.

I like the story of those two Roman matrons, Volumnia and Veturia. One was the wife and the other the mother of that arch traitor, Caius Marcius, who came against his native city of Rome with an army of Volscians, and had advanced to within the fifth milestone of the city, disregarding all the entreaties of his countrymen that he would spare them. Finally his wife and his mother went out to meet him, and by their tears he was moved and withdrew the invading army. Plainly tears were a last resort with these women. Had they been in the habit of weeping for trivial causes, they would not have been heeded at this extreme moment. The modern woman may well profit by the august example of these dames of olden times. Quillo.

A fourteen story skyscraper planned for Milan will be the highest business building in Southern Europe.

When a man says women do so and so he screens his wife.

Sugar-coated fancies may be very well in pink periodicals for pale persons, but what most prospective purchasers of your goods want to know is the facts about them and the reasons why they should buy.

The best New Year's resolution: "I believe in my home town and its future and I pledge myself to do everything within my power to make it a better town."

Sawyer's 50 Years
the People's
Choice.

CRYSTAL

See that Top **Blue.**

SAWYERS
CRYSTAL
BLUE
SAFETY
BOX

For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice
as far as other
Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell

LOWNEY'S COCOA
AND
PREMIUM CHOCOLATE for BAKING

All LOWNEY'S products are superfine,
pay a good profit and are easy to sell.



Putnam's Menthol Cough Drops

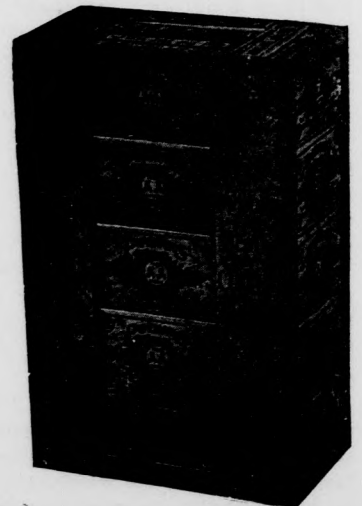
Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton
Free**

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.



The American's Home.

"Hello, Central! Give me Heaven!" That is what the young man said when he installed the new telephone in the study and wanted to test it. At once they connected him with his home, and he found the instrument working to his intense satisfaction. And he had been married several years, at that.

The general level of the American home is pretty high, if we may judge by external signs of comfort—the average quality of the houses, foods that come from all over the world, good clothes, schools for children, with text-books furnished free in many places, large and attractive parks for recreation, or, better still, open country, and luxuries like the telephone in almost all homes, whether in city or country. And if we judge by the sentiments of orators and writers, especially the apostrophes of the poets, we may be led to imagine that Eden is blooming and even booming here in our country, the lost Paradise regained.

We certainly have a right to be somewhat complaisant over our homes when we read about the homes of antiquity. When Mrs. Wiggs was asked if she did not feel her privations she gave a good long list of her blessings and asked in reply: "Ain't you proud you ain't got a harelip?" We may be proud we are not a part of an old Roman home, for instance. To use a Hibernicism, it would not be a home at all. The Latins had a word for family and one for house, but none for that something which a family in a house constitutes, which we call home. The family, with or without children, plus the house, form something called home—a thing more easily spoken of than described. Well, the Romans had no word for that, because they had no need for such a word. And whenever we catch anyone trying to reestablish such a domestic anachronism and monstrosity in our land and time it is taken in hand either by the White Caps or the bluecoats or the petticoats themselves.

It takes at least two persons to make a home, and in the Roman house there was only one, the man. The woman was not a person, in her own right, under the law. She could not intervene in the government of the family. If one of the children wanted to get married, her consent was not necessary. If her husband wanted to put her to death or leave her for a handsomer woman, he had a right to do so, without legal process or prejudice. Seneca speaks of his friend, Macaenas, as having married a thousand times. He was certainly living up to his privileges. And Cicero, the ideal orator, repudiated his wife Terentia, in order to escape from his creditors, by using the money he would get with his new wife, Publia, and he afterward repudiated her. After awhile they improved the laws a little, by having what they called free marriages, somewhat like the trial marriages we have heard about.

It could not be a real home when the children had no rights which the

father and mother were bound to respect. A defective or girl baby was usually exposed or abandoned or killed. Sometimes, when the father was away, the mother would be too tender-hearted to kill the child and would abandon it. The abandoned children were usually left at Velabrum, near the city, and those who were childless would sometimes watch for the castaways, pick out one and adopt it. The rest of them went to the witches or the slave dealers or wild beasts or birds of prey. That same wise and noble Seneca said it was not anger but reason to thus separate the useless from the sound. If we were hunting for a home in Greece we would not fare any better, even where esthetic and intellectual culture was the very highest. There was purity among the women of the early Germans until the Romans took them over, but even there the wives were bought and could be sold and beaten at pleasure. They were slaves, kneeling at their masters' feet, while they ate, and always doing the drudgery work.

And we can easily study our way back to the barbaric days when England was almost as innocent of homes. The legal existence of the two was merged in one and the man was that one. He could elope with another woman and not lose his right over his wife's property, though she had no such liberty. One case is on record where a father took his children away from a blameless wife and put them in charge of his guilty partner. The English got those fine amenities from their Scandinavian ancestors, but reason and religion gradually wrought a thorough revolution.

But we can find homeless millions right now, by taking a tour into some very accessible Asiatic countries. In India the girls are married at 5 and 6 years of age, and are hopeless old maids if they pass 12 without marrying. When they become widows they are turned out, and in China they become slaves to the husband's relatives. In Africa a man may be seen on his wife's shoulder, being carried by her across a river or through the mud. One woman in China said she was sure her husband had really adopted the Christian faith because he had stopped beating her and he also allowed her to eat at the same table with him. And when a Chinaman surrenders his divine right to beat his wife there is something radically the matter with that Chinaman. One Hindu said that all the priests could agree on one proposition—the sanctity of the cow and the depravity of woman. We are glad we can trace the recent upheaval in Turkey to some women of our country who had gone over there and established schools and taught a generation of girls what life means and what home means. They say that a true American home planted in any of those Asiatic countries is an object lesson that is a revolution in itself.

There is space left to speak of two facts about the American home. One is that it is safeguarded by just and

generous laws. The reason for this is that the people themselves hold in their deepest consciousness and convictions the sentiments that are essential in the home, and the legislatures and courts have given them what they were taught by the home to give. Every child is guaranteed protection against brutal treatment, so is every woman, so is every man, if he should need such protection. The state reserves the right to take away any member of the family thus mistreated.

Another fact is that the American home has been the most powerful institution in generating tides of patriotism and education and in conserving the treasures of religion. It has felt the need of schools, and, under urgent home sentiments, the leaders have gone forth to found and fashion educational agencies to assist the home in its nurture of the young. The home, rather than the state has been the nursery of patriotism, as mothers have taught and fathers have showed their children how to live for the land they love. And religion's mightiest work has been done in aiding the home in its sacred tasks.

And two very hopeful signs encourage us. One is that the psychologist has invaded the home. He is studying the institution as a whole and in detail, especially mothers and boys. The great international home congress, just held in Brussels, helped. The children's exhibit on home conditions, now being prepared by some men and women in New York, will help some. The other sign is that movements are starting in the home for self-inspection and self-rectification. It has got as far as the mother and we have mothers' clubs. Next we must have fathers' clubs for the study of the whole situation. We have boys' and girls' clubs, but no sons' and daughters' clubs as yet. These will come next.

Woman as a Shopper.

"If women bought only what they set out to buy there would be fewer department stores," said the house manager as he watched the ebb and flow of the tide of shoppers in a great New York dry goods establishment. He summed up in a sentence the state of mind that has made the whole many sided science of merchandising for the sex possible. In the profitable encouragement of the feminine buying instinct lies the secret of the successful conduct of a vast part of the retail business in the United States, because the average woman not only shops for herself, but, by reason of her position in the household, shops for the entire family, husband often included. The winning trade appeal must be to her. A. T. Stewart recognized this many years ago, for his

first published advertisement was addressed to "the ladies of New York." Perhaps in no commercial activity does human nature play so big a part or is competition so keen. In the explanation of the methods employed there is a helpful lesson in retailing for the shopkeeper no matter whether he sells pine or pianos.

The problem of merchandising for women is peculiar and universal. Temperament enters largely into the transaction. A man who goes out to buy something for himself usually knows just what he wants and he almost invariably gets it without delay. He hasn't the time to shop. Merchandising for him is comparatively easy. A woman, on the other hand, does not always know exactly what she wants when she goes forth; she waits to see what is offered. Style, suggestion, environment, even atmospheric conditions, contribute to the choice and the extent of her buying, and she has the leisure to pick and choose. Just as you find a Tartar when you scratch a Russian so do you instantly uncover the born shopper when you offer a woman goods across the counter. It is the instinct of her sex and in the main it knows no creed or caste. So general is it that one may well paraphrase Kipling's lines to read:

For the Colonel's lady and Judy O'Grady

Are shoppers under the skin.

Although the genius for shopping is universal, you find on comparison that the American woman is the best shopper in the world. One reason is that, where the French woman, for example, looks only for effect when she shops, the American woman scrutinizes the details that combine to cause this effect. The seeking out of these many little things comprises the perfect art of her buying. In brief, she knows everything that she is getting and she is particular about what she gets.—Isaac F. Mancosson in the Saturday Evening Post.



The Popular Flavor

MAPLEINE

Better Than Maple

Order from your jobber or
The Louis Hiller Co
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

TWO IMPORTANT DECISIONS.

Supreme Court Rules on Carrier's Liability.

The United States Supreme Court in Washington by a recent decision affirms the constitutionality of the Carmack amendment to the Hepburn rate law, whereby the responsibility for loss of, or damage to, freight in transit is placed on the initial carrier.

The case in question was an appeal, carried from the Circuit Court of Georgia by the Atlantic Coast Line Railroad, against a judgment given the Riverside Mills Co., holding the initial carrier liable for damages to a shipment incurred upon a connecting line.

In the argument before the Supreme Court some two months ago the Department of Justice took practical charge of the case and filed an elaborate brief in support of the constitutionality of the law.

The decision is unanimous and upholds the Government's contention at every point.

The Court holds that railroad companies can be required to issue through bills of lading for shipments to all points where through rates and routes are in effect, and the initial or issuing carrier can legally be held liable for damages sustained on any of the connecting lines. Officials of the Department of Justice and of the Inter-state Commerce Commission are said to be greatly pleased at the outcome of this litigation as it definitely settles this much mooted question of initial carrier's liability. The upholding of the law is looked on as of the utmost importance, as it greatly simplifies the collection of claims for goods lost or damaged.

The Supreme Court in another recent decision sounds what is believed to be the death knell of the trading stamp business, so far as the District of Columbia is concerned.

This trading stamp question had lain dormant in Washington for many years until about two years ago, when a prosecution was instituted by the Corporation Counsel under the District's gift enterprise law. The lower court at the first hearing sustained the validity of the business. On appeal by the District to the Appellate Court this decision was reversed and the case, about six weeks ago, was finally brought before the Supreme Court through an application for a writ of habeas corpus—the agent for the defendant companies in the meantime having been convicted and sentenced to three months' imprisonment.

The decision just rendered holds, in substance, that the only question before the Court in consideration of the habeas corpus proceedings was whether or not the gift enterprise act in question was constitutional and whether or not the inhibition therein contained was within the power of the Federal Congress to enact. Justice Hughes, who read the decision, declared that both sections of the

gift enterprise law are constitutional, and that the operations of the trading stamp companies properly come under that law, and finally that the Police Court has jurisdiction in the case and can convict.

The trading stamp companies must go out of business in the District of Columbia as a result of this decision by the court of highest resort. The question has been finally and definitely settled and the elimination of this factor in the business of Washington will, undoubtedly, result in a great benefit to the merchant and a corresponding benefit to the consumer. As a result of this decision it is believed that in other jurisdictions where the courts have permitted the trading stamp companies to operate, statutes similar to those in force in the District of Columbia will be enacted, containing the prohibitions which are upheld by the Supreme Court.

Savings Banks Universal.

Postal savings banks now exist in most countries, including Russia, where they were established in 1889. They have been in operation in England since 1861, with a success that is attested by the increase in the number of depositors from 7,239,761 in 1897 to 10,692,555 in 1907. There is due British postal savings bank depositors \$787,500,385, or approximately three times the amount on deposit at trustee savings banks; although it is not much more than half the deposits of the savings banks of New York State.

Postal depositors here will receive interest at the rate of 2 per cent., as against 2½ in England. All deposits are withdrawable on demand, with interest, and are exchangeable in sums of from \$20 to \$500 for United States bonds of like denomination, drawing interest at 2½ per cent. In cities possessing well-established savings banks under state supervision, depositors will naturally show a preference for these, as paying a higher rate. But in rural districts and communities devoid of such facilities, postoffice banks should furnish an added incentive to save.—New York World.

Parcels Post.

After several long years of incessant warfare against parcels post carried on by the retail interests of the United States, and at a time when they had almost become discouraged through the knowledge of the fact that other and larger interests would be fully as much affected but never seemed to have taken any part or thought as though they had cared whether parcels post became a fact or not, there springs into existence a combination of large mercantile houses who have just realized that there is some danger of a parcels post becoming a fact in the United States.

The retailers can take courage in the belief that with the assistance of these organizations which are known as the American League of Associations a parcels post bill will not be passed without the promoters of this

bill meeting a foe worthy of his steel.

If the Retail Merchants' Association of the United States have failed in anything it is that we have not opened up a warfare against the express companies.

We have studiously protested against any parcels post legislation and have succeeded in creating a tremendous opposition to any legislation along these lines.

From now on, however, we must link our forces with the American League of Associations and use every influence at our command to bring about an enquiry in regard to the express rates and the cost of doing business by the express companies. We will not go to the extent of saying that the express rates are too high, because we do not know this to be a fact and we can only guess that such is the case; which is not a proper position for us to take. However, let us at once bring to bear all our influence on this question and to urge that the Inter-state Commerce Commission take up this matter immediately and if it is shown that the rates are too high, revise them. If not within their power so to do they should recommend to Congress at an early moment a bill which will give them the right to so regulate express rates.

It affords us much satisfaction to note the number of protests against parcels post that are continually being received by members of Congress from all sections of the United States.

These petitions will have effect and it would be well if each state secretary would see to it that these petitions be kept continually arriving in Washington from some part of their state.

This session of Congress will last about ten weeks longer and during those ten weeks we should be constantly on our guard, watching every move that is being made by the promoters of this system.

While we keep no lobby yet we are in constant communication with Washington and are immediately informed when any bill is reported out of committee for final discussion and disposal by the members of Congress.

John A. Green, Secretary.

MUNICIPAL BONDS

To yield

From 4% to 5½%

E. B. CADWELL & COMPANY
BANKERS

Penobscot Bldg. Detroit, Mich.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Capital \$500,000
Surplus and Profits 225,000

Deposits
6 Million Dollars

HENRY IDEMA President
J. A. COVODE Vice President
J. A. S. VERDIER Cashier

3½%
Paid on Certificates

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

Child, Hulswit & Company
BANKERSMunicipal and Corporation
Bonds

City, County, Township, School
and Irrigation Issues

Special Department

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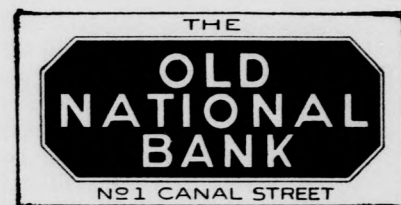
Grand Rapids
National City
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Capital \$1,000,000

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Our Savings Certificates

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

THE TRAVELING AUCTIONEER

How Other Cities Deal With the Itinerant Merchant.

Periodically, New Orleans and other cities are beset by what is known as the "fake auctioneer," who, an itinerant traveler, makes the circuit of the country, selling off everything from fake jewelry to so-called condemned army equipment. That they seriously impair the business of legitimate dealers is as obvious as it is unfortunate—so much so that in numerous cities he finds such a sultry welcome from the police and license collector that he either gives it a wide berth or flits away between suns. About the only advantage they possess is to give a temporary income to some vacant store property, and the public a chance to get a genuine bargain now and then. As a rule, however, the bargain is the other way, and the public is buncoed to a "fare-you-well." The question of how to dispose of this gentry is a most interesting one, and some weeks ago the Progressive Union wrote to a dozen or more cities of the United States asking how they handle the problem. Their answers are various and illuminating, and for the benefit of ourselves and other communities are set forth as follows:

From Milwaukee, J. A. Fetterly, secretary Retail Merchants' Division of the Merchants and Manufacturers' Association, advises that his division has been successful in practically cleaning Milwaukee of this class of trader under city ordinance and state laws recently enacted. This class of auctioneer is known as the transient merchant, and is required in Milwaukee to pay the sum of \$20 a day. Before this is obtainable, however, he must pay into the state treasury the sum of \$75. The state law provides for a maximum sum of \$25 a day to be charged by cities. The transient merchant, within the meaning of this act, is designated as "one who engages in vending or selling merchandise at any place in the state temporarily, and who does not intend to become, and does not become, a permanent merchant of the place." This is gotten around in many instances by the transient merchant engaging the services of a resident merchant or auctioneer.

Secretary E. M. Clutch, of the Kansas City Chamber of Commerce, advises that Kansas City is not much bothered by this kind of concern, though the only license is \$150 a year for auctioneers.

Carl Dehoney, assistant secretary and manager of Cincinnati Industrial Bureau, writes that there is a state license of \$25 a year in Ohio, and that a deposit of \$5,000 must be made with the secretary of state to serve as a bond.

From Indianapolis, W. E. Balch, manager of the Merchants' Association, writes that the itinerant merchant must pay license of \$25 a day to the state, in addition to which \$25 a day must be paid to the city. Mr. Balch says that they are considering seriously amending the state law and

making it more strict, but even as it is it has proved a valuable asset, in that it has cleaned out, almost entirely, this class of merchant.

Secretary G. R. Babcock, of the Dallas Chamber of Commerce, says: "In regard to the protection of retail dealers against the fly-by-night auction-houses, will say we are not troubled here by that class of concern. We have laws covering auction houses and fire sales under this class which requires them to pay a tax of \$50 per month for the first month, with graded tax on the sliding scale for permanent concerns."

J. V. Beckman, manager Retail Merchants' Association, Louisville, advises that when the itinerant merchant reaches that city the association advises the authorities and a license ranging from \$250 to \$500 is exacted.

Secretary W. G. Cooper, of Atlanta Chamber of Commerce, advises that Atlanta makes the itinerant merchant pay \$200 per year, even if he stays only one week.

Wallace G. Nye, commissioner Commercial Club, Minneapolis, writes that to receive a license a man must be a resident, must give a bond of \$5,000 and pay a fee of \$2,000 a year. This, he says, effectually prevents the outsider, or itinerant merchant, from coming in and auctioning off goods brought with him.

In Denver much the same condition exists, and the laws prevent merchandise auctioneering of any kind. Mr. Thorndike Deland, secretary of Chamber of Commerce, writes that in Denver their Jewelers' Committee, by persistent demands, prevailed upon the city authorities to take this step.

Secretary Adolph Boldt, of Houston Chamber of Commerce, advises that that city is not infested with the fly-by-night auction concern.

J. H. Johnston, manager Oklahoma City Chamber of Commerce, advises that the auctioneer license is \$50 a year, and his statement is unique in the fact that it says: "Our greatest protection in the past has been that we have not had a vacant building to be secured for love or money." This certainly is a most enviable condition. The tax is graded down to \$25 for six months, and \$7.50 per day for ten days and \$5 per day for additional time.

Secretary and General Manager W. F. Saunders, St. Louis Business Men's League, says: "This is a difficult matter to regulate, and I think the business concerns who are hurt should have the responsibility of watching and protesting to the license commissioner or other city official who issues licenses. We minimize the number of these operators by warning the license commissioner, and now and then we have prevented the issuing of a license to concerns intending to open auction shops for the sale of jewelry, etc." Mr. Saunders makes a request for a comparison of notes on this matter, as does Manager J. S. Warren, of Memphis Business Men's Club. "Memphis is similarly afflicted," said Mr. Warren, "and our legitimate merchants are casting about in search of means with

which to combat this growing evil, but so far, I fear, without success. The license here is extremely low and is rather an invitation for temporary visits from temporary merchants. I would be greatly obliged if you would give me the benefit of any information you derive from your investigations with other cities."

Chicago has, perhaps, the most stringent regulation of all, as the license fee is \$300, according to our information from William A. Gibson, executive secretary of the Chicago Association of Commerce, who advises that no license will be issued for any less time than a year or for any less fee than \$300. It will be seen by the above that Chicago, Minneapolis, Atlanta, Indianapolis and Milwaukee impose the highest license, and are, perhaps, the best protected of any.

The city of New Orleans is in the same deplorable situation as some others, in that there are no laws applying directly to the so-called transient merchant. As a matter of fact, there is no city ordinance imposing a license tax on auctioneers, or those who confine themselves strictly to the auction business. Under a state statute these latter are required to take out an annual license from the auditor of public accounts, authorizing them to do business. They must also furnish bond in the sum of \$10,000 and comply with other regulations provided by said statute. Where an auctioneer, in addition to his business as such, sells goods for his own account he is liable for a license as a retail dealer. The so-called transient merchant or auctioneer would either have to comply with the state law relative to auctioneers or pay a license as a retail dealer. The license for a retail dealer ranges from \$5 a year to \$3,500 a year, according to the amount of sales. The \$5 tax is imposed when the gross sales are \$5,000 or less, \$10 is paid when the gross sales are \$15,000 and more than \$5,000. And when the gross sales are \$15,000 or more and less than \$20,000 the license fee is \$15. Such sales rarely exceed \$20,000, and, therefore, the transient merchant would have to pay local license of only \$15 as a general maximum.—New Orleans Picayune.

How To Keep Trade at Home.

J. Bowman, of Flora, Ill., gives some of the methods he uses to hold his trade, as follows:

1. Join hands with the jobber.
2. We handle one line of private brand of edge tools, cutlery, etc.
3. Goods well displayed in wall and showcases.
4. Attractive window displays changed every thirty days. All goods marked in plain figures—"make a silent salesman." Our windows sell goods every day.
5. Personal advertising with plenty of enthusiasm. Get a mailing list of all rural routes in touch with your home city. Work in harmony with your jobber. Utilize all advertising matter offered by him. Originate a few ideas yourself. A dealer in on the ground should know what takes best.

6. Buy farm produce, such as chickens and eggs. This stunt in itself will stop ordering goods away from home. A farmer is as a rule a trader and will cheerfully swap his eggs for hardware he needs.

7. A hardware dealer should be as well posted on his goods as the farmer who informs himself through the descriptive catalogue from mail order houses.

8. Give range and stove demonstrations, which educate the people to your line of stoves, etc.

9. Too many dealers hold mail order competition as cheap competition, but it is not. It is strictly a grade up to date in every method and right after business.

This kind of competition should make better business men. It should put men on their metal as to whether they go up or down.

Give customers a opportunity to lunch in your store. This goes a long way in gaining their patronage.

Merchants should not be too cold blooded. People are human and appreciate being treated with personal attention.

We have worked along these lines and the mail order house never caused us any inconvenience. We never hear of them and our trade is steadily increasing.

There is no commercial good desired by the business man which can not be secured by properly directed effort of a business men's association.

1911 Motor Cars

Oakland Runabouts and Touring Cars, 30 and 40 H. P.—4 cylinders—\$1,000 to \$1,600.

Franklin Runabouts, Touring Cars, Taxicabs, Closed Cars, Trucks, 18 to 48 H. P.—4 and 6 cylinders—\$1,950 to \$4,500.

Pierce Arrow Runabouts, Touring Cars, Town Cars, 36-48-66 H. P.—six cylinders only—\$3,850 to \$7,200.

We always have a few good bargains in secondhand cars

ADAMS & HART

47-49 N. Division St. Grand Rapids, Mich.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.



Building a Successful Shoe Business by Modern Methods.

Introduce in your advertisements some feature that will always remind the man of you, some style of composition, a distinctive type, a special type, the store name, in fact, any constant feature that will identify the advertisement. This will be of additional value—general publicity—that in the end will bring in almost as many, if not as many dollars as the reading matter part of the advertisement.

What to Advertise.

"Never advertise 'just to fill my space.' See that you offer goods that are reasonable and reasonable.

"Many merchants have the mistaken idea that, in order to get results from newspaper advertising, it is necessary to offer goods at cut prices. You know any fool can give goods away for nothing, but it takes a salesman to sell a lot of goods at a good price. Advertise reasonable goods and then tell about them so attractively that you will make the buyer feel that they are a necessity—then the public will buy. State the price. Even if your price is high, state it. The public is willing to pay a fair price for anything it wants, but it must know what that price is.

"Describe the articles you offer as interestingly as possible and try to suggest uses for them."

"There are three human characteristics that you can play upon to get results from advertising—personal vanity, curiosity and avarice; play to these three gods of human destiny and your harvest will be rich.

"Study your community and keep in close touch with the trend of the times. By so doing you will be able to talk to the people in the language they will understand.

"Be just as careful about your advertising copy as you are about buying goods. You wouldn't lay in a stock of high storm boots for Easter, neither would you advertise rubbers during a drought.

"But I hear some man say: 'The shoes I sell are just as much in season one time as another.'

"Again, in selling staple goods always bear in mind that many a man will get along with the same old shoes, shabby though they be, until he perchance sees himself in all his shabbiness. Hold the mirror up to the people.

"If you gentlemen who are doing an honest, legitimate business, dollar-value-for-every-dollar, would ask the people to buy some particular thing each day through the newspaper and

would ask it just one-half as earnestly, with half as many reasons why that article should be purchased as a book agent gives, you would be astonished with the results.

"Why do the department stores advertise all the time, using large space? Is it to keep their names before the public? No. Every advertisement must pay for itself in sales. It is not always a 'bargain' sale either.

"The merchant's advertising space should be used freely to clear stock, and keep it clear. The general public is just as smart as any smart merchant and it is not a wise plan to delude yourself with the idea that you can put your spring goods away until next spring, or, worse yet, keep them kicking around the store a year and have the public believe they are the latest thing. The public does want the latest thing and even the man or woman who is so busy farming or clerking or banking that he or she really doesn't know what the latest things are, does find out some way which merchant has the reputation of keeping only the down-to-date stock. It is a mighty bad thing for you to have people saying, 'Yes, Jones is a nice fellow, but you see the same old things in his store all the time.' I say, get rid of the old stuff at any price—just as soon as it begins to get passe, offer it in an advertisement and cut it a little—if it doesn't sell at that it is a sure sign you have kept it a good deal too long, and you had better take the axe to the price with a vengeance. It is worth less every day you keep it and you had better sell it before the sheriff does it for you.

"State your location in every advertisement. Even if you have been at the same corner for many years, don't forget there is a new citizen born every minute and his money is just as good as anybody's money.

"New people come to town every day and they buy goods. They may read your advertisement on the way in and wonder where you are. Even some from other towns may have overlooked you for years. Don't let any get away.

"The retail merchant can get results from his advertising space by advertising advertised goods.

"Remember this, a sale is never made over the counter—it is made in somebody's brain. Just the minute you have convinced a man that he needs your goods, and must have them, and is going to buy them, you have made a sale. That mental process is going on every day here.

"Don't worry about your competitors and, above all, never mention or refer to them in any way in your advertising. Spend all your advertising money advertising yourself. Remember every knock is a 'boost' when you try to knock your competitor in your advertising. It is poor policy and bad business.

"If your competitor forgets himself so far as to knock you or to bring out a sale of goods similar to those you are offering at apparently less prices, don't change your prices or the policy you have laid out. If you really are blanketed, as will occur occasionally, put on another sale at once and advertise it next day without a word of explanation or reference. If the other fellow starts an argument about it in his advertising space, chances are the people will come to your store to see if he is telling the truth and, seeing your sale, will try and wonder what the other fellow is talking about.

"Every employe in the store should be forced to read every advertisement and to be well posted on the items advertised, the prices at which they are offered and the location of

the stock in the store. It is of no use to advertise an item, have people coming in to enquire about it and have some weary sales person queer it all by not knowing what you are advertising or where to find it. It is absolutely necessary for every sales person to be posted on all goods mentioned in advertising because people will be sure to think you are advertising just to draw them in and then will not furnish the goods at the price (even though the price be regular) if the sales person is ignorant.

"Work your show window in harmony with your advertisements. Dress your window with advertised goods. A lady reads of your offer of skirtings this afternoon. Tomorrow she steps down street shopping. She forgets your offer for the moment though interested. Your display brings the story back again to her

Mayer Leading Lady
Fine Shoes
For Women
Satisfy the Trade

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. DETROIT
Selling Agents BOSTON RUBBER SHOE CO.



Esago

The Shoe That Needs No Breaking In



And feels fine when the foot first goes into it. The soft and extra durable upper means foot comfort and service satisfaction from the first day on through the many months of wear until the finish. Made Blucher and Bal cut men's and boys', two colors, chocolate and black.

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

mind and helps to complete the sale. It is well to have a supply of tags "As Advertised" in stock and attach them to goods mentioned each day. It helps to educate the public to look for goods you advertise.

"Women read advertisements—every word—no matter how many words you crowd in—provided you talk shop all the time, talk it interestingly and give prices. Therefore, when you write copy for women write it interestingly and write in detail. Illustrations appeal to women. So do bargains. Not long ago a man in Rochester discovered that his wife had nearly filled the guest chamber with packages purchased at bargain sales but never opened. The woman did not need any of the goods evidently, but simply purchased for the love of bargain hunting.

"Men do not read so many advertisements as one might suppose—the women read them for them. There is, of course, the man with no female to buy for him. He can be reached through the newspaper but the advertisements should contain as few words as possible and should in addition to the price give strong suggestions as to the increased personal appearance, comfort and enjoyment to be had or money to be made. Man is a selfish animal. Reach him through his stomach, his pocket or his vanity.

"There is probably no line that can profit more quickly and more directly by the use of newspaper space than the exclusive dealer in footwear. The dealer in ready-made footwear has as his possible customers a majority of the population from early childhood to the last days of their life. The shoe merchant should keep the fact in mind, however, that the buying power of any individual is not measured by the purchase of a single pair of shoes, but by the number of pairs purchased in a year, times the years of the man's life, and he therefore can afford to spend more money to attract a customer if he knows that he can deliver satisfactory value to him and retain his custom than almost any other dealer in merchandise. A man is more apt to be loyal to his shoe dealer if satisfied than to almost any other merchant, and the volume of each purchase is sufficiently great to make it possible to spend money to get the first purchase. For that reason the shoe merchant should be one of the most consistently regular advertisers in the daily newspaper.

"I have left the most important thing in advertising to the very last because I want you to take away with you the strongest possible impression of that one essential thing in advertising—absolute, unwavering plain-spoken honesty.

"Without it all advertising will fail. You can fool some of the people some of the time but not enough to pay. Right here is where many an unskilled storekeeper has won out in his advertising over a better educated rival, for he has been honest with the public; he has told the truth about the goods he has to sell in his own clumsy way and the public has be-

lieved him. Remember this, though—he told his story and he kept on telling it until everybody had heard it.

"The greatest trio of merchandisers that ever came down the pike arm in arm are advertising, honesty and perseverance." L. B. Elliot.

An Era of Unexpectedness.

The past few seasons in the shoe trade might be said to have formed an era of successful accidents. By this term we refer to such episodes as the unexpected success of freak styles in men's shoes and in a less degree the temporary vogue of unusual new materials in women's shoes.

Bronze kid, satin, etc., in women's street shoes were experiments that were entered upon doubtfully. These shoes, however, were swiftly taken up by the public. The materials are not adapted to the making of shoes for street wear. This is self-evident, or at least it ought to be. When the public become satisfied of that fact they will drop such materials as quickly as they took them up.

The dealer has been sorely puzzled by the addition of these and other unusual materials, and has been at a standstill to know how to gauge his future orders. It is evident from the present outlook that the coming year will see the same problem staring him in the face. It is a problem that is as old as the shoe trade. The question is how to maintain an array of seasonable new things to offer the public without thereby crowding staple shoes into the background and crowding older novelties onto the bargain table.

We believe there should be free and candid co-operation on the part of manufacturers this season, in order to help their customers decide just this question. In offering a shoe that is purely a novelty let its character be thoroughly understood. Do not load up a customer with novelties beyond any reasonable estimate of his power to handle them in his community. On the part of the retail dealer there should be recognition of the passing character of a novelty style, and recognition also of the fact that a novelty shoe always ought to bring a novelty price, in its first run of success, so as to be able to clean up and come out whole in closing it out.

Every man thinks his own business is the hardest and has the most perplexities. We believe any unprejudiced observer would say that shoe manufacturing and shoe retailing at this day are at least not among the easiest of trades. They do have difficulties, both numerous and serious. There is one consolation, nevertheless, to any man who has a hard position to fill; if it were not hard to fill perhaps he would not have it at all; some cheaper man of lighter weight would be in it instead of himself.

We sincerely trust that the coming year will solve some of the difficulties before both branches of the trade, and we wish success to both good shoemaking and honest shoe selling.—Boot and Shoe Reporter.

Our Bertsch Shoe

During 1910

Replaced a Lot of High Priced Lines in Many a Store

Indications already point to a record breaking year during 1911.

Dealers are recognizing them as the thoroughly honest shoe. They know that when a pair is sold it means a customer satisfied and that he will be back for another pair when next he needs footwear.

Our salesmen will show you the new lasts when they call or a card will bring samples.

They Wear Like Iron

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

ARCTICS

For the heavy snows and cold weather which we shall no doubt have during the next two months, warm footwear will be in great demand. You should have a good stock of

Women's, Misses' and Children's

2-Buckle Arctics

We carry all sizes in both

Glove and Rhode Island Brands

and your orders will be promptly taken care of. If in need of any other warmer rubber, write us. We can supply you.

Hirth-Krause Company
Grand Rapids, Mich.

THE SURVEYOR'S YARN.

How the Stranger Saved Ike From a Thrashing.

Written for the Tradesman.

"Ah, Mr. Tripod, I am glad to see you. Where have you been keeping yourself for the past six months?"

Havens, the grocer, drew a chair from under a table and told his friend of compass and square to sit down. "You do not seem to have your instruments with you to-day; not here to do any work, eh?"

"Well, not this trip," returned the surveyor. "I am on my way home from attending the Civil Engineers' meeting in the southern part of the State. I do not get there very often; had a good time this trip and feel rested and ready for business."

"I don't suppose you have much of that in the winter time?"

"Not as much as formerly, when the woods were full of lumber jobbers. I get some to do before the snow gets too deep, as it is now. Probably I shall not do much until spring opens."

"You meet a good many queer ducks in your business I take it?"

"That I do. A surveyor's life leads him into strange places, queer company and sometimes into real danger. I got into a nest of hard citizens once, some years ago, way up at the jumping off place. It was cosmopolitan all right enough; men from every walk in life, from every state and from every civilized country on the globe."

"I should like to hear some of your adventures. Trade is very poor today; we are not likely to be disturbed. Your train is late, so you have no excuse," and the grocer settled himself in his chair, offering cigars.

"What, don't smoke?" exclaimed the surprised merchant. "Beg your pardon, I forgot. Of course I ought to remember that you swore off New Year's."

"Wrong, old man. It was not New Year's when I indulged in my last weed and took my last chew; also cut out whisky and beer."

"But you don't mean to tell me—"

"Oh, yes, I do. I have not tasted a glass of red liquor in ten years, and it has been twice that since the weed has blackened my lips."

"Great Scott! Then you are one of these local option fellows!" gasped the grocer. "Well, so was I two years ago, but since we dropped the saloon, trade has fallen off at least a quarter. They will try it again this spring and every business man in town will vote wet."

"Foolish to do it, Havens," disagreed the surveyor. "Not by the wildest stretch of the imagination can you make out that the lack of a drunk factory injures business. I haven't time to argue local option, however."

"No, no, of course you haven't. It is about your experience with those toughs way up North. Tell me about that."

Tripod glanced at his watch.

"Not time to tell much; will mention one incident, however, that put

me on nettles for a short time and set the goose pimples to rising, so to speak. I had got to a lumber camp late in the evening, tired, wet and hungry. I never thought much about the units of that camp until, while eating, I caught the glow of a pair of keen, snake-like eyes fixed upon me. Naturally I shifted my position a little in order to avoid those scintillating sparks of malignant fire.

"It was not long before the owner of the eyes had shifted, too, so that he was again boring me with his black orbs. I got up nervously and went outside. When I returned there sat the man with the ugly countenance, his eyes at once peering at me with a keen, curious stare that set my nerves tingling.

"The possessor of the wicked black eyes was a Kentuckian. I learned afterward that a Kentuckian ran the camp, and that this man was his son. When time to retire came there were not enough bunks to go around so I was asked to share the one occupied by the man with the uncanny eyes. I would not show that I feared the man by a refusal, so occupied the outside half of his bunk.

"The boss, father of my bunkmate, slept in an adjoining room. Now, sometimes, when I am unusually tired, I do not sleep well. It was so on the present occasion. I was overtaken about midnight by a very severe case of nightmare. I dreamed that I was having a fight with my bunkmate, who had assaulted me with intent to commit murder.

"With a mighty yell I sprang upright and awoke. I had my hands clutched in the long hair of the Kentuckian, half dragging him from the bed. 'Let up, let up, you thunderin' fool!' yelled my victim. At this I heard a stir in the next room from which proceeded a stentorian voice crying:

"'Throw him out! Throw him out! Break his head, blast him!' Well, now you may believe I thought I was in for it and no mistake. Some grunts and savage remarks came from the bunks in different parts of the room. The loggers were disgusted at being broken of their rest. 'Gol blast him, throw him out; kill the blasted skunk!'

"I at once released my hold on the other's hair and began to draw on my breeches; I wasn't going to stop there and be murdered. One big fellow roused upon his elbow, while another struck a match. 'There goes that blasted fool again. Let me at 'im. I'll cut his throat and throw him to the b'ars!' I had my nether garments on by this time and was groping after my staff, with which I proposed to defend myself to the last gasp.

"At this moment the door to the adjoining room opened and the boss stood on the threshold. He held a big black-snake whip in one hand, a lamp in the other. He was in his night-shirt, his hair sticking every way for Sunday. I felt that I had this man to master else take a severe beating. I had surely got into a bad nest."

"I should say you had," agreed the grocer.

"I stood back in the corner by the ready to repel the enemy. 'Let me at the scamp!' growled the big boss, as he came into the room, swinging his black-snake. 'I've stood about all of this I am going to. A good thrashing will break you of such yellings in the night time.'

"I yelled for the boss to stand back, at the same time waving my staff. He was not looking at me but toward his son, who sat now on the edge of the bunk, looking as flabbergasted and silly as any man I ever saw. His wild eye was as tame as a calf's just then, and he seemed completely cowed.

"Keep off, keep off," I warned the big Kentuckian. "I'll fight like a nailer if you dare touch—"

"'What's that?' snorted the boss, half turning to look at me. 'I should think you'd be the last man to kick when this cussed yeller is going to get his deserts. My Ike has the habit of yellin' out in the night, wakin' everybody up. I have promised him a lickin' for it and now you stick up for him!'

"I began to protest and explain. To my surprise I soon learned that it was not me the old man was going to annihilate, but his son, whom he accused of breaking the camp's rest by yelling out in his sleep. By intuition I grasped the situation—my bunkmate was the one against whom all the groans, threats and anathemas had been aimed; he was

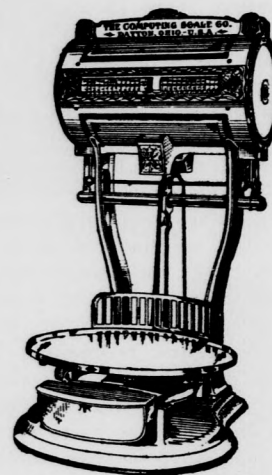
the villain the boss meant to flog, innocent as a lamb although he was."

"I suppose you enlightened them as to the true situation. Mr. Tripod?" suggested the grocer, grinning.

"I fancy I am not quite a fool," chuckled the surveyor. "I pleaded for mercy in behalf of Ike, and he was let off under suspended sentence, but as to my shouldering that yell, I should say not. I was careful not to have another spell of nightmare, however. Before I left camp I had everybody my friend. 'You did a good turn for my Ike,' said the old boss the day I left. 'I should have thrashed him good that night if you hadn't lipped in. He'll get it yet some day if he breaks out in a fresh place.'" Old Timer.

Are You Approachable?

Customers appreciate and naturally show consideration for the store which has an approachable proprietor. The pharmacist who is seen and known and on approachable terms with his customers is the one who, other things being equal, would have the trade advantage. The approachable trait should not stop with the customers, but be extended to the employes of the business. Clerks who work for an unapproachable proprietor naturally take more interest in their duties and exercise greater efforts to promote the success of the store.



No Cut-Down-Pivots in This Scale

We have built computing scales on all the known principles of scale construction, but our experience shows that our *automatic scale* with an actuating mechanism of two perfectly controlled spiral springs is the only practical and efficient basic principle on which an automatic computing scale can be built.

Our No. 144 type of scale (shown in cut) is rapidly replacing all other forms or make of scales. It is *brimful of merit*. No other scale is as *quick and accurate* in showing weight or value. No single part of this scale is subject to heavy strain; it will therefore outlast any other kind. If, after years of hard and constant service, the knife edge bearings on the base should show a little wear, it would not affect the accuracy or sensitiveness of the scale. The springs will never wear out.

Our competitors like to talk about our *springs*. Their statements are ridiculous. Our *springs* are as perfectly controlled against action of heat or cold by our patented *thermostat*, as the thermostatic construction of the balance wheel of a high-grade watch controls the hair spring.

Beware of Cut-Down-Pivots. If you don't know what they are or how they cut into your profits, write us for detailed information. Practically all *heavy pendulum* scales use this dangerous and impractical construction.

The BOSTON STORE, CHICAGO, which has used our scales exclusively for years, has just placed an order for 30 of our improved scales.

When buying computing scales be sure to get the best. They are by far the cheapest. If you have old or unsatisfactory computing scales of any make, ask for our exchange figures.

Write for full details. Your request for information does *not* place you under obligation to us.

The Computing
Scale Co.
Dayton, Ohio

Moneyweight Scale Co.

58 State Street, Chicago

Grand Rapids Office, 74 So. Ionia St.

District Sales
Offices in All
Prominent Cities

Please mention Michigan Tradesman when writing

TRADE PERIODICALS

Are a Necessity and There Is Profit in Reading Them.

Written for the Tradesman.

The trade periodicals are a necessity and they supply a like service to the retailer as the newspapers are rendering to the people. We all recognize the service which is being rendered every day by the newspapers and we call them our "watch dogs," and they are filling the bill to perfection. The retailers—those who are real live and wide-awake—have had their eyes opened by studying the trade papers, just as the people are educated in public affairs by reading the newspapers.

Trade periodicals are schools giving out new lessons every week and they never fail to teach those who want to learn.

There is little hope of over-estimating the value of trade papers; the only trouble is they are too cheap in price, and for this reason many who would find great benefits in them do not put the proper value upon them.

Those who make good use of their trade journals get value that can not be estimated. The per cent. of profit on the amount invested is something inestimable.

I must give the trade periodicals—and the Tradesman is one of them—credit for my business wisdom and education. They furnish me the inspiration, that is to say, many ideas, and I follow on, led by the thoughts that come spontaneously as a result of my own actions.

Trade periodicals will never do the work intended if the reader does not do his part of the work. Trade papers simply throw out suggestions as to what we ought to do and the editors know if their readers catch the right idea they will receive great benefit.

The wise editor of the trade paper is energetically holding himself and all of his contributors down to business principles, still remembering that we all are learning from one another and that none of us have as yet reached perfection.

A few years ago a few of us would pat ourselves on the back and think we were all-wise just because we stepped ahead a little faster than our brothers, but it now appears that we realize that there are others on the pike. That is to say, competition has done its work in the trade periodical field. Competition is an enormous energizing influence. It is a creative force, it is the mother of the trade periodicals and as long as the editors act the true father to their constituency they will prosper.

The trade papers are teaching the gospel of truth, exactitude, honest and unimpeachable actions instead of cunningness, jugglery and undermining methods. A few years ago this thought was sent out over the world (not by trade periodicals): "Do others before they do you;" but now we must give the trade papers credit for making it read: "Do as you wish to be done by."

We hear a great deal nowadays about "honesty is the best policy," and we find much of this in the trade journals.

In this thought is where our editors are eligible for their positions. They are just as true to their constituents as they are to their advertisers. They have abandoned adulation in favor of the advertiser and are endeavoring to please their subscribers first.

Advertisers have learned, too, that it is not the pleasing sayings about them that are the most profitable—when they take the trade journal into consideration—and have conceived the idea that it is the retailer who should be looked after and if possible teach him to become interested enough to read carefully through the whole paper, and if this can be accomplished, the advertiser will reap great benefits.

Amiability is of no use to a trade paper if it fails to carry the profit producing elements with it.

The time has arrived when every retailer owes allegiance to the up-to-date trade journals. They have been the cause of incomputable benefits to the retailers at large, and every merchant ought to subscribe for at least one trade paper and many could read two or three with great advantage.

Trade papers are endeavoring to reach their ideal and the close observer can plainly see that their mission in the business world is accomplishing much in this progressive age.

As for myself I am glad that authenticity has been established in the better trade periodicals. This is an assistance that every retail merchant must have or he will be left in the field of doubt on many propositions that come before him.

The retail merchant is surely unprotected if he has not read his trade paper carefully. He should know what is going on in the business world concerning his individual business affairs and he can not learn this if he fails to read one or more of the trade papers that can be had so reasonably.

I am sorry to say, but it is true nevertheless, too many merchants do not realize how much profit there is in a few dollars and a little time spent on trade journals, but we are learning fast by sad experience.

The great future of the trade journals lies with the young men, and thousands of them are looking to the trade papers for advice, and if they can find a good starting point they will follow it.

Do not be afraid the trade papers are going backward when they deal with intellectual subjects. No young man can get too much advice concerning intellectual powers. We move and have our being according to suggestion, and every young mind is subject to the wrong suggestions—as well as the righteous—and if the trade papers can not furnish the best—pertaining to the force that controls us—they are failing in their purpose.

It is true there are other fields of learning where these things can be taught, but the trouble is our busy lives do not give us much time to find them and so the trade periodicals should supply this great requirement.

Ambition, determination and deliberation must be lead by the right thoughts or they will be destructive instead of productive, and it is the trade papers that should teach this to our young merchants. The success or failure of many young men can be made or interrupted by these studies.

Edward Miller, Jr.

Fabrics in Shoe Uppers.

It is reported that the Styles Committee of the National Association of Boot and Shoe Manufacturers feel that the use of fabrics in the making of shoes, especially for women, should be encouraged, and that fabrics should ultimately become more popular in the tops of men's medium and fine shoes. The Committee is said to believe that the use of fabrics has resulted in keeping the price of upper leather "within bounds." If this is the real reason for favoring a more extended use of fabrics we should question the advisability of adopting such a policy.

It is the opinion that all gatherings of representative men in the shoe trade should consider scientific shoe-making and the use of materials with regard to quality and fitness for the service expected of them, as superior in importance to any temporary policy designed to affect the price of materials that may be most desirable.

In other words, if the use of fabrics in shoe uppers is to be enlarged it ought to be for the reason that they are superior to leather for certain purposes or in certain shoes, and not for the reason that the use of fabrics will tend to lower the price of the particular class of upper leather which is to be temporarily displaced.

We are inclined to believe that the limited use of fabrics may give a variety to shoe styles that may lead to the permanent use of fabrics within limited restrictions, but to undertake to use fabrics on such a scale as to permanently displace leather would cause too much of a sameness on the fabric side. If all persons wore cloth shoes there certainly could not be so

wide a variety of shoe effects as at present.

If ever the time arrives when shoes can be entirely made out of mechanical substances, such as fabrics, then it would be possible to figure shoes much closer than to-day, and both manufacturers and retailers would work on much closer margins. The speculative risk in buying and cutting leather, and in making shoes therefrom, assists greatly in preserving the margin of profit, as it is too risky to attempt to whittle too closely.

The white canvas shoe served as an illustration of how quickly the profit is taken out of a shoe the moment its cost is reduced to a mathematical certainty.

We are by no means convinced that the fabric shoe is superior in comfort, or service, or appearance, to shoes made of leather, and without such superiority we do not believe the use of fabrics should materially increase.

As for the argument that the use of fabrics tends to depress or to keep down the price of upper leather, this argument does not seem to have been necessary as applied to the use of glazed kid, which is possibly the most ideal material for such uppers and which has been very moderate in price now for several years, due partly to the fact that patent leather has had a very large run, and also to the fact that the use of fabrics has been systematically promoted.

The use of fabrics has undoubtedly checked the demand for patent leather and it is reasonable to expect in the near future that glazed kid may resume its old time popularity.—Shoe Retailer.

Cost of the Lacing Hook.

According to a story told in Lynn, Mass., an inventor spent \$150,000 in perfecting the lacing hook. Before its use boots were laced through eyelets, all the way to the top. One that looked good years ago, provided for loops through the eyelets, and a string through the loops, so arranged that one pull on the string closed the entire seam. In olden days, before good tips were put on laces, it was often a bothersome task to lace up a pair of shoes.

It is not what you say to men but what you are to men that counts.

Question and Answer

Are embodied in every long distance telephone message.

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Stove Salesman Should Know Their Goods.

In order to sell stoves you must have them, and have them when the customers want them. You must also have a variety, and should bear in mind that no one manufacturer makes all of the good stoves. All manufacturers have some good stoves, and just as surely all manufacturers have some stoves that are not as good as certain patterns and sizes of other manufacturers, that sell at about the same prices.

Some dealers are forced by some manufacturers to stock their line exclusively, but the dealer is very unfortunate who is placed in this position, and loses many sales on account of it.

I think a dealer should have one main line, and confine himself to that in so far as possible, but to sell all the stoves that he ought to he must have them to fit the ideas and requirements of his customers, to a greater extent than those made by one manufacturer will.

Stove manufacturers' ideas differ as to just the kinds and styles that will sell. There are no Parisian or New York styles in stoves; every manufacturer is a law to himself, to a great extent, in bringing out stove designs. Very often they have mistaken ideas in this regard, and are sure to have unless they consult the dealer, who in turn gets his ideas from rubbing up against the consumer.

A successful stove salesman must know all about the stoves that he is selling and there is no line of goods that it is so essentially necessary to know all about as stoves, and on account of the time and exertion required to gain a complete knowledge of their stoves, many salesmen never do master the mechanical construction or many special and valuable features of the stoves that he is attempting to sell, with the inevitable result that sales are frequently not made, and he wonders why.

He should not only know all about his own stoves, but he ought to have a pretty thorough knowledge of his competitors' lines. This information may gradually be attained by reading the dealer's catalogues and examining the stoves when opportunities present themselves; but while it is very necessary to know as much as possible about other lines besides the dealer's own, the information acquired should be used with great discretion, and in no cases should he speak

disparagingly to a customer of his competitor's stoves, or it may react, and cause him to lose a sale and perhaps a customer; for it is a fact that people as a rule are not favorably impressed with this kind of talk.

All stoves have what the manufacturers call talking points, some little features peculiar to their stoves. Do not make too much of these, for many of them are absolutely worthless and in many cases positively detrimental to the stove. Even should you succeed in landing your customer by a profuse dissertation on some of these special features it will not be long before they find out their worthlessness and your worth as a salesman will, in their eyes, depreciate and will work to the injury of your business. You can fool people, but people do not like to be fooled, especially in buying such an article as a stove, which may last a generation or more.

Many stove salesmen talk too much, and will not give their customers a chance. They seem to get the idea that their customer only just happened to think that he wanted a stove, and that he at once came to the conclusion that he did not have the slightest idea of the make, kind or style that he wanted, and must therefore appeal to the salesman to take pity on him and kindly sell him what he ought to have.

Nothing could be farther from the real facts. As formerly stated, in nine cases out of ten the purchase of a stove has been a live topic in the household for some time, and the customer enters the store with some well defined ideas about the stove he or she wants.

Give them a chance to look over your line, a chance to express their preferences, and in most cases you will not be long in discovering the one that seems to meet their fancy, but take it easy, for it may only be a "gopher," and it is wise to conserve your ammunition until the critical moment, when the real game is in sight. Many sales are lost entirely because the salesman swoops down on the prospective customer like an eagle on its prey, with an incessant "yap yap" of interminable talk, giving the impression that he knows exactly what the customer wants. He will give the customer credit for knowing the kind of house he ought to have, or the kind of wife he should marry. He may even know all about managing railroads or financial or industrial establishments, but when it comes to the

stove, that is different; I, Mr. Salesman, am the great and only one who knows all about the kind of stove he ought to buy, and if Mr. Customer will just line up against the wall and when I have indicated the stove and price, if he will merely pull his wad out and settle the bill—

There are two kinds of stove salesmen that are dead failures; one is the bubbling, babbling, incessant talker and the other the clam. The latter does not know anything about the goods, and does not seem to care whether a sale is effected or not—"There is the stove—the price is \$50—take it or leave it—I do not care which."—Hardware and Metal.

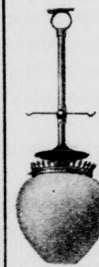
Many Things To Be Done.

The Construction News reads a little lesson to builders and contractors, equally applicable to hardware men and others. It says: There are many things to be done in this year of 1911. You will have your share to do first in behalf of yourself and next toward the common cause in the progress of the world. If you have had a prosperous year you should be thankful and bear it modestly without display or ostentation, for prosperity breeds display and show and sometimes a haughty spirit, and you know what happens to a haughty spirit. Invest your surplus in a good security, preferably a first mortgage on real estate improved with a good building, bearing interest at 5 or 5½ per cent. Back your own game, the one that you know most about; go out and be sure that you are getting what you are told you are buying and you will then have an investment. This is not addressed to the "easy money" or get "rich quick" class, but to people whose surplus comes slowly through hard work. If you have not prospered meditate and what you think might better have been done toward contributing

to that end; not only you but every one should begin life anew at the beginning of this year, the same as many people have been doing all their lives, not only making each year an improvement, if possible, upon the preceding year, but each day and each month. If you are an architect and have no clients, go out and get them. Watch the transfers of real estate. Get from your friends

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 or Store—from cellar to garret—with 100 to 700
 Candle-Power brilliancy—at less than ¼ cost of
 Kerosene (and ten times the light)—giving you
Gas at 15c Per 1,000 Feet
 (Instead of \$1 to \$2, which Gas Companies
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 stitute for daylight (and almost as cheap), can
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a list of names of people who intend to build. In more active professions and lines of business the people back of these names are known as "prospects." Take a dozen "prospects," go and see each one or his representative and get the permission to design his building. Out of the ten, if you get one you will be more fortunate than most architects; the other half will probably not be ready to build. Probably half of the ten can tell you of other men who contemplate building. If you are a practicing architect and note a declining list of clients, go about it to get new clients the same way you did when you began to practice your profession. One day can practically be a duplication of another in this respect and the more care and the more diligence acquired through experience the more work you will have. If you are a contractor and have had a great deal of work during 1910 and little to show for it, reverse the order of things, if you can; do not take such chances to make so little money; take fewer chances and try to make more money; and so one could go through the entire list of things one might do, but it is, after all, however much or little may be said about it, keeping everlastingly at it that brings success. Diligence and persistence will bring their reward. May you all have a prosperous year.

Michigan Hardware Men.

Great preparations are already under way for the meeting of the Michigan Retail Hardware Association, the seventeenth annual, in Bay City, March 7, 8 and 9. Several speakers of national reputation have already been secured and one entire afternoon will be devoted to the question box. The business sessions will be held in the council chamber of the City Hall, which is well adapted for convention purposes, while the exhibition will be in the new National Guard Armory, which is located right next door to the City Hall. The approaching convention is being more energetically advertised than any ever held. Indications already point to a very large attendance and an unusually successful time in every way is confidently looked for.

When you have made up your mind to concentrate upon a certain policy in your business and to eliminate certain other customs, then do not call your associates together and tell them what you have been thinking. Keep your general plan to yourself. As you take up each separate part of your plan talk that part over with your partners or employes, and endeavor to accomplish one thing at a time. Do not introduce changes that are so radical your force will be demoralized or that will immediately arouse antagonism from your associates. Remember if you are to accomplish results you must work with and through the people you are now associated with or who are working for you.

Incidents in the Life of the Late John S. Farr.

Written for the Tradesman.

John S. Farr, who died on January 10, aged 84, was one of the sturdy band of pioneers who settled in California soon after the territory now constituting that state had been acquired from Mexico. At the age of 22 Mr. Farr left his home in Rochester and, proceeding to New York, sailed for the Isthmus of Panama. After landing he started on foot over the mountains and spent nearly a week on the route before arriving at Panama. Here he waited several days before accommodations by steamer for San Francisco could be secured. The ocean trip was pleasant and without incident and when Mr. Farr arrived he sought employment at his trade. San Francisco contained many unpretentious buildings of wood and was a veritable fire trap. The city authorities realized that a fire, once started, with the high winds that prevail on the ocean and on the bay, would quickly destroy these buildings. The supply of water was inadequate and the authorities determined to construct cisterns in various parts of the town to supply the fire apparatus. One had been built before Mr. Farr arrived, but its construction was so imperfect that the water ran out about as fast as it was pumped in. Mr. Farr was engaged to repair the cistern and he performed the work so well that the authorities executed a contract with him to build the additional cisterns, for which provision had been made. Mr. Farr spent upwards of two years in this work and earned \$6,000, which he carefully laid away and brought home to Rochester in 1852. He spent considerable time on the Pacific coast af-

ter finishing his engagements in San Francisco, but there was at least one person in the old home that he longed for, which accounted for his return to the East. Later he settled in Grand Rapids to spend the remainder of his days. Mr. Farr was elected to represent the first ward in the Common Council in 1870 and served the city in that capacity several years. He proposed James L. Moran for the first chief of the police department, organized in 1870, and urged his qualifications so strongly that Mr. Moran was elected and proved his capacity as a very efficient officer.

Among other gentlemen elected to the Council in 1870 was Henry Miller, of the third ward. Mr. Miller was a conscientious churchman, and when the sessions of the Council, held on Saturday nights, were prolonged beyond the hour of 12 o'clock he would ask to be excused from further attendance. The request was always granted, but upon one occasion, when Mr. Miller requested permission to retire, Alderman Farr asked him to explain why he could not remain until the business before the Council had been disposed of. Mr. Miller replied that he entertained conscientious scruples against performing work or participating in the transaction of business on the Lord's day. Mr. Farr accepted the explanation but said he believed Mr. Miller would vote as conscientiously upon any proposition in which the welfare of the city was involved on Sunday as on Saturday.

As a member of the firm of Davidson & Farr he assisted in the erection of many public and private buildings. He represented the municipality as inspector while the City Hall was in progress of erection,

and later the General Government gave his firm the contract for the erection of the old postoffice. When the wreckers were engaged in razing the old building, to make space for the new one, Mr. Farr watched their labors from day to day and the difficulties slowly overcome greatly pleased him, as they proved the substantial character of his construction.

Arthur S. White.

Police Dogs in Holland.

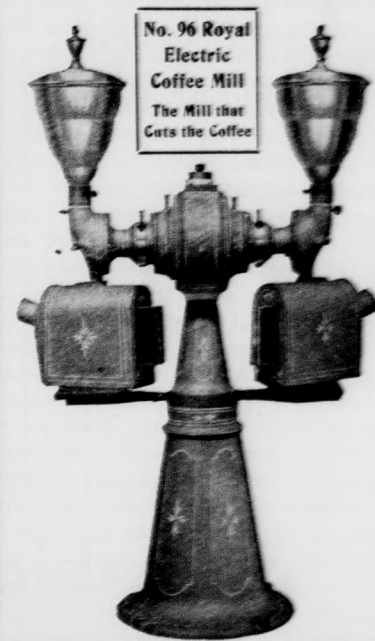
The use of dogs as assistants to the police force having been successfully tried at Hilversum, a town of 25,000 population in Holland, it is proposed to make the experiment in Amsterdam. At first a small number of dogs will be used with a few policemen in certain parts of the city, but if the experiment succeeds a larger number will be employed, covering practically the whole town. However, the police authorities doubt if the experiment will succeed in so large a city as Amsterdam, believing that dogs are more likely to make mistakes where the population is great and dense, and that the policemen of such a place, being better armed, are less in need of such auxiliaries than those of a smaller town.

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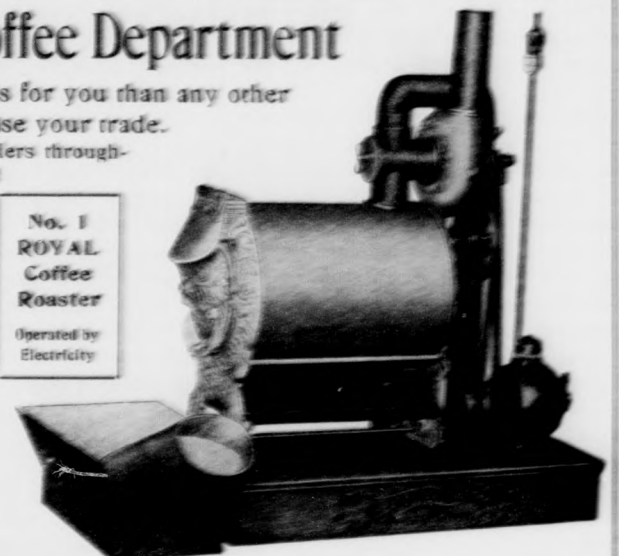
We can refer you to thousands of Grocers and Coffee Dealers throughout the country who are using our ROYAL machines and they will be glad to give you their experience.



No. 96 Royal Electric Coffee Mill
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We can put you in the Coffee business right. We can furnish several different sizes and styles of machines and are in position to give you full advice in buying green coffee, roasting and blending it to suit the trade in any part of the country. We can also lay out a plan of aggressive advertising for you to use in conjunction with your coffee department.

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We also manufacture Electric Meat Choppers and Meat Slicing Machines.

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FALSE PRETENSE SALES.

One of Governor Osborn's Wise Recommendations.

Written for the Tradesman.

"A square business man," observed the old book-keeper, "is not in it with worth of goods for a dollar ix... a fakir. While a man who gives a dollar's worth of goods for a dollar is walking down to his place of business in a shabby suit of clothes, the confidence man passes him in a motor car, showing diamonds as large as an egg."

"For instance?"

This from the new clerk, who had not yet heard all the old book-keeper had to say about everything on dry land and in the deep blue sea.

"If you sell provisions," continued the old book-keeper, "you've got to tell what's in the can if it is canned, and permit the buyer to sample it if it isn't in a can. If you sell drugs, you've got to have the name blown in the bottle, and the formula on the wrapper. If you sell clothing and lie about the quantity of wool in the goods you get caught every time because the clothing will tell the story of fraud within a month from the time it is put to use."

"You bet it will!" admitted the new clerk, who had been buying a \$30 suit for \$9.47 of a mail-order house. "You can hear the story this suit tells clear across the street. My best girl heard it the first one and cut me dead on the walk."

"If you buy a horse, or a cow, or a dog, or a house and lot, or anything under the blessed sun, and the man you buy it of lies to you about it, you can have him arrested for false pretenses and sent to jail, besides having the money given back to you. If you advertise a safety razor for a quarter and send the man who bites a piece of sandpaper with which to rub off his fire-escapes, the government will soak you into a soup house, after taking all your spare change by way of a fine.

"But" continued the old book-keeper, "if you advertise a block of mining stock and send the sucker who bites at the bait a lot of neatly-engraved certificates in a fraudulent company that never owned a mine worth working, and wouldn't know what to do with it if it had, why, then you're a promoter, and next to the diamonds. It is a cold day when a fraud order is sent out by the government against a concern which buys whole pages in the big newspapers and gets a couple of million to the good in a year."

"Well, why don't people keep out of such deals?" demanded the new clerk.

"When I came down town," said the old book-keeper, "I saw a sign up on the Mercy avenue bridge which said it was not safe. Now, why did the authorities put that sign up? Because the officers knew it to be unsafe, and they desired to pass the warning to those who were likely to take it on its general appearance. You might ask why the people don't keep off unsafe bridges before they know them to be unsafe. The people

don't know these mining companies are frauds, and it is the duty of the ones in authority to tell them.

"People don't know what's in those cans up on the shelves, either," continued the old book-keeper, "and so the man who puts 'em up has to tell them. You can't sell packages of food or drugs in this state without telling what is in them, and, by the same rule, no one ought to be permitted to sell land in other states or mining stock in Michigan without explaining all about them to some state official and getting his O. K. on the goods.

"Under the present laws swindlers camp down in a town and open a bucket shop or a room for the sale of mining stock and rob right and left. I'm stuck on Chase Osborn for this paragraph in his message to the Legislature.

The old book-keeper put on his glasses, fished a newspaper out of his desk, and read:

"I recommend that the business of stock-broking be classified as private banking and brought under the requirements of any laws that may be enacted for the regulation of private banks. Establishments of this character and their branches might be restricted to cities of 40,000 population or over.

"A prominent Michigan citizen of a city of 12,000 recently made a list for my information of twenty-five residents in his town who were worth from \$5,000 to \$40,000 each before a branch of an eastern stock-broking house was established therein. By speculation every one on that list has lost his all, and more. They had not thought of stock gambling before it had been thrust under their observation and made easy.

"My idea of confining easy speculation to cities of 40,000 and over grows out of the fact that in larger cities men have more to engross them, thus preventing the predominating influence which surrounds stock gambling in smaller towns."

"There," continued the old book-keeper, "the governor wants to put the danger sign, just like the one on the bridge. He wants a state official to look into these stock offices, just as a state official looks into insurance companies and the can that holds the beans and the pease and corn. Not long ago the Tradesman had an article advising the supervision of the land schemes that come here for money, and I wish the governor had included such concerns in with the stock-broker shops.

"The people of this city," the old man went on, "annually send away thousands of dollars which never come back, either in whole or in part—money which is needed here to develop the town. If a grocer, or a druggist, or a clothier should use the methods the stock men and these land men do, he would soon find himself in jail for false pretense. But the victims can not spend their time or what little money they have left hunting up proof, and so the rascals go unpunished. The correct way is to require all such concerns

to make good before a state board. That is what the people pay taxes for—protection.

"It is just as much the duty of a state to protect its people against larceny by land men, or mining stock men, or bucket shop men, as it is to protect them against larceny by the man who pries a window up with a jimmy in the dark of the moon. It is a strange proposition that a company must make a showing before it can sell you insurance, or milk, or ham, or canned corn, or patent medicine, and still can sell you land or stock in a mine without any investigation. It is the poor people who are robbed in the land schemes and the mining stock schemes, and they have no redress. They should be protected against losing their savings the same as they are protected from breaking their necks on a bad bridge.

"I didn't know how fast you could go!" laughed the young clerk. "You are an old man, and I should think you ought to have the world in pretty good shape if you have been going at this clip all your life."

"I don't take any offense at that," smiled the old book-keeper. "You don't know any better. I was only trying to show how closely the law watches a reputable business man who settles down to make a living in a town, and how loose it is with regard to a cheap skate who comes into a place to rob the natives. This store has lost a lot of money by trusting people to put their money into fake mines and bucket shops. Every business man is interested in keeping such concerns out of the State.

"In another part of his message," the old book-keeper went on, "Governor Osborn takes a wrong view of the fraudulent schemes proposition. He says:

"The action of the Federal authorities in excluding offending newspapers from the mails protects only a part of the readers of fraudulent advertisements. There should be legislation holding publishers accountable for printing the palpably dishonest announcements of investment swindlers and of all other unscrupulous advertisers who seek to betray the readers' confidence in the integrity of the press."

"Now, how in time can a publisher investigate all the advertisements sent to him? The country publisher is a job printer before he is an editor, and he takes the business that comes to him without question. And what are you going to do with the big city papers that come into the State with page advertisements of land schemes and mining stock ventures? You can not warn the people negatively. You can not keep such schemes away from them by arresting an editor who got 7 cents for a one-inch mining stock advertisement one time, and printed it with a column of other small ones that came in his patent inside or from a reputable advertising agency.

"The correct way is to have every concern of this sort make a showing before a State board before be-

ing permitted to do business in the State. If a man tells a deliberate lie in order to secure \$10 for a pig—if he tells you that the pig is in a perfectly healthy condition when he knows it has hog cholera—he will be arrested for false pretense. If a man tells you that the land or the stock he is selling will go up 50 per cent. in a week, if he tells you that the stock pays a dividend of 25 per cent., or that the land is high and dry and will raise ten crops a year, and his claims are all false—falsar than the pig lie—what redress have you? You go to the prosecuting attorney and he will laugh at you, and, perhaps, ask you to prove to him that the story is false, the game a swindle, when he should take official cognizance of the fraudulent nature of the transaction.

"The governor should have gone farther and recommended the formation of a State board—composed of present officials, for there are too many State boards now—whose duty it would be to pass on every scheme that comes here, just as the insurance companies and the food concerns are passed on now."

"All right," laughed the new clerk, "but can't you give these skates a chance to make a living—these mining stock men, and bucket shop men, and outside-the-State land schemes men?"

"Sure," said the old book-keeper, "the State is preparing to work convicts on the roads. They can make a living at that. Of course I refer only to the dishonest ones, for there are square land schemes and fair stockbroker shops."

Alfred B. Tozer.

Trapping Ants.

Trapping ants is a new method of elimination of insect pests the Department of Agriculture experts are watching. In Louisiana and California the Argentine ant, the most persistent ever known by biologists of the department, has been damaging horticulture by carrying scale insects from infested to uninfested trees and in other ways, and all anti-ant campaigns have so far failed as to this species.

According to the department the ant probably was introduced in this country during the New Orleans Cotton Exposition in 1883. The ants spread through the city, proved a great nuisance to the stores and houses, and once swarmed into the houses to such an extent, according to the department, "that it was dangerous to let babies go to sleep in their cradles because the ants would get in their eyes and travel all over them, and at Baton Rouge they were particularly dangerous and troublesome."

California authorities, who are collaborating with the department, have considered a trapping process that they think favorably of, and in Louisiana flooding may control the pest.

The opinions of a man who emphasizes his arguments with his fist are apt to be respected not much farther than he can reach.

A Fair Understanding.

There are misunderstandings that should not be such between the retailer and his helpers. They may be largely so by inference on the part of the employes, but they nevertheless seem real and should not be allowed to become so large a part of the limitations of the work as they are in fact. It may be a more or less common and faulty grievance on the part of clerks that they take upon themselves in thinking that the boss is unappreciative of many of their efforts at forwarding the business, and for that reason their minds should be disabused for the business is materially injured thereby.

The clerks who think the boss is always looking for their sales records and is therefore not aware that sometimes they miss sales through doing other work than waiting upon customers usually have some grounds for their attitude, in the knowledge that the boss does carefully consult the sales sheets and has little to say about the other records of the store.

The clerk who is expected to trim windows complains because his time is taken with that work and he is unable to keep up his selling on trimming days, with the result that he is discredited by the boss. The clerk who is delegated to collect bills finds fault that during his absence from the store there is no sales record for him and he is not credited for what he does. The clerk who is given the various items of repair that must be done on garments complains that she

has no visible record of it and loses many opportunities to make sales. So it goes through the store work, all because of a misunderstanding. It all works to the detriment of the business for a person feeling aggrieved is not a cheerful worker.

With all such clerks it is a matter which the boss owes to the good of the store, to say nothing about justice to the clerks, to let the worker know that he is fully aware of what they are doing and that he is reckoning its full value in the judgment of their work as helpers. It will make a heap of difference with the way these clerks go at the work set for them. It is a simple thing but it cuts a very large figure in store work.—The Drygoodsman.

Keep the fact ever in mind that one good way to bring more business to your store is to co-operate with your brother merchants in bringing more customers to your town. You will get your share of trade if you are worthy of it, but you can not get it if the buyers do not come. Co-operative effort along right lines will bring more of them—and do it quicker and cheaper—than anything else we ever heard about.

Even a wise man is willing to admit his ignorance after passing an afternoon with an inquisitive 5-year old.

There are times when it is excusable for a musician to blow about his business.

Human Hair Trade.

"Since the annexation of Korea by Japan a large number of Koreans have cut off their topknots and many are bringing them across the Yalu River to sell at Antung," writes United States Consul E. Carleton Baker. "In consequence of this increased supply of human hair the price has fallen considerably.

"A semi-official Japanese publication has recently stated that about 200,000 Koreans have amputated their topknots in connection with the annexation." It further stated that the stimulus thus given to the tonsorial art has been such that over ten barber shops have been opened in one small town in North Korea.

"An order for hair in this city is as promptly and accurately filled as an order for groceries, dry goods, or any other articles of daily use," writes Vice-Consul D. P. DeYoung from Amsterdam. "At every factory a shop is attached where the hair-dressers come with their orders and choose from the various assortments for their patrons. All kinds in all possible shades and colors are then matched. Any kind of hair is readily matched, usually at a much more reasonable rate than in the United States, and with a degree of exactness unknown elsewhere.

"Ordinarily hair is expensive. There are plenty of cheap kinds, mere imitations, but real hair of first-rate quality is scarce and comparatively dear.

"The source of this hair is an in-

teresting study. The darker kinds generally come from Turkey and other countries bordering on the Mediterranean Sea, but it is considered to be of a somewhat inferior quality as compared to the dark hair coming from other countries. China sends in the greatest quantity of hair.

"As regards the preparation of hair, the industry is pretty well developed, so far as the assortment and preparation can be scientifically done. The chemical treatment is one of the most important in the industry. Through a chemical process the masses of hair knots, brought from all parts of the world, are worked into shape and arranged into styles and grades. The ends and the roots must be untangled and laid uniformly, which is accomplished in less than five minutes by a chemical bath. The hair is also boiled in some liquid for several hours. The hardest knots come out of this boiling liquid, soft, silkenlike, shining, and light colored.

"Animal hair comes largely from Tibet. The yak, an animal of those regions and of Central and Northern Asia, is especially clipped for such purposes. Its neck, the outer side of its legs and its flanks are covered with long, flowing, fine, silkenlike hair. Much of the supply of false hair formerly came from the heads of peasant girls in Europe, but owing to the increased demand the prices have not only been too high but the supply has been insufficient."



Common-Sense On Safes

We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

IN the first place our prices are lower because we practically have no selling expense and in the second and last place, we count one man's money as good as another's for anything we have to dispose of.

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.



Reached Home With "Gloves."

What is it that sells goods? The witty one in the front row will say, "Salesmen." The pompous owner of the white sideburns will beam and breathe the bromides: "Perseverance, sterling qualities, conviction of manner." But what is it that really makes one man buy a large order of merchandise from another man? "Classy appearance!" said the shoe salesman. "I did think that once," answered the collar salesman. "I do not any more, however. That is, I do not bank everything on that. The biggest bill of goods I ever sold was because my good looks were disfigured by a black eye. That incident changed my aspect of the matter as it did my view for a few days. You see, in placing my line of collars through the country I go to considerable trouble to look spick and span and up to the minute. Then I try and size up my customers and meet them on their own ground. Now, there is a man in Cleveland that has the finest haberdashery establishment in the city. I had not been successful with him in spite of the fact that he was English and a countryman of mine. He was uppish and would not concede a point in a hundred years. I dropped in on him one day on my regular visit. He was uninterested until in showing him my samples he spotted the skinned knuckles on my right hand. He courteously enquired if I had met with an accident. I simply told him I had bruised it in exercising with the gloves, thinking that would end the incident. Say, the old fellow changed in a minute, dropped the samples and dragged me to the back of his store. My eyes bulged when I found a room fitted for gym work. Then the old fellow shed his coat and brought forth boxing gloves. I was not any too eager for a go. Figuring him an amateur, I was afraid that in a mixup he'd lose his temper and start milling. Those amateur bouts usually have wild finishes. However, he was all for it. It took just a minute to see that he knew the game all right. We went it pretty rough at that! I was cautious, however, for I didn't want to smash him and lose a sale. We parried for breath, then at it again. Then the old man swung and landed on my eye. Stars danced round me for a minute and with my blood up, I struck out, landed, and floored him. Say, I regretted that blow. But only for a minute. He came to gamely, and when he saw my swelling optic he was tickled to death. Seems he'd just tried out a pet blow of his on me and because he had landed to good

effect he was delighted. As we washed up he made me promise to go it again on my next trip. Incidentally he gave me the first of a string of large orders I am to get from him. Fanny, is it not, what does sell goods?" Sidney Arnold.

It Pays To Be Civil.

Not long ago a salesman waited by appointment upon a buyer for a wholesale firm in Detroit. When the traveler arrived at the office he found the buyer enjoying a smoke. His feet were cocked up on the desk while he read a newspaper and smoked. He glanced at the traveler's card as it was handed to him and without taking his feet from his desk or the cigar from his mouth he said: "Call around just after Christmas. We might be able to use some of your goods then." The date of the interview was January 1.

"Mr. B.," asked the traveler, "do you intend that as a joke or an insult? In either case it is mighty poor form."

The buyer only grunted.

Taking up his grip and preparing to depart, the traveler said: "You have travelers out on the road, and it is very discouraging for them to meet such rudeness as you have shown me. I am sorry you have no desire to know what we have to offer you, because I was instructed to give you the first refusal on M.'s new lines. I will now have to take them to your competitor."

The buyer's feet came to the floor with a bang. "Why didn't you tell me your firm had secured M.'s goods? I'll look at your samples, anyway."

"Not to-day, thank you. Good-day," and the traveler, disgusted with his reception and glad to prove his own independence, did sell these goods to a competing house, and many thousands of dollars was the annual business done on that one line of goods alone.

Such buyers are often found to occupy their places by family influence and not through ability. It pays under every circumstance to be civil to the traveler; even when he is a little too insistent remember that is his business.

If business men's associations did no more than to keep members from wasting good money on fake and doubtful advertising, they would be worth more than they cost.

A man never realizes just how unimportant he really is until he has a son old enough to cast his first vote.

Getting Good Trade News From the Traveler.

The short-sighted merchant is he who is not broad-minded. Much has been said in favor of the merchant who treats with due respect the man who has something to sell. There is left, however, a big field to the man who makes this his gospel and would teach it to his fellow-merchants. How many times have you turned a traveling man down with a gruff refusal to give him five minutes of your time? How many times have you left him standing half of the morning, held him so at your mercy that he was afraid to leave and see the next man, and so takes chances on getting your attention for a few minutes later in the day. Do not do it. In the majority of cases it does not pay. There are exceptions. I know it. Many of them. On such dull mornings when there are more salesmen than customers, why not give him a little of your time? Your experience with men will quickly tell you whether he can do you any good. Turn him down when he needs it. But do not make the common error of losing the chance of getting in on a good buy, just for the sake of saving a few minutes of your time. If you become known among the knights of the grip as such, the man down the street gets first whack at the real bargain. Interchanges of experiences with merchants among those fellows are common; like the hotels and their management, your attitude soon becomes common property. So give them a square deal for selfish reasons, if for no other.

I have found it a time-saving plan to set certain hours of the day aside for the man who sells me goods. It soon becomes known that you can be seen then, and some of those minutes in those stipulated hours have made me more money than hours of hard plugging to make profit in the other way. If you are a big buyer it will happen that you will have a string of salesmen waiting upon you. Good. Listen to them. Buy when you can buy right. Dismiss them when you have done so. If the proposition has no trace of gain in it for you, end it right there, but be broad-gauged in this matter. It is a mighty good way to be and the present is a mighty good time to start. You can not help but profit by it.—Modern Grocer.

"To the Solicitor."

Strictly speaking, you are a commercial traveler. You have the same kind of goods to sell, the same tact to use and in many cases the same argument to offer as the man that comes into your store to sell goods to the buyer. In passing let me say something about "this man." Whether you are a solicitor or a store salesman if you have an opportunity listen to "this man." If he is going to open a line of canned goods or wet some tea samples, or if a deal is about to be closed on any line, ask permission to be present. This is not always allowable, but where it is seek the privilege. It is an education.

House to house solicitation requires a good knowledge of your goods, and you should be posted on the dozen and case prices. A sample case should be carried and in it your line of specials, and specials should include the goods that pay the best margin—usually "our own" brand. Listen to the troubles of the cook. She is usually full of them. Sympathize with the kicks of madam herself, call the children by their first names. Say something nice about the kitchen and in a general way make yourself a friend of the domestics. The rest is easy.

W. E. Sweeney.

Free For the Nonce.

They tell in Nebraska of a clergyman who in the pulpit was a fearless expounder of rights and wrongs, but who in the domestic circle maintained for prudential reasons considerable reserve of speech and action.

On one occasion when this divine visited a neighboring town, the editor of the only paper published therein, which never failed to notice the presence of a stranger in town, offered the following, so worded as to prove unwittingly keen:

"Dr. Carrol is once more among us for a brief stay. He says and does exactly as he thinks right, without regard to the opinions or beliefs of others.

"His wife is not with him."—December Lippincott's.

If you have a clerk who is always telling what he would do if he were running the store, let him go where he can have greater scope for his talents.

Do not expect too much of the dirigible balloon that is shaped like a lemon.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

The Handshake

If you have ever noticed any difference between one handshake and another you'll understand the reason why so many travelers prefer the

Hotel Livingston

Grand Rapids, Mich.

INVESTMENT AND CREDIT.

English Merchant Discusses Putting Money into Outside Ventures.

The writer of the following paper gained the second prize at the London Exhibition for an essay answering questions on trade matters. The particular question treated in the article was "Would a grocer be justified in investing capital outside his own business, whilst taking the usual term of credit on his goods?"

The above question was one of the most important put to the competitors in the recent competitions at the Agricultural Hall, and I think a study of the principle involved would not be time wasted.

Of course, one may say at first glance that a grocer has the same right as any other individual to do what he pleases with his own, and no doubt he has; but I am convinced that as an investment he cannot find a better business than his own. The "usual terms of credit" vary with the district; but assuming they are two months net, it is safe to say that a "cash" discount can be obtained on the larger portion of the goods bought, from 2d. in the pound cash in one month on the heavy goods, such as provisions, to 1¼, 2½, 3¼ and often 5 per cent., on lighter goods and proprietary articles, when accounts are paid in periods ranging from seven to twenty-eight days. And it must be borne in mind that these rates of discounts are not dividends per annum, but practically per month, and if they are not taken advantage of, the account is due net in the matter of a month or so at most, and then has to be paid plus the discount that could have been deducted a month earlier.

The Outside Investment.

An outside investment that was considered safe if paying a yearly dividend of 10 per cent., would be thought a good paying concern; but the fact is often lost sight of (or neglected) that a man's own business by paying cash and taking discounts, can be made to pay infinitely better. Again, the trader who pays close, as a rule sells close; he is keener on the cash, and consequently does not make as many bad debts as his colleague who takes long credit. The very fact that he has to (or that he does) pay cash for his goods impels him to see to it that as far as he can secure it his customers do the same.

A grocer taking long credit is much more likely to give long credit than the man who pays cash. And the latter buys better. Put it to yourself: to which customer are you prepared to give the closest price—the one who, when the account is rendered, is always ready with cash or cheque, or the one who is always loth, to put it mildly, to settle the account? Naturally, the former; and you can depend upon it it is the same with the wholesalers. They are like ourselves in many respects; they have got to meet competition the same as we have, and they are also human and fond of money. They do not like small profits and long credit any better than the grocer does, but will often quote a close price when they

are sure of close payment; but if the grocer with whom they are doing business is slow to pay, then their price is, as a rule, in proportion.

Much has been said, and written, about combined buying, and I am not going to say a word against it, but I certainly think it should be preceded by prompt paying. Combined buying can never be a lasting success until those who combine will see to it that their payments are prompt, and that the stated time for payment is conscientiously observed. One of the vital purposes that it has been hoped combined buying would accomplish—that of buying to the best advantage—is defeated by long credit.

Not only does the grocer who pays cash take less risk of bad debts and buy to greater advantage, but, also, he is less liable to dead stock and overstocking. If when you are ordering or buying goods you are always conscious that you will be called on to pay for the same in a few weeks' time, you will be particularly careful to buy only what you require. And it will take a lot of persuasive eloquence on the part of the seller to get you to buy or order what you do not require, or possibly what you would not be prepared to pay for at a given time, for the man who makes the greatest use of his capital is not content to let it remain locked up in stock he may not want for months. A business man understands and also controls his own business, but when he has capital invested outside his own business, it is generally not under his immediate control, and is possibly in a business he does not understand. A trader who invests his capital in his own business is placing that business on a sound financial basis, and therefore he is safeguarding his capital, because when periods of depression come—as come they do, through numerous and various causes—it is the concerns that are soundest financially that are best able to weather the storm; whereas a man who has placed his capital outside may find his own business (the very fountain-head from which the capital springs) starving, and himself at the time being unable to prevent it, because when capital is invested in various companies, properties, etc., it is not always convenient or profitable to realize at short notice. Sometimes, in fact, it is almost impossible to do this.

And outside investments may be an actual menace to a business at times. It may be that a company in which you have shares calls upon the shareholders for some unpaid-up capital, or there may be a reconstruction of the company in which you are interested, and you may almost be bound to take part in the reconstruction at a time when your finances are at a low ebb, or lose what you already have at stake in the company. Or you may have money invested in property; and anyone who has had any experience of investments of this description will know the happy or unhappy knack this particular investment has of making calls on its owner's finances for a multitude of things too numerous to mention, such as new drains, walls, pavements, etc. It

may be that you have money borrowed on mortgages invested along with some of your own capital. Perhaps this is in premises which you think may come in useful later on, or premises that you are afraid your rival over the way will purchase if you do not. Then, the interest on the money borrowed becomes due at awkward times; or the mortgagees, for some unknown reason, call in their money, or their lawyer who drew up the mortgage deed finds business slow and would like to earn another five guineas by drawing up another, and consequently some excuse is found to call in the existing mortgage and prepare a new one.

Thus it will be seen that outside investments are often anything but a source of profit and pleasure; and for a grocer who is taking full credit for his goods to invest money in this way, and at the same time keep his business with perhaps enough capital to work it, is looking for trouble. And, depend on it, he will find

it. Of course, if a grocer has all the capital he requires in his business and is able to take all the discounts, etc., with spare cash in hand in case of emergency, and then has superfluous cash to invest, it is a totally different matter. He can afford to take the risks alluded to. But until he can do so, he is the wise man who makes his business his first and chief investment, putting into it not only his energy and brains, but also his capital, until it has grown financially strong and independent; because unless your business be independent, you have to rely to a greater or lesser degree on credit from the firms with whom you are doing business, and you are not entirely free to buy in the best markets without giving or asking favor of anyone. Finally, I do not know a better business maxim than that of the late William Whiteley, which is, "Pay as you go; and if can not pay, don't go."—The Grocers' Review, London.

The Fifty-fourth

You have been reading about the Citizens Telephone Company's dividends in these columns. More than 3,000 checks for dividends will be sent out of the office on Friday night next, the twentieth. These checks go with *unfailing regularity*. Be sure to get one next time. Write to or inquire of the secretary of the company, Grand Rapids.



The Greatest Aid in the Office

from the viewpoint of

Efficiency, Service, Economy

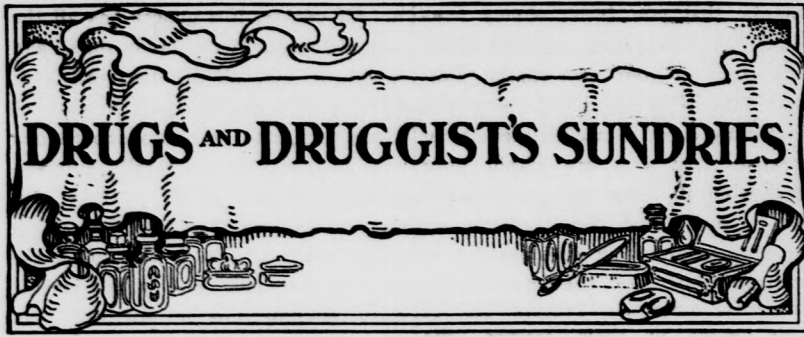
The Underwood Standard Typewriter

"The Machine You Will Eventually Buy"

UNDERWOOD TYPEWRITER CO.

(INCORPORATED)

New York and Everywhere



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.
 President—E. E. Calkins, Ann Arbor.
 First Vice-President—F. C. Cahow, Reading.
 Second Vice-President—W. A. Hyslop, Boyne City.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—Willis Leisenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Sale of Toilet Soaps in the Drug Store.

I buy soaps in large quantities from manufacturers when they make the price an object; and I take especial interest in pushing brands that are of good quality, price-protected, and give a fair profit.

I carry in stock now several hundred dollars' worth of soaps, and average 25 per cent. profit on them. I think this is one of the best lines of goods in a drug store, for there is little, if any, loss from shrinkage or handling.

It is not always easy to distinguish between medicated and toilet soaps, for the pure and simple Castile soap for instance, is considered by many a highly medicated and beneficial skin soap. This soap is in large demand by our trade and earnestly recommended by our staff of assistants, therefore we carry a good line of imported and mottled Castile soaps. Perfumed toilet soaps, of course, are in greater demand than any other, while the strictly medicinal soaps are called for much in the same proportion as cough remedies and throat lozenges. Toilet soaps are used practically by every one, while medicated soaps are called for only when a physician prescribes them, or when necessity requires them.

We use all fair means within our power to increase our sales of soaps. We give a show-case ten feet long to the toilet soaps and another equally as large to the medicated soaps. In addition we display them in our windows frequently, and at times on the top of our show-cases. In this way

we keep them always before our customers and think that we benefit very much by so doing.

At different times of the year we put circulars into the packages that go out of our store, giving a list and prices of all our soaps. In this way the families are reached by our advertising matter and become acquainted with the different lines we carry. Situated as we are, we think that this is the most economical and effective way of keeping ourselves before the public and making known to them just what we have to offer.

As a last remark permit me to say that I believe the soaps that are destined to become the most popular, best, fastest sellers, and the most profitable to handle, will be those that are pure, finely milled, delicately and beautifully perfumed, attractively and neatly wrapped and price-protected. Human nature, you know, is about the same everywhere, and these qualities appeal to everybody.

Henry D. Huggan.

Determined to secure our just share of the soap business of this vicinity, we have kept up an earnest campaign and put not a little energy back of this department. Despite the very rapid growth of the soap clubs and the increased number of money orders sent to mail order-houses from this town, we have nearly quadrupled our soap business and multiplied our profits many times that amount during the past three years.

One of the most successful special sales that we ever held was one of soap. It was during this sale that we demonstrated the fact that it is not always necessary to cut the price down below cost to attract attention and make sales. We purchased a job lot of unwrapped glycerin soap, intending to place it on sale at 5 cents a cake.

When the goods arrived we decided to try cutting the price up instead of down and accordingly marked it 7 cents or 4 cakes for a quarter. You should have seen the lot disappear. All was gone in less than a day, and for several weeks we had calls for that seven-cent soap.

Our soaps are purchased mostly from manufacturers and in sufficient quantities to secure the best possible prices. As members of the A. D. S. we make full use of our co-operative buying privileges.

We aim to keep a line of toilet and medicinal soaps complete enough to supply the demands of our community. We push only those on which we make a profit of not less than 100 per cent and make every reasonable

effort to prevent a sale of an over-priced article.

Toilet soaps are the best sellers. The A. D. S. line gives me the best profit, netting nearly 140 per cent. This is also true of their medicated soaps. For example, their Vitaskin medicated soap costs us \$1.25 a dozen and we sell it at 25 cents a cake, making a profit of 140 per cent. On the A. D. S. line there is no soap club, department store nor mail-order competition. That it gives satisfaction to our customers is proven by our increased sales.

We devote the base of one case to soap and occasionally use the top of the fixture and extra tables for special exhibits. We make a window display of soap about twice a year.

We have a mailing list which includes the names of nearly every housekeeper in this region, and we make use of this list for circularizing whenever we have anything special or new in our soap department. Regularly every spring we send out a letter calling attention to our line of soaps.

Henry W. Merritt.

Soaps as a side-line have proved very satisfactory and profitable to me. I have featured them strongly in my present location, especially the cheaper and bargain grades.

Several window displays of a 10-cents-per-box soap has given me very gratifying results. I have bought from different manufacturers, but have had the best success with an assortment purchased from Kirk Co. at \$3.60 per gross in 5-gross lots. By making attractive window and counter displays I have disposed of 3½ to 4 gross in one week and at a profit of 33⅓ per cent.

The best success I have had is with a mammoth transparent glycerin soap selling at 5 cents a cake or 20 cakes for \$1.00, with an occasional sale of 20 cakes. In displaying this soap, I place a flashlight on the floor of the window and pile the whole 5 gross over and around the flashlight. Hardly a person but who is attracted by this display, especially at night when the flashlight is working. This line also affords a profit of 33⅓ per cent.

I use a six-foot silent salesman show-case for the display of toilet and medicinal soaps. I never exhibit or offer any soap for less than 10 cents a cake except when I run these special sales.

For general purposes, I have been most successful with Colgate & Co.'s line ranging in price from 5 to 50 cents a cake. They need little or no introduction, and in taking advantage of their special offers their line affords a profit of from 33⅓ to 70 per cent. And if one takes advantage of their extra special prices in large quantities, there is even 100 per cent. or better in it.

My sales of the medicinal soaps have been somewhat limited, except of the brands which afford little or no profit. I have never used any method of advertising soap beyond window and counter displays.

Grant W. Stevens.

We buy our soaps as far as possible from the manufacturers in quantities of five-gross lots, our purpose being to get the manufacturers' minimum price, which is usually based on that quantity. This, of course, does not apply to the slow-selling medicated and toilet soaps, which seem to be unlimited in number.

We carry at least three hundred kinds of soap, and we do find the line worth pushing. The profit on them will average from 25 per cent. upwards on the French soaps of moderate and high price, and at least 50 per cent on the lower grade of soaps retailing at 10 or 15 cents a cake.

While we carry quite a number of 5-cent soaps we keep them, as much as possible, in the background, believing that, in our store at least, it is much more profitable to sell a 10-cent cake or three for 25 cents. And incidentally it takes no more time to talk up the 10-cent one than it does to sell the five. The percentage of profit is invariably larger, and, of course, the amount of profit is correspondingly larger.

The sale on strictly medicated soaps is limited, but the toilet soaps, in neat and attractive wrappers and boxes, have enormous sale.

As for the brands, our customers are always looking for something new in toilet soaps, and we find it necessary to continually buy new brands of soaps in order to supply that demand.

We have a very large sale on domestic Castile (?) soap, which we buy in a 36-pound case of nine 4-pound bars, or the same soap cut into half cakes which we sell at 10 cents—three for a quarter. This soap we feature in the window, putting in the original case as received from the factory, showing the soap in green, white and mottled; both cut and in bars.

We make complete window displays of toilet soaps alone which greatly increase the sale at the time of display. We also have one large show-case devoted to toilet soaps alone, as well as displayed in prominent places on our show-cases and counters always a variety of toilet and Castile soaps.

We very seldom advertise soaps in any way except by display because we believe it is necessary to get the customers' attention at the time of sale rather than to try to interest them through newspapers or circulars. I think it is safe to say that it is a waste of money, from our experience, for a druggist to use newspaper space in advertising soaps of any kind.

James F. Finneran.

Merchants, Attention

Just Opened

Alfred Halzman Co.

Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M. up. Write for samples or tell us to call on you any where in the state.

We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

Citiz. Phone 6238
 Bell Phone 3690

42-44 South Ionia Street
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, organized into columns. Includes categories like Acidum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Potassium, Radix, Semen, Spiritus, and others. Prices are listed in cents and dollars.

Watch This Space

For a picture of our new home and an announcement of the date upon which we will occupy the same. It is located at the corner of Oaks and Commerce streets only 300 feet from the front entrance of Union Depot.

Yours respectfully,

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY GRAND RAPIDS, MICH.

6	
Lemon & Wheeler Co.	
White Star, 1/4s cloth	5 50
White Star, 1/4s cloth	5 40
White Star, 1/4s cloth	5 30
Worden Grocer Co.	
American Eagle, 1/2 cl	5 35
Grand Rapids Grain & Milling Co. Brands	
Purity, Patent	5 00
Seal of Minnesota	6 10
Wizard Flour	4 60
Wizard Graham	4 60
Wizard Gran. Meal	3 60
Wizard Buckwheat	6 00
Rye	4 40
Spring Wheat Flour	
Roy Baker's Brand	
Golden Horn, family	5 40
Golden Horn, bakers	5 30
Wisconsin Rye	4 50
Judson Grocer Co.'s Brand	
Ceresota, 1/4s	6 40
Ceresota, 1/4s	6 30
Ceresota, 1/4s	6 20
Lemon & Wheeler's Brand	
Wingold, 1/4s	6 05
Wingold, 1/4s	5 95
Wingold, 1/4s	5 85
Worden Grocer Co.'s Brand	
Laurel, 1/4s cloth	5 90
Laurel, 1/4s cloth	5 80
Laurel, 1/4s cloth	5 70
Voigt Milling Co.'s Brand	
Voigt's Crescent	5 60
Voigt's Flouring	5 60
Voigt's Hygienic	
Graham	5 00
Voigt's Royal	5 80
Wykes & Co.	
Sleepy Eye, 1/4s cloth	6 20
Sleepy Eye, 1/4s cloth	6 10
Sleepy Eye, 1/4s cloth	6 00
Sleepy Eye, 1/4s paper	6 00
Sleepy Eye, 1/4s paper	6 00
Watson-Higgins Milling Co.	
Perfection Flour	5 00
Tip Top Flour	4 60
Golden Sheaf Flour	4 20
Marshall's Best Flour	6 15
Perfection Buckwheat	3 00
Tip Top Buckwheat	2 80
Badger Dairy Feed	24 00
Alfalfa Horse Feed	27 00
Kaifir Corn	1 35
Hoyle Scratch Feed	1 55
Meal	
Bouted	3 40
Golden Granulated	3 60
St. Car Feed screened	22 00
No. 1 Corn and Oats	22 00
Corn, cracked	21 00
Corn Meal, coarse	21 00
Winter Wheat Bran	25 00
Buffalo Gluten Feed	30 00
Dairy Feeds	
Wykes & Co.	
O P Linseed Meal	37 50
O P Laxo-Cake-Meal	35 00
Cottonseed Meal	31 00
Gluten Feed	27 00
Brewers' Grains	27 00
Hammond Dairy Feed	24 00
Alfalfa Meal	26 00
Oats	
Michigan carlots	36 1/2
Less than carlots	38
Corn	
Carlots	55
Less than carlots	57
Hay	
Carlots	16
Less than carlots	17
MAPLEINE	
2 oz. bottles, per doz.	3 00
MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20
Half barrels 2c extra	
MINCE MEAT	
Per case	2 85
MUSTARD	
1/4 lb. 6 lb. box	18
OLIVES	
Bulk, 1 gal. kegs 10@1	20
Bulk, 2 gal. kegs 95@1	10
Bulk, 5 gal. kegs 90@1	0
Stuffed, 5 oz.	1 35
Stuffed, 8 oz.	1 35
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19 oz.	3 75
Queen, Mammoth, 28 oz.	5 25
Olive Chow, 2 doz. cs, per doz.	2 25
TOOTH PICKS	
Hardwood Tooth Picks	2 00
Ideal	85
PICKLES	
Medium	
Barrels, 1,200 count	7 75
Half barrels, 600 count	4 50
5 gallon kegs	2 25
Small	
Barrels	9 00
Half barrels	5 25
5 gallon kegs	1 90
Gherkins	
Barrels	11 00
Half barrels	5 00
5 gallon kegs	2 75
Sweet Small	
Barrels	13 50
Half barrels	7 50
5 gallon kegs	3 00

7	
POTASH	
Babbitt's	4 00
PROVISIONS	
Barreled Pork	
Clear Back	22 00
Short Cut	20 00
Short Cut Clear	20 50
Bean	20 00
Brisket, Clear	23 00
Pig	23 00
Clear Family	26 00
Dry Salt Meats	
S P Bellies	16
Lard	
Pure in tierces	12 1/2
Compound Lard	9 1/2
80 lb. tubs ... advance	1 1/2
60 lb. tubs ... advance	1 1/4
50 lb. tins ... advance	1 1/4
20 lb. pails ... advance	3/4
10 lb. pails ... advance	3/4
5 lb. pails ... advance	1/2
8 lb. pails ... advance	1
Smoked Meats	
Hams, 12 lb. average	15
Hams, 14 lb. average	14 1/2
Hams, 16 lb. average	15
Hams, 18 lb. average	15
Skinned Hams	15 @ 15 1/2
Ham, dried beef sets	16 1/2
California Hams	11 1/2
Picnic Boiled Hams	15
Boiled Ham	21
Berlin Ham, pressed	11
Minced Ham	11
Bacon	17 @ 17 1/2
Sausages	
Bologna	9
Liver	7 1/2 @ 8
Frankfort	10 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9
Beef	
Boneless	14 00
Rump, new	14 00
Pig's Feet	
1/2 bbls.	1 20
3/4 bbls., 40 lbs.	2 15
1/2 bbls.	4 00
1 bbl.	9 00
Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	35
Beef, rounds, ets	20
Beef, middles, set	70
Sheep, per bundle	80
Uncolored Butterine	
Solid dairy	10 @ 12
Country Rolls	10 1/2 @ 16 1/2
Canned Meats	
Corned beef, 2 lb.	3 40
Corned beef, 1 lb.	1 90
Roast beef, 2 lb.	3 40
Roast beef, 1 lb.	1 90
Potted Ham, 1/4s	50
Potted Ham, 1/2s	90
Deviled Ham, 1/4s	50
Deviled Ham, 1/2s	90
Potted tongue, 1/4s	50
Potted tongue, 1/2s	90
RICE	
Fancy	7 @ 7 1/4
Japan	5 1/2 @ 6 1/2
Broken	2 1/2 @ 3 1/4
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35
SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 00
Deland's	3 00
Dwight's Cow	3 00
L. P.	3 00
Standard	1 80
Wyandotte, 100 1/4s	3 00
SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Lump, bbls.	80
Lump, 145 lb. kegs	95
SALT	
Common Grades	
100 3 lb. sacks	2 40
60 5 lb. sacks	2 25
28 10 1/2 lb. sacks	2 10
56 lb. sacks	32
28 lb. sacks	17
Warsaw	
56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	24
Common	
Granulated, fine	90
Medium, fine	95
SALT FISH	
Cod	
Large whole	7
Small whole	6 1/4
Strips or bricks	7 1/2 @ 10 1/2
Pollock	8 5
Haliout	
Strips	15
Chunks	14
Holland Herring	
Y. M. wh. hoop, bbls	12 00
Y. M. wh. hoop, 1/2 bbl.	6 25
Y. M. wh. hoops, kegs	75
Y. M. wh. hoop Milchers	85
Queens, bbls.	11 00
Queen, 1/2 bbls.	5 75
Queen, kegs	65
Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	3 25
No. 1, 10 lbs.	90
No. 1, 8 lbs.	75

8	
Mackerel	
Mess, 100 lbs.	16 50
Mess, 40 lbs.	7 00
Mess, 10 lbs.	1 85
Mess, 8 lbs.	1 50
No. 1, 100 lbs.	15 50
No. 1, 40 lbs.	6 60
No. 1, 10 lbs.	1 70
No. 1, 8 lbs.	1 40
Whitefish	
No. 1, No. 2 Fam.	
100 lbs.	9 75 3 50
50 lbs.	5 25 1 90
10 lbs.	1 12 55
8 lbs.	92 48
SHOE BLACKING	
Handy Box, large 3 dz	50
Handy Box, small	1 25
Rixby's Royal Polish	85
Miller's Crown Polish	85
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	43
SOAP	
J. S. Kirk & Co.	
American Family	4 00
Dusky Diamond, 50 box	2 80
Dusky Dnd 100 6 oz	3 80
Jap Rose, 50 bars	3 60
Savon Imperial	3 00
White Russian	3 60
Dome, oval bars	3 00
Satinet, oval	2 70
Snowberry, 100 cakes	4 00
Proctor & Gamble Co.	
Lenox	3 25
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 85
Lautz Bros. & Co.	
Acme, 30 bars, 75 lbs.	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 60
Big Master, 70 bars	2 85
German Mottled, 5 bxs	3 45
German Mottled, 10 bx	3 40
German Mottled, 25 bx	3 35
Marseilles, 100 cakes	6 00
Marseilles, 100 ck toil	4 00
Marseilles, 100 ck toilet	2 10
A. B. Whisley	
Good Cheer	4 00
Old Country	3 40
Soap Powders	
Snow Boy, 24s family	4 00
Snow Boy, 60	2 40
Snow Boy, 30 10c	2 40
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Pearline, 24 4lb.	3 80
Kirkline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 80
Soap Compounds	
Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 30
Rub-No-More	3 85
Scouring	
Enoch Morgan's Sons.	
Sapolio, gross lots	9 00
Sapolio, half gro. lots	4 50
Sapolio, single boxes	2 25
Sapolio, hand	2 25
Scourine Manufacturing Co.	
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	13
Allspice large Garden	11
Cloves, Zanzibar	16
Cassia, Canton	14
Cassia, 5c pkg. doz.	25
Ginger, African	9 1/2
Ginger, Cochinchina	14 1/2
Mace, Penang	70
Mixed, No. 1	18 1/2
Mixed, No. 2	10
Mixed, 5c pkgs. doz.	45
Nutmegs, 75-30	30
Nutmegs, 105-110	20
Pepper, Black	14
Pepper, White	25
Pepper, Cayenne	22
Paprika, Hungarian	15
STARCH	
Corn	
Kingsford, 40 lbs.	7 1/2
Muzzy, 20 lb. pkgs.	5 1/2
Muzzy, 40 lb. pkgs.	5
Gloss	
Silver Gloss, 40 lbs.	7 1/2
Silver Gloss, 16 1/2 lbs.	6 1/2
Silver Gloss, 12 1/2 lbs.	5 1/2
MUZZY	
48 lb. packages	5
16 1/2 lb. packages	4 1/2
12 1/2 lb. packages	4
50 lb. boxes	2 1/2
SYRUPS	
Corn	
Barrels	23
Half barrels	12 1/2

9		
20lb. cans 1/2 dz. in cs.		1 40
10lb. cans, 1/2 dz. in cs.		1 35
5lb. cans, 2 dz. in cs.		1 45
2 1/2 lb. cans 2 dz. in cs.		1 55
Pure Cane		
Fair	15	
Good	20	
Choice	25	
TEA		
Japan		
Sundried, medium	24 @ 28	
Sundried, choice	30 @ 33	
Sundried, fancy	36 @ 40	
Regular, medium	24 @ 26	
Regular, choice	30 @ 33	
Regular, fancy	36 @ 40	
Basket-fired, medium	30	
Basket-fired, choice	35 @ 37	
Basket-fired, fancy	40 @ 43	
Nibs	25 @ 30	
Siftings	16 @ 18	
Fannings	14 @ 15	
Gunpowder		
Moyune, medium	28	
Moyune, choice	32	
Moyune, fancy	40 @ 45	
Pingsuey, medium	25 @ 28	
Pingsuey, choice	30	
Pingsuey, fancy	40 @ 45	
Young Hyson		
Choice	30	
Fancy	40 @ 50	
Oolong		
Formosa, fancy	45 @ 60	
Amoy, medium	25	
Amoy, choice	32	
English Breakfast		
Medium	25	
Choice	30	
Fancy	40 @ 45	
India		
Ceylon, choice	30 @ 35	
Fancy	45 @ 50	
TOBACCO		
Fine Cut		
Blot	1 45	
Hiawatha, 16 oz.	50	
Hiawatha, 1 oz.	56	
No Limit, 7 oz.	1 65	
No Limit, 14 oz.	3 15	
Ojibwa, 16 oz.	40	
Ojibwa, 5c pkg.	1 85	
Ojibwa, 5c	47	
Petoskey Chief, 7 oz.	1 85	
Petoskey Chief, 14 oz.	3 70	
Sweet Cuba, 5c	5 50	
Sweet Cuba, 10c	11 10	
Sweet Cuba, 1 lb.	5 00	
Sweet Cuba, 16 oz.	4 20	
Sweet Cuba, 1 lb.	5 10	
Sweet Burley, 5c	5 75	
Sweet Mist, 1/2 gr.	5 70	
Sweet Burley, 24 lb. cs	4 90	
Tiger, 1/2 gross	6 00	
Tiger, 3c tins	5 50	
Uncle Daniel, 1 lb.	60	
Uncle Daniel, 1 oz.	5 22	
Plug		
Am. Navy, 15 oz.	27	
Drummond, Nat Leaf, 2 & 5 lb.	60	
Drummond Nat. Leaf, per doz.	95	
Battle Ax	37	
Bracer	37	
Big Four	31	
Boot Jack	36	
Bullion, 16 oz.	46	
Climax Golden Twins	48	
Days Work	38	
Derby	28	
5 Bros.	63	
Gilt Edge	48	
Gold Rope, 7 to 10	58	
Gold Rope, 14 to 16	58	
G. O. P.	42	
Granger Twist	46	
G. T. W.	37	
Horse Shoe	43	
Honey Dip Twist	45	
Jolly Tar	40	
J. T., 8 oz.	35	
Keystone Twist	46	
Kismet	48	
Nobby Spun Roll	58	
Parrot	28	
Peachey	40	
Picnic Twist	45	
Piper Heidsieck	69	
Red Lion	30	
Sherry Cobbler, 10 oz.	26	
Spear Head, 12 oz.	44	
Spear Head, 14 1/2 oz.	44	
Spear Head, 7 oz.	47	
Square Deal	28	
Star	43	
Standard Navy	37	
Ten Penny	28	
Town Talk 14 oz.	30	
Yankee Girl	32	
WINE		
Cotton, 3 ply	25	
Cotton, 4 ply	25	
Jute, 2 ply	14	
Hiamp, 6 ply	13	
Flax, medium N	24	
Wool, 1 lb. balls	8	
VINEGAR		
Highland apple cider	22	
Oakland apple cider	17	
State Seal sugar	13	
40 grain pure white	10	
WICKING		
No. 0 per gross	30	
No. 1 per gross	40	
No. 2 per gross	50	
No. 3 per gross	75	
WOODENWARE		
Baskets		
Bushels	1 90	
Bushels, wide band	1 15	
Market	40	
Splint, large	3 50	

10	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 60
Paragon 55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



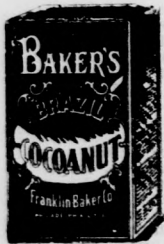
3. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand

Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case .. 2 60
16 10c and 38 5c pkgs., per case 2 60

CLOTHES LINES

Sisal
60ft. 3 thread, extra .. 1 00
72ft. 3 thread, extra .. 1 10
90ft. 3 thread, extra .. 1 20
60ft. 6 thread, extra .. 1 29
72ft. 6 thread, extra .. 1 39

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelstor, Blend, 1lb.
Excelstor, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fleibach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

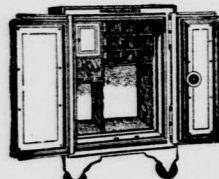
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .. 6 50
50 cakes, large size .. 3 25
100 cakes, small size .. 3 85
50 cakes, small size .. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

The Pulling Power Of Window Leaders

Dear to the heart of every woman shopper is the thought expressed in the word BARGAIN.

Merchants all over the country are following this thought as the line of least resistance is compelling business. It is now the advertising policy of some of the greatest retail institutions of the country.

Your windows are the logical place to present your trade coaxing offers. The right use of specially priced merchandise is bound to center interest around your store and show windows—it is a sure and safe way to results.

In your search for merchandise for this purpose there is but one sure and dependable source—our catalogue with its yellow pages of special merchandise.

Use these pages for their full worth to you. Use them today—next week—and every month in the year. If you haven't our current issue, ask us to mail a copy at once. The number is F. F. 856.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Omaha, San Francisco, Seattle

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANGES

For Sale—Grocery stock and fixtures in good town in St. Clair, county, Michigan. Good stock and good business. Will make small discount if taken at once. Address No. 148, care Tradesman. 148

To Exchange—For general stock of goods, a business block of three stores, in lively county seat town in Ohio. Property shows 6 per cent, income on low rentals. Have some unimproved land to exchange for general stock of goods. Jas. J. Savage, Midland, Mich. 146

For Sale—Or exchange, 114 acres, forty miles south of St. Louis; improved; price, \$6,500; incumbrance \$2,000; want good, clean stock for equity. 400 acres, Clay Co., Minn.; all raw land; price, \$10,000; incumbrance, \$2,500; want stock for equity. Address S. H. Tolly, Decatur, Ill. 144

Bring Something to Pass

Mr. Merchant! Turn over your 'left overs' Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—Lumber yard, planing mill and coal business in Berkley county, West Virginia; invoice about \$16,000.

For Sale—Blacksmith and wagon shop in Adams county, Washington; \$1,650.

For Sale—Livery business and sales stable in Santa Fe county, New Mexico; \$6,600.

For Sale—Electric Light plant, residence and controlling interest in 70 barrel flour mill in Adams county, Nebraska; \$14,500.

For Sale—Stock of general merchandise and farm implements in Dixon county, Nebraska; \$5,000.

For Sale—Grocery business in Battle Creek, Michigan; \$4,500.

For Sale—Grocery business in one of the largest cities in Michigan. This is one of the best stores in the state; invoice about \$31,000.

For Sale—Dry goods, millinery and cloak business in Green county, Iowa; \$10,000.

For Sale—Stock of millinery goods in storage; about \$375 required.

For Sale—Harness shop in Kendall county, Illinois; \$2,000.

For Sale—Harness shop building and residence in Jackson county, Illinois; \$1,900.

For Sale—Grocery business; six corner location in one of the best parts of Chicago; \$2,000.

For Sale—Illinois telephone plant with exchanges in five live towns; \$50,000.

For Sale—Stock of general merchandise and three story store and office building in Houston county, Alabama; \$25,000.

For Sale—Wisconsin veneer package and stave manufacturing plant; this is a modern, complete, up-to-date plant that cost \$28,000; will sacrifice for \$10,000.

For Sale—125 barrel modern electric flour mill, at a good Wisconsin shipping point; cost \$16,000, owing to death will sell for \$10,000.

For Sale—Laundry in Stephenson county, Illinois; good opening, \$1,000.

If you want to buy, sell or exchange any kind of business or property anywhere at any price, address, Frank P. Cleveland, 1261 Adams Express Building, Chicago, Illinois.

IMPORTANT

I can positively close out or reduce your stock of merchandise at a profit. I can positively prove by those who have used my methods that a failure is entirely out of the question. I positively have the best, the cheapest and most satisfactory sales plan of any salesman in the business. LET ME PROVE IT.

G. B. JOHNS, Auctioneer and Sale Specialist
1341 Warren Ave. West Detroit, Mich.

For Rent—Modern store, bargain, basement light at both ends. Centrally located in thriving Southern Michigan city, having large number diversified flourishing manufacturing concerns and that needs one or two each, dry goods and grocery stores. If you have capital, capacity, energy and a desire to do a good business in a good town, write me. Address Chittenden, care Tradesman. 143

Drug Store For Sale—Business good. No cut rates. No opposition. \$1,000. Druggist, 1269 Fifth Ave., Grand Rapids, Mich. 142

For Sale—Water power on Grand River. Two and one-half acres of land adjoining same. Good power for factory purposes. Also large feed mill. Will exchange for good farm. Address A. W. Annis, Eaton Rapids, Mich. 141

Wanted—Good established business in good live city. Will consider any good proposition, manufacturing, retail or wholesale. Address No. 140, care Tradesman. 140

For sale or trade for city property, nice clean stock of dry goods, ladies' ready-to-wear clothing, furnishing goods and shoes. At a discount if sold before March 1. Stock will inventory \$15,000 but can be reduced. Small town, expenses low, business established 10 years. J. Anspach, Kingsley, Mich. 139

For Sale—Lumber yard and planing mill. Located in a prosperous town in Southern Michigan. No competition and an excellent chance for some one. Planing mill and factory is operated by 35 H. P. gasoline engine and is equipped with machinery for manufacturing lace display racks and other novelties. Patent on lace rack goes with the business. For particulars write to J. W. Mitchell, Montgomery, Mich. 138

For Sale—At Freiburgers, Michigan, general store and good fresh stock, inventorying about \$3,000. Will sell or rent building, ten living rooms over store. Write or call at once. A. C. Graham, Sheriff, Sanilac Co., Sandusky, Mich. 137

For Sale—One Economic rubber boot rack, fine condition, price \$21. F. H. Merrifield, Watervliet, Mich. 136

For Sale—Drug stock and fixtures in best manufacturing town in Southwestern Michigan. Invoices about \$4,000. Reason for selling, other business. Address No. 135, care Tradesman. 135

Typewriters—New, second-hand, and factory rebuilt. All makes; lowest prices. Fully guaranteed. Cash or installments. Expert repairing. Call or write. U. S. Typewriter Exchange, 67 Powers Theater Bldg. 133

For Sale—Good clean stock general merchandise in one of best towns in the Thumb of Michigan. Invoices about \$12,000. Good reason for selling. Cash proposition. Address No. 132, care Tradesman. 132

To Merchants Everywhere

Get in line for a rousing Jan. or Feb. Special Sale. Our wonderfully effective methods will crowd your store with satisfied customers. Our legitimate personally conducted sales leave no bad after effect, and turn your surplus goods into ready cash. Write us today.

COMSTOCK-GRISIER SALES CO.
907 Ohio Building Toledo, Ohio

For Sale—Small stock bazaar goods in hustling Northern town. Box 34, Buckley, Mich. 117

Practically the only shoe business in one of best college towns in Michigan. Good sideline. Paying business. Reason for selling, failing health. Box 184, Olivet, Mich. 129

Wanted—Country store and stock in thrifty community, property not to exceed \$3,000. Apply to E. J. Farquhar, Smiths Creek, Mich. 125

For Sale—Drug store and fixtures in town of 450. Stock and fixtures are practically new. Best of reasons for selling. The property will stand investigation. Good location for veterinary surgeon. Address No. 123, care Tradesman. 123

For Sale—Clothing and shoe stock. Invoices \$4,000. New and up-to-date. Good trade established. Good reason for selling. Address 817 Cotey St., Cadillac, Mich. 122

Ice Cream Factory For Sale—The wholesale ice cream factory of F. W. Bun, Bankrupt, will be sold to the highest bidder on January 20th, 1911. Wm. Happ, Trustee in Bankruptcy, South Bend, Ind. 121

A Bargain—Photograph gallery and furnishings complete. Cheap for cash. Address H. O. Wooster, Buckley, Mich. 120

For Sale—The only stock of furniture and undertaking in a good hustling town 700 population. Parties have other interests which need attention. Must sell at once. Undertaking \$1,200. Furniture will invoice about \$1,300. Will sell both or separate. \$1,500 down, balance easily arranged for. Write or call J. S. Husted, Buckley, Mich. 119

House furnishing and undertaking, Central Michigan, invoices about \$3,000. Large territory. No competition. Old established business paying extra well. Health is reason for selling. Some terms. M. M. C., care Tradesman. 127

For Sale—Al dry goods stock. Must sell on account of other business. Address No. 110, care Tradesman. 110

For Rent—\$20 month, large store with all fixtures and living rooms to parties buying any part general stock on consignment. Would exchange. A. W. Stein, Elmira, Mich. 130

For Sale—Grocery and shoe stock in live town Central Michigan. One competitor. Address No. 111, care Tradesman. 111

For Sale Cheap—Cash \$2,000, a modest home with about 14 acres land excellently located for market gardening or poultry raising, the healthiest and most profitable safe business of the age, in one of Southern Michigan's best towns and richest farming centers. Suitable also for live stock feed yards or a money maker to sub-divide to sell off in town lots. Why struggle to make ends meet in trade when your capital invested here in poultry production, scientifically conducted, will easily return 100% net annually besides a family's good living? Address Owner, 224 Queen Ann Place, Milwaukee, Wis. 109

For Sale—60 ton Shay Standard gauge. Also 20 and 30 ton Climax standard gauge and many other of various types. Southern Iron & Equipment Co., Atlanta, Ga. 107

For Sale—First-class stock, dry goods, notions, furnishings, shoes, etc. Doing cash business. Best location in town. Second door from post office, located in one of the best farming districts in Southern Michigan. Strictly cash proposition, none other need apply. Can reduce stock to \$2,500. Owner obliged to make change of climate. Address Lock Box 28, North Adams, Mich. 114

Oregon Land For Sale—16,000 acres finest colonization or plating proposition in the West. Box 598, Portland, Oregon. 95

For Sale—Grocery with confectionery and ice cream. Best location in Traverse City. C. Van Riper. 101

For sale or trade for improved farm stock general merchandise and fixtures, inventorying \$5,000. No old stock whatever. Business last year over \$18,000 and getting better each month. Elevator, on commission basis and post office in connection. Practically no competition. State what you have in first letter as this will soon be picked up. Address No. 100, care Michigan Tradesman. 100

For Sale—Drug stock and fixtures and nearly new soda fountain, with full equipment. Good location in first-class town of 4,500. Best fountain trade in city. Invoice about \$3,000. Better investigate. Address No. 98, care Tradesman. 98

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

For Sale—New stock ladies' and gents' shoes, about \$1,200. Will sell at a bargain. Call and see stock. Jacob Summers, Chester, Eaton Co., Mich. 96

For Sale—Nice clean grocery stock in good live town in Western Michigan. Fine opportunity for good man. Address No. 89, care Tradesman. 89

MERCHANTS ATTENTION — Clean out your winter merchandise with a rousing January or February Special Sale. Oldest sale conductor in the business. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 86

For Sale — Hardwood manufacturing property, Northern New Hampshire. Bobbin, birch, novelty, saw mills, two railroads, thirty acres land. Address B. N. Hanson, Gorham, N. H. 82

For Sale—Residence, store building and stock of general merchandise. Good location on two railroads and in center of dairy country, tributary to a new Van Camp condensery. Ill health, reason for selling. Enquire of C. L. Robertson, Adrian, Michigan, or Ryal P. Riggs, Sand Creek, Mich. 87

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. O. G. Price, Macomb, Ill. 84

For Sale—\$1,500 stock groceries and hardware in Central Michigan farming country, produce business connected, doing good business, sell at invoice. Address No. 83, care Tradesman. 83

For Sale—Stock of general merchandise in one of the best towns in Michigan. Invoices \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street Grand Rapids, Mich. 104

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

SITUATIONS WANTED.

Wanted—Position as clerk in grocery or general store. Am young man of good habits. Strictly temperate, unmarried and 28 years of age. Have had nine years' experience in this line of work, also know something of meat cutting. Address No. 145, care Tradesman. 145

Wanted—Young man of 27 wants position in good retail place as clerk or book-keeper. Several years' experience. Best of references. Address Clerk, care Tradesman. 124

HELP WANTED.

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. E. Marden, Pres., The National Co-Operative Real Estate Company, L 371 Marden Bldg., Washington, D. C. 147

Salesman with established trade to carry first-class line of brooms on commission. Central Broom Co., Jefferson City, Mo. 42

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 143

Want ads. continued on next page.

Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

SAVINGS BANKS.

It is frequently claimed that the American people lack thrift and if the people who frequent the lobster palaces of Broadway, in New York and other similar places in other large cities, and the showy extravagance of some of our plutocrats be accepted as a good criterion there would be some truth in the claim. There are not lacking evidences however, that the masses of the people are thrifty enough, and that in addition to steadily increasing their comforts and improving their scale of living, they are also putting aside money for a rainy day, purchasing property and absorbing good investments.

That the savings banks of the country have contributed largely in infusing more thrifty habits among the people cannot be doubted. Everywhere the number of savings institutions is increasing and the aggregate deposits of such institutions are rapidly expanding. Take the great Empire State of New York, for instance. The statistics of the savings banks in that commonwealth show that there are now 2,886,910 separate accounts in such institutions in the state, showing that one person in every three has money on deposit in some savings bank, and during the past year the number of these separate accounts has increased more than one hundred thousand, while the amount on deposit has increased \$54,000,000, equal to six dollars for every man, woman and child in the great state of New York.

Conditions in other states are without doubt pretty much the same in a greater or less degree. Such statistics, the accuracy of which there is no reason whatever to doubt, certainly indicate that the American masses are thrifty and are not squandering their substance, as so many of our foreign critics and so many also of our wiseacres so frequently claim. If to savings deposits be added the amounts that wage earners invest in co-operative savings and loan associations, homestead associations and in life insurance, it becomes apparent that our masses are not only thrifty but are distinctly prosperous, and that too in spite of the fact that the last few years have not been so satisfactory from a business and financial standpoint as could be wished.

This tendency towards thrift is steadily growing as deposits are increasing at a comparatively rapid rate, holding out the hope that eventually our great American people will earn quite as great a reputation for thrift and economy as the French and Germans.

TAKING A JOKE SERIOUSLY.

Rochester is the first American city to take seriously the proposition to legislate against long hatpins. An ordinance introduced by one of the city aldermen was at first regarded as a joke, but while it was pending a brother alderman was severely jabbed and nearly blinded by one of these feminine weapons. The jabbed one vigorously and enthusiastically

came to the support of the measure, and it has now become a law.

Moreover, there is to be no joke about the enforcement of the law. The Rochester chief of police has detailed four patrolmen in citizen's garb to look out for long hatpins and to "pinch" the wearers thereof. It is promised that all offenders will be prosecuted without fear or favor.

The Rochester ordinance limits the hatpin projection to half an inch. It is doubtless held that no man should get nearer than half an inch to a woman's headgear, and that if he does so it should be at his own peril. Beyond this limit, however, no one can be safe. A sudden jerk or gyration of a feminine head may bring blindness and desolation in the elevator, at the bargain counter, or on the crowded street car.

Legislation that is wholly directed against women is difficult to make effective. The first crusade against the theater hat was laughed at, but the cause was just, and the theater hat no more obscures the vision. The long hatpin is much more deserving of abolition, for it is a positive menace to life and limb. The Rochester experiment should be watched with interest.

Change at Bricetown, Ohio.

The People's Store succeeds L. A. Redenaw & Co., general merchandise and implements, at Bricetown, Ohio. The new management is sending out announcements that the old standards will be maintained, and that "We want you to make this your home. Don't be afraid of coming in too often, we shall be glad to welcome you, and the coming in, every little while habit is a good one to get into. You will find something each time worth making the acquaintance of. Your patronage will be heartily appreciated. By doing business on a basis that will enable us to quote you very low prices, we shall aim to deserve all your favors. Your money back cheerfully, if you want it, for any article purchased that might not be satisfactory."

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Jan. 18—Creamery, 25@27c; dairy, fresh, 18@22c; rolls, 18@22c; poor, 15@17c.

Eggs—Strictly fresh candled, 28c. cold storage candled, 23@24c.

Live Poultry—Fowls, 13@15c; chickens, 13@15c; ducks, 18@20c; old cocks, 10@11c; geese, 15@17c; turkeys, 20@23c.

Dressed Poultry—Old cocks, 10@11c; fowls, 14@15c; chickens, 14@16c; turkeys, 25@27c; ducks, 20@22c; geese, 14@15c.

Beans—Pea, \$2.15; red kidney, \$2.5; white kidney, \$2.75; marrow, \$2.50; medium, \$2.15.

Potatoes—New, 45@50c per bu.
Rea & Witzig.

J. D. Lawton, formerly with the Musselman Grocer Co., will cover the entire State for the Buckeye Cleanser Manufacturing Co., of Osborn, Ohio.

A wise pullet will listen to the cackle of an old hen.

Manufacturing Matters.

Detroit—A new company has been organized under the style of the Kirby Motor Car Co., with an authorized capital stock of \$300,000, of which \$150,000 has been subscribed, \$1,500 being paid in in cash and \$148,500 in property.

Iron River—The Standard Ore Co. has engaged in business for the purpose of mining, smelting and manufacturing iron ore, with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

Escanaba—A new company has been organized under the style of the Cates Finger Moistener Co., with an authorized capital stock of \$10,000, of which \$5,010 has been subscribed, \$10 being paid in in cash and \$5,000 in property.

Eaton Rapids—The firm of L. J. Smith & Co., owners and operators of the egg case factory at Smithville, has been dissolved. J. M. C. Smith, of Charlotte, has disposed of his interest in the industry to his brother, L. J. Smith, who will continue the business.

Kalamazoo—The annual meeting of the Kalamazoo Bread Company was followed by a banquet to all the employees, with O. E. Rasmus as toastmaster and W. S. Cain, of Grand Rapids, as the principal speaker. E. M. Chidester was re-elected President and O. E. Rasmus Secretary-Treasurer and General Manager.

Pontiac—The Flanders Manufacturing Co. has engaged in business to manufacture, buy, sell and deal in machinery, tools, implements, self propelled vehicles, motors and parts, with an authorized capital stock of \$1,750,000 common and \$500,000 preferred, of which \$1,545,000 has been subscribed, \$162,603.66 being paid in in cash and \$1,382,369.34 in property.

Store Conferences.

Management in the store is all important. Much good can be done where the management is of the fellowship sort. A getting together with the working force in the store at stated intervals makes managing easier, less a driving procedure, more a working together like a colony of beavers, for the good of the cause, and no quitting by any one till the job is finished. A weekly conference with the manager down to the youngest clerk is a paying feature.

The value of this sort of concurrence was impressed upon me in the early days of my service. Connected with our store were five other clerks besides myself. We did a good business in those days, as stores were conducted. The "boss" had the right idea. He aimed to get near to his clerks, and in doing that he held them well in hand with the usual effective results. We had a conference every Monday morning and as there was no other space adaptable for the purpose of a "council room," a room was fitted up in the barn.

The value of those meetings each week was incalculable. Here Frank had a piece of information to impart

in something that had occurred to him while out on the wagon. Herman, the oldest clerk, had by chance made a hit with a certain woman customer who had hitherto been regarded by all of us as impregnable so far as our store was concerned. The vulnerable point in this party's shell had been discovered and the rest of us knew how to tackle her next time she came in. Quite to be expected, her visits grew more frequent. If nothing more, a swapping of ideas is made possible by these meetings.

Get the boys together say every Monday morning for a half hour. Choose an hour in the week when you can all gather at the back of the store. Let some of the boys make an estimate of what they will sell during the next week, and to the man who exceeds his estimate during January, give a percentage bonus.

If you are weak on any one item with some of your trade, set a man to work it up. Say, "Here, George, I'll give you five per cent on all canned goods you sell Mrs. Jones," etc. If you do no more for the first few months than get thee boys together in this way, you have laid the foundation for a better road over which to run your business.—Modern Grocer.

Elgin Butter Board.

Elgin, Ill., Jan. 16—Market declined 2 cents to-day in range with lower values existing in other markets. Two sales made on the call at 27 cents. Considerable discussion took place on the floor before the Committee retired, and a feeling for lower prices was the sentiment. Objection was made to the Committee's finding, but the vote of members present was two to one for sustaining the quotation committee. Output decreasing.

How to Cut Down Meat Bill.

"Isn't there any way to cut down a butcher's bill?" asked Tightwad, sarcastically addressing his meat man "Why, yes, Mr. Tightwad," said the latter. "You might pay a little on account now and then."

When you are selling groceries to a man talk to him in terms of his own business. Use terms and comparisons that he will understand.

BUSINESS CHANCES.

For Sale—Stock and buildings situated in one of the finest dairy districts in state; located on fine country road corner, only store here. Stock invoices from \$13,000 to \$14,000. Property worth at least \$8,000. Have accumulated enough of this world's goods and wish to retire. An exceptional opportunity for live hustler. For further information address J. E. Page, Seward, Ohio. 151

For Sale—Stock and store. Best location and largest grocery and produce business in Ligonier. Cause of sale is sickness. Address P. O. Box 56, Ligonier, Ind. 150

Wanted—Stock \$4,000 to \$6,000, shoes, gents' furnishings or general merchandise in good town. Have Minnesota improved farm and No. Dakota prairie land to deal for good clean stock. A. H. Schroeder, Mankota, Minn. 149

Man and wife with \$2,500 in cash can get possession of one of the best and most modern equipped (baths and steam heat) hotels in the State. Address No. 152, care Tradesman. 152

For Sale—Variety stock running largely to dry good and ladies' furnishings. Invoice about \$4,000. County seat town Northern Michigan. Reason for selling, wish to go West. Address No. 153, care Tradesman. 153

Be Helped Instead of Hindered in Your Accounting

The McCaskey Gravity Account Register System

(First and Still the Best)

Will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank

With One Writing

Over Sixty Thousand in Use. Ask Any User! Or Write

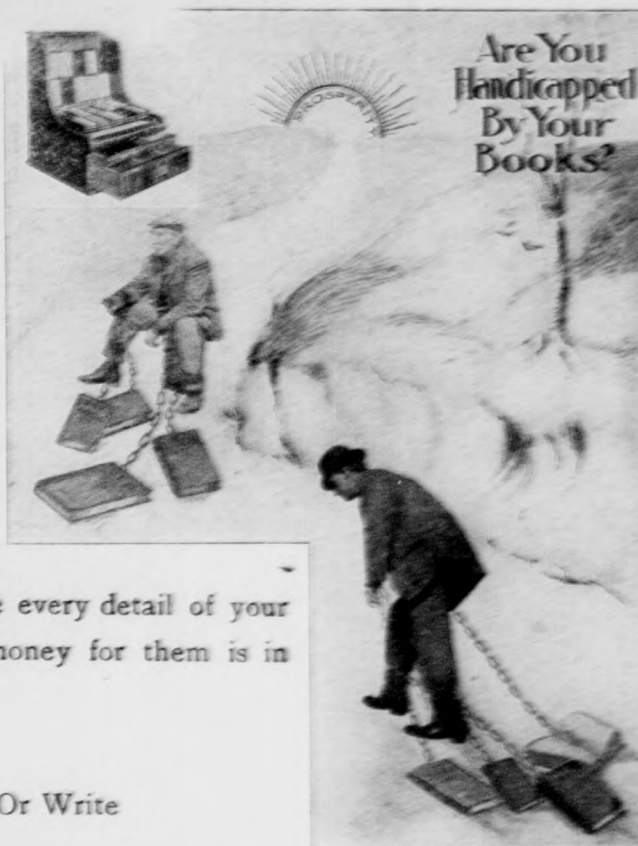
The McCaskey Register Co., Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

Grand Rapids Office—256 Sheldon St., Citz. Phone 9645

Detroit Office—1014 Chamber of Commerce Bldg.



Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal

*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."



IT PAYS EVERYONE TO STICK TO

Kellogg's



Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation

Get Out of the Rut in Your Advertising

THE old-fashioned methods won't do. New ideas and new designs bring new business. We offer you a brand new idea for a SPECIAL SALE, one that has been tried and proven a success—a SURPRISE SALE. We reproduce herewith a design suitable for a half-sheet bill, which you are at liberty to copy. We will rent you the cuts necessary to properly illustrate the bill for a purely nominal sum, \$1.20. These cuts are very suggestive. Our Rental Cut Service is a new feature which we believe will be highly appreciated by all advertisers.

You will be more than pleased with the results of a *Surprise Sale*. The design being new, your bills will attract more than passing attention. The title *Surprise Sale* affords many opportunities to elaborate and make the sale a success from every standpoint. We will rent these cuts to but one store in a town, so get in your order early. These cuts if purchased at retail would cost you \$6.00.

As this bill was used to advertise a summer sale you will of course have to change copy to suit the season as well as your line of goods

A Few Suggestions

Sell a few articles below the advertised price.

During each hour give one or two customers a few cents more change than they are entitled to.

Surprise all customers by giving them a souvenir.

Arrange a large mirror some place in the store so that customers will think it a continuation of the store and walk into it.

Conceal a phonograph and give a talking record once in a while.

It should be the object of the merchant to carry out the idea of surprising the customers in as many ways as possible.



SURPRISE SALE

At WIENERS For 3 Days

Special---Surprise Bargain Sale---For Three Days---Only

FRIDAY JULY 1 SATURDAY JULY 2 MONDAY JULY 4th



You will be More than Surprised when you see these Big Bargains
Prices Talk---Read Every Line. Read! Think! Act Quick!

 <p>3 Days' Sale on Best Calicoes 48c 10 yards for a customer---1/2 yard in less amounts.</p> <p>Apron Check Gingham 8 1/2 lb. quality while they last 6c</p>	 <p>Best Percales; 36 inches wide, special price 11c</p> <p style="text-align: center;">SILK RIBBON SALE.</p> <p>All colors; 3 and 4 inches wide, dandy quality. Don't miss this. Only 10c</p>	 <p>White, Cream and Tan Color Summer Silks 40 and 50c quality, special 3 Days' Sale price 29c</p> <p style="text-align: center;">BATH TOWELS</p> <p>Regular 15c quality; 3 Days' Sale price, each 10c</p>	
<p>Summer Goods</p> <p>One big lot of these goods, worth 15 and 18c; your choice at this 3 Days' Sale 9c</p>	<p>Linen Color Dress Goods</p> <p>Extra wide; special sale price 25c 1/2 quality; extra fine; special 33c</p>	<p>Fine Waistings</p> <p>Specials at 12 1/2c, 15c, 18c, 20c, 25c</p>	<p>Ready Made Sheets</p> <p>For large Beds, 72x90; good quality muslin; 3 Days' Sale price 42c</p>

All Summer Goods at Tempting Prices for 3 Big Days

<p>Big Harvest Table Linen Sale</p> <p>Turkey Red Damask, 36 inches wide. This is our regular 50c quality. 3 Days' Sale price, per yard 25c</p> <p>Beautiful Bleached Table Damask. This is our 57 1/2c quality. Special Sale price, per yard 49c</p> <p>Extra fine, all linen Table Damask, full 68 inches wide; 75c quality and worth it, only, per yard 62 1/2c</p> <p style="text-align: center;">Great Sale of All White Goods</p> <p>India Linens, worth 12 1/2c, for only 9c yard 1 1/2c Indian Linen, for 3 days, at 11c yard 2 1/2c India Linen, for this sale, at 15c yard Window Shades, 7-foot cloth, 45c kind, for 25c Window Shades, 6-foot cloth, 25c kind, for 20c</p> <p style="text-align: center;">Special Hosiery Sale</p> <p>Ladies' Black Hose---special 3 Days' price 9c Ladies' Blue, Pink, Green, White, Red and Lavender Hose, worth 25c; special 17c Men's good Work Sox, 9c pair; 3 pairs 25c Men's fancy 25c Hosiery; dandy colors, at a pair 19c</p> <p>Children's fine Black Ribbed, 20c quality, 3 Days' Sale only 13c 3 Days' Sale, only, 2 for 25c Lavender Hose, worth 25c; special 12 1/2c</p> <p style="text-align: center;">Mens' Silk Neckwear</p> <p>Choice of all 25 and 35c Ties, for 3 Days, at 19c</p> <p style="text-align: center;">Surprising Shoe Sale</p> <p>A sale of Ladies' Fine Dress Shoes, worth \$2.50, \$3.00 and \$3.50. These are odds and ends of our regular stock.</p> <p>This sale includes Ladies' and Boy's \$2.50 and \$3.00, mostly small sizes. This sale in clothes Ladies' and Boy's Oxford, that sold for \$2.25 and \$2.75. They all got \$1.75</p> <p>This big lot of Shoes will be on sale for just 3 days and you can take your own pick for the low price of only \$1.75</p> <p>Ladies' Black Oxfords, dressy cap toe; 5c eyelid tie; regular price \$2.00 \$1.39</p> <p>Children's fine Dress Shoes, button or lace, choice \$1.25 and \$1.35 values. Special surprise, for 3 days only 98c</p> <p>Men's Gunmetal, Patent Leather or Tan OXFORDS; 1910 styles. Regular \$3.50 goods. Surprise sale, choice for 3 days, only \$2.95</p> <p>Men's \$3.00 Work Shoes, famous Lion Brand Elk Skins; best on the market. Choice for 3 days \$2.49</p>	<p style="text-align: center;">Superb Clothing</p> <p style="text-align: center;">A Big Clothing Sale</p> <p style="text-align: center;">Every Suit of Clothes Reduced in Price</p> <p>\$25.00 Suits for \$21.00 \$22.00 Suits for \$18.50 \$20.00 Suits for \$17.25 \$18.00 Suits for \$15.00 \$15.00 Suits for \$12.50 \$10.00 Suits for \$6.50</p> <p>No trouble to show goods DON'T MISS THIS SALE.</p> <p style="text-align: center;">Pants Sale</p> <p>Special at 85c, 90c, \$1.48, \$1.98, \$2.49, \$3.48</p> <p>Men's Pants, all 35c Belts, black and tan, choice for 25c Boy's 25c Belts at 21c Men's Fancy Belts, Pearl Buckles, in black, tan, grey or oxford, only 44c</p> <p style="text-align: center;">Nothing Ever Like This!</p> <p>Here's the Greatest Bargain that ever struck South Whitley. 100 of the Finest Lingerie Shirt Waists</p> <p>These beautiful White Waists; all brand new and not on sale until Friday morning, were bought for spot cash of an overstocked factory. This was indeed a lucky purchase, and YOU GET THE BENEFIT.</p> <p>These Waists are worth \$1.25, \$1.50, \$1.75 and \$2.00. They are all brand new and go on sale for just 3 days at the Surprise Price of only 98 CENTS</p> <p style="text-align: center;">Black Taffeta Silk Goods</p> <p>Beautiful goods, full 36 inches wide, a \$4.35 value, will be on sale just 3 days for only 95c</p> <p style="text-align: center;">Lace Curtains--Surprise!</p> <p>Ladies, you will grab for these extra wide (only one needed for a window) \$1.25, \$1.39, \$1.49 and \$1.59. Your choice 95c</p> <p style="text-align: center;">Men's Cool Underwear</p> <p>Surprising bargains for 3 days. Men's Black, Blue, Cream or Black and White mixed; well made garments; 35c value. Our 3 days' surprise sale, price only 22c each</p> <p style="text-align: center;">Keep Cool</p> <p>Men's Blue \$1.00 Union Suits---just for a flyer---for 3 days---surprise 77c</p> <p>Men's finest Union Suits; our \$1.25 value! These are one-quarter sleeve and three-quarter length, only 98c</p> <p>Check Feed, per lb. 1 1/2c, per 100 lb. \$1.65 Oyster Shells, per 100 lb. sack 99c Big sale of Brooms, worth 45 and 50c. Surprise Price only 33c</p> <p style="text-align: center;">Corsets</p> <p>We have a great line of New Style Corsets.</p> <p>Soft Shirts worth 50 and 75c, for only 44c</p> <p>Big Palm Leaf Fans, 2 for 5c</p> <p style="text-align: center;">SEE OUR BIG 5 AND 10c BARGAIN COUNTERS</p> <p>Big sale of Hats for men and boys 98c</p> <p style="text-align: center;">SUIT CASES.</p> <p>Dandy \$1.50 Suit Cases for 98c Fine \$2.50 Cases for \$1.69</p> <p style="text-align: center;">Porous Knit</p> <p>Single garments 45c Union Suits; short sleeve and knee length 95c</p> <p>Butterick Patterns carried in Stock.</p>
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We always want your Butter, Eggs and Poultry

Big Fat Bananas 1c per dozen	10c
Nice, large Lemons, 2 for 5c, dozen	20c
Pine Full Cream Cheese, melts in your mouth, pound	18c
Fresh Crackers, 7c lb.; 3 lbs. for	25c
Dammy Prunes, 9c lb.; 3 lbs. for	25c
Soup Beans, 9c lb.; 5 lbs.	25c
Good Japan Rice, pound	5c
Baked Beans, 9c can; 3 for 25c, dozen	95c
Dried Peaches, 9c lb.; 3 lbs. for	25c
Good Chd'r Vinegar, gal.	18c
Nice bulk Coffee, lb.	12c
Flour, 25 lb. sack for	95c
Flour, 50 lb. sack for	\$1.28
All plug Tubs, 7 for	55c
Sweet Corn, 10c per ear, 30	38c

This is Not Half of the Surprises

S. WIENERS & SONS

- SOUTH - WHITLEY - IND.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.