

## Life Within



Once read thine own breast aright  
 And thou hast done with tears;  
 Man gets no other light  
 Search he a thousand years.  
 Sink in thyself; there ask what ails thee, at  
 that shrine.

\* \* \* \*

We would have inward peace,  
 Yet will not look within;  
 We would have misery cease,  
 Yet will not cease from sin;  
 We want all pleasant ends, yet will use no  
 harsh means.

We do not what we ought,  
 What we ought not we do;  
 And lean upon the thought  
 That chance will bring us through;  
 But our own acts, for good or ill, are mightier  
 powers.

\* \* \* \*

And yet for those who know  
 Themselves, who wisely take  
 Their way through life, and bow  
 To what they cannot break,  
 Why should I say that life need yield but  
 moderate bliss?

Is it so small a thing  
 To have enjoyed the sun,  
 To have lived light in the spring,  
 To have loved, to have thought, to  
 have done;  
 To have advanced true friends, and beat  
 down baffling foes?

That we must feign a bliss  
 Of doubtful future date,  
 And while we dream on this  
 Lose all our present state,  
 And relegate to worlds yet distant our  
 repose?

*Mathew Arnold.*

## Sleep and Death



Let us give thanks for two things, Sleep and Death:  
 Sleep, who takes little children to his arms  
 And blesses them, and gives them to the day  
 With rosier cheeks; whose touch, we know not how,  
 Lulls all the fever in our youthful limbs;  
 Who comes more slowly in the after years  
 When life grows chiller, but is still our friend,  
 Nerving us for endurance or for toil,  
 Who blinds us to the glamour of the world,  
 Wreathes other skies beneath the arch of night,  
 And wafts us through that other varying world,  
 So bright, so sad, so strange and perishable;  
 And Death, whose friendly hand undoes the knot  
 That time's benumbing fingers fumbled at,  
 And rids us of the body whose embrace  
 Ensphered us in a world within a world,  
 And gives it back to Nature whence it came,  
 Leading us forth into a universe  
 Strong with fresh hope, and eager in desire  
 To find the life we vainly sought for here.

\* \* \* \*

I have lived long enough to know the taste  
 Of good and evil, to know what I am,  
 And what the world is. Now, I wait for Death,  
 As patiently as one who waits for sleep  
 Far in the night, not tossing restlessly,  
 Knowing that sleep will surely come, though late.  
 Nor idly do I linger; but as one  
 Who knows his friend will come, yet none the less  
 Is very busy with his wonted toil  
 As the slow hours roll onward, till he hears  
 The welcome steps within the corridor,  
 And the door opens and the friends clasp hands  
 And are at one forever; so I work  
 At the sore tattered tapestry of life  
 Of which we know not origin or end.

*Anonymous.*



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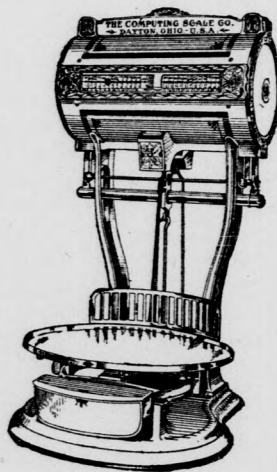


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# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 25, 1911

Number 1427

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## HELPING ONE ANOTHER.

This was the mild reproof which a high school principal gave to a young lady whom he caught in the act of prompting her seatmate: "In the kindergarten you were taught the little song, 'Help One Another,' and now it takes all my watchfulness to keep you from doing it."

Not only school girls but the community as a whole may well heed the caution. When we feel friendly toward another, especially a weaker one, there is too great a tendency to prompt; to help in some way. We forget that the best help is self-help. That to push them out from the shore into the current, first supplying them with oars, is the best way to make self-sustaining men and women.

The child does not learn to walk by being led continually. He strikes out boldly for himself, and if he does get a few falls it is only a spur onward. The best teacher is not the one who solves the hard problem but who by a hint can put the pupil upon the correct method. Strength is acquired in the act of digging and not in spending the gold after some one else has brought it to the surface.

The real helper is the one who can guide to a culture which will develop muscle; which will render the weak arm strong; which will inspire confidence; which will arouse a better and loftier purpose; which will not pick up the toddling child and carry him along, but will rather coax and encourage him to make the wavering steps more steady.

When prompted to help another stop and think if your method is to be a real help or the reverse. Help worthy of the name promotes strength, reliance and earnestness. That which but calls for more help of its class is usually a misnomer, an injury; a damage instead of an assistance.

## FALLING OFF.

A net gain of a thousand a year may mean very much or very little to a man. It depends altogether upon which way he is going. If it is an increase over previous years, good; but if it is a falling off, even

although slight, there is something wrong, and the leak or break should be at once located and repaired.

Measures of value are always comparative. Even the dollar has no standard uniformity but is constantly fluctuating. In our own lives we can not say we are doing well if we are accomplishing less than last year. Added experience and skill should keep us on the trend upward. "Whatever your present self may be," wrote Charlotte Bronte, "resolve with all your strength of resolution never to degenerate thence. Be jealous of a shadow of falling off. Determine rather to look above that standard and to strive beyond it."

There is not only the cash profit to guide in the estimate, but personal esteem is a part of the inventory which must not be ignored. Is our standing in the community gaining or losing? Are our patrons increasing or diminishing in number. Increased prosperity of certain customers may be responsible for the rise in profits. Some special occasion may induce some of them to purchase heavily this year and be quite moderate during the next. The prosperity which counts rests on a more secure basis. It is not the amount of the bona fide sales so much as actual standing in the community which tells in the end.

If you are establishing a reputation for working in cheap or shoddy goods; if people are learning that you need watching, then are you certainly falling off, even although the sales list does not show it. Patrons may resolve to match your game and still patronize you; but the tottering reputation is the most dangerous symptom in the "falling off" sickness.

## Digging Gum.

There will be a crusade in spruce gum digging in the Maine woods this winter. About twenty men will leave Skowhegan within a short time to begin gum digging operations near Jackman. Gum has grown scarce in the last few years and the demand is so great that it has become a business to many Maine men. Last year James Carey, Frank Cronin and Joe Cass dug 1,300 pounds and sold it all in Maine. It is estimated that from 50,000 to 100,000 pounds will be dug this season.—Kennebec (Me.) Journal.

Among all the numerous parcels post bills pending before Congress, there is not one which recognizes business principles and methods. They are all extravagantly unbusinesslike and certain to prove disastrous in operation. And yet business men are condemned by paid agitators as being obstructors of progress because they oppose the absurd schemes of impractical theorists.—Omaha Trade Exhibit.

## Automobile Prices.

Automobile journals have of late given considerable space to letters from manufacturers, who were asked for their opinion on the probability of automobile prices declining. Several of the manufacturers took occasion to criticize others who had already reduced prices, and the tone of most of the letters is that of disapproval, and predictions are made that prices have not been, nor will be, cut, except for some particular reason. A month ago one manufacturer said that a cut in prices was an indication that automobiles so reduced were not worth the original price asked, yet since his letter appeared he has reduced the price of his product \$150 and \$250, respectively, on two models. Other manufacturers gave the following reasons for reduction in price: Faulty construction; off styles; overstock of models and shortage of funds. Yet scarcely a manufacturer did not confess that his company is giving better value, that is, more equipment and better workmanship, etc., than last year or the year before. This is in reality a reduction in price. Several manufacturers declared that they have adopted a certain price for their cars and that such price would not be reduced. They talked of quality, and the inference seemed to be that they would endeavor to live up to the price in the quality of their cars. This seems a little absurd to one who has any conception of manufacturing on a large scale, because it is apparent that after a great plant has become thoroughly established and systematized, the cost of production is largely reduced. It was stated by one manufacturer that a car can be bought to-day for \$1,250 which could not have been produced three years ago at \$3,000. This shows the absurdity of manufacturers of high-grade cars setting an arbitrary price and declaring that that price will not be reduced. To sell a car to-day, for example, at \$4,000, the same price which was charged three or four years ago, is either to make an exorbitant profit or to make the car twice as good as it was originally made. The necessary price of three years ago is an arbitrary and fictitious price to-day.

But while the manufacturers have been talking against the reduction of prices, prices have nevertheless continued to decline on the output of several important factories. Two makers of high-class cars are this season selling their smaller models at \$2,000, for which a year ago they asked \$2,500. No special announcement was made of this reduction. The reduction of \$170 on a car that sold at \$950, fully equipped, last season,

and the reduction of \$250 on a widely advertised car that sold for \$1,250 a year ago, are of course generally known and such reductions had something of a sensational effect on the trade. Another well-known car that sold for \$1,250 last season has just been reduced to \$1,000, while only a few weeks ago one of the largest manufacturers announced reductions of \$150 on a \$1,100 car and \$250 on a \$1,500 car. No criticism can be made of the output of several of these manufacturers; their produce is first-class, and full value is given for the price. Also, some of the cars the prices of which have been reduced, are being turned out in the latest style, such as semi-torpedo and fore-door touring body. All the \$1,000 cars are now supplied with magnetos and approved ignition systems, more roller bearings than formerly, and their finish is equal to many higher priced cars.

The trend of automobile manufacturing seems to be toward first-class cars that will sell for from \$1,000 to \$1,500, and a few somewhat more powerful and perhaps better finished cars at \$1,500 to \$2,000, and while there will be some at \$2,000 to \$3,000, the real skip in prices will be from \$1,500 to \$3,000, the latter price and higher for a limited number of cars made for the "discriminating few," which means persons who think they are getting something extra good if the price is high. There is no question but that competition in the manufacture of automobiles is decidedly keen and that something like warfare is being waged. Present indications are that a few large manufacturers will control the output of moderate-priced cars in a very few years and that but few cars will be made at prices between a moderate price and a high price, that is, between \$1,500 and \$3,000. There will be a few manufactured, of course, ranging in price from \$3,000 up; and as the output of these cars will be limited, no such competitive strife will exist between their manufacturers as in the lower-priced cars.

Whether a really good and reliable car, such as now sells for from \$1,000 to \$1,250, can in another year or two be bought under \$1,000, of course no one can say. It may be that competition and reduced cost of manufacture will bring the prices of present \$1,000 cars down to, say, \$800, but it is more probable that "refinements" and a few more extras will be added to the cars to keep the price standard at the present level.

Honesty is the best policy, but look at the millionaires in the United States Senate!

## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 23—"High Jinks" on the Coffee Exchange caused some uneasiness in the spot market and for awhile it looked very much as if a decline were unavoidable. That was on Saturday. To-day the cables are all on the bear side—crops knocked out by rain and hail and the drought having had a very demoralizing effect. This will doubtless cause holders to tighten their grip and maybe will accelerate the movement of buyers who have been holding back. In store and afloat there are 2,736,000 bags, against 4,614,119 bags at the same time last year. In an invoice way Rio No. 7 is quoted at 133 $\frac{3}{4}$ @ 131 $\frac{1}{2}$ c. Mild sorts are moving in an every-day manner and no change is observable.

A steady although slight improvement is reported in the tea market. Stocks in first hands are only of moderate proportions and the general outlook seems to be in favor of the seller. The statistical situation is certainly on his side.

Rice is well sustained, although the movement is only moderate. No particular change has occurred in rates and prime to choice is still held at 47 $\frac{3}{4}$ @ 51 $\frac{1}{2}$ c.

The whole list of spices is holding its own, and ginger and nutmegs are especially well sustained. Pepper is rather backward, but the line generally is fairly well held.

Orders for molasses indicate a slackening in trade. The demand is for small quantities and only "once in awhile." Good to prime is still held at 25@32c. Syrups are without change. Fancy, 25@27c.

Canned goods are gaining in strength every day and the market for futures is developing some good business; corn, especially, is meeting with increasing enquiry. Tomatoes, standard 3s, f. o. b. Baltimore, are quoted at 85c and this seems to be pretty well established. If lower rates are named the goods are most carefully scrutinized. Other lines are all well held and prices are nowhere weak.

Butter has not regained its accustomed place at the top of prices for foodstuffs, but on the contrary has shown still further decline and creamery specials are now being worked off at 27c; extras, 25@25 $\frac{1}{2}$ c; firsts, 22@24c; held specials, 24 $\frac{1}{2}$ @ 25c; extras, 23@24c; imitation creamery, 18@19c; factory held, 17 $\frac{1}{2}$ @18c; current make, 18c.

Cheese is moving very moderately at unchanged figures—15 $\frac{3}{4}$ @17c for full cream. The market is "uncertain."

Eggs show further decline and the whole market is in a sort of "slumpish condition." There is a big accumulation here and figures are apt to be revised at any time to a lower level.

el. Best Western, 30@33c; fresh-gathered selected extras, 27@28c; refrigerator firsts, 19@20c.

## Motor Truck Show.

It is estimated by those who have made a close study of the motor truck business the last six years that there are approximately 20,000 motor trucks and delivery machines now in service, of which a very large proportion—probably 50 per cent.—are trucks of from two to seven tons capacity. There are by careful count 130 active builders of motor trucks, delivery wagons and other forms of industrial motor vehicles in America, and of this number thirty-six are manufacturing gasoline trucks of from three tons capacity up, ten build electric trucks of one ton capacity or more and the rest make trucks of from one to two and a half tons.

Assuming that the average value of motor trucks, ranging from 2,000 to 14,000 pounds capacity, is approximately \$3,000, which is a conservative estimate, the 10,000 such machines in service represent an investment of about \$30,000,000 in power vehicles alone.

Leading pleasure car manufacturers with established reputations have for several years been testing thoroughly in actual service motor trucks of their own design until they are absolutely sure of the ability of the machines to perform satisfactorily the work for which they were designed. These models are now on the market, together with other machines that are the product of factories established for the exclusive manufacture of industrial motor vehicles, some of which have been in existence ten years or longer.

An excellent opportunity to make a study of practically all the types, styles and sizes of motor trucks and delivery wagons that are in the market to-day will be presented to the manufacturer and merchants by the automobile show to be held in Chicago from January 28 to February 11, under the auspices of the National Association of Automobile Manufacturers. More than fifty of the leading builders of these machines will make displays of their products during the second week of the show, when from 150 to 200 of these vehicles will be on exhibition at the Coliseum. The principal officers and heads of departments of hundreds of the largest and best known manufacturing and selling companies engaged in a great variety of trades throughout the entire central section of the country have already signified their intention of visiting the show with the object of posting themselves on the latest developments in this field. There is no doubt, from present indications, that the exhibition will be very largely attended and that a large number of orders will be placed at that time.

Seasonable food products are the ones to push hardest. They are also the ones to display in the show windows. Best results are obtained from working on goods naturally in the best demand.

INVITATION TO MERCHANTS.  
To the Retail Grocers and General Merchants of Michigan:

Bay City, Jan. 24—You are invited to attend the convention which is to be held at Port Huron Feb. 7, 8 and 9. We expect this to be one of the best meetings that has ever been held in this State by our organization. The Port Huron Association is doing its utmost to make it a success and with your help it surely will be so. This will be a good time to meet your brother merchants and to plan for the betterment of conditions in your business, so put aside your cares for a few days and be one of us.

M. L. DeBats, President.

## Trees For the School Yard.

For twenty-five years our school yard has stood with no tree or shrub decoration except the great "witness tree" maple, whose long elbowed arms coax the boys to climb and "skin the cat" contrary to the peace and dignity of the Board of Education. It stands open to whatever storms may blow from the Western sea or the Eastern mountains. It also is unshaded from the sun that shines between, except by the clouds above and by this lone tree beneath. The schoolhouse is a tidy three-room building quite fit to be framed by a planting of such ornamental vegetation as grows wild and free on this evergreen edge of our continent. That it should continue to stand thus naked has seemed unnecessary to us. So last Saturday, at the special school meeting, we proposed a "planting-bee" for making an evergreen dress for its nakedness. It only needed the suggestion. Everybody agreed, and half the house volunteered. The next Wednesday the "bee" eventuated. Three teams and twelve good men and true were on hand early with tools and a hundred young fir trees to belt the grounds with green. Six hours sufficed to do well what a whole neighborhood had been waiting a quarter of a century to see done.

There are three or four ways of planting a school yard. One is to take the money out of the treasury and hire a man to do it. Another is to let the women of the district get up a 50 cent dinner, feed it to the men for 15 cents, wash up the dishes and hire a man out of the profits. Yet another is to talk about it for twenty-five years and let Nature plant it while we are talking. The best way is the "bee." A bee is more than a planting. As a social function it beats the "municipal dance" in socialistic Milwaukee. It brings together the four corners of the school district, and sets men to digging in the dirt together, thus bringing about again the pure democracy of youth when we made dust cakes and pies in the roadway. While we were thus on a dirt level the grizzled old pioneer of the district confided to me that the school clerk was a lightweight and not "onto" his job." The clerk whispered that the pioneer was a chronic kicker that would not be satisfied with a Philadelphia lawyer for a clerk. We told both that the

other man was a good school district citizen in spite of his faults. The prophet of the district assured me that the old curmudgeon across the street would not be present, for he had refused to let the children so much as cut a Christmas tree in his woods. An hour later this old curmudgeon came over with his shovel and worked shoulder to shoulder with the clerk, the pioneer and the prophet for the good of the commonwealth. At the noon hour the ladies, who had been warming up the interior while the men were beautifying the exterior, called the workers in to a hot luncheon of generous farm dimensions and quality. Good-fellowship and good gossip were on tap, good plans for a better school and school grounds were discussed, and by mid-afternoon we disbanded, agreeing to meet again soon for another improvement bee. — Sharpshooter.

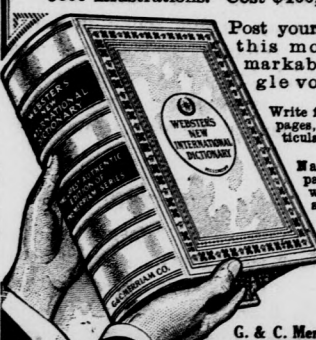
## Mistletoe, a Forest Pest.

Persons familiar with the mistletoe only as a feature of Christmas decoration will be surprised to learn that in many sections of the country it is an injurious pest, causing considerable damage to forest growth. William L. Bray, forest pathologist, who has made a special investigation of the injuries wrought by this particular parasite, which grows upon various species of broad-leaved trees throughout the Southern States, Texas, New Mexico, Arizona and California, states that there are localities in which mistletoe becomes so abundant upon the trees, and so harmful to them, as to make the control of it or its extermination a serious practical question.

The species of mistletoe that has played so important a part of the world's romance is found only in Europe, where it grows on the apple, hawthorn, sycamore, poplar, locust and fir trees and occasionally upon oaks. The American mistletoe is similar in habit and appearance to the European varieties.

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### THE OLD FOURTH WARD.

#### Some of the Men Who Gave It Prominence.

Written for the Tradesman.

When the village of Grand Rapids was incorporated as a city in 1850 all that part of the territory lying west of the river and north of Bridge street was designated as the Fourth Ward. The original division of the territory within the city limits provided for five wards. The Fourth Ward, or at least that part of it lying between the Scribner swamp (Broadway was the eastern boundary thereof) and the river was a very attractive residence section and many well-to-do and intelligent people took up homes on the strip. Among those whom the writer recalls were Colonel Thaddeus Foote, Seth Holcomb, William Harrison Demetrius Turner, Alexander Milmine, D. R. Utley, Capt. James D. Robinson, Lucius Patterson, F. B. Day, J. W. Williamson, Major A. C. Prince, Captain Samuel W. Turner, Frank Ward, E. H. Turner, the Scribners, S. O. Dishman, Robert Swain, Captain Baker Borden, W. H. Wheeler, the Widdicomb brothers, Charles E. and John W., "Tom" and "Bert" Belknap, A. S. Richards, Lewis Martin, J. W. Hayward, Rev. Father Ehrenstrasser, W. W. Anderson, the Stevens brothers, John Wheeler, Dwight Marvin, "Doc" Robens, Smith Robens, Reuben H. Smith and C. B. Clark, while west of the swamp Billius Stocking (sometimes unkindly called "Bill Socks") and K. S. Pettibone lived and owned large tracts of land, which in later years enriched their descendants. West Bridge street was a narrow country road and in the spring time the water from the Scribner swamp flowed over it for weeks unremittingly. The only sidewalk, located on the south side of the street, was supported by trestles high above the roadway, and when the water had undermined the supports the use of the walk ceased for a time. Between the river and Front street there were many large and beautiful trees, and it was a favorite resort for strollers in the warm months of the year. It was a long, narrow natural park of great beauty, especially when viewed from the eastern embankment of the stream.

At one point the story of man's inhumanity to nature was told in the form of a large stone factory, located on Front and Fourth streets, owned by William Harrison, used in the manufacture of wagons. At the west end of the bridge on Bridge street a little wooden church was occupied by the Methodist Episcopal denomination. Farther west on the street a faithful little band of German Methodists occupied a small church of wood, and near by Father Ehrenstrasser read the service to a small number of German Catholics in a building no larger than that of the German Methodists. On the corner of Scribner and First streets the Presbyterians met for worship in the basement of the old stone building they still occupy. These were the only religious edifices in the ward.

There were no social clubs or libraries in the city in 1850, and the residents of the ward were obliged to satisfy their desires for entertainment in a simple way. Fish could always be caught and the bridge was a favorite resort for wielders of the line and the rod. Dances were held frequently in the ball room of the old Planters' House, on Court street, and the statesmen of the ward assembled frequently at the fire engine house on Scribner street to discuss and settle in their own minds at least the affairs of the nation. When Scribner and Turner's addition was platted two of the thoroughfares running north and south through the ward were named in honor of the owners. Upon the War of the Rebellion breaking out some one questioned the loyalty of the elder Scribner, although several of his sons enlisted in the army and rendered important service to the Union cause. The name of Scribner street was changed to Lincoln, but the original name was restored in 1868. For many years the ward was controlled politically by the Republicans, but between 1870 and 1880 hundreds of Poles, Canadians and Germans moved into the district and allied themselves with the Democrats. Many of the men of the Fourth Ward entered the army when war broke out between the states, and acquitted themselves bravely on the field of battle. Colonel Thaddeus Foote, Captain J. D. Robinson, Major A. C. Prince, Captain J. W. Williamson, Captain Alex Milmine, Captain S. W. Turner, William George, Harry and John Widdicomb, W. H. Jones, Smith Robens, Charley Swain, A. S. Richards, J. W. Hayward, Dwight Marvin and Captain Charles E. Belknap were of their number.

Demetrius Turner was the mechanical engineer who built the two first engines used at the city pumping station. S. O. Dishman, Alexander Milmine, E. H. Turner, E. H. Thompson and William Widdicomb served the ward several years in the Common Council at different periods in their lives. Mr. Milmine was the most loquacious, persistent, pugnacious, verbose and unquenchable alderman the city ever knew. Alderman Dishman discovered the fitness of General I. C. Smith for the position of fire marshal when the department was but a disorganized and inefficient mob, and took to himself a great deal of credit for the splendid organization General Smith created and led so successfully in the early seventies of the past century.

None of the individuals mentioned above are now living excepting William and Harry Widdicomb and the Belknap brothers.

Arthur S. White.

#### High School Reunion.

Invitations will be sent out this week by the Executive Board of the Grand Rapids High School Alumni Association for the annual reception and reunion to be held at the new high school on Fountain street the evening of Jan. 30. Memorial books containing portraits and biographi-

cal sketches of A. J. Daniels, Miss Clarke, Miss McArthur, Mr. Volland, Miss Cole and Miss Dean will be on sale at 50 cents each. The edition of this memorial is limited and many have been taken already. The proceeds from the sale of the memorials and also of special postal cards will be added to the scholarship fund. The last report of this fund showed a principal of \$5,286.62, and that of twenty-four students who have received scholarships, thirteen have been graduated from the University and nine are now students there. The loans to the beneficiaries have been \$9,700, and \$6,100 have been paid back. The entire fund is now actively employed, and additions to it will widen the scope of this good work. Three of the best teachers in the city schools received their university education through the fund. All the alumni dues and donations are added to the fund and it is hoped the additions this year will reach \$1,000. Regardless of the fund all graduates and former students at the high school are invited to the reception and reunion to meet old friends and renew old acquaintances.

#### A Veteran's Farewell.

A. Poirier, for twenty-eight years a successful grocer at Ludington, has sold out and will take a trip West to see the country, and plans to spend the summer with relatives in Quebec. His farewell to his old customers and advice to his successors, in a unique letter, are as follows:

Advice for Success by a Retired Old Grocerman Twenty-eight Years in the Business: Tell lots of fish stories but don't tell any lies. Work hard and be honest and you will succeed. Get out of your store enough to keep well mentally and physically, but do not forget that the business does not go on the same when you are away that it does when you are there.

I thank you all for the good you have done me. I thank the ones many times who have paid their bills and the ones who have beat me I pray the good Lord to bless them, for I have not the heart to do it myself.

Above all, if your fishing interferes with your business sell your business.

I thank you all again for the good you have done me and I hope you are all as happy as I am.

A. Poirier.

#### What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Lansing Business Men's Association held its tenth annual meeting Jan. 20 and the reports made proved that the city has enjoyed a prosperous year. President Downey recommended the engaging of a paid secretary who can give his entire time to the work of boosting Lansing.

The automobile show in Detroit attracted 150,000 people during the past week and the sales, it is estimated, aggregated over half a million dollars.

Muskegon has secured fourteen new industrial plants during the past year.

The Commercial Club of Kalamazoo has added 157 new members during the past year, bringing the total membership to about 300.

The Board of Commerce of Flint will try to raise \$12,000 within the next few months, the fund to be used in exploiting the city's advantages from the manufacturing and residential viewpoints.

The Jackson Chamber of Commerce held its second annual banquet last week, with W. B. Field as toastmaster, and there were several stirring addresses.

The Grand Haven Commercial Men's Association will hold its annual meeting Jan. 27, the speakers including Millard Palmer, of Grand Rapids, and Lieut. Governor Ross, of Muskegon.

The hotel men of Saginaw will cooperate with the Board of Trade in securing large gatherings for the city. A convention fund is being raised.

The Cedar Springs Board of Trade has asked the Council to adopt a resolution submitting the question of bonding the village for \$15,000 for electric lights, to be voted on at the spring election. Almond Griffen.

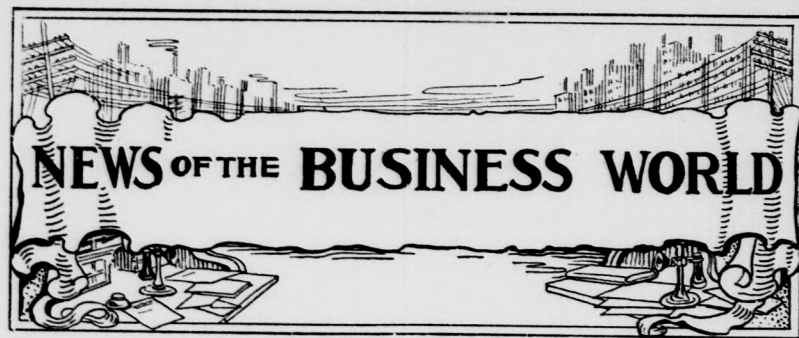
Early store closing is a necessity too long delayed in many towns. Merchants and employes simply must have time for rest and recreation—and the only way they can get it is through early store closing.

Watch the firm's advertisements, know what it says in the newspapers and should a customer mention it to you don't look blank and express your ignorance of what is going on.

## WORDEN GROCER COMPANY

### The Prompt Shippers

Grand Rapids, Mich.



#### Movements of Merchants.

Petoskey—John Friend has sold his meat market to John Long.

Girard—The firm of Carle & Boughton has dissolved, Mr. Boughton retiring.

Eaton Rapids—Ira McArthur, Jr., has his fixtures in and will soon open his cigar store.

Sturgis—Scattergood, the jeweler, will occupy a handsome new store about March 1.

Owosso—Chas. and Franz Lohman will open a grocery store at 538 East Main street.

Mancelona—F. N. Canada & Co. have opened a grocery store at the old Hopkins stand.

Mancelona—Darling's grocery and meat market has been sold to Frank La Bar, of Kingsley.

Pentwater—Ora Fuller & Co. have purchased D. A. Krauss' interest in the City Meat Market.

Detroit—The Detroit Garage Co. has changed its name to the Detroit Taxicab & Transfer Co.

Pellston—N. W. Sage has entered into partnership with Robert Devine in the mercantile business.

Grand Ledge—Thos. West has purchased the North Side meat market and grocery of Burton Gates.

Kalkaska—Montie Darby has purchased the restaurant conducted for thirteen years by Chas. Bacon.

Fremont—Roy Miller has sold his interest in the M. & M. grocery to his partner, Harry Meeuwenberg.

Sturgis—Clyde Yeagla and George Landis have purchased the cigar store and billiard hall of Bion Damon.

Hart—The grocery firm of Reynolds & Tice has dissolved, Harry Tice purchasing Mr. Reynolds interest.

Sturgis—A. E. Stewart has come here from Ft. Wayne to accept a position in H. C. Rehm's clothing store.

Traverse City—M. Morrell, of Sherman, has purchased the H. E. Trumbull grocery and will continue the business.

Colon—I. W. Teller & Son have sold their agricultural implement business, with coal and wood, to J. L. Peters.

Adrian—G. A. Nufer & Son are closing out their grocery stock. Mr. Nufer has been in business thirty-three years.

Ludington—A. Poirier has sold the grocery business he has conducted successfully since 1883 to L. G. and Otto Jebaoy.

Otsego—Thos. S. Tait has sold his interest in the grocery firm of Tait & Wood and J. B. Wood will continue the business.

Saranac—M. H. Herman has sold his recently purchased dry goods and grocery business to Melvin Dodge and Thad Mercer.

Eaton Rapids—Harry Knapp, of this city, has bought a hardware stock at Stockbridge and will go there to carry on the business.

Benton Harbor—The Peck & Moore Furniture Co. succeeds the Peck Furniture Company, and the business will be enlarged.

Dowagiac—Chas. Tuttle has withdrawn from the grocery firm of Martin & Tuttle. The business will be continued by Mr. Martin.

Oscoda—Luther and Nada Mills have opened a new grocery under the firm name of Mills Bros., with Luther Mills as the active manager.

Freeport—The meat market firm of Hyde & Tubbs has been changed to Hyde & Son, Mr. Tubbs retiring and being succeeded by R. D. Hyde.

Reed City—W. T. Riggs has returned from New York, where he purchased the stock for the new store he will open in the Densmore building.

Holland—F. W. Woolworth & Co. have leased the Vander Poel store and will open a 5 and 10 cent bazaar. The company has a string of such stores.

East Jordan—Peter and James Block, of Charlevoix, have leased the East Jordan creamery with an option to buy and expect to start making butter April 1.

Petoskey—The Petoskey Hardware Co. has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Hastings—A. B. Hedrick has purchased the interest of his partner, A. Riley, in the People's 5 and 10 cent store and will continue the business at the same stand.

Otsego—Robert K. McAllister, of the grocery firm of McAllister Bros., has sold his interest in the business to his brother, J. A. McAllister, who will continue the same.

Traverse City—Rowland Dougless and Arthur E. Kellogg have formed a partnership with Chas. Rehen to open an up to date shoe store in the First National Bank's old building.

Sturgis—Fred Swinehart, salesman with H. C. Rehen for three years, has formed a partnership with Chas. Rehen to open a clothing and tailoring establishment in the Wait building.

Laurium—The Copper Range Hardware Co. has engaged in business with an authorized capitalization of \$10,000, of which \$7,700 has been subscribed and \$1,000 paid in in cash.

Durand—Vic Mikan has purchased a half interest in the McBride Creamery and will be associated in the business with Jesse Frick. This is the creamery in which C. W. Harder was interested.

Eaton Rapids—John W. Hastings has sold his interest in the Hastings & Fowler plumbing and heating business to his partner, Wilbur Fowler, who will continue the business on his own account.

Litchfield—The firm of R. J. Shattuck & Co. has changed hands, the stock of hardware having been sold to O. B. Ingraham & Co., Mr. Shattuck and his father, E. A. Shattuck, retaining an interest.

Owosso—Roy Gute has resigned his position in Ferris' store and will go to Michigan City, Ind., to take a position with the Savelson Dry Goods Co. as manager of the cloak and suit department.

Allegan—The firm of Brown & Corboy has become I. A. Brown & Co. Mr. Brown bought Mr. Corboy's interest and then Percy Howe, of Lyons, bought an interest in the business from Mr. Brown.

Kalamazoo—The paint and wall paper business formerly conducted by David Parks, but which was later purchased by W. M. Houtcamp, has been incorporated for \$10,000. The business will be enlarged.

Escanaba—The Escanaba Clothing Co. has engaged in the wholesale and retail men's furnishings business, with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and paid in in cash.

Eaton Rapids—Wilbur Fowler has bought the interest of his partner, J. W. Hastings, in the plumbing business. Mr. Hastings expects to engage in the hardware business when he finds a desirable location.

Middleton—The firm of Ely, Slocum & Hudson, owners of the Bank of Middleton, has completed arrangements for the establishment of a bank at Elwell. The new institution will be known as the Bank of Elwell.

Corunna—The affairs of the firm of Stowell & Jillson are in the hands of Edwin P. Sherman, of Bancroft, receiver. The liabilities are estimated at \$8,000. The firm succeeded J. A. Watson & Co., general merchants.

Traverse City—W. D. Eaton, for eight years traveling salesman for the Burnham & Stoepel Company, of Detroit, has purchased the grocery, dry goods and notions store of H. E. Turnbull and will continue the business.

Petoskey—John Fochtman has sold his interest in the Royal Cigar Store to John L. A. Galster, Owen McMahon and J. B. Herrick. Mr. Herrick will be manager of the concern and Frank Ferriman will continue to act as clerk.

Detroit—A new company has been organized under the style of the Rose Hill Coal Co., with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed, \$500 being paid in in cash and \$14,500 in property.

Shelby—Chas. W. Edwards, who recently sold his mercantile business here to R. K. Gellatly, has gone into partnership with P. F. Dela Hunt, of

Kalamazoo, and purchased the dry goods business of Dunn & Co., at Rockford, Ill.

Sebewaing—The general mercantile business of John Rummel & Co. has been merged into a stock company under the same style, with an authorized capital stock of \$20,000, of which \$18,000 has been subscribed and paid in in cash.

Detroit—A new company has been organized under the style of the Stewart Snyder Co., to engage in the retailing of men's clothing, furnishings, etc., with an authorized capital stock of \$5,000, of which \$2,510 has been subscribed and \$2,010 paid in in cash.

Petoskey—Mrs. C. A. Reynolds, L. E. Myers and Clare Harding have organized the Petoskey Hardware Co., to take over the hardware store on Lake street formerly conducted by C. A. Reynolds. Mr. Myers, manager of the new company, has had twenty-five years' experience in the hardware business.

Cadillac—George C. Webber has sold his half interest in the Webber-Ashworth Furniture Co. to A. H. Webber, M. E. Thomas, E. F. Sawyer and Franklin H. Ashworth. The Webber-Ashworth Co. will continue to be the firm name and it is the intention of the new owners to make it a household term in every home in Northern Michigan.

#### Manufacturing Matters.

Fremont—The Fremont Leather Co. has increased its capital stock from \$70,000 to \$100,000.

Detroit—The capital stock of Williams Bros. Co. has been increased from \$650,000 to \$750,000.

Detroit—The American Brass & Iron Co. has increased its capital stock from \$10,000 to \$30,000.

Battle Creek—The Battle Creek Oven Rack Co. has increased its capital stock from \$12,000 to \$25,000.

Detroit—The capital stock of the National Drill & Tool Co. has been increased from \$75,000 to \$200,000.

Caro—The capital stock of the Thumb Co-operative Creamery Co. has been increased from \$6,560 to \$9,000.

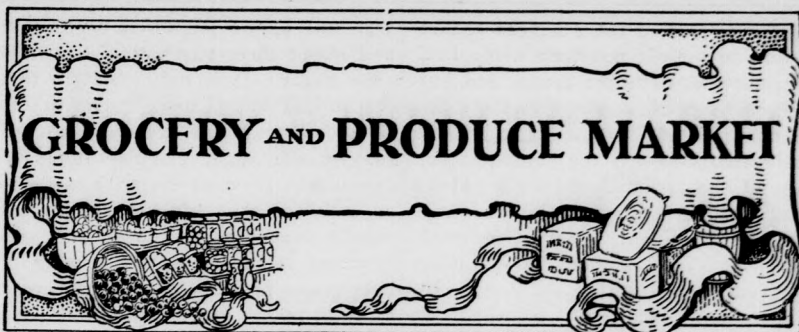
Detroit—The Mailometer Co., manufacturer of mailing machines, has increased its capital stock from \$200,000 to \$300,000.

Holland—The Holland Bakery, better known as the Van Dyke bakery, is completing an addition that will almost double its capacity.

Kalamazoo—Levey & Lewis, wholesale fruit dealers, are backing the organization of the Miller Candy Co., to manufacture candy.

Detroit—The Jewel Chemical Co. has been organized to manufacture perfumes, extracts and other chemical products, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Kalamazoo—R. C. Miller & Co., dealers in confectionery and fruits, have merged their business into a stock company under the style of the Miller Candy Co., to manufacture and sell candy at wholesale, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.



**The Grocery Market.**

**Sugar**—The market has taken rather a peculiar turn this week. Quotations show that Michigan sugar has dropped ten points, to 4.94, while Eastern has advanced fourteen, to 5.24.

**Coffee**—The condition of the market continues about the same as during the past two months. Prices on the whole line are very firm, but show no change since a week ago. The conditions in Brazil are also unchanged for the week just past. Many of the coffee dealers are looking forward now to the sale of the 1,200,000 bags to be sold during the month of April, but it is thought by prominent coffee brokers that there will not be more than 500,000 sold in the United States. Prices on spot coffee have reached such a high point now that some of the wholesalers, it is said, are putting out a coffee compound or substitute to fill the place of cheap coffee.

**Canned Fruits**—Prices on the whole list are holding very firm. New York gallon apples are 60c per dozen higher than a year ago in January. Reports from the coast say the stocks in packers' hands are small and that the clean up will be much earlier this year than last. It looks as though higher prices on most of the line will be put into effect before long, but prices have remained unchanged during the past two weeks.

**Canned Vegetables**—The market on tomatoes is firm, but prices are unchanged and the demand is of about usual size during January. Prices of corn are higher than a year ago and the market is firm, which is hard to account for, as the pack this season was of a fair size, but spot stocks are not large at this time of year. There is still a demand for cheap grade peas, but it is impossible for the wholesaler who is out of this grade to obtain any, and it is thought that those few having any left will be all sold out inside of thirty days.

**Dried Fruits**—The whole line of dried fruits is firm at present prices. The past season has proved a very good one for the grower or packer who had any amount of stock to sell, as prices have been advancing ever since opening prices were made. Prunes have advanced a little again this week and prices are so high on them and on apricots that it has practically put them in the luxury class. The demand for New York evaporated apples is very good, even at the present high prices. The market on raisins is unchanged for the week and stocks are of good size, both with the wholesaler and the packer on the coast.

**Spices**—No changes are quoted in the market since a week ago. There has been a fair business done in most of the line and prices on pepper and cloves hold very firm. The primary market is higher than spot goods.

**Rice**—The demand during the month of January has been very good. Prices are steady on Honduras styles and an advance is shown on Japan sorts. This is thought to be in sympathy with the firm market at primary points.

**Provisions**—Values ranged downward last week and sentiment in the trade has been largely disposed to a belief in lower prices. Nevertheless, the hog receipts have been disappointingly light—a trifle under those of a year ago—and this has resulted in occasional rallies in prices, which at the last were affected somewhat by the closing weakness in wheat and considerable liquidation by important longs and their followers. Meat shipments out of Chicago last week were over 3,000,000 pounds less than those of a year ago, while the lard shipments were larger. There were some very good deliveries of lard—2,750 tons.—on January contracts late in the week. Pork showed a gain last week of 10c, while other futures lost 37½¢@47½¢; lard lost 27½¢@45c and ribs lost 17½¢@25c. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1911
<b>Wheat—</b>			
May	1.02	.987½	.99s
July	.97½	.95¼	.95¾
Sept.	.95¾	.93½	.93½
<b>Corn—</b>			
May	.50½	.49¼	.50s
July	.51½	.50½	.507½
Sept.	.52¾	.51	.51¼
<b>Oats—</b>			
May	.35½	.34½	.34½
July	.35	.34½	.34½
Sept.	.33¾	.33¼	.33½
<b>Pork—</b>			
Jan.	20.50	19.77½	20.10
May	19.10	18.55	18.60
July	18.65	18.07½	18.10
<b>Lard—</b>			
Jan.	10.50	10.00	10.00
May	10.12½	9.80	9.82½
July	10.07½	9.70	9.70
<b>Ribs—</b>			
Jan.	10.75	10.50	10.50
May	10.07½	9.85	9.85
July	9.92½	9.67½	9.70

**Kalamazoo**—The A. M. Todd Co., Ltd., manufacturer of essential oils, has merged its business into a stock company under the style of the A. M. Todd Co., with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in cash.

**The Produce Market.**

The local markets are quiet, which is usual at this season. In sympathy with the demoralized condition in Chicago and New York butter and eggs are down, and dealers are very cautious in taking the stock that is offered. Fresh eggs are coming in with some freedom, but apparently looking for still lower prices the demand is little more than from hand to mouth. The same is true of butter. The bright weather has rushed the lettuce and the price has dropped off to 12c. California oranges are plentiful. Apples are holding steady, although spices are scarce. Potatoes are unchanged.

**Apples**—Northern Spys are very scarce at \$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 26c for tubs and prints; 20c for No. 1; packing stock, 12@13c.

**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 20 @22c delivered.

**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, \$3.50@4 per box.

**Lettuce**—12c per lb. for leaf.

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

**Oranges**—California Navels, 96s and 238s, and Floridas, 126s to 216s, \$2.25@2.50.

**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; 11c 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.

**Death of Peter P. Stekete.**

Peter P. Stekete, senior member of the firm of P. Stekete & Sons, died at his home, 10 South Prospect street, Sunday night, and in his death the city loses one of the best known and most progressive business men and citizens. Mr. Stekete suffered an attack of the grip and this developed into acute Bright's disease. All that medical science could do was done, but without avail. After an illness of only eight days and before many of his friends even knew that he was sick the end came.

Mr. Stekete was born in Grand Rapids fifty-three years ago. His father, Paul Stekete, was one of the pioneers in the original Van Raalte

colony. He opened a dry goods store in this city in 1862 and conducted it successfully until his death, admitting his sons to interests in it as they became old enough. Peter P. Stekete entered the firm in 1878. From the small beginning nearly fifty years ago the business has grown to be one of the largest in the city, with an extensive wholesale and jobbing department, as well as retail. There are very few business houses in Grand Rapids that have been so long under a single control in which a father has been succeeded by sons and the sons by their sons. The third generation is now active in the management of the business. The original policies, as established by Paul Stekete, are still observed in the conduct of the business, the policies of honesty and fair dealing.

Mr. Stekete is survived by a widow and six children, Paul F., Harold, Helen, Ruth and Louise, of this city, and Mrs. Warwick, of Kansas City; also by three brothers, John P., Paul Jr., and Dan C., and one sister, Mrs. C. Dosker.

Mr. Stekete was a life long member of Westminster Presbyterian church, a Director in the Grand Rapids Building and Loan Association and a member of the Board of Trade. The funeral will be held this afternoon.

The first issue of the Furniture Manufacturer and Artisan appeared this week, as successor to the Michigan Artisan, so long and ably conducted by At. S. White. The publication, under the new management, will be issued monthly and will be devoted to the manufacturing end of the furniture business. J. Newton Nind, one of the best known and most capable trade journalists in the country, for many years identified with the Furniture Journal of Chicago is editor and will give the paper his personal attention. The first issue is full of high class matter of value and interest to manufacturers, with many contributions by specialists. Sister publications are the Furniture Record, published in the interest of retailers, and Furniture, a quarterly for the furniture buyers. The three publications cover the field and are under the same management.

The Nominating Committee of the Board of Trade has named to head the official ballot for the election to be held Feb. 7, President, E. A. Clements, of the Globe Knitting Works; Vice-Presidents, Harold C. Cornelius, of the Wolverine Brass Works, and Christian Gallmeyer, of Rempis & Gallmeyer. Mr. Clements is the founder of the Globe and is largely interested in the Sanitary Knitting Works and in the new Grand Rapids Hosiery Company. He is recognized as one of the prosperous and enterprising manufacturers and business men of Grand Rapids.

The Watson & Frost Co., miller and dealer in hay and feed, has changed its name to the Watson-Higgins Milling Co.

## INDIANA RETAILERS.

## Convention at Anderson Transacted Much Business.

The greatest convention in the history of the Indiana Retail Merchants' Association was held at Anderson, Ind., Tuesday, Wednesday and Thursday, Jan. 17, 18 and 19. This was the eleventh annual session of the organization and was attended by 400 delegates, alternates and visitors. The delegates came from nearly one hundred cities in all parts of the state.

The session started Tuesday afternoon with an excellent programme, including three addresses of welcome, given by Mayor Foster, in behalf of the city; President A. W. Brady, of the Indiana Union Traction Company, in behalf of the Commercial Club, and Edward Smith, in behalf of the Anderson Merchants' Association. Responses were made by J. B. Walsh, of Terre Haute; Wm. E. French and Mayor Herzog, of Mishawaka, in their respective order. The afternoon ended with the annual address by President Ralph B. Clark, of Anderson.

In the address of President Clark, which was the keynote of the convention, he emphasized the following points: Opposition to a garnishee law on the ground that the Association afforded the merchants protection through its credit and rating system; the advocacy of a law against fraudulent advertising of any kind; the damaging effects which the trading stamp evil had on the merchant, and the advocacy of a law prohibiting the same; the evils of the parcels post to the retail merchants and the support of all means available against its passage; the detrimental effect of the postal savings bank, which tended to take the money from local centers, and the benefits of the Association Fire Insurance Co., which had paid its investors well.

The first day ended with a reception for the city's visitors.

Wednesday morning the usual convention committees were appointed and addresses were made by E. B. Funk, of Princeton, Ind., on "More or Greater Harmony Among Merchants of Kindred Lines," and Mayor George Durgan, of Lafayette, Ind., on "The Merchant as a Taxpayer and Citizen."

In the afternoon George Green, of Chicago, Secretary of the Illinois Merchants' Association, advocated more binding ties between the merchants of neighboring states, attacked bitterly the transient merchant and the trading stamp evils, closing by expressing great pleasure at seeing the Indiana Association in such a successful convention. William Lowe Bryan, President of Indiana University, followed with an address on the "Benefit Science Is to the Merchant." William Dudley Foulke, President of the National Municipal League, was the last speaker of the afternoon. In the evening a theater party was given the visiting merchants.

Thursday was devoted almost entirely to business. The Legislation Committee reported that laws were being drafted making it an offense to sell merchandise by the trading stamp plan, and prohibiting fraudulent advertising, which would be presented to the Indiana General Assembly for its action. The report was favored by the convention in a unanimous vote.

Resolutions were adopted:

1. Endorsing the Indiana public accounting law, which it was believed had been the means of a great public saving.
2. Favoring the commission plan of city government, as tried in a number of cities.
3. Favoring additional legislation to promulgate the National good roads movement.
4. Favoring the passage of a law prohibiting the impure mixing of paints.
5. Thanking Anderson and every person who had assisted in this, the greatest of conventions.

Secretary Palfrey's report showed a large increase in the membership and that ten cities had been added to the list in which there are organizations during the year.

A resolution which tended to favor parcels post, but had its real purpose covered with a guise of being an express rate reform, was killed through the brilliant oratory of President Clark, who is a bitter opponent of the parcels post movement, insisting that it assisted the mail order houses.

The election of officers resulted as follows:

President—W. W. Adamson, Terre Haute.

Vice-President—W. R. French, Evansville.

Secretary—T. F. Palfrey, Vincennes.

Treasurer—Geo. M. Hoffner, Fort Wayne.

The directors will be appointed by the new President.

Gary was awarded the 1912 convention over Fort Wayne and Indianapolis.

The closing remarks were made by ex-President Clark, who had served in that capacity for five consecutive years. His last words were: "I give to you my crown, Mr. Adamson," then taking off a wig which he wore he placed it on the head of the new President, who is also adorned with a head resembling a billiard ball. The wig fitted well and the incident created amusement.

## Business News From the Hoosier State.

Lynn—Thos. Price, grocer and prominent citizen, is dead, aged 63 years.

Richmond—Joseph Mandel, for eight years Manager of the Globe Credit Co., will take charge of a new store, the Paris Cloak and Suit Co., tailored women's clothing, about the first of March.

Ft. Wayne—The Collins Ice Cream Co., of Huntington, has dissolved. Alfred W. Wilkenson takes over the ice

and coal part of the business and remains in the old quarters, while F. S. Plaster takes the ice cream and butter end and will have plants here and at Huntington.

Indianapolis—At the annual meeting of the Indiana Business Men's Association last week officers were elected: President, Fred Frohmuth, Muncie; Vice-President, J. H. Eller, Noblesville; Secretary, A. Bogue, Indianapolis; Treasurer, Edmund P. Thayer, Greenfield. A model garnishee bill was approved and will be sent to the Legislature, providing for a levy of 10 per cent. of the debtor's income after judgment has been obtained. An individual's wages, salary, earnings, income from trust funds or other profits are subject to the garnishee. The parcels post received the unqualified condemnation of the Association and the use of trading stamps was discouraged.

## Sugar Consumption in the United States.

The people of the United States consume half their own weight in sugar every year. This may seem a startling statement, but if we take the quantity of sugar produced in the United States, and add to this the quantity brought from our own islands and the quantity imported from foreign countries, and subtract therefrom the amount exported, we get a grand total of considerably more than seven billion pounds consumed in the country; and by dividing the population into this grand total we get an average of 81½ pounds per capita, speaking in round terms, for 1910, and about a like quantity for 1909. It is not assumed, of course, that each person necessarily consumes sugar equal to one-half his individual weight; but taking the total consumption and comparing it with the total population in the section known as Continental United States, the yearly consumption of sugar is found to be about 81½ pounds per capita.

In fact, the people of the United States are larger consumers of sugar per capita than those of any other country of the world except England for which the latest figures show a consumption averaging 86 pounds per capita, against our own average of 81½ pounds per capita. The next largest per capita consumption is in Denmark, 77¾ pounds; followed by Switzerland, 64 pounds; Sweden, 54 pounds, and Germany and Holland, each about 43½ pounds.

Not only is the United States the second largest sugar consumer per capita, but the total amount consumed annually is much greater than that of any other country, aggregating, as above indicated, more than seven billion pounds, against about four billion pounds in England and about three billion pounds in Germany.

About one-half of the sugar consumed in the United States is brought from foreign countries, about one-fourth from our own islands and the remaining one-fourth is produced in this country. The total production of sugar in the United States now amounts to one and three-quarters billion pounds a year, of which more

than one billion pounds is beet sugar and about three-quarters of a billion cane sugar. It is only recently that the production of beet sugar in the United States has come to exceed that of cane sugar. In 1900 domestic production of cane sugar was twice as great as that of beet sugar, and twenty years ago was more than sixty times as great; but the growth of beet sugar production has been very rapid in recent years, and in 1907, for the first time, exceeded in quantity that produced from cane and has so continued since that time.

Of the sugar brought from other countries, nearly all is made from cane. While about half of the world's sugar is made from beets, most of it is produced in Europe and consumed in the country of production or in other parts of the grand division, while most of the world outside of Europe obtains its sugar supply from cane grown, of course, in the tropical and subtropical sections. Of the cane sugar which we consume, most of that coming from foreign countries is drawn from Cuba, the Dutch East Indies and smaller amounts from the West Indies, Mexico, Central and South America. All of that coming from our own islands—Puerto Rico, Hawaii and the Philippines—is cane sugar, while of the domestic product about 40 per cent. is produced from cane. The beet sugar of the United States is grown chiefly in Colorado, California and Michigan, and some in Utah, Idaho and Wisconsin, while most of the cane sugar is produced in Louisiana, with smaller quantities in Texas, Florida, Georgia and South Carolina.

The sugar "habit" is evidently a growing one with the people of the United States and probably with those of other countries, since the total world production of sugar, including all countries for which statistics are available, has increased 50 per cent. in the last decade and about doubled in fifteen years. In our own case the consumption has shown a rapid growth, the per capita consumption having been, in 1880, 40 pounds; in 1890, 51 pounds; in 1900, 59 pounds, and in 1910, approximately 81½ pounds.

What is the cost of this enormous quantity of sugar consumed in the United States? This is more difficult to answer. The valuation of that brought from foreign countries and our islands is set down at about one hundred and seventy-five million dollars in 1910, and the stated value of that produced in the United States at approximately seventy-five million dollars, although this comparatively high figure, when considered by the price per pound, is due to the fact that the valuation is based upon the refined article, while that of the sugar from abroad is the value of the unrefined article in the country of production. If, however, we accept a general average of 5 cents per pound as the retail price paid by our people for the seven and one-third billion pounds of sugar consumed by them in 1910, we should get a total of \$366,000,000, or an average of approximately \$1,000,000 a day, paid for sugar by the people of the United States.



# Every Store Should Clean House Once a Year

**A**FTER the annual inventory many merchants realize that they are overstocked in certain lines. The proper thing to do at such times is to **Clean House**. Dispose of your surplus stock of Winter Goods by inaugurating a **Clearance Sale**. We offer below an effective design for the heading of your bill or advertisement. Make prices that will make friends for you. It will be to your advantage to get rid of unseasonable stock quickly. Your spring goods will soon commence to arrive.

A **Clearance Sale** may be conducted with profit at **any time of the year**. The cuts we are showing below are very suggestive. This heading can be used every time you have a Clearance Sale, and you should have such a sale every time you are overstocked.

FOUR COLUMN SIZE

# CLEARANCE SALE

THREE COLUMN SIZE

## CLEARANCE SALE

**A DOLLAR SAVED**



**A DOLLAR SAVED**



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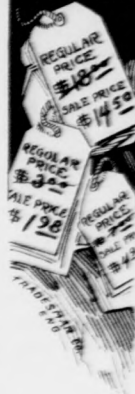
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We will rent a limited number of these cuts to our subscribers at the following prices:

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**IS A DOLLAR EARNED**



**IS A DOLLAR EARNED**



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Gentlemen: Enclosed find \$..... for which please send one ..... column special cut

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E. A. STOWE, Editor.

January 25, 1911

## WATCH THE LEGISLATURE.

The serious task of making and unmaking laws has begun all over the country. In most of the states the state legislatures have settled down in earnest and bills in which the merchants, especially the retail merchants, are interested are finding their way into the hands of the various committees appointed to take charge of them. The same is true of the national legislature, which is considering bills of national importance.

It is not a hard matter to make laws, but it is powerfully difficult to unmake them. Most of the statutes hit the merchants in two ways: one because he is a citizen of the state in which he resides and the second because he is a merchant. Therefore, he has to be doubly careful what legislative matters are allowed to pass. It is not enough to watch the daily papers for the introduction of bills inimical and friendly to his interests; he must know the meaning of the bills, their purpose, and whether there is a little "joker" concealed in them somewhere.

To do this intelligently he must, if he is a member of an association, take up such questions in open meeting, discuss them and see that his officers get copies of the bills that are introduced and explain them thoroughly. If he is not a member then he will have to depend upon writing to the men who introduce the bills to get copies and explain them. When he has done that he ought to discuss them with his neighboring business men.

No matter in what state you live, if the legislature is meeting this year, watch it. Watch the bills which are introduced. See whether they will harm or help you and take whatever action is necessary. Don't let anyone "slip something over on you!"

## STAND FIRMLY FOR REFORM.

While the threatened slump in prices of butter and eggs may seriously affect some of the speculators who have been holding tons of them in cold storage while the laboring people were going without nourishing

food simply because they could not afford to pay the abnormal prices, to the thinking person this will seem almost like retribution. There is speculation, the shrewdness of which we may admire without at the same time questioning the honor. So long as as those whose goal is riches restrict their medium to gold or oil, the masses are not so vitally injured; but when it comes to using the staff of life for their mainstay and thereby wresting it from the working classes, humanity enters a protest.

Some one has said that it is not so much "the high cost of living" as "the cost of high living" which is troubling us to-day. This is true in one sense; in another it is not. The high living of to-day is the fare of our fathers; that which they found necessary to give the strong physical foundation for a useful life. Meat and potatoes and bread and butter were plain living once; but now we must hunt for the cheaper forms; for meat and butter seem to belong only to the rich.

Now it is found that, not content with charging the highest prices for necessary foods, they also curtail in weights. The pound loaf, costing 5 cents, more frequently weighs from eleven to fourteen ounces. Butter is made into pound prints which also fall short in weight. Even if we secure that of good quality we are cheated in the amount if we are not continually on our guard.

You can not serve your patrons better than to plant both feet squarely for a reform in the sale of food products. Do the best that you can on prices; stand firmly for quality and make a fight for quantity. It is mean enough to cheat in any form; but ten times more despicable to juggle with the bread of the working man and his family. A people that are half starved can not progress.

## THE POWER IN PETROLEUM.

Figures show that in the fifty years since Colonel Drake first released the petroleum from the soil nearly 2,000,000,000 barrels of oil have been produced in the United States, to say nothing of what has been done in foreign fields. Eighteen states have given it in paying quantities, and no doubt there are others yet to hear from.

Now the scenes are shifting into Latin America, with wealth of greater worth to the world than the gold and silver of the Incas. That the quest for this may have a greater power in developing these Southern neighborlands than the more apparent agricultural pursuits can not be doubted. Yet the two are going more and more hand in hand. The one is the most powerful ally of the other.

That the discovery of oil made millionaires in a day would not, possibly, come as a surprise to the man who spent his all in releasing the subtle fluid and died poor; that through its influence even the wildest of "Mother Shipton's prophecies" have been materialized is quite another matter. Look at almost any of the industries and accomplishments of modern times, excepting those of electricity, and oil in some form is at the

bottom of the work. It has rendered good roads at nominal expense a materialization; it has exchanged for the slow and hard-pulling row boat the swift naphtha launch; it has enabled man to even become master in the cloudland.

In the industrial work the applications seem but in their infancy. Gasoline as applied to machinery gives a power which will accomplish wonders. Men are now plowing, harrowing and seeding their land with one movement at a rate many times that of horse power. They are making applications in textiles and in the arts which have revolutionized manufacturing interests. Yet we are just in the beginning. Truly, this is a world of wonder, and the man who is awake can always find new possibilities and new paths to progress.

## THE GREELEY CENTENNIAL.

Horace Greeley, styled by Whittier as "our later Franklin," was born at Amherst, N. H., Feb. 3, 1811. His early life was a struggle with poverty. When the home was shifted to Western Pennsylvania we learn that he was admonished by his employer, Judge Sterrett, of the Erie Gazette: "Don't go about the town any longer in that outlandish rig. Let me give you an order on the store. Dress up a little, Horace." He had spent but six dollars for personal expenses during the seven months previous, and the more than a hundred dollars due him was zealously hoarded to help his father in paying for the new farm.

When he left Erie for New York his bundle of clothes was carried on a stick over his shoulder. He walked through the woods to Buffalo, sixty miles, completing the trip via the Erie Canal to Albany, and thence down the Hudson on a barge, with an outlay of only five dollars.

With twice that amount in his pocket on his arrival he traversed the city streets for days in vain, his eccentric garb and odd manners winning a prompt "No" from all to whom he applied. At last he heard of an office wanting printers, and was at the door by 5 o'clock the next morning. The foreman was not favorably impressed with the appearance of the green country lad but finally said, "Fix up a case for him and we will see if he can do anything." When the proprietor came he objected to the unattractive youth and gave orders for his dismissal at the end of the day; but here solid work conquered. When night came he showed the largest and most correct day's work that had been made and he was retained.

He was a reformer and a philanthropist, kind hearted and thoroughly honest. He proved that the boy with no chance may rise to the top; yet he was a striking illustration of how one can stand in his own light by being utterly without regard for the conventionalities of his times.

Do you read your trade journal as carefully as you should? And that means advertising columns as well as reading pages. A trade journal unread is an opportunity cast away.

## THE FAST CURE.

This seems to be attracting attention anew in the magazine world, although the principle upon which it is founded, that of allowing an overworked member to rest for a time which varies in length with the aggravation of the malady and the perseverance of the individual, is as old as the hills.

A modification is the no-breakfast plan, which was pressed by its principal advocate, Dr. Dewey, a few years ago through two or three volumes. The plan is a simple one, being founded on the premise that sleep is not an exhaustive process; that one awakens in the morning with the food taken the evening before, mainly unused.

He maintains that there is no danger of starvation until the skeleton stage is reached; that one can think clearer if not over-fed, and if there is a tendency toward too much or too little adipose tissue the practice of skipping breakfast will counteract the evil.

He especially recommends the practice in stomach trouble, or to those subject to headache, and that in many instances relief is found by such treatment, has been proved.

While many claim that this may do for students and those leading a sedentary life, it has also been tested by the farmer and the blacksmith with equally satisfactory results.

The fast cure of several days' duration is but a more drastic measure along the same lines. Both depend upon the theory that we are apt to be intemperate and to eat more than is for our welfare. Nature sometimes calls a halt; if we can anticipate her movement, the better it will be for us. Call the doctrine a fad; but there are instances in which it seems indisputably beneficial. It should be experimented with cautiously. Extremes regarding health rules may be dangerous, and no two persons are exactly alike constitutionally. An imposed rest may save a forced rest; but there should be moderation in all things.

Parcels post boomers often point to the German parcels post service as an example of efficiency. It is both efficient and satisfactory; but the boomers are very careful never to reveal the reason why this is true, which is because the service is operated on the zone system, with rates based on distance. There are six zones in the German parcels post service. The longest distance is approximately 700 miles and the charge for carrying an eleven pound parcel that distance is 65 cents. Yet the boomers want to put in a flat rate of even less than that amount in this country of magnificent distances and expensive costs.

At the last elections for the new parliament in England there were elected 21 men who are connected with the grocery business and its allied trades. The business men on the other side apparently take more interest in politics than those in this country.

**SCIENCE AND ACTUAL FACTS.**

There is nothing like science. Whatever can be reduced to a scientific theory and backed up by mathematics is accepted as more than Bible truth, because the Bible does not accord at all with the demonstrations of the scientists.

These remarks recall that some seventy years ago Dr. Dionysius Lardner, professor of physics in the University of London, demonstrated philosophically and mathematically that there never would be any practical steamship transit across the Atlantic Ocean, because the vessel would require all its tonnage space for carrying the coal necessary to make the voyage and it would be impossible to reserve any room for freight or passengers. Dr. Lardner's figures were deemed conclusive by the scientists, but the hard-headed shipbuilders and sailors refused to heed them, and the result is seen in the great fleets of steamships that sail every sea to-day.

This is much on the order of the scientific demonstration made something over twenty years ago by Prof. Joseph Le Conte, of the University of California, to prove the absolute impossibility of making a heavier-than-air flying machine that would fly.

The Professor's argument, which was published in 1882 in the Popular Science Monthly, is briefly to the effect that the strength of a muscle increases as the square of any lineal dimension, while the weight of a muscle increases as the cube of the lineal dimension. Hence it is that the weight of an animal increases with far greater rapidity than its strength increases. A flea's muscles are not stronger than those of an elephant, as has been inferred, because it can leap farther in proportion to its size. The slight weight of the flea relative to its muscular strength accounts for its astonishing ability as an insect acrobat. Nature reached its possible limit in the evolution of a walking animal when it evolved the dinosaur of the Jurassic period. The whale probably passed this limit and was compelled to take to the sea in order to move about at all. In like manner nature reached her limit in flying machine size when she evolved the condor, and the bustard, whose weight is about fifty pounds. Larger birds, like the ostrich, are too heavy to fly. If nature has reached her limit in developing a flying machine weighing fifty pounds, man cannot expect to do better. Man never has done better than nature in point of efficiency even with his best steam engine. The animal body, in fact, is about twice as effective as the best Cornish engine. "No machine that we may hope to devise, for the same weight of machine, fuel and directing brain, is half so effective" as a bird.

The professor then crowns his scientific dictum with the trite question: "Is it not demonstrated that a true flying machine, self-raising, self-sustaining, self-propelling, is physically impossible?"

So much for science demonstrating man's inability to fly save in lighter-than-air balloons. But in face of the fact that men, and women, too, are flying in heavier-than-air machines in all the principal countries in the world, the scientists, cocksure as some of them are of their superior knowledge, should get down from their lofty perches of dictatorial certainty and roost a little lower while waiting to learn if their mathematics will save them from disastrous downfalls.

**SAVE THE FRYINGPAN.**

Earnest students of social problems have arrived at divers conclusions regarding remedial action to correct the more grievous ills of mankind, but it has remained for an attorney at Iola, Kas., to hold aloft the fryingpan as the fountain from which flows the woes of the world. This attorney, Chris Ritter by name, carries his indictment of the fryingpan to the extreme. He says that this humble instrument of domestic economy is responsible for dyspepsia sown broadcast among all members of the household. The bad temper brought on by dyspepsia causes spoiled children, irritable husbands, slatternly wives and leads directly to the divorce courts, the penitentiary, the insane asylum and the inebriate's grave. The evil genius of the fryingpan, like Stevenson's "Bottle Imp," brings a curse to all with whom it comes in contact.

Being convinced that an endless train of piteous afflictions arise from the aroma of the skillet, Mr. Ritter is constrained in the interests of humanity to take the natural remedy. He has prepared a bill for the Kansas Legislature making it a misdemeanor for any person to fry beef, pork, mutton or any meat other than fowl. Apparently Mr. Ritter has boundless confidence in the imbecility of the Kansas Legislature, for he seems certain that his bill will be enacted into law along with the hundred and one other freak measures introduced. He hopes to see the dawn of that supreme day when this greasy wrecker of homes will be relegated to the scrap heap in Kansas. He hopes to be known to fame as the man who put the fryingpan out of business.

We are not in the least in sympathy with Mr. Ritter's campaign against the fryingpan. It is an ancient and honorable article of domestic economy that has nourished a nation of sturdy men. Along the rock-bound coast of New England the fryingpan was the symbol of hospitality. From its ardent bosom has arisen the incense of a thousand happy homes and in the simple, innocent fashion of our ancestors no fireside was complete without it. When the hardy pioneers pushed westward in search of newer and more comfortable abodes, the fryingpan was of paramount consideration. The exiles in far places held to it as the tie that bound them to civilization. On the lonely mountain trails, in the camps of cowboys and where miners raved of gold the fry-

ingpan was a sacred thing. The soldier's camp, the emigrant's kit, the pre-emptor's prize were that solid instrument wherein the bacon sizzled to a mellifluous turn. If the fryingpan has been responsible for any divorces it has been responsible for a million happy firesides. If it has caused dyspepsia in a weak and decadent people, it has also brought sustenance and satisfaction to a very large proportion of the human race. It was one of the great discoveries of all time. Let no despoiling hand be laid upon its handle.

**A HEN NOT A BIRD.**

The United States Customs Court is doing a good deal lately to enliven the rather prosaic administration of the customs service of the Government. Some of its decisions would rival Solomon's celebrated dictum between the rival mothers. Recently the learned court rendered a decision that a hen was not a bird and that eggs were eggs, whether in the shell or out of it. This learned decision was brought about by the contention of an importer that eggs from China, which come with the shell removed and frozen in cans, should be admitted free of duty, the same as the eggs of birds. The collector of customs ruled that a hen was not a bird but a fowl, and that the Chinese eggs should pay the full duty, as they competed with domestic eggs. On appeal, the Customs Court sustained the decision of the collector that a hen is not a bird.

In another decision the Customs Court ruled that "rats" are wearing apparel. Of course, the rats in question are not of the variety that our San Francisco friends are so afraid of as possible conveyors of the dread plague, but the artistic creations with which the ladies dress their hair after the prevailing mode. The importers contended that as the aforesaid rats are 70 per cent. metal they should be dutiable as manufactures of metal, but the learned court could not see it that way, but rules that rats were wearing apparel and should be assessed like corsets or other articles of feminine gear. So, according to judicial decisions, a "hen" is not a bird and a rat is wearing apparel. The same court not long since decided that a "yam" was not a "sweet potato." A few more decisions of this kind and public opinion will say that regardless of what may be the status of the hen, the court certainly is a bird.

**IS PERTNESS ON THE GAIN?**

Take the average school girl or boy in the average town and the middle aged person can not but be impressed with the pertness shown in comparison with the conduct regarded as becoming when they were at the same age. It is not that the children mean harm; they are equally good at heart; yet they have acquired the habit of flinging back a smart retort to everything said, without regard to the dissimilar years.

We see it in the home; in the schools. Instead of quiet obedience there is the argumentativeness which tends to belittle the opinion of the

elder person. There is the light hearted turn made of serious matters, not so much for the sake of making things brighter as that of asserting personal independence. The boy or girl of to-day probably knows a great deal more about what is the proper wearing apparel for a stormy day, and how to care for their clothing than the one who stands back of the expense column, but—

Long ago Black wrote in Princess of Thule, "Pertness in a girl, although it may be amusing at the time, may possibly become something else by and by." While we pity the bashful child, is not the quality more to be admired than the self-assertiveness so frequently in vogue?

Perhaps the trouble may be traced to the adults in the family; it may be to companions. The child who is an adept at making cute remarks rapidly develops along this line and before the parents are aware it becomes obnoxious to others if not directly in the home. The teacher finds the child of to-day a different problem from the one of yesterday for the same reason. He feels that the dialogue is substituted for the monologue; and yet he scarcely knows where to draw the line, for evidently the pertness is through habit rather than wilful perverseness. Let us have more of the true relationship; the quaint observations of child life stripped of their self-assertiveness; a quiet deference for the opinions of older people.

**RENAME THE COUNTY.**

Now comes Hon. Eugene F. Ware, lawyer, poet and statesman, and moves a change in the name of Adams county, Ohio. He rightly maintains that the name "Adams" is one of the foremost in the history of the United States. He even insists that the progenitor of the race, the original proprietor of the Garden of Eden, is the victim of a misplaced comma and that his real name is or was Adams, and that no really bad man named Adams has since then been known. The name is linked with everything patriotic and intelligent in history. But Adams county, Ohio, is now linked with everything scandalous. So the name must be changed. The names suggested are Scandal county, Graft county and Boodle county. Perhaps the name of some man distinguished in the world of political irregularities could be used. For instance—no, we will give no instance of this kind, because every bad political character bears the name of some perfectly respectable people. So the new name of Adams county must not be the name of a man. On the whole we vote for Boodle county, as that has the advantage of being wholly distinctive. Most likely there is not another Boodle county by name in the world. Of course, it will be rough on after generations when young people are compelled to admit that they were born in Boodle county. But if they live there it will not matter, and if they have left there their leaving will show that they did the right thing.



### Cream Separators Good Sellers if the Trade Is Pushed.

Cream separators are a line that will stand right back of any dealer who will push them. A farmer with eight or ten cows is often skeptical about believing that a \$100 separator will pay for itself in a single year, out of profits earned over and above those formerly earned by the pan system. He is always open to conviction along a plain unvarnished money-making plan.

We hear much these days about purity of country life in comparison to cold blooded city business propositions. Do not take too much stock in that when you talk to the farmer alone about the great labor saving, retired-milk-pan days of the separator. Save that steam for the red-faced overworked woman who will really appreciate it. Show her the few parts to be washed in your separator and drop a hint or two about washing the cream rim on milk pans, which is so essential to sweetness, and you will strike the keynote in every farmer's wife.

Once her efforts are enlisted your sale is just a matter of time, for she will bring the subject up at the end of every hard day's work. There is more truth than poetry in those "Who Wears the Pants" stories so often told, and many of the great food-producing districts are ruled by petticoats. The farmer's wife is never overlooked by a good separator man.

If every cream separator in the world that needs repairs or is working badly could be inspected and the reasons for the disorder put in a list, you would be surprised at the size of it. I would stake my life that 95 per cent. of the reasons would be that the machines were not on the level. By this I do not mean poor machines, but good ones that have been screwed to 1 inch floors or never leveled since the day they were fastened to plank floors. I have seen machines needing as high as \$15 worth of repairs as the result of such carelessness. They had been moved from the milkhouse to the kitchen for the winter and leveled on a 1 inch floor with a glass of water and a bum eye for an instrument.

More depends on this subject of keeping a machine absolutely level than any other one thing in the life of a separator. Pound that fact home at all times, and it will build a reputation for the machine you handle. Few farmers spare oil, they rather are inclined to flood with it or use a trial order of mowing ma-

chine oil in place of the more expensive separator oil. Once is usually enough.

Separators sell best at that season when green grass first begins to increase the milk supply. Many farmers are using a machine sold by catalogue houses. This kind of competition is a joke to any merchant who will stock a durable machine and talk quality and cleanliness for the cheap affairs so commonly sold by mail are among the impossibles when it comes to cleaning. Even a quality separator calls for the occasional attention of a man well informed on its mechanism. A correspondence course on repairs does not build up business. The farmer would rather see your man with a wrench.

Get hold of one of those discarded catalogue house separators and use it on your sales floor in comparison demonstrations to price-wise prospects. Letters from local farmers telling what has been earned with your machines are good selling weapons. These are all things that help, but the man in the buggy with a cream separator in the back is the real creator of sales. The strings such a man soon has out for future business on hardware will quickly demonstrate the practical side of such a venture.

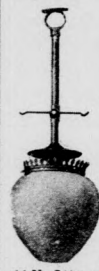
In many states hunting licenses are demanded from the men who like to shoot. Being caught in the field with a dog and gun is conclusive evidence against any one trying to evade this law. If the same kind of evidence could be used on milkmen who use cream separators the blue milk artist who leaves a bottle on your back steps would be nabbed in the morning. He knows a good thing when he sees it and the separator has really replaced the pump out at his place. Did you land the sale? There was good money in it.—Iron Age-Hardware.

### Convention at San Antonio.

Instead of holding their meeting in the East, or in some central city, the Southern Hardware Jobbers' Association and the American Hardware Manufacturers' Association will go in April to San Antonio, Texas. Beside the usual pleasure and advantage of these practically joint conventions, although most of the sessions are held separately, those who go to San Antonio will not only be the recipients of a cordial welcome and a lavish and considerate hospitality but will have an opportunity to get in touch with the marvelous interests of Texas, the Continen-

tal State, whose extent, resources and development, although appreciated in a general way, will be, it is safe to say, a revelation to many visitors. The trip down, involving the passing through a number of states and various important trade centers, the visiting of some of the principal cities in Texas, the side excursions which may be enjoyed, a possible trip to Mexico and the exhilaration of a voyage one way or the other if there is a fancy for the bracing air of the sea, are attractions which will make a strong appeal to the membership of the two associations. The getting close to the Texas merchants and meeting on their native heath this fine body of men will, however, be the chief inducement. Already the official committees in charge of arrangements are considering their plans. One project, which is naturally regarded with much favor, is for the visitors from the North and West and presumably also from some points in the South to go by a special train, such train to be made up of cars emanating from such points as Boston, New

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**Gas at 15c Per 1,000 Feet**  
(Instead of \$1 to \$2, which Gas Companies  
charge). With the "Handy" Gasoline Light-  
ing System or "Triumph" Inverted Indi-  
vidual Light you get the best known sub-  
stitute for daylight (and almost as cheap), can  
read or work in any part of room—light  
ready at a finger touch—don't have to move  
these Lights—the light comes to you. Write  
for Catalogue and Circulars (to Dept. 25).  
Brilliant Gas Lamp Co. 42 State St. Chicago

### This is What the Royal System Is Doing for Retailers

The A. J. Deer Co., Fairfield, Ind.  
Hornell, N. Y. July 21, 1910.

Gentlemen:—The roaster is working to perfection. It roasts to our entire satisfaction and is a great ad to our coffee business. Should you ever have any prospective buyers who would like to ask some one who has one anything about it, do not hesitate in referring them to us as we cannot recommend it too highly.  
Yours truly,  
(Signed) The White Tea Store.

The A. J. Deer Co.  
1246 West St. Hornell, N. Y.

Established in 1873

Best Equipped  
Firm in the State

Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work

The Weatherly Co.  
18 Pearl St. Grand Rapids, Mich.

### Weaver's Choice Xcut Saws

Are Sold and Guaranteed by

CLARK-WEAVER CO.

Wholesale Hardware :: Grand Rapids, Michigan

### Foster, Stevens & Co.

Wholesale Hardware

10 and 12 Monroe St. :: 31-33-35-37 Louis St.

Grand Rapids, Mich.

Britain, New York, Philadelphia, Baltimore, Pittsburgh and going to St. Louis, where it will be joined by another train or two from Chicago and the West. It is not unlikely that the delegates while enjoying going to the convention in this way will prefer to return by various routes and make such stops as may be desirable. All this would take some time, and a little money notwithstanding the reduced rates and hospitable welcome, but the opportunity is so exceptional as combining business, breadth of view and pleasure that we trust San Antonio will witness a notable gathering.

**Keeping Brushes in Stock.**

Some hardware men whose conduct of their paint department can hardly be criticised so far as the pushing of paint business is concerned, says Hardware and Metal, are very neglectful of their brush stock, and carry such an incomplete line that customers in some cases, finding it impossible to be suited in the store where they buy their paints, go elsewhere for their brushes. In this way a good customer may be lost to the store.

An essential to building up a good paint trade is to carry a stock of the best brushes and be able to explain the virtues of each type of brush and recommend the kind best suited for each particular class of work. What will suit a master painter will hardly suit a less experienced amateur working on his own home. What will do for floor paint may be altogether unsuited for use in thinner liquids.

A good stock of brushes will also help a hardware man to build up a business with master painters, but unless a complete line is carried it is useless to look for trade in this quarter. Brush manufacturers, as a rule, do not care to sell direct to painters, but if the hardware man will not put in a fair stock, and the painter goes to the brush manufacturer, it is hard for the latter to refuse to supply the painter with goods. In some places hardware men make a bid for the lead, color and oil trade of the master painter by supplying the painter with brushes at very close prices, or by giving the local painter an opportunity to select what he wants from the traveler's samples when the salesman visits the town. Both are good plans if carried out cautiously, but in bringing the master painter and traveler together a risk is taken unless the dealer can place confidence in his customer.

The brush trade must be cultivated just as assiduously as the paint or any other branch of trade, and dealers who neglect it or do not carry the stock can hardly expect to get the business.

**Knew He Was Stuck.**

"You're sure you can spare this fiver, are you, Pipe?"  
"Wrench, if I had not been perfectly sure that I could get along without it I never would have lent it to you."

**MAXIMUM BUSINESS SUCCESS.**

**Have a Definite Purpose and Keep it Always in View.**

Statistical folks tell us that ninety-seven out of a hundred businesses indulge in the somewhat expensive luxury of failing. Of course there's a reason. Two great reasons instantly flash into mind. The first is lack of definite purpose. The second is lack of ability to successfully organize.

Christopher Columbus, who, according to all reports has been dead for many years, was a business man far more than ordinary importance as an example of present day business builders.

He started with a purpose. He wanted to find the most direct way to market. The Far East offered the market but the long trip around the great unknown southern continent ate up profits. Columbus believed that by sailing directly west he could reach the eastern shores of Asia.

To use modern terms, he carried his idea to the firm of Ferdinand & Isabella, who were in the government business in Spain, and secured an advertising appropriation which he thought was sufficient to carry the firm's message to the eastern buying public. Not having enough to engage in a campaign of general publicity, he invested all that he had in three media—otherwise known as ships—called the Santa Maria, the Pinta and the Nina. He loaded these ships—or filled his advertising space, if you want it that way—with copy that would bring in the orders.

You know the rest. He kept his purpose in mind. He was no human weather vane. "Today we sailed westward, which is our course," he wrote each day in his log. No matter what advertisers said to him, no matter what threats were made, no matter how mutinous the crew, Columbus kept his purpose in mind and doggedly wrote "To-day we sailed westward, which is our course."

Then on the 7th of October, as the history books have it, Martin Alonzo Pinzon, commanding the Pinta, came aboard the Santa Maria and pointed out that birds were flying southeastward and that land must be in that direction. Columbus wavered. He betrayed his faith in his theory—in his purpose. The course was altered. He landed on a little island. Had he sailed directly west—had he held to his purpose—he would have reached Florida or one of the present Carolinas.

Many a business man, starting with a definite purpose, feeling absolute confidence in his theory, never doubting his ability to win, has traveled toward great business success and, by listening to fool advice, has turned aside and landed on an island instead of the mainland of achievement.

Some day the number of failures will be cut down when executives learn that every business institution must have four departments. First, there must be the executive or managing; second, financing or conserving; third, providing or manufacturing; fourth, selling.

At the head of each department must be a man with special training. The executive who attempts to manage all departments places himself on the greased chute that leads to Limbo. That executive, also, who thinks that in organization one deals only with materials is doomed to failure. The wise man knows that he must deal with men and materials, and that of these two, men are the most important.

The business explorer must, like Columbus, have a definite purpose, the ability to organize an institution fit to reach that purpose, select lieutenants capable of working toward that purpose efficiently, fill them and their helpers with loyalty to their executive and their institution and a faith in the judgment of the master mind. And the man who can paint the picture of a definite purpose in the minds of his helpers, from his chief of staff down to the man who tends the furnace, must first have painted that picture in his own mind.

One cannot be loyal to a man or institution unworthy of loyalty. One cannot have faith in a captain who zig-zags his ship toward a port unknown to himself. Water can rise no higher than its source and no business can grow bigger than the executive head.

The value of a man is the value of his usefulness to the institution that employs him. The executive of value is the executive who calls forth and uses purposeward the usefulness of his employes. The institution that succeeds—and from this there is no deviation, and to this there are no exceptions—is the institution that serves society, and the measure of any business or individual success is the measure of the service rendered.

The organizer must know what men he wants must know where he can get them, must weld them together harmoniously in his institution, and then must keep them working efficiently toward the accomplishment of a definite, outlined, planned and unmistakable end.

Business success is the result of the efficient management of men and materials in the service of society.

**Wilmarth Show Case Co.**  
Show Cases  
And Store Fixtures  
Grand Rapids, Mich.

**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  
FOLDING IRONING BOARD  
I will ship you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Bruce, De Witt, Mich.

**Henry Smith**  
FLORIST  
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

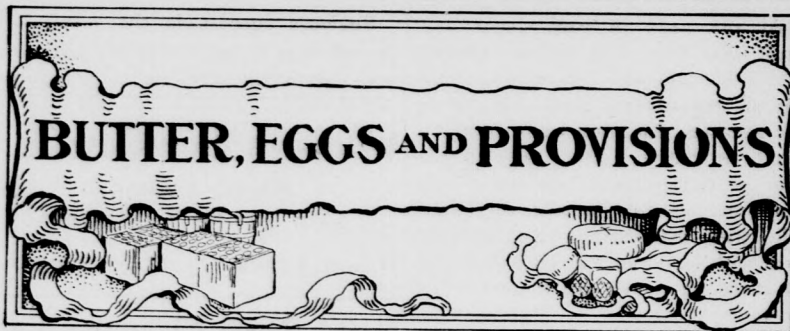
**Sales Books SPECIAL OFFER FOR \$4.00**  
We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you 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 Order-Thomson Co., 1942 Webster Ave., Chicago.

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.



### Butter and Egg Smash.

The butter and egg markets are all badly demoralized. In Chicago fresh butter is selling in an extremely limited way, and storage goods not at all, except where dealers are putting out their own stock through the grocery trade. The fresh creamery receipts are double those of a year ago, and supply the light demand. A feature of the trade is the unusual amount of packing stock for this time of year. Centralized butter is a drug on the market, and the heavy holdings of storage centralized goods are a leading cause of the bad situation. Reports from all over the country are that centralized factories are doing little and have stopped buying cream, so farmers are shipping their packing stock to the central markets. The process people also are operating sparingly and consequently are buying very little packing stock.

Receipts of fresh eggs continue to increase and the trade is turning to them from storage goods. Prices of

fresh receipts are declining daily, with a corresponding weakness in held stock. Storage eggs are now of hardly any certain value. Any quantity of good graded stock can be bought at 18 cents and a lot of the eggs are not worth over 15 cents.

The quantity of storage eggs in the market is unusually heavy. Chicago carried into the new year 350,000 to 425,000 cases. Chicago uses 75,000 cases per week under normal conditions, but the demand has been disappointing, and the movement far short of expectations. January weather, on the whole, has been unfavorable for the movement, and extremely favorable for production. Receipts are 100 per cent. larger than last year.

In New York, butter prices are down and storage conditions are unsatisfactory. There is but limited movement in storage stock and holders of creamery butter are doing all they can to move their butter. It is not a case of price but of sale and any offer that is within reason is ac-

cepted. Dealers who are fortunate enough not to own any butter are being solicited by the owners of held butter to help them unload. Not much can be done as there is but a limited outlet and this is being worked as much as possible.

### Good Cheese Properly Handled Does Not Shrink.

In the discussion of the bill in Congress requiring the net weight of all food containers to be printed on the outside, it has been contended that cheese dries out, shrinks and loses weight, and that it would be impossible to label a new cheese with any weight which the cheese would show after it had been made awhile. A. D. DeLand, of Sheboygan, Wis., a veteran handler of cheese, however, declares that good cheese properly handled will shrink practically not at all. Here is what he writes: "Much is being published relating to short weights of cheese on inter-state shipments; as I have been a buyer or dealer in cheese about forty years. I wish to correct some erroneous ideas the public may get. I have found, by actual test of a percentage of each lot of cheese that I have bought from cheese factories that fully 95 per cent. of cheese factory men give full weight. Only those factories that use common barrel salt and other cheap supplies need be suspected. When a shipment of cheese, to me or any other dealer, has been tested, inspected and paid for, that ends any liability of the factory man being prosecuted for misbranding

cheese as to weight. The short weight of cheese is not caused by shrinkage in transit or by cheese factory men, but by the cheese dealers who "pike" each box from one to three pounds. Section 10 of the food and drug act is violated daily by nearly all wholesale dealers in cheese, deliberately and for the same reason or purpose that all other grafters do unlawful acts. The Board of Inspectors in Washington have been bluffed as to the shrinkage of cheese in transit—cheese will not shrink one ounce per box in transit from Sheboygan to New Orleans in summer weather. This has been proved conclusively by employes of the Government weighing 100 dairies and marking the ounces on each box in my warehouse, and having Government officials in New Orleans weigh the same cheese on their arrival in New Orleans. The result showing there was not an average of one ounce per box shrinkage, and the Board of Inspectors should have this test on file. Other tests have been made with like results. It would seem that the Board of Food and Drug Inspectors has been bluffed to a standstill, as they have done nothing to stop this abuse. The easy settlement of the few flagrant cases that they have prosecuted has only caused the guilty parties to laugh at the result.

"The shrinkage of paraffined cheese is very little. I have this day weighed two cheese each marked twenty-two pounds when purchased

# SATISFY YOUR CUSTOMERS

Eggs Cost Too Much For You to Ask Your Customers to Put  
Up With Breakage and Miscounts. Use

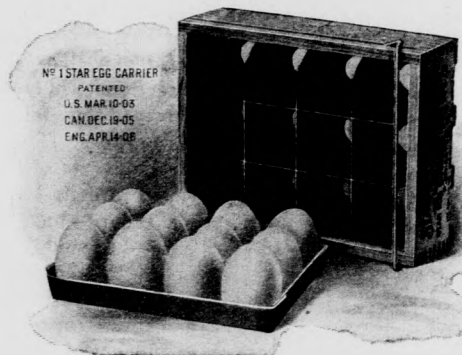
## Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

At the time of delivery every egg is left in a neat Star Egg Tray upon the table, in plain sight where both the customer and the delivery boy can see that there is neither miscount nor breakage. This avoids all complaints.

They Save you time and money, too. Write today for our booklet "No Broken Eggs," and ask your jobber. It will pay you.

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

Star Egg Carrier & Tray Mfg. Co. 500 JAY ST., ROCHESTER, N. Y.

at the factory, over one year ago, and held in storage during the year, and each cheese weighed to-day only three ounces less than the marked weight of twenty-two pounds on each box.

"Cheese dealers do not pay for short weight, but demand full weight, which is right, and why wholesale grocers, jobbers or any one buying one box or a thousand boxes should submit to this fraud is beyond reason.

"The Board of Food and Drug Inspectors has been urged repeatedly to stop this fraud on the public, but they have not done so. They can not realize the extent to which this abuse is carried or they would be more active in suppressing it. The guilty party is the one who invoiced and shipped the cheese out of the state, and if all short weight cheese were confiscated and sold for the benefit of the Government it would not require many prosecutions to stop the abuse."

**Do You Know About Pecans?**

Again, as has been the case in previous years, the pecan crop has not equaled the demand, and the crusade to acquaint the children of Texas, through the public schools and other channels, with the value of the pecan tree in the wealth of the state, is being taken up with renewed vigor. It is proposed that at every school in the sections where pecan trees grow a day be set apart for the planting of the tree in memory of the late Governor James Stephen Hogg, who requested that a pecan tree be planted at the head of his grave. During his public life he was constantly drawing attention to the possibilities of pecan culture, pointing out what a great addition it would make to the wealth of the state.

The pecan tree, indigenous to the San Antonio country, grows wild along the waterways. It is a graceful, large tree of comparatively rapid growth. Of late years it has been cultivated, and San Antonio now has the largest pecan rehandling factory in the United States, with a ready market for the delicious nut. From a value of half a million dollars, the pecan crop handled in that city has grown to three quarters of a million dollars annually. The nut is handled by machinery and shelled pecans in great quantities are shipped North about this time of the year, at the end of the season. The "paper-shell" pecans, a nut with a shell very easy to remove, is, of course, the most popular, and this is the variety that is being cultivated. There have been individual trees that produced as high as \$150 worth of pecans in one season. Lately large orchards of thousands of acres in extent have been set out in Southwest Texas, devoted to orange, lemon and pecan trees. The pecan tree reaches producing growth in about thirteen to fifteen years.—St. Louis Globe-Democrat.

It is never too late to organize—but there will never be a better time than right now.

**Coffee Trade Superstitions.**

When the coffee people of the United States read the title of this article a broad and haughty smile will overspread their faces at the idea of there being any superstitions in the coffee trade. For all the cold-blooded propositions in the country, probably the coffee trade would take the palm. They are known as hard-headed and sometimes hard-hearted people, who not only go the limit in the game of business but sometimes view with complacency the misfortunes of their neighbors, and say "one less competitor" when that neighbor goes to the wall. In the coffee trade "business is business." But, in spite of all that there are many superstitions in the coffee trade that are as absurd as any that have been known in history.

There are superstitions of importers, roasters, grocers, both wholesale and retail, and consumers; superstitions of buyers and sellers. We can not properly start an article on this subject without giving the origin of all superstitions:

Take a child, in the first stage of mental development, and say to him, "The moon is made of green cheese." Let his parents, brothers, sisters, teachers in secular and Sunday school tell this to him three or four times each day and he will be just as sure that the moon is made of green cheese as he is that he is alive. Superstitions are founded on, and have their strength in, iteration and reiteration. It makes no difference what the size of the lie is, we soon come to the condition of one of Shakespeare's characters, who says, "Like one, who unto truth, by telling of it makes such a sinner of his own memory as to credit his own lie." This is the foundation of all advertising. Tell it, and tell it again and again, and tell it to enough people.

Iteration and reiteration are the foundation of all superstitions in morals, religions, schools, politics and business. So it must not be considered remarkable that we have superstitions in the coffee trade. If one owner says often enough and to enough people, "High Low Jack Mocha is the best and all others are imitations," there will be some that will believe it. If another says, "Loco Foco is the only real Mocha," there will be some that will swear that "Loco Foco" is better than "High Low Jack." The partisans of "Loco Foco" and "High Low Jack" will back up their faith by paying a higher price for those marks on the outside of the bags than if the same coffee were on the inside and another mark on the outside.

If one coffee man says and resays, and says again and again, and says it to enough people, that "Bull Beef Bourbons are the only true Bourbons," there are many coffee people that will believe it until some one else says oftener, and to more people, that "Flor Dumontaine Bourbons are the only and original Bourbons," and then back up their opinion by paying a higher price for the mark on the outside of the bag, al-

though they may have been the same coffee, and interchangeable.

Now when you dump the two coffees and put "Bull Beef Bourbon" into "Flor Dumontaine" bags, the buyer, if he sees the mark on the bag, will swear that what he previously declared was by far the better coffee is not "in it" with his favorite mark.

So it goes with the whole list of coffees. What is the mark on the outside of the bag? The coffee man does not trust his own judgment enough to buy on the quality of what is inside the bag. There is a coffee man in Front street, New York, who will pay 1 cent per pound more for Bogota with "Escobar" on the outside of the bag than if it were LGC, PAL, LMT, AJyCo, or any other standard mark. The first lot of Escobar was very good, so was the second and the third; consequently, for him, Escobar is the only true Bogota. In Guatemalas, some will pay a high price for JRB, in Cucatas for SRC. We will, therefore, say that our first superstition is for the coffee trade to pay attention to what is on the outside of the coffee bag rather than to what coffee is on the inside. Daniel K. Young.

We are all of us apt to conclude there is some thing wrong with the honest endeavor that doesn't pay in dollars.

**BAGS** New and Second Hand

For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes

**ROY BAKER**

Wm. Alden Smith Building  
Grand Rapids, Mich.

**A. T. Pearson Produce Co.**

14-16 Ottawa St., Grand Rapids, Mich.

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

For Dealers in  
**HIDES AND PELTS**

Look to  
**Crofton & Roden Co., Ltd., Tanners**  
37 S. Market St., Grand Rapids, Mich.  
Ship us your Hides to be made into Shoes  
Prices satisfactory

**Clover Seed and Beans**

If any to offer write us

**ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.**  
OTTAWA AND LOUIS STREETS

Established 1876

Send Samples of All Kinds of

**BEANS**

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.  
Both Phones 1217 Grand Rapids, Mich.

**The Vinkemulder Company**

Jobbers and Shippers of Everything in

**FRUITS AND PRODUCE**

Grand Rapids, Mich.

W. C. Rea

**REA & WITZIG**

J. A. Witzig

**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.

Established 1873



### Special Sales Plans For the Usually Dull Season.

The retail business of the early part of the new year, especially in a small or rural community, presents obstacles which, more than once, have discouraged the country merchant. He comes face to face with a well-nigh insoluble problem; a problem extremely difficult of analyzation, hence doubly difficult of conclusive results. That languid dullness of late January and of early February has come to be regarded by many merchants as an unavoidable characteristic of the season. White sales clearance sales, remnant and pre-inventory sales, and various others, have been employed as trade stimulants, yet in many cases, immediate results have not been forthcoming.

#### The Remnant Sale.

The white sale proper is perhaps most popular, yet is rarely an initial success excepting in very large cities. The "Remnant Sale" is worth nothing in this connection. Several large mercantile establishments have combined essential characteristics of white clearance and remnant sales in one, which has generally proved very successful. Hundreds of bolts of fabrics of all kinds, from expensive silks to the cheapest of wash goods, are cut into remnants, and the sale invariably proves a crowd attraction. There are but few records of this having been tried and made a subject of special advertising by the small merchant, but, on the proper scale, there seems to be little ground for difficulty.

The Standard Mercantile Company, of Tomahawk, Wis., annually offers a sale of advance shipments on white goods that has proved very satisfactory. Early lots of embroideries, laces, muslin underwear, etc., are displayed conspicuously at low prices; aisle tables or a special department being used for this purpose. In connection with this, the weeding of the January inventory is placed on sale. This comprises all odd lots or slow sellers which have been inventoried at cut prices, and offered to the trade at a much lowered percentage. This has resulted not only in stimulating trade, but also as a clearance device, and tends to leave the stock in a much cleaner, healthier condition.

As far as possible the goods themselves should be displayed on aisle tables, shelf racks, etc., within easy access of the prospective buyer. During such sales the clerks' time can not be wasted in displaying goods. If the prices are worthy of the advertising the goods will sell themselves.

The exterior decoration should suggest "Sale!" in every particular. Large muslin or canvas signs may be stretched across the store front or even from cornice to cornice, across the street. In general, the windows should be stocky—not over-crowded and with very little attempt at decoration. They, too, should suggest "Sale" to the onlooker, without unnecessary diversions of any sort.

The sale customer, unlike the holiday shopper, is not looking for artistic material regardless of price, but for attractive prices, not to say regardless of material. Large announcement cards or streamers should be placed in every window, calling attention to the event, and these should be numerous enough to catch any passing glance. In many instances it has been found desirable to push blankets, knitted and muslin underwear and, of course, furs and coats. Usually the dry goods will take care of themselves.

Such a sale is, of a natural consequence, a responsible undertaking. Although often productive of the best results, the merchant should carefully reconsider the possible and probable effects upon his home market, upon his competitors and the final reflection upon himself. Once firmly established, however, it has often proved very successful.

As a final word: It might be supposed that such discounting would reflect seriously upon the trade for some time afterward. Records in several instances, however, show that no serious results have been experienced, but, on the contrary, the books show an evenly balanced business that compares well with that of any period of the year. This, doubtless, is largely due to the times of the sales. Immediately after the closing of the January sale advance shipments of spring goods arrive, and after the August event the fall material is ready for attention.

#### Cap Craze Costly.

The vogue of felt auto caps and of those of wool, crocheted or knitted, has seriously interfered with the demand for general utility hats among the younger women and school girls. These caps are of such simple construction that many of them could be made at home, the only trimming required for the most elaborate being one or at the most two quills which could be stuck on at any angle, and call for no particular artistry or skill on the part of the maker.

In some cities milliners make the best of a bad matter by marking up

a number of the hated trade destroyers and selling them at \$2 each instead of the \$5 to \$10 hats which would have been demanded for this particular branch of trade had the felt auto caps never been invented, but profits are pitifully small at the best on account of the numbers made at home.

Not all cities, however, are so helpless in such matters. St. Louis, for instance, has a way all her own of nipping such unprofitable fads in the bud. When any such trade killer is introduced one of the leading merchants orders a lot of the objectionable commodity and gives it away free to the negro feminine population, who strut proudly about the shopping district conscious of wearing the latest scream in fashionable headgear. Naturally that is the end of the fad so far as the women of St. Louis are concerned.

The modern way to get results is through organized effort.

### 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.

### 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

**H. A. SEINSHEIMER & CO.**

CINCINNATI

MANUFACTURERS OF

**BECKER, MAYER & COMPANY CHICAGO**  
VIKING GRADUATE VIKING SYSTEM  
BEST MADE CLASSY CLOTHING

SWATCHES ON REQUEST



BOYS' CLOTHES

## Our 1911 Trouser Line

Contains some "nifty" patterns

Prices \$9 to \$42 per dozen

Look it over

Style and workmanship warranted

Satisfactory or money  
refunded



Wholesale Only

**Grand Rapids  
Dry Goods Co.**

Grand Rapids, Mich.





**TO-DAY AND TEN YEARS AGO.**

**Pure Food Laws Have Made Many Changes.**

Ten years ago general food laws were new in America. The public and the trade had little exact knowledge of the way in which commercial foods were put together. Courts and juries were uncertain as to what was really fair play in the application of the food laws. Business ethics were in a state of confusion, competitions were correspondingly difficult and the consumer was a victim of all these disadvantages.

The year 1910 witnessed a very different condition of affairs, and as a result of a growth rather than a revolution. Thanks to numerous agencies, especially that of the public press, the people know to-day ten times more about market foods than they did then. What is fair play is a question far more easily decided by courts and juries than it was ten years ago. The people have come very largely to believe that whatever may be true in "love and war," in business the common rule of ethics is practicable and that counterfeiting and clipping in commodities are, at least, as bad as the counterfeiting and clipping of the coins for which they are exchanged. With the wider acceptance of fair rules in the game and with wider knowledge of the real nature of commercial foods, fair competition in trade has been made less burdensome to the honest dealer.

This subject opens a wide field. We shall try to contrast the conditions ten years ago and to-day by a few illustrative statements rather than trespass upon your time by an exhaustive survey. Broadly speaking, all classes of adulteration have decreased. Dilution with worthless materials and the abstraction of valuable constituents are far more rare. Spices diluted with cereals or with worthless parts of spice plants were then largely on sale; to-day they are rarely found. Watering and skimming of milk are being rapidly suppressed. The wholesale adulteration of lard by the use of cheaper fats, once common, has now almost ceased. Formerly water was substituted for meat in various sausages; now that practice has largely disappeared. Then skimmed cheese was frequently sold; of late we have found no cases of this kind. Formerly mixtures of a little alcohol, much water, coal tar color to dye and a trace of oil of lemon were sold as lemon extract; to-day bottles bearing this label usually hold their full amount of genuine lemon with the proportion of alcohol necessary to dissolve it.

Likewise, the substitution of a less valuable for a more valuable substance is less fraudulently practiced, for such preparations are now generally so labeled as to warn the buyer of their true nature; whereas, ten years ago this honest practice was very generally disregarded, the

olive oil labeled decorated bottles holding cottonseed oil. Pictures of maple groves, accompanied by the names of "maple sugar" and "pure maple syrup" beguiled the consumer into buying far inferior compounds and imitations, and little of the genuine article of these descriptions were obtainable in the markets. The manufacturing trade admitted that 95 per cent. of the so-called maple syrups were really a compound. Oleomargarine was widely sold as butter. Simple distilled vinegar, almost without savor, and colored with caramel, was widely sold as cider vinegar; and when fresh peas ran short, dried stock was too often sold without warning to the consumer. To-day every one of these frauds has almost stopped.

Ten years ago the use of injurious antiseptics and of colors and flavors for deceptive purposes were very general. Hamburger steak, too often made of stale scrap, was freshened in appearance by the use of sulphites; potted meats were very generally adulterated with boric acid; likewise oysters and shell-fish, aged and unclean milk, were held over with the aid of formalin and boric acid. Mixtures of glucose, thickeners, artificial acids, coal tar dyes, artificial flavoring and shell-fish, aged and unclean milk were sold under the names of jellies, jams and preserves without the least indication of their compound or imitation nature. Canned goods frequently contained saccharin, sulphites and sometimes boric acid. The waste from tomato canneries, kept in unsanitary ways by the aid of preservatives and dyed to please the customer's eye, thickened with starch, put up in handsome bottles with attractive labels, especially around the neck, formed a large volume of the goods sold as catsup. Candies, sold to tickle the palates of our little ones, were made of cheap materials, stiffened by the aid of sulphites. Over the counters of our beautiful marble soda fountains were sold, under the names of our most delicious fruits, mixtures of syrup, artificial flavors and coal tar dyes, or fruits heavily loaded with undesirable preservatives; and our pop drinks were chiefly sweetened with saccharin and made of other artificial substances, flavors and dyes. To-day all of these practices have been greatly reduced in volume, and in canned goods, in particular, conditions have been so greatly improved, largely by a vigorous co-operation on the part of the canners themselves, that the discovery of adulteration in this class of goods has become extremely rare.

We do not wish to be misunderstood as announcing the arrival of the "food millennium." We do not mean to say that we have wholly stopped adulteration and misbranding. Our country still holds men who are willing to profit at the expense of the health of their neighbors and by deceiving them. Public sentiment and the execution of our food laws have driven them to their inner works, but they are strongly united and ever alert to repel any

further invasion of the territory they have wrongfully occupied. The progress of thought among buyers, as well as sellers, is such that we indulge in the hope that before long we may clearly realize that life is worth more than property and that our acts and laws may be in harmony with principle. We all have from birth a feeling that our own lives are worth more than other people's property. It is harder to grasp firmly the truth that other people's health is more valuable than a few dollars in our own pockets, but we believe we are getting a grip on this version of the Golden Rule.

It is an old saying that "Rome was not built in a day." The same applies truthfully to all great improvements in public practice. It is, however, too often used as an excuse for inaction and to cover the shirking of responsibility. We should not expect to build our Rome in a day, but we should expect of ourselves that in our day we should do a good, strong, honest day's work upon it. We would like to suggest a few "bricks" that ought to be laid by the retail merchants of Pennsylvania, and to make them easier to remember we will put them in the following words:

Do not allow the dust and flies to get on the foods you sell. The most of you are now already careful about this, but all of you should be.

Do not keep stale goods on your shelves. If necessary buy in smaller quantities so as to turn your stock more frequently.

Do not hesitate to dump stock that has become unfit for food. You will make more in the end by selling good goods and pleasing your customers.

Do not buy goods simply because they are cheap unless you have made sure that they are of good quality. —Bakers' Weekly.

If the same consideration, the same wise care, that are given other details of business, were given to advertising, it would benefit business generally. Advertising is recognized as one of the most potent factors in securing and holding trade. Advertising may not properly nor profitably be relegated to a distinctly minor place, nor given only haphazard care and attention.



There is no risk or speculation in handling



**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.

**Sawyer's** 50 Years the People's Choice.

CRYSTAL Blue. See that Top



For the Laundry. DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, lace and goods that are worn and faded.

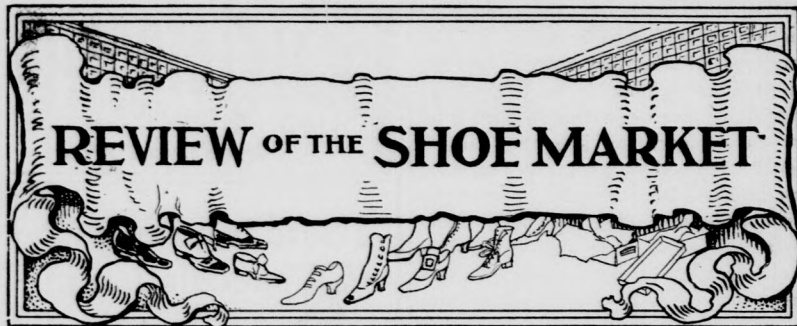
It goes twice as far as other Blues.

**Sawyer Crystal Blue Co.**  
38 Broad Street, BOSTON - MASS.

**CRYSTAL DOMINO SUGAR**

BEST SUGAR FOR TEA AND COFFEE!

5<sup>lb</sup> BOXES - FULL SIZE PRICES - 24 IN CASE  
2<sup>lb</sup> BOXES - FULL SIZE PRICES - 60 IN CASE  
2<sup>lb</sup> BOXES - HALF SIZE PRICES - 60 IN CASE



### The Findings Case a Source of Much Profit.

It seems that the day of "greasing" and "tallowing" shoes has not entirely passed. At least, some merchants ignore shoe polishes and other profit-producing articles in shoe findings, although there is a ready sale for findings in nearly all classes of stores. A neat case close to the entrance of the shoe section, or well in front, in the exclusive store, is a good investment.

Out of the many findings articles offered all allow a liberal profit, and are of real value to the buyer. Arch supports, for instance, should not be overlooked. They are necessities and a sale very often makes a permanent customer. The same is true of bunion protectors. Often customers can not be properly and comfortably fitted with shoes, due to painful bunions.

Stretching the shoe at a certain point relieves the distress temporarily, and the shoe is drawn out of shape. How much better pleased the customer would be with a pair of bunion protectors which insures permanent relief and in many cases are an absolute cure. A sale of this sort is sure to bring the customer back, and the profit made, while a small item at the start, grows into quite an account on aggregate sales.

Shoe trees keep shoes in shape. They should be placed in snow or water soaked shoes, and the footwear will then retain original shape, and the wearer may put the shoes on the following morning with ease. That dried up, small-feeling is not there as would be the case had the shoes not been placed on lasts or trees. Customers informed on these advantages by salesmen appreciate the clerk's interest even if they do not buy.

Knee protectors for children are another item that meets with ready sale if stocked and shown. Much of the wear on stockings is prevented when growing children are fitted with this article. The price is nominal also, so that most mothers are likely to purchase these protectors. Good shoe laces, neatly packed, will sell, and in a large measure do away with the "giving away" habit in many stores.

Polishes and dressings will sell easily. The importance of keeping shoes clean and in good condition materially increases their wearing quality. Most customers know this and a merchant can work up a nice

business on this findings line alone if he wants to go after it.

Too often merchants lose sight of the small things in their store or in a department. The large sales do not always show the best profit at the end of a season. The frequent sales of boxes of polish, shoe laces and numbers of other 10 or 15 cent articles reach quite a sum at the close of the year.

Customers buying shoes do not need to be neglected in taking care of the findings case. It is easy to handle both and give complete satisfaction. Findings, if properly pushed and well displayed, will pay a large portion of the running expenses of a shoe department.

These necessary shoe accessories pay a good profit and add prestige to the shoe department:

- Arch supports.
- Barefoot sandals.
- Cork insoles.
- Bunion protectors.
- Circlettes.
- Corn cures.
- Corn files.
- Dressings.
- Felt insoles.
- Hair insoles.
- Heel plates.
- Heel protectors.
- Knee protectors.
- Shoe laces.
- Leather ankle supports.
- Leggings.
- Rubber boot socks.
- Rubber heels.
- Silk oxford laces.
- Shoe polishes.
- Shoe trees.
- Spats.
- Stocking heel plates.
- Overgaiters.
- Toe and heel plates.

#### School Book Bag of Rubber.

One of the newest offerings in school supplies is a rubber cloth school bag, in which juveniles can carry their books protected from the elements. The new bag comes in two styles, either gray or tan rubber cloth, and measures 13x17 inches. It is of the draw-string type, employing strings composed of dress-binding braids, in gray or tan, to match the bag. Plaid fabrics are used as lining and the bag is in every way substantially made. At retail the bag can be sold for 25 cents.

In addition to being sold as a school utility this rubber cloth bag could be offered through the leather goods department; also among the automobile supplies, or with the tourist goods, as it can readily be employed for various purposes.

#### Shoe Manufacturers Take Action.

At the recent annual convention of shoe manufacturers in New York resolutions were adopted regarding the relations of the manufacturers with the retail dealers, which are of much interest to the latter, as follows:

Reported Combine of Last Makers—Whereas, the shoe manufacturers have recently received from a majority of the last manufacturers printed price lists, effective December 1, 1910, identically the same in form, and contents setting forth a uniform increase in price through a reduction of discount, and, whereas, it appears that said last manufacturers are in a combination in restraint of trade which is a violation of the Sherman act; therefore be it resolved, that we instruct our Secretary to call the attention of the Attorney General of the United States to these apparent violations of the Sherman act and ask that the same be investigated.

Returned Shoes and Cancellation—Resolved, that the members of the National Boot and Shoe Manufacturers' Association ask the aid of retailers and their associations in its correction of the evils of returned mer-

chandise for trivial cause and cancellation of orders after goods are in process, to the end that what are termed "floor goods" may be lessened in quality; thus materially lowering the source of supplies of the "fake" sample shoe stores, or so-called "factory outlets;" be it further resolved, that the Secretary of our Association be instructed to take up with the associations of retailers the question of formulating a plan for the minimizing of these evils.

No Guarantee of Fabric Shoes—Whereas, velvets, corduroys, silks and satins have been introduced in the manufacture of shoes solely to meet the demand of the consumer without regard to their wearing qualities, resolved, that the members of this Association assume no responsibility for the wear of shoes made of

**Honorbilt**  
Fine Shoes  
For Men

**A SNAPPY LINE**

## MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**  
Selling Agents BOSTON RUBBER SHOE CO.

# HIDES

If you are buying hides you can make shipments to the

## Wolverine Tanning Company

Rockford, Mich.

with the assurance that we will allow you the highest market price.

### To Our Customers

Being owners of the Wolverine Tanning Co. we will guarantee that you will receive fair treatment.

## Hirth-Krause Company

Hide to Shoe  
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

velvets, corduroys, satins and silks; and, further resolved, that each member of this Association notify his customers by a card with each pair of shoes, or direct means, as follows:

**Notice**—We use velvets, corduroys, silks and satins not because of their durability or adaptability as fabrics from which to make shoes, but solely to meet a demand of the consumer, and we can not assume any responsibility for even a nominal amount of wear for such materials, and the purchasers of such shoes buy them at their own risk. Under no circumstances should the buttons be reset with wire fasteners on these goods.

**Favors Organization of Retailers**—Resolved, that this Association views with favor the organizations of retailers forming throughout the country and will be pleased to co-operate with them for the correction of evils in the trade, and for the general uplift of the shoe industry.

**Samples and Styles**—Resolved, that the movement inaugurated at the last convention to eliminate the number of samples and to influence the trend of styles to fit in with the merchandise on the shelves of the retailers and with the lasts and patterns of the manufacturers has been productive of good, and it is the sense of this convention that the Committee be continued with the same personnel, with full power to fill vacancies, and to make such additions to its membership, including prominent retailers of the United States, that it may deem proper from time to time.

**Retail Bankrupts** — Resolved, that when requested by any member of this Association, the Secretary ascertain who of the members may be interested in any case of bankruptcy and put members so interested into relation with each other. It is further recommended that in all cases of failing debtors, so far as practicable, members endeavor to concentrate their claims in order that action relative thereto may be guided by proper investigation.

#### Unwise Cut Price Shoe Sales Injury To Legitimate Trade.

A shoe manufacturer, who is a member of the National Association of Boot and Shoe Manufacturers, the other day declared that, in his opinion, the cut price sales held semi-annually by most shoe merchants constitute the greatest known injury to the legitimate shoe business of the United States to-day. There is probably little doubt that this is true.

How many shoe dealers before marking their stock down so close to the cost mark that it leaves them no net profit stop to consider the real reason for a cut price sale? We doubt if there are many.

Now the only real reason under ordinary circumstances for a cut price sale should be to clear out near the close of the selling season without a loss, shoes that threaten to remain on the shelves. It is good business for the shoe dealer to turn his shoes into cash, but it is not good business to sell these shoes at cost so long as there remains a possibility of selling them at a profit.

Profit is something that a great many shoe dealers forget to keep in mind. It is strange that oftentimes a shoe dealer will put on a cut-price sale in the very midst of a good selling season and hand out to the public the profit that belongs in his cash register. Profits are needed for the successful conduct of any business.

It is well understood that every manufacturer, wholesale and retail merchant is in business to make money. He is entitled to a profit, and that no one will deny. Yet so long as the shoe merchant is willing to sacrifice his profit, just so long will the public postpone buying merchandise at regular prices, knowing that by waiting for the sales it can save money. "Saving money" means nothing more nor less than the transfer of the legitimate profit of the dealer from the cash register of the merchant to the pocket of the consumer.

Whose fault is it? Surely not that of the consumer, for were he convinced that there would be no cut-price sale he would buy his shoes at regular prices and contribute to the prosperity of the dealer.

In some cities where the merchants are well organized the practice of having cut-price sales has been regulated. What is the result? Just this: Better business men, who are happy in the knowledge that their business is making a profit for them in January as well as in September, and in August as well as in March or April. Speed that day when the shoe merchants of this country will be sufficiently courageous to stand up squarely in their boots and say: "We are through with cut-price methods and from now on will sell our goods at a profit, or not at all!"

If organization is needed to hasten that time, then organize. This paper has from time to time pointed out the benefits derived from organization, and we are thankful that in some cities and sections of the country good progress has been made in this direction. Organization is still in its infancy in the retail shoe trade. The movement needs men not only of conviction but of courage to act. Someone must take the initiative in every city and town. Ask yourself this question: "Why shouldn't I make this start?" Some one will have to.

Through its organization the Manufacturers' Association has accomplished a lot of good for the retailers as well as for themselves. We sincerely believe that the shoe manufacturers would welcome a responsible association of the shoe dealers of the country. They could and would work harmoniously, to the end that all would profit thereby.—Shoe Retailer.

Farmers and merchants who have made use of the delivery privilege now available on all rural delivery routes have no use for the proposed rural parcels post, which would merely increase delivery costs without any compensating advantage whatsoever.



Our No. 314

Shoe construction and leather that will stand the grief a healthy boy has to give his footwear.

Two colors, black or tan.

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

## 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.

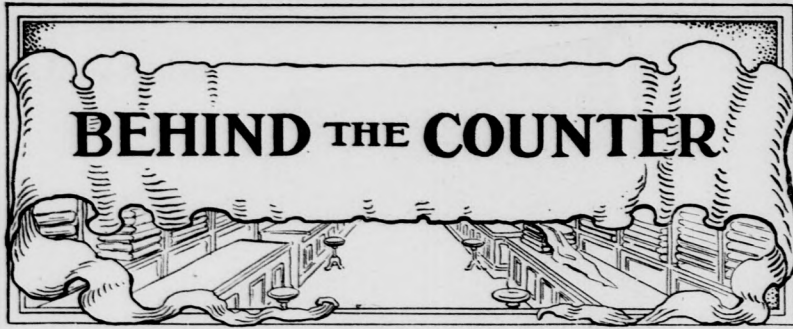
Dealers are recognizing them as the thoroughly honest shoe. They know that when a pair is sold it means a customer satisfied and that he will be back for another pair when next he needs footwear.

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.



### Employers and Employees; They Should Work Together.

The character of the employes has much to do with the success of a business, and their individuality is greatly influenced by their surroundings. The disposition and habits of the employer exerts an influence upon the employe for the benefit of the business or against it. The disagreeable, grouchy employer generally has employes who have the same characteristics. We give out what we receive in this world. A bad disposition begets a bad disposition. The employer who is always ill-tempered and grouchy receives little sympathy, and is always detested. No matter how smart or how thorough his knowledge of the business may be, these qualities are often neutralized by an unfortunate temper. More and better work will be obtained from employes by a genial, good-natured man than by the sour-faced, grouchy man who lacks the education of self discipline and self-control. This question of surroundings should be more carefully studied by employers than is generally done.

The business will be greatly aided and stimulated if the employer is assisted by loyal and united employes working among congenial surroundings. Where there is antagonism and constant bickerings between employer and employes the business suffers.

Employes, even the worst of them, should receive friendly encouragement, as well as necessary criticism. It is easier, however, to tear down than to build up, and easier to censure than to praise. The encouragement which some employers give their employes is often worse than none at all, for they qualify their compliments in such a way as to take off the benefit of their commendation. While praising the work done, they are apt to add some words which might better have been left unspoken.

There are some employers who are afraid that a little encouragement or praise of an employe might make him so satisfied with himself as to spoil his future usefulness. Some withhold the cheering word for fear the employe might ask for a raise in salary before the time was ripe for it. There are some employers whose knowledge of their business is merely theoretical or what they have gathered from reading books. Others have never had practical experience in that which they attempt to judge. Such men can neither praise nor criticize their employes for fear of exposing their ignorance. Where such conditions prevail it is no wonder that employes are restless and dissatisfied.

Kind words are worth much and cost little. They give encouragement to greater efforts to please on the part of the employe. There is no profit in a frown. It never erased the cares of life, and its memory may cause grief. Give praise with justice and moderate criticism with kindness.

Different persons have different limits of capacity. There are many misfits in the business world. Some men occupying positions as book-keepers would do better work as mechanics, while others who are mechanics ought to be book-keepers. In whatever position a man may be, whether he is suited for it or not, if it is seen that he is doing his best to fill the position, a word of cheer would urge him to improve and develop. A man's ability cannot be measured by the yard-stick. There are some who do not understand themselves or their capabilities. To such, a word of praise, advice in a kindly spirit, and at the right time, might possibly have an important bearing upon their future life. If a man shows no capacity for the position in which he may be placed, it is much better for him and his employer if he were told so. This, however, should be done in such a manner as not to discourage him from endeavoring to obtain a situation more suited to his talents.

Nothing is more necessary to the welfare of a business than properly trained employes—not mere machines who are governed by the operation of a push button, but live, energetic, active employes who know their duties and are capable of performing them. There are many who may not be thoroughly familiar with the business but are perfectly willing to learn, and should be given the opportunity, not alone by practice but by instruction as well. In some of the large stores there are regular schools of instruction for the employes. While this course may not be practical in the small stores, much good can be done by frequent conferences between employer and employe. There should be weekly or monthly meetings at which matters affecting the business may be freely discussed. A certain retail firm assigns a subject to an employe upon which he is expected to speak at the fortnightly meeting. One time, in the grocery store, it may be rice, where grown, different grades, how prepared and best methods of promoting its sale. At another time the subject may be advertising, window dressing, delivery, figuring costs, returned goods, etc., in any retail business. A general discussion follows the speaker's remarks. Before the meeting closes

### 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.



# FANCHON FLOUR

Has a State Wide  
Reputation



## JUDSON GROCER CO.

Are Distributers

Grand Rapids, Mich.

the subject to be discussed at the next meeting is announced, so that the employe, to whom it may have been assigned, will have ample time in which to prepare himself. There is also a suggestion box into which, during the intervening periods between the meetings, employes can drop questions, suggestions, criticisms and even complaints, either general or personal, without their identity becoming known. These are acted upon at the meeting. In this way the firm finds out what are the feelings of the lesser employes towards those who may be placed over them, and the grievance, if it is one, is generally adjusted to the satisfaction of all concerned.

By holding these conferences each employe has the chance to see just what he and his work are good for in relation to the work of his fellows and the business, and he naturally begins to take an intelligent view of affairs. As a result his work is made to count. The employer who denies his employes' explanation of things necessary to his interest, no matter how small, is unwise. If employes are anxious to learn they show an ambitious tendency, and in this they should be encouraged. Such meetings as described enable the employer to get into touch with his employes in a semi-social or personal way, give him an opportunity of discovering talents and using them to better advantage, which, perhaps, would otherwise have remained hidden and their use lost. If we must prepare employes to be future employers, and there is no doubt about it, let it be done correctly, in order that the benefits which the present employer enjoys may be preserved to him. Nothing but good results follow a getting together and talking it over.

#### Good Advice To the Boy.

At this season of the year a few words of advice and encouragement to apprentices may not be out of place. Our learners are, I am afraid, too often forgotten when business is discussed by the elders. It is from the youngsters that we shall, in years to come, have to select our assistants and it is more especially to them that I want to talk. The writer has been through the mill and thoroughly sympathizes with the lad who has had a good education and then is put to the drapery trade. It may be his own choice or perhaps he had no voice in the matter. In either case the first year or two comes as a serious blow to his aspirations. To have the everlasting round of dusting, window cleaning and in some cases parcels to take out is in many cases quite sufficient to give ones ardor a dampening that takes a lot of getting rid of.

But this hard work is the finest trial a youth can have. How can you ever hope to be a manager or a master if you do not understand every detail of your work. There is no degradation in hard work. There is great benefit and future glory in store for you if you only put your heart and soul into your work, whatever your position may be. Work so that your

master and those above you will miss you when you are away ill or on your holidays. Let them feel that you are a real help to the business. Don't be frightened of doing a little more, or even a great deal more, than is expected of you. Be enthusiastic in your work. Do all you can to help on the business. It will pay in the long run. There is sadly too much time spent in thinking about the "sweat of thy brow" as being the curse of humanity. Hard work never killed any man in the drapery trade. Lack of it and the devotion to worry and pessimism have been the ruin of many.

Instead of bemoaning your lot be up and doing, and at the end of the day you will leave business with a much lighter heart and mind. You will have many trials, but if you resolutely make up your mind to overcome them many will only turn out to be very small.

You who have your way to carve out in life can not afford to spend time in worry. Get enthusiastic about your business, take as much interest in it as you do in the scores of cricket. Just show the same anxiety for the day's business as you do for the latest score of your favorite county team.

Don't watch the clock. It is a slow job. It takes the minute hand just sixty minutes to get round and if you keep hard at work it will pass ever so much quicker. Don't be so ready to throw down your work exactly as the clock reaches closing time.

You should feel the interest of the shop is your interest, that you are part and parcel of the business.

Know all about the goods you have to sell. If you don't know what a material is made of, then ask someone who does. Make yourself intelligent so that you can talk to your customers as one who knows and not have to make rash statements about the merchandise which your customer knows only too well are a display of ignorance.

Cultivate a knowledge of your business in your spare time and the information you store up now will be invaluable in later years.

Have ambition, be determined to rise, and then when the opportunity comes your knowledge will enable you to fill the new and higher position you have the chance to fill. Opportunity knocks at every one's door once at least and if your house is not in order to receive it then there is poor chance of a second visit.

Shakespeare says in one of his plays: "There is a tide in the affairs of men which, taken at the flood leads on to fortune." Be prepared to take advantage of this tide when it comes. Unless you are already prepared for it there will be no chance of going with it. You can not get yourself in readiness at the moment it comes. It is only by years of steady application to your business that you will be enabled to take full benefit of this tide.

The best advice I can give you is this: "Be enthusiastic."

Geo. P. Wadsworth.

## Pay Your Running Expenses

from your sale of Uneeda Biscuit. Yes, we mean *just* that. Let your sales of Uneeda Biscuit take care of your rent, your heat, your light—but pick *one* big item of expense and let Uneeda Biscuit pay for it.

Grocers do it all over the country. It's the usual thing for the big stores.

The sales *will do it too*. You don't need to worry about that—the people in your locality *know* Uneeda Biscuit, *want* Uneeda Biscuit and *buy* Uneeda Biscuit. It's up to you to supply them—but put your Uneeda Sales on a systematic basis.

NATIONAL BISCUIT COMPANY

## YOU CAN HEAR AND BE HEARD

Whether you talk one mile or one thousand miles over the long distance lines of the—

"Bell System"

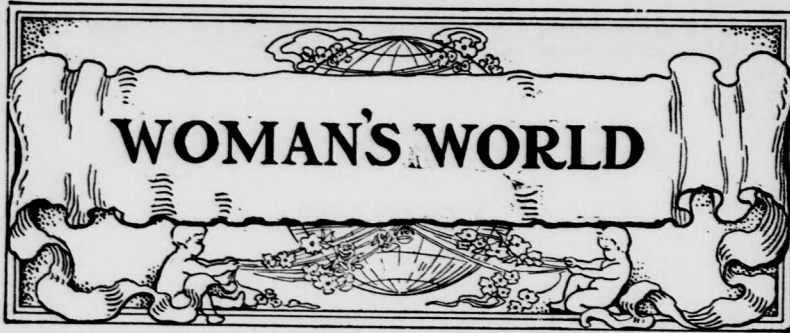
Every BELL TELEPHONE

is a Long Distance Station



## 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.



## WOMAN'S WORLD

### A Wife's Duty as Enlarged by Modern Science.

Written for the Tradesman.

A shrewd observer of the distinguishing traits of the two sexes remarks: "A man will spend his every cent for something to eat—blow his last half dollar for a square dinner; a woman will buy a few crackers and a tiny slice of cheese, nibble away in some obscure corner at her luncheon, and use the money saved to purchase a coveted bow of ribbon."

This is simply a bright way of stating the trite fact that a man thinks more of eating than a woman does. In proportion to size and strength he may not consume any larger amount of food than she does, but some way he sets greater store by it.

This is witnessed by his willingness, when circumstances will permit—and sometimes when they will not—to pay extravagant prices for toothsome viands and elegance of table service. If they had only women patrons to depend upon, the best hotels and restaurants would all be driven into bankruptcy in a month's time and chefs would be compelled to doff their caps and aprons and go to shoveling snow or working on the streets.

So indisputable is the fact that the average man cares a great deal about his victuals, that wives often are counseled to accept this trait as an essential part of the masculine nature and cater to it. The blushing bride is told that the way to a man's heart is through his stomach, and is frankly advised that if she wants to have a contented husband and a happy home she has simply to "feed the brute."

Sixty years ago this theory of domestic felicity rarely was called in question. The good dames of those days, if they were possessed of energy and culinary skill, loaded their tables with all kinds of rich and indigestible concoctions designed to tickle the palates of their lords and masters, and they could do so without hindrance from the scruples of hygienic knowledge.

If the brute died—and some of them did—the demise was regarded as a dispensation from the hand of an inscrutable Providence. The widows of those days were widows indeed—without life insurance. When such a one entered the battle of life alone and unprotected, her mind was not torn with poignant misgivings that she herself was to blame for her solitary condition.

Nowadays a woman who has fed the brute fatally accepts her endow-

ment or straight life from the insurance companies, and so is better able to meet the future than was the widow of sixty or seventy-five years ago. While her husband's lodges are passing resolutions that, "Whereas this brother has been removed from the scene of his earthly usefulness by the hand of an All-Wise Power," she, if a woman of reading and intelligence, is harrowed in her soul by dreadful suspicions that it was the victuals that he ate that killed him.

Sometimes the man who is fed on the brute plan does not die, or does not for a good while, but drags out a miserable existence for years and years, with a long train of digestive ailments and ills consequent upon digestive ailments attached to him. Whether the poor fellow who lives on in this way can be considered any more fortunate than his brother who died is an open question. Whether the woman who is left a widow is any more to be pitied than the wife who has to live with a dyspeptic grouch for a husband is a still more open question.

Verily, knowledge complicates the problem of a wife's duties! The old arguments are as potent as ever. The homemaker of to-day takes the same pride in her cooking and has the same desire to gratify the wishes and indulge the tastes of her husband as did the homemaker of sixty years ago; but here stands stern-eyed Science interpreting the laws of physical well-being and commanding in no uncertain tones that a man, particularly one of sedentary habits and indoor life, can not pamper his appetite, can not eat in excessive amount, can not eat habitually of rich, unwholesome food and keep his health.

Some women, on becoming convinced of the necessity for observing the laws of hygiene, rush to the extreme of trying to compel a hearty man to subsist on messes of nourishment that might or might not be acceptable to a confirmed invalid. When a wife and mother attempts to force on to an ordinary household a course of diet similar to that which is said to prevail at a certain great health institution located at Battle Creek (the institution which, by the way, we all love to poke fun at, but which many of us are glad to take refuge in to regain the health lost through our own folly), I say that when this kind of regimen is forced on to an ordinary household there is bound to be trouble.

Do the cooking course and the school of domestic science offer safe guidance to the housewife perplexed

### Post Toasties

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

Postum Cereal Co., Ltd.  
Battle Creek, Mich.

### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co.  
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### The McCaskey Register Co.

Manufacturers of

### The McCaskey Gravity Account Register System

The one writing method of handling account of goods, money, labor, anything.  
ALLIANCE, OHIO



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The Original Fly Paper

For 25 years the Standard  
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All Others Are Imitations

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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**

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Makers  
GRAND RAPIDS, MICH.



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Principal Coffee Roasters

BOSTON

CHICAGO

over this question of proper food? That all depends. When these institutions dispense clear information as to the constituent properties of foods, and the balance of the different kinds necessary to keep the human body in a state of health, they ought to afford great help. From the sort of cooking school that runs all to fudge and angel's food and cute little ways of getting up things for pink teas but little benefit can be derived.

How shall the wife so order her table that her husband may enjoy his meals and at the same time not contract dyspepsia? Here is a fine field for womanly tact and even finesse.

Perhaps a husband may be of the kind who can be brought by deft measures to become interested in health fads. Then all will be very easy. I am acquainted with one man who declared to me that he had educated himself up to the point where the idea of eating meat in any form or shape was repugnant to him. (I give this simply as an example of the length to which the masculine mind will go when it takes a start in a given direction. Personally I do not repudiate the moderate use of flesh food.) I have known of other men who were enthusiastic advocates of raw food. Men of these types are, of course, rare. There are very many, however, to whom the financial argument will appeal. Simpler food will give the much desired decrease in the cost of living.

There are men without number who may be shunted off gradually from an unhealthful diet onto a healthful one without ever realizing what is taking place. Try substituting fruits and plain foods cooked so as to bring out their true flavor and deliciousness for some of the rich pastries and knick-knacks. A shrewd woman who is attempting to reform the diet of her household will not blow any trumpets before her nor let it become too obvious just what she is up to, and she will see to it that her conversation does not smack strongly of quotations from health magazines, nor of references to Battle Creek. Quillo.

**The Emergency Cabinet.**

Upon every mother—the poorest, most ignorant and unthinking, as well as the one who is blessed with wisdom and wealth—is laid a certain responsibility that can not be shifted to any one else. Whether or not she realizes this fact makes little difference. It is there and remains there just the same. She may be the kind of a woman who knows how to meet the various emergencies of every day existence, she may have the clear brain and the quick ready fingers, or she may be the poor weak woman who, when most needed, can only stand and wring her hands and wipe away the tears. No matter which kind of a woman she really is, to the child she must be the one wonderful being to whom, in time of trouble or sorrow, he reaches out his tiny arms for help and comfort.

A little education in the right di-

rection will transform the helpless mother into another and wiser person. Every mother should, in a way, be physician and nurse. She must be equal to all minor ills and accidents. If she is not, it is only because she has not had the time nor inclination to learn.

Every family should count among its home furnishings a little emergency cabinet. This may be an elaborate affair built in the bathroom or it may be only a tin breadbox with a light cover and handles by which it may be carried about conveniently from one room to another. Such a box may be purchased for 25 or 50 cents, according to size. In it should be kept together for immediate use everything that is likely to be needed in an emergency, when there is no time to be spent sending to the corner drug store, or running here and there trying to dig out forgotten bottles and ointments. When Johnny upsets the hot coffee on his hand or Mary experiments disastrously with the sharp edge of the bread knife, or Willie falls from the rear end of the ice wagon, the little cabinet will have its work to do and its value as a ready and waiting physician will be demonstrated.

The cabinet can hold cold and croup remedies as well as bandages and lotions for accidents. When the baby awakens in the middle of the night barking with croup—and the doctor five miles away—it is valuable to know what to do and how to do it. At times like that it is well for a mother to keep her wits about her, to make the quickest possible use of the materials at hand, postponing her tears until a more convenient moment.

The helpless mother will be greatly surprised to find how many times cool, clear thoughts and steady touch

will win the day. Much depends upon what is done before the arrival of the physician. Possibly by the time he arrives he is not needed. With the right kind of a mother, that is often the case. He will have only praise for the one who has endeavored to prepare the way for his services.

To return to the emergency cabinet: It should include, ready for use, a two ounce bottle of arnica, a two ounce bottle of witch hazel, a two ounce bottle of alcohol, a two ounce box of powdered boracic acid, one bottle of iodoforn gauze, one package of adhesive strip one inch wide, one roll of absorbent cotton, a small package of wooden splints, one paper of small sized safety pins, several rolls of bandages. The bandages may be purchased already prepared. Their cost is trifling; but if economy is necessary bandages may be made from old soft sheeting, torn into strips of the proper width.

In addition to the above have several old soft towels, nicely laundered and carefully rolled in tissue paper. A pair of scissors will be convenient and if possible a pair should always be in the cabinet.

On the arnica bottle write: "For bruises and sprains." On the witch hazel: "For hemorrhage." On the alcohol: "For cleansing," and on the boracic acid: "General antiseptic."

No doubt you will add to this list

as circumstances may suggest, but as it is, it is practical and will cost but a trifle. If you have these ready aids at hand, you can close the door of your little cabinet feeling that you are safe and secure and that, no matter what unexpected accident happens, you will not have to waste time and energy searching for necessities at a moment that is full of anxiety.

**Her Share.**

Mrs. Plumber—The lawyers got most of the estate.

Her Husband—Didn't the widow get anything?

Mrs. P.—Oh! yes, she got one of the lawyers.



The Popular Flavor  
**MAPLEINE**  
Better Than Maple

Order from your jobber or  
The Louis Miller Co.  
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THE CRESCENT MANUFACTURING CO.  
SEATTLE, WASH.

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Terpeneless High Class  
**Lemon and Vanilla**

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

**FOOTE & JENKS, Jackson, Mich.**

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

**HAND SAPOLIO**

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

### THE MORAL HAZARD.

#### How the Insurance Adjuster Sometimes Turns Detective.

That elusive and intangible element known in the fire insurance business as "the moral hazard," is strikingly brought out by Jacob Bartle Parker, an experienced adjuster, who writes in the Saturday Evening Post about "Conscienceless Fire Insurance." He says:

"If a white man fools Indian once, white man's fault; if he fools Indian twice, Indian's fault."

If the reader has ever lived in or traveled through that section of the United States which is now a part of one of our youngest states—Oklahoma—and was originally known as the Indian Territory, lying opposite Fort Smith, Arkansas, he will recall having often heard the expression quoted at the beginning of this article.

And by way of introducing this narrative, the expression can be appropriately paraphrased to read: "If an insured person fools insurance company once, insured's fault; if he fools company twice, company's fault."

Conscienceless fire insurance is sought only by persons who have deliberately determined to commit a crime.

It is remarkable how simple a thing will often result in disclosing the perpetration of a fraud, when seemingly there is nothing tangible upon which to pursue an investigation—thus serving to prove the truth that "honesty is the best policy" even when seeking insurance.

An insurance adjuster's work calls for the very best there is in a man—diplomacy, the keenest of secret service instinct and the mind of a Lincoln—for the insurance adjuster must act as an impartial arbiter between the insured, who has suffered loss or damage, and the company must pay the sum finally agreed upon; or must, in some cases, give information that will demand prosecution of the insured for fraud.

I was one day ordered by a company to visit the town of D—, where a clothing merchant's store, a one-story brick building, sandwiched in between two two-story buildings, had been destroyed by fire. I learned that the merchant had recently stocked up heavily by purchasing a lot of second-hand goods on which he had procured insurance of ten thousand dollars, placing the value of his stock at fifteen thousand dollars. A visit to his store revealed the almost complete destruction of the place, although I observed in about the center of the store a pile of partially burned goods and a lot of charred planks. Securing a negro I had him lift one of the planks, which I found was resting on a partially burned wooden horse used by the merchant as a support for some hastily improvised counters upon which he had displayed his goods. I told the negro to replace the plank, and then quickly withdrew from the ruins.

Beneath that plank I had seen evi-

dence that would convict the merchant of arson—a broken coal-oil lamp around which was coiled a piece of copper wire, and at the end of the wire a piece of fish and the body of a dead cat which had been caught in the falling clothing and thus had escaped the flames. The merchant was a bachelor, but a visit to a little restaurant where he ate his meals elicited the information that on the evening of the fire he had procured a piece of fish and taken it with him as he left the place. From another source I learned that he had borrowed a cat with which to catch rats. The rest was very simple. He had returned to his store and had arranged his bait upon the temporary counter, where the slightest pull would upset both lamp and clothing. He had then locked the door of his store and left it to the mercy of the cat. In the meantime the merchant joined some cronies and whiled away the time playing pinochle and waiting for the alarm of fire.

The merchant soon visited me at my hotel and related a hard luck story that would have brought tears to the eyes of the Egyptian sphinx. I listened intently as he told me that he believed rats had gnawed matches and caused the fire, but that as he was anxious to have a quick settlement he would accept nine thousand dollars cash for his insurance of ten thousand dollars. He would thus be able to purchase another stock at once and recover from his disaster, as it was his busy season.

We then sat in silence for a minute or two, when I startled him by asking him why he had not used a piece of string instead of a copper wire? He, of course, feigned the greatest surprise possible, and in response to his enquiry as to what I meant I escorted him over to the ruins of his store where, lifting the fatal plank, I pointed to the telltale lamp and wire and bait, and the dead cat.

With the addition of a few more facts the clothing merchant confessed, and at his trial he was found guilty and is now serving a prison term of five years.

Out in an agricultural section a storehouse containing cottonseed and hay, one night succumbed to the flames. I couldn't find enough ruins to determine what had been on the site of the fire.

I finally found the owner of the destroyed storehouse and asked him if he had saved his books so that he could give me a statement showing how many tons of hay and cottonseed were stored in the building. He assured me that he had his books, and he soon stated the amount of stock he had had in storage. Upon my request that he put it in writing he did so, and then I had him accompany me to a notary public and make affidavit to the correctness of his figures. Thereupon I arranged to meet him in an hour and discuss the adjustment of his loss. My next

move was to obtain the exact measurement of the building that had been burned, and with these figures I was soon able to tell exactly how much hay and cottonseed could be stored in it. The more I calculated with his figures the more impossible I found it to crowd into that storehouse more than about one-tenth of the quantity that he had sworn was contained therein at the time of the fire.

He was prompt, however, in keeping his appointment with me, and replying to my enquiry of whether he was positive that he had given me correct figures he said: "Yes, sir. I took them from my own books which I kept." He was persuaded to do a little figuring himself, and I soon learned from the worried expression on his face that he realized that he had trapped himself. I smoked and quietly waited, and he finally broke the silence by saying: "Confound that clerk, he has made errors in his figures!" "Maybe he has," I said, "but it was you, not your clerk, who made oath that those figures were exactly correct. You evidently forgot the size of your storehouse when you were estimating the size of the insurance that you should receive from the company."

Mind you, that man did not set fire to his storehouse. He was innocent of the cause of the fire, but he was one of those conscienceless men who look for an opportunity to beat the company. He finally produced invoices that proved just what amount of goods he had in storage, and was paid accordingly.

As a copper wire convicted one dishonest merchant, so a postage stamp sent another offender to the wearing of stripes, although he favored blue serge.

One chilly autumn day I received orders from my people to proceed to an isolated town some thirty-two miles from a railroad. The trip was made by wagon through a swampy country, my sole companion being a likely-looking stranger whom I had picked up at the livery-stable in the nearest town. He had expressed his intention of going to the same town for which I was destined, and as he agreed to pay half of the livery bill I was willing to take him as a pas-

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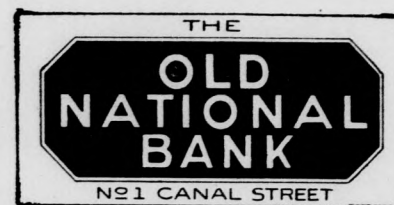
## Grand Rapids National City Bank

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Capital  
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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.



senger. After we had proceeded for two or three hours he finally enquired my business, and I stated that I was a missionary visiting the out-of-the-way places.

He had noticed a quart bottle in the pocket of my overcoat, and he smiled as he remarked: "You are the first missionary that I have ever seen carrying a bottle," to which I replied that the sparsely settled country necessitated such precaution. Finally we grew confidential enough to discover that both were bent upon the same mission—investigation of the burning of a country store and postoffice—the only business house in the town. He was a postoffice inspector, and he agreed to give me whatever information he had in return for the same compliment from me. We found that neither had anything to offer, save a letter in my possession which the insurance company had received from the merchant. It was crudely constructed, but it explained that everything had been burned, including the postoffice supplies and the merchant's personal belongings which were in the building.

We finally arrived in the town and met the merchant, who was occupying a little frame house with a neighbor. He told us how the store had burned and that he had not saved even a postage stamp, and he added that were it not for his insurance he would be absolutely penniless. The postoffice inspector first broke in upon his calmness by enquiring whether he had any registered letters in the postoffice when the fire occurred. He replied that he had several, but that nothing was saved.

"Then where did you procure the postage stamp which you used in writing this letter to the insurance company?" enquired the inspector.

This disconcerted the merchant, and he broke down and confessed. He is now serving a five-year term for setting fire to his store.

#### Sale of Bankrupt Stock.

The stock of J. R. Whiting & Co., of St. Clair, Michigan, will be sold at public auction on Tuesday, the 31st day of January, 1911, at 1:30 o'clock in the afternoon at their store in St. Clair. Their equity in the store building will be sold at the same time, either with or without the stock.

The store will be open for inspection on Saturday and Monday previous to the sale. The stock consists of dry goods, clothing, shoes, groceries, etc., and inventories nearly \$30,000.

All prospective bidders will be required to put up a certified check for \$1,000, and the purchaser will be required to put up a certified check for \$2,500 on the day of sale. The sale will be subject to the confirmation of the Referee in Bankruptcy.

J. S. Duffie, Trustee.

You never see the windows of a high class store giving the theatrical bill posters any of their space. Window room is worth more to its owner than anyone else will pay for it.

#### THE EXPRESS RECEIPT.

##### Take Time To Verify Before Signing It.

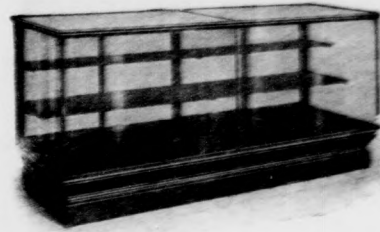
Nine out of ten express messengers or employes who call to deliver goods come in a great rush, drop the package or merchandise, whatever it is, slam open the receipt book and point out the line where the receiver is to sign. The entire effect of the performance of delivering an express package is to secure the signature of the receiver and at the same time his acknowledgment that the package has been received in good condition, as quickly as possible, and without an opportunity on the part of the receiver to examine the goods and verify the condition of them, the receipt of which he has acknowledged.

Whether this method of delivering express is a part of the acknowledged and admitted business of the express companies, whether it is a part of the schooling of the express messengers, or whether it is a habit acquired by long usage need not be said. But whichever way it is, the effect upon the receivers of express is the same. When a package is delivered to one of the great express companies there is issued a printed document which the company insists is a contract. This contract the company at once proceeds to force the sender of the merchandise to live up to. At the same time it proceeds to repudiate its own agreement either now or later on. It asks the sender to value the package. It insists that the sender shall sign a document to the effect that the merchandise has been delivered and accepted, and it requires a corresponding contract on delivery. After offering the contract to the public and insisting that it be signed, the express company, on the same sheet, disclaims all responsibility of whatever nature, and if an express company is prosecuted for the recovery of damage of the goods in transit it defends the case in court and avoids payment if possible.

People in general, and especially people engaged in a retail business, should insist upon taking time to sign a receipt, that is to say, unless for various reasons, and there may be good reasons, they are satisfied beyond all doubt that the goods included in the package are all right and in perfect condition; they should not sign a receipt until they have opened the package and examined the goods. In spite of the disclaimers of express and transportation companies to a liability, they can be and are held strictly accountable by the law, and they know it, and that is why they are in such a tremendous rush to secure the signature of the receiver upon the receipt book. After a receiver has signed his name, signifying that he has received the package in good order, he would have no standing whatever in court, and could not claim with any effect that he signed the receipt in ignorance of the condition of the contents of the package. The fact of the matter is, he should know, and the fact that he did not know something which he might have

known had he taken care to ascertain, would be of no service to him in a court of law. Some express messengers might get fractious over any delay or moderation in signing the receipt book, but that would be of no consequence when compared with the security and safety insured by a little care in receiving express packages. Never let an express messenger

rush the process of receipting for goods. If damaged goods are apprehended before they are receipted for the express company is very ready to make the thing right, in fact, they are more than ready to do so. They are, on the other hand, correspondingly independent if any claim is put in after the goods have been delivered and receipted for.



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**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.

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

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Opposite Morton House

Grand Rapids, Mich.



### Unfair Treatment of the House That Gives You Credit.

The old traveling salesman had gone out to lunch with the merchant who owned the little three-man store and over the cigars he opened up with: "Boy, I have known you ever since you started into the business twenty years ago. I have sold you some goods and I have watched you all your business life. Not as a salesman from my house, but as a personal friend of yours, I want to tell you that you are not giving my firm a square deal! You owe us money. That's not startling, for many other merchants owe us money, and I'll tell you, after thirty-five years with my house I know there is no more generous house in the country than ours. Now we have given you credit up to the limit of course, and we know there is little prospect of your paying us till you get in the money for the goods you sold at the holiday times and we do not expect it.

"Now all this you know as well as I do. You know we have treated you fair and square, as ninety-nine out of a hundred jobbers and manufacturers treat their patrons. I want to ask you, as your friend, have you done the same by us? Have you always treated us as we have treated you? I noticed you had in your stock a line of goods exactly the same as we sell, and I also happened to notice that they came from a house which charges a little more than we charge. Don't you think it would have been only fair if you had sent that order in to my house?"

The kindly old salesman looked quizzically across the table at the business man, who flushed up and replied with spirit:

"But I have not increased my indebtedness a penny! Do you think I would go and run up some other bills when I owe you about all I can pay? I paid cash for those. I had to have some to tide me over the holidays!"

The old man smiled again. "That is just what I was trying to make you say! You don't deal with us because you owe us money which you can not pay. You are rewarding our confidence in you by buying some place else when you have cash to spend. You get in to us as far as you can and then begin to give some other fellow the money, and the fool-killer still procrastinates! The President of the United States should appoint a few good strong men and arm them with broad axes to go around the country and act as executioners of people who act just as you are acting right now toward the house which pays my expenses! It is no wonder

that every now and then some pessimistic manufacturer makes up his mind that there is not an honest man in the universe!

"I know you are honest. I know you don't mean to do wrong, but when you owe a house money you should give it an absolutely level deal. Tell them the truth about your condition. If you can not pay tell them so, tell them why and as long as you have a little cash to spend for the things you must have to keep your business going, for the love of heaven spend it with the people who are your creditors!

"Take your own business for an example. You know that one of the greatest difficulties that you and every other merchant has to contend with is the credit feature, and you also know that when you have lost an account that the actual money on your books is one of your least losses. The greatest loss is that as long as the man owes you money he will do his trading elsewhere.

"Just try and keep that thought before you in your dealings with the houses from which you buy. Try to remember your attitude toward the people who are buying on credit from you. You know how you feel when a man buys from you and you chase him for six months for the money, and when you finally get him to a position which calls for a show-down he begins to growl about the goods being unsatisfactory.

"This has happened to you, of course, and the next time you allow a bill to run too long with some house and they draw on you for the money and you get all worried about the bill, don't begin to growl about the goods being poor sellers and giving dissatisfaction, for in reality it is not the fault of the goods. It's your fault! You have allowed that bill to become a sore subject with you.

#### The Traveling Salesman.

In pharmaceutical associations and drug trade organizations we often hear debated the proposition to do away with the traveling salesman. Advocates of this proposition argue that the salesman can be replaced by mail orders, and the expense of the sales force saved, to the profit of the retailer. There are just two difficulties in the way of the abolition of the salesman. First, the retailer wants and needs him; and second, the manufacturer and jobber can not get along without him. Hence this discussion is fruitless. Cut out the salesman, and the retailer would probably not benefit appreciably, for any saving effected would go to the

jobber and manufacturer. Farther, mail orders can never take the place of the live energetic salesman. If all houses should abolish their sales forces, perhaps they could do business by mail orders, but only one house or but a few houses who should cut off their salesmen would very quickly find their business by mail decreasing to the point of vanishing. Competitors would be very quick to instruct their salesmen to go out and capture this business.

We said above that the druggist needs the salesman and wants him. A wide awake, energetic, well posted and optimistic salesman brings up-to-date information, explains special wares, can induce the dealer to place orders in a hundred instances

### G. J. Johnson Cigar Co.

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

### "The Smile That Won't Come On"

They all wear it in some hotels. The moment you step in

### Hotel Livingston

Grand Rapids, Mich.

you see the word welcome written across every face

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

## Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.



The  
Biggest  
Seller



A NUMBER of causes have combined to make **Shredded Wheat** the biggest seller among cereal foods. Our magazine, newspaper and street car advertising, our demonstrations and sampling campaigns have made **Shredded Wheat** well known and therefore easy to sell. Thousands of visitors to Niagara Falls have gone through our factory and have seen **Shredded Wheat** being made under sanitary conditions and have advertised it to their friends. But, by none of these means could we have built up such an enormous sale if **Shredded Wheat** had not been so nourishing and satisfying. People who eat it once always eat it, which means once you start your customers they will always buy it. Start as many as possible, because there's good profit for you in every sale of

Shredded  
Wheat  
ALL IN THE SHREDS

where if the trade were not visited in person no orders by mail, or but very few, would be forthcoming.

The visits of the salesmen are welcomed by the retail dealer. He is a mine of information of a sort which the retailer can use to his own material advantage, to keep posted on new developments, on new goods, news happenings, market operations and in a thousand ways he is a blessing.

The real wide awake business druggist always has time to talk to the salesman and inspect his offerings, even although an immediate purchase may not be made.

The salesman is also a factor of great importance in bringing the retail trade into closer union and harmony, he is one of the biggest assets of state and local pharmaceutical associations, he contributes a fund of information and optimism which goes far to smooth out trade and professional differences and heal the sore spots and irritations.

The salesman is not an expense to any business. He is a profit winner to both sides, the seller and the purchaser. If he were not he could not hold his job a minute. Sales expense, so termed, is an unavoidable and necessary part of the cost of manufacture and distribution and can not be done away with, whether the salesman travels to "cover a territory" or whether he stands behind the counter. Advertising is the life of business, and one of the greatest and most essential forms of advertising is the work of the salesman.

We do not fear that he will ever be abolished, and this occasional suggestion that he be wiped out is merely ludicrous when one thinks of it seriously.—Practical Druggist.

**Owosso Council's Good Time.**

About twenty of the Owosso Council of U. C. T., with their wives, were charmingly entertained by Mr. and Mrs. R. P. Bigelow at their home in Owosso on Friday evening, and enjoyed one of the times of their lives. After a short session at cards, dainty refreshments were served, and then, with G. W. Haskell as toastmaster, speeches were made by Chas. Shaw, W. L. Parker, J. H. Copas, Jr., Gus Stephan and W. D. Royce.

Commander C. V. Page easily made the hit of the evening in an acceptably worded invitation to the members of the Council and their ladies to attend a similar entertainment at his residence in four weeks.

The Edward K. Tryon Company, fire arms and sporting goods, of Philadelphia, recently celebrated the 100th anniversary of its founding with a round-up of its traveling representatives, old employes and friends, and a banquet. A. G. Longheld, of this city, is the representative of the company in this district.

Three Rivers—A new company has been organized under the style of the Major Gladly Co., to manufacture furniture and do general mill work, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$3,600 paid in in cash.

**Hillsdale Council Entertains.**

Hillsdale Council, No. 116, United Commercial Travelers of America, has long been known as one of the most progressive councils under the jurisdiction of the Grand Council of Michigan. To back up that fact with a positive demonstration an invitation was extended to Grand Counselor C. A. Wheeler and others of the Grand officers to visit it and the date was set for Saturday, Jan. 21. Unfortunately not all of the officers could arrange their work to be there, but Grand Counselor C. A. Wheeler, of Marquette, Grand Executive Committeemen A. G. McEachron, of Detroit, and John D. Martin, of Grand Rapids, responded; also Senior Counselor Hatch and Junior Counselor Nye, of Coldwater Council. The meeting was called to order at 2 p. m. with all officers of Hillsdale Council in their stations. Hillsdale Council is the home council of Grand Past Counselor A. T. Lincoln, who as Grand Counselor of Michigan last year was so zealous in his work as to be able to get from the firm he travels for, leave of absence every other week so he could devote that time to the U. C. T. A bunch of candidates, all "good men and true," were initiated and during the meeting not a ritual was to be seen anywhere. By request the Ray of Hope lecture was delivered by A. G. McEachron, of Cadillac Council, No. 143, of Detroit. In the evening a card party and social were given and much fun was had in the rivalry to buy the lunches as they were put up at auction. B. J. Rigdon, Conductor of Hillsdale Council, was the auctioneer. Near midnight the party broke up with the strong impression that the members of Hillsdale Council, No. 116, are strictly high grade U. C. T's. and also royal entertainers.  
A Member.

**Back To the Farm.**

Spelling bees, husking bees and sewing bees are to be revived as the chief attraction in a new back to the country movement. With the "bees" will go washing machines, telephones, pneumatic cleaners, and the other savers for the housewife of today.

A. P. Sandles, Secretary of the Ohio State Board of Agriculture, is sponsor for the latest effort to solve the high cost of living problem.

He has started with several thousand circular letters to farmers. Each letter wants to know all about things forgotten years ago in many farming communities. When enough replies have been received Sandles will begin his propaganda in earnest.

"The trouble with the farm is that it does not offer enough amusement," Sandles declared. "The boys and girls have to go to the city to be entertained; get in the habit of the city, then stay there. In the old days, when the country people furnished their own entertainments, people went from the city to join them in having a good time."

In his letter he asks whether the sections to which the letters go still have "old time spelling schools, country dances, husking bees, social parties, literary societies, kraut cut-

tings and carpet rag sewings."

From Geauga county he wants to know about "sugar off" parties. An occasional "wood cutting" or "barn raising" also would help the good cause, according to the chief state farmer.

Just to show his regard for the women and progress, Sandles asks:

"How many farmers provide washing machines for their wives?" So that all may be included in the blessings of a returned farm hospitality, better results with the children are promised if the farmers make a special effort to be pleasant and thoughtful to the school teacher.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, Jan. 25—Creamery, 25@27c; dairy, fresh, 18@22c; rolls, 17@20c; poor, 12@15c.

Eggs—Strictly fresh, candled, 26c; cold storage candled, 20@22c.

Live Poultry — Fowls, 13@15c; chickens, 13@15c; ducks, 18@20c; old cocks, 10@11c; geese, 16@17c; turkeys, 20@23c.

Dressed Poultry—Old cocks, 10@11c; fowls, 14@15c; chickens, 14@16c; turkeys, 24@27c; ducks, 20@22c; geese, 14@15c.

Beans—Pea, \$2.15; red kidney, \$3; white kidney, \$2.75; marrow, \$2.50; medium, \$2.15.

Potatoes—New 45@50c per bu.  
Rea & Witzig.

**The Drug Market.**

Opium—Is very firm.  
Morphine and Quinine—Are unchanged.

Carbolic Acid—Is very firm and is advancing.

Ergot—Has again advanced.  
Lycoperium—Is higher.

Menthol—Is higher.  
Rochelle Salts and Seidlitz Mixtures—Have advanced.

Oil Peppermint—Has advanced.  
Oil Spearmint—Has advanced.

Oil Bergamot—Has advanced.  
Oil Cloves—Is higher.

Buchu Leaves—Have again advanced.

**Kalamazoo Grocers and Meat Dealers' Banquet.**

The annual banquet of the Kalamazoo Grocers and Meat Dealers' Association was a great success. Steve Marsh was toastmaster and among the speakers were Henry Schaberg, L. T. Bennett and B. R. Barber. Musical and other stunts were pulled off by James Hammell, Edward Desenberg and others. A. D. Fulton was chairman of the Committee on Arrangements.

The National Grocer Company will discontinue its branch at Manistee on March 1 and supply the trade there from Traverse City. Edward Kruesinga, for fourteen years assistant to Manager M. D. Elgin, of the Grand Rapids branch, has been made manager at Cadillac to succeed C. S. Brooks, who has resigned to go to Portland, Oregon, and F. W. Rauhet has been promoted to Mr. Kruesinga's place.

Some men make a specialty of being honest when they are watched by the police.

**Sales Systems in Bohemia.**

I visited a leading stationery store in Prague recently and enquired whether a certain brand of writing paper was manufactured in the United States, the boxes being decorated with United States flags printed on the covers, and the labels printed in English. The proprietor informed me that the paper was made in Paris after an American pattern.

Another business establishment, profusely decorated with American flags, is selling typewriters made in Germany after an American pattern. The German factory making these machines prints the name of the machine in German for the German trade, and in Czech (Bohemian) for the Czech customers.

Many of the shoe stores have the American flag displayed on or near Austrian-made shoes. Possibly these stores have in stock a few pairs of American-made shoes. Another house sells imitation diamonds and other cheap jewelry, advertising as an American concern, while another displays the sign "Anglo-American Co.," where neither American nor English capital is invested.

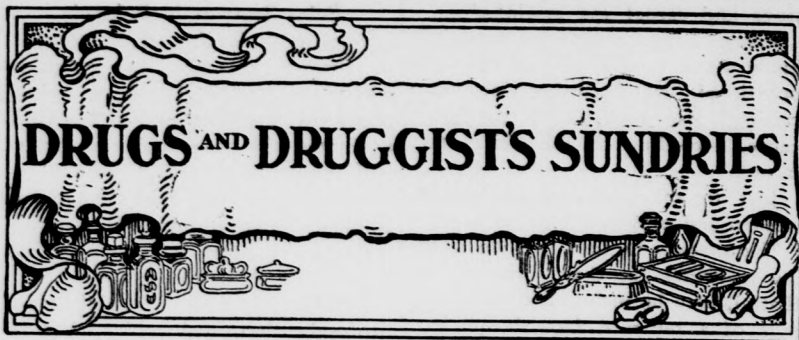
If the sale of foreign-made merchandise is facilitated by advertising it as American, certainly the genuine should sell better than the imitation. There is an excellent opportunity here to sell American merchandise, Prague being the trade center of Bohemia and Bohemia being the industrial center of Austria; but these goods should, so far as possible, be sold exclusively in stores selling exclusively a line of American merchandise. Where this has been done the sale of American merchandise has rapidly increased; for example, such lines as shoes, sewing machines, typewriters, cash registers, heating stoves, etc. Naturally where the articles are small and the sales limited there can not be exclusive stores.

A firm recently established here to sell American heating stoves is selling upward of 500 annually, and stoves are among the most difficult things to sell in Bohemia, because, on account of their weight, transportation is difficult, and each room of every apartment house must contain a stove when the house is finished, and for hundreds of years these stoves have been made of tile. A conservative people are not quick to change a long-established custom, but when the agent tells the customer, and proves his assertion, that the American reservoir stove will heat closer to the floor, and that one of his American baseburners will heat more space than three of the old-fashioned tile stoves, which must be fired each day, his statement is convincing.  
Joseph I. Brittain,  
U. S. Consul, Prague, Austria.

**Safe at Last.**

"Where can I hide?" gasped the mining stock promoter as he burst into the office. "The police are coming!"

"Get into the simplified card index case," cried the chief clerk. "I defy any one to find anything in there!"



**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.

### The Microscope Is a Wonderful Aid To Science.

The microscope is one of the most remarkable instruments that is used at the present time. In its early history, however, it appeared principally as a plaything and a wonderful tool for the early magicians. At present it is applied in almost every investigation. It is only a few years back that it has been considered an absolute necessity in medicine, pathology, anatomy, surgery, etc.

The bacteriological field could never have been produced without its aid, bacteria individually being invisible to the eye. Such results as Koch, Pasteur, Virchow, Senn and a host of others have presented to mankind, were before shrouded in mystery. Now a tuberculous bone affection can be given the proper kind of treatment. A bite from a mad dog nowadays need not be feared, for the methods of relief are at hand. In the water you drink the typhoid germs can be detected to a certainty. You will hardly find a school, college or university that does not have its own microscopical laboratory and plenty of students eager to avail themselves of the opportunities to study.

The originator or inventor of the microscope is still somewhat in doubt. In the British Museum there is a semblance of a supposed Assyrian lens of rock crystal, being oval in shape, with plano-convex surfaces, which was found by Mr. Layard in the excavation of the Sargon's Palace at Nimroud. Mr. Mayall, an eminent English authority, pronounces it only an ornamental piece of rock crystal used for decorative purposes. The era

of the beginning of the microscope is probably coincident with the starting of spectacle making, Holland being one of the leading countries in spectacle lens grinding. Spectacle making has been in existence nearly six centuries, and to it is attributed the beginning of the telescope and microscope.

The first microscopes were nothing more than simple lenses, generally with bi-convex surfaces, mounted in a holder or frame of some kind, so that they could be brought to the object and focused with the eye; also hollow glass globes filled with water; also small globules formed by fusing the end of a fine thread of glass wire mounted in some sort of a holder, and were used for the magnification of objects. Robert Hooke used a microscope, which is reported to have had its lenses made with such beads of glass, and the discoveries that he made, afterwards introduced into his work of micrographia, are certainly wonderful.

Leuwenhoek seems to have been the first one to improve the simple microscope by grinding and polishing the lenses, an improvement over the glass beads. This gentleman made the discovery of the capillary circulation of the blood by examining the bat's wings and the tail of the tadpole and fish. It has been said that in the workshop of an optician his two children were playing with some discarded spectacle lenses, and they found that by placing certain lenses over each other at a proper distance the image was increased. This is probably the origin of the first compound microscope.

Gallileo had some claim on the invention of the first compound swinging tail piece, which carried an adjustable mirror and condenser.

Charles Spencer, living in a backwoods village in New York, revolutionized objectives, going beyond the English limit of 135 degrees and making one of 146 degrees with a one-twelfth inch focus.

Robert Tolles, of Boston, opened a new era for the microscope in producing and perfecting what is known as the immersion system of lenses. He applied a highly refracting substance like glycerin, Canada balsam, between the objective and cover glass, which bent in the reflecting rays so that they could be used by the objective. The making of photo-micrographs is another branch of the science.

Mr. Huber illustrated his lecture with diagrams, and he exhibited microscopes, and allowed the people to look at objects through them. One

of the microscopes was 100 years old and is owned in Peoria, Ill.

Joseph Huber.

### A Valentine Season Hint.

There is an exceptionally profitable feature of the valentine season which many retailers are wont to overlook. This is the use of suitable merchandise for employment as valentines to be sent by customers as gifts to their friends.

Following the holidays, there are many persons who would, if suggested by the retailer, make gifts of this character. It is a well-known fact that Christmas gift-giving in a great many instances, incurs obligations which the recipients would gladly wipe out by the presentation of a valentine gift.

A piece of cut-glass, a box of handkerchiefs, gloves, books, candy, hand-made novelties, fans, jewelry or many other items or lines could be appropriately employed in this manner.

By repeatedly suggesting "valentine gifts" from year to year many stores could no doubt arouse considerable enthusiasm, and thereby increase their sales for the first half of February of each year.

Another phase of the valentine season selling is the featuring of small souvenirs and novelties to be employed as prizes, favors, etc., for Saint Valentine parties and other social affairs. For this purpose card party prizes, stationery novelties and other small articles appropriate can be advantageously used.

In displaying valentines a specially arranged booth will serve admirably to make an impression upon the store's visitors. One of the most appropriate forms of booth arrangement would be the employment of heart-shaped sides in substitution for the more conventional overhead rail and pillars. By having the points of the hearts rest on or near the floor, their greatest width will provide "windows" or selling space at the counter line.

Such a booth should be canopied and draped in white, and the overhead structure should not be too heavily laden with display valentines. On the contrary, it is considered better policy to show only a few of the medium, popular and best grades and thus avoid an overcrowded appearance. Of course it will be necessary to present sufficient variety to interest the store's visitors. Once they are interested, the selling can be readily accomplished by the salespeople assigned to the booth.

A Southern paper says: "Quality is always a good talking point, and admits of being approached in many ways, among others from the side of relative cheapness." Price is equally effective these days as a talking point and neither should be abandoned.

Your side of the argument may be convincing so far as you are concerned, but what is the use if it does not convince the other fellow?

### Vaccine—Keep it Cool.

During the last few weeks, since the winter season approached, there have been smallpox scares here and there in the country with the result that very large quantities of vaccine virus have been employed. In many instances, as usual, complaints have been numerous that some of the commercial vaccines on the market have proved ineffective. Typical "takes" have frequently failed to result. The manufacturers of biological products, several of whom have conducted exhaustive investigations on this point from time to time, have more than once declared and proved, however, that in the majority of instances the reason why vaccine virus is ineffective is because it has been improperly stored and kept by the druggist. The virus will not stand being overheated, and when kept in a warm place in the pharmacy very rapidly loses its virtue. It should be put in a refrigerator or at least in a cool basement. And it should be ordered in small quantities and often, so as to give assurance of being reasonably fresh. Of course it must be understood that in a considerable number of instances vaccine fails to produce vaccinia because the individual is already immune. Under such circumstances it is the height of injustice to blame the vaccine—the man himself is too healthy!

### Useful Mucilage Container.

This can be made as follows: Select a four, or even a three-ounce wide-mouth bottle, and pour into it a five-cent bottle of mucilage; tie over the mouth of this bottle three thicknesses of cheese-cloth and then turn the bottle over (upside down) and set its mouth into the mouth of a small ointment jar. The mouth of the bottle is always wet on the outer side of the gauze and when paste is needed for a label the label is rubbed across the mouth of this bottle. That is all. The under jar serves as a support for the bottle and catches the few drops of mucilage that drop through the gauze. With an ordinary bottle of mucilage the loss will not amount to five drops a day. This will not do for pasting large numbers of labels at one time, but for the prescription counter it possesses the following advantages: Does not dry up, can not spill. It is cleaner, no brush is needed. Prevents waste, no cover is needed. It is simple in construction.

When a merchant reaches a point where he can take no advice from anyone about running his store, he is getting to where he needs it.

## 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.

Cit. Phone 6238  
 Bell Phone 3699

42-44 South Ionia Street  
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Potassium, Radix, Semina, Spiritus, Syrup, and Tinctures.

Table listing various drugs and their prices, including sections for Tinctures, Oils, and Paints.

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.



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.



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items and their market status (Advanced or Declined) with corresponding column numbers (1-5).

Column 1: Market prices for items such as Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Candles, Carbon Oils, Canned Goods, etc.

Column 2: Market prices for items such as Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, etc.

Column 3: Market prices for items such as Limburger, Pineapple, Sap, Swiss, Cheating Gum, Chicory, Chocolate, Cider, Sweet, Cocoa, etc.

Column 4: Market prices for items such as Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coconut Brittle Cake, etc.

Column 5: Market prices for items such as Champagne Wafer, Sorbetto, Nabisco, Festino, Bents Water Crackers, Cream Tartar, Dried Fruits, Apricots, Citron, Raisins, Farinaceous Goods, etc.

Table 6: Market prices for various goods including flour, meal, and feed. Items include White Star flour, Golden Horn flour, and various types of meal and feed.

Table 7: Market prices for provisions and meats. Items include Babbitt's provisions, various cuts of pork and beef, and different types of hams and bacon.

Table 8: Market prices for mackerel, soap, and other household goods. Items include Mess's mackerel, American Family soap, and various cleaning products.

Table 9: Market prices for tea, gunpowder, and tobacco. Items include Pure Cane tea, various types of gunpowder, and different brands of tobacco.

Table 10: Market prices for various oils, fats, and specialty items. Items include Splint, Butter Plates, and various types of oils and fats.

Table 11: Market prices for various types of nuts, seeds, and specialty products. Items include Almonds, Walnuts, and various types of nuts and seeds.

# Special Price Current

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

## BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

## 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 & W**  
3. C. W., 1,000 lots .31  
El Portana .33  
Evening Press .32  
Exemplar .32  
Worden Grocer Co. Brand  
Ben Hur .35  
Perfection .35  
Perfection Extras .35  
Londres .35  
Londres Grand .35  
Standard .35  
Puritanos .35  
Panatellas, Finas .35  
Panatellas, Bock .35  
Jockey Club .35

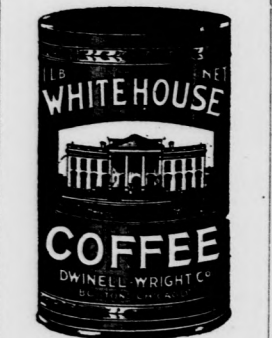
## COCOANUT

Baker's Brazil Shredded  
**BAKER'S COCOANUT**  
70 5c pkgs., per case .2 60  
35 10c 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 40  
90ft. 3 thread, extra .1 70  
60ft. 6 thread, extra .1 29  
72ft. 6 thread, extra .1 29

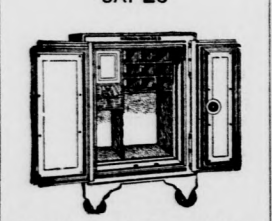
**Jute**  
60ft. .75  
72ft. .90  
90ft. 1 05  
120ft. 1 50  
**Cotton Victor**  
50ft. 1 10  
60ft. 1 35  
70ft. 1 60  
**Cotton Windsor**  
50ft. 1 30  
60ft. 1 44  
70ft. 1 80  
80ft. 2 00  
**Cotton Braided**  
50ft. 1 35  
40ft. .95  
60ft. 1 65  
**Galvanized Wire**  
No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10



White House, 1lb. . . . .  
White House, 2lb. . . . .  
Excelsior, Blend, 1lb. . . . .  
Excelsior, Blend, 2lb. . . . .  
Tip Top, Blend, 1lb. . . . .  
Royal Blend . . . . .  
Royal High Grade . . . . .  
Superior Blend . . . . .  
Boston Combination . . . . .  
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fleibach Co., Toledo.

**FISHING TACKLE**  
1/2 to 1 in. . . . . 6  
1 1/2 to 2 in. . . . . 7  
1 1/2 to 2 in. . . . . 9  
1 1/2 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

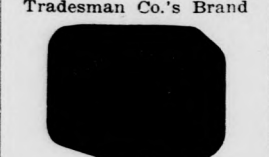


**SAFES**  
Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

## SOAP

Reaver Soap Co.'s Brand  
**GRAND RAPIDS WONDER SOAP**

100 cakes, large size .6 50  
50 cakes, large size .3 25  
100 cakes, small size .3 85  
50 cakes, small size .1 95



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.

## Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York  
Chicago St. Louis  
Minneapolis

## 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.

## 1911 Motor Cars

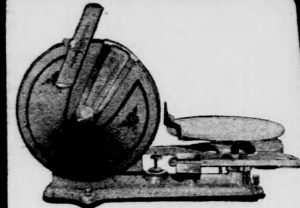
**Oakland** Runabouts and Touring Cars, 30 and 40 H. P.—4 cylinders—\$1,000 to \$1,600.  
**Franklin** Runabouts, Touring Cars, Taxicabs, Closed Cars, Trucks, 18 to 48 H. P.—4 and 6 cylinders—\$1,950 to \$4,500.

**Pierce Arrow** Runabouts, Touring Cars, Town Cars, 36-48-66H, H.—six cylinders only—\$3,850 to \$7,200.

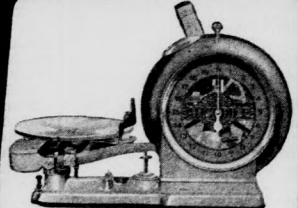
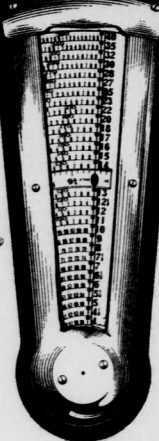
We always have a few good bargains in secondhand cars

47-49 N. Division St. Grand Rapids, Mich.

## This is the Scale that buys itself



The merchant's side of the Angldile. In the center is shown an enlarged view of its famous computing chart.



The customer's side of the Angldile shows pounds and ounces on largest dial used for any counter scale.

It will pay you to install Angldile Scales now.  
Angldile Computing Scales have certain patented principles possessed by no other scales.  
The Angldile is the scale with the cone-shaped chart; the only scale yet made which shows a plain figure for every penny's value.  
The Angldile's chart is the easiest read, because it stands at 45 degrees—the natural angle at which we hold books and papers.  
All men—short or tall—read the Angldile chart alike. There are no hair lines to count—no pin points to guess at.  
The Angldile is a gravity scale. It has no springs. Hot or cold weather does not affect its accuracy.  
The Angldile buys itself because by its accuracy it saves its cost in a few months, and then goes on saving for its owner forever.

Angldile Computing Scale Company  
110 Franklin St. Elkhart, Ind.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent insertion. No charge less than 25 cents. Cash must accompany all orders.

### BUSINESS CHANCES.

Buckeye paper baler is the only automatic baler on the market, saves 1/2 time and labor in baling, only takes floor space of 24x32 inches and low priced. Buckeye Baler Co., Findlay, Ohio. 169

An opportunity of a lifetime to purchase a business that is a moneymaker now and has a great future. If you have \$8,000 in cash or good security or residence property in Grand Rapids, or a good farm worth \$6,000 to exchange, address Business, care Tradesman. 167

The largest line of new and second-hand soda fountains, wire chairs and tables in Western Michigan. Store and office fixtures of all kinds. Bargains. Michigan Store & Office Fixture Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 168

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,600 if sold quick. Address W. C. P., care Tradesman. 165

On account of sickness I will trade my stock of merchandise, inventories \$5,800, in city of 9,000 in Western Michigan, for a small stock in country town. Address No. 162, care Tradesman. 162

Business Opportunity—Farm and city property to exchange for stock of merchandise. Thos. J. Skelton, Barryton, Mich. 160

### 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—Thirty thousand dollar stock of dry goods, ready-to-wear, and shoes, in best town in state of Kansas. Right party with capital can do business of two hundred thousand dollars a year. Room 30x150. Nothing but cash deal considered. If interested write for particulars. Mrs. John Purcell, 731 Houston St., Manhattan, Kansas. 159

For Sale or Exchange—One of the oldest and best country stores in Michigan. No competition. Excellent farming territory. Late owner made a fortune. Real Estate, \$3,000, stock and fixtures \$6,000 to \$7,000. Will sell for cash or exchange for city business block, flats, residence property or well improved farm. This business will bear the closest investigation. Do not write unless you mean business. Address No. 154, care Tradesman. 154

For Sale—About sixty-five acres mile and half South Traverse City, level hundred feet above and overlooking Boardman River. Eight acres young orchard. Fair buildings. Large springs. Over forty acres cleared. Team and tools for \$3,000. No other such bargain near Traverse City. Address T, care Tradesman. 157

### 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—About \$2,000 worth men's suits at a sacrifice to clean up stock. Comparatively new. Don't write unless you mean business. Address H, care Tradesman. 158

For Sale—Ten wardrobe oak cabinets. Double set carriers. Good as new. In use but a short time. Address I. A. Blotky, Onawa, Iowa. 155

For Sale—Drug stock and fixtures, best small railroad town in Western Michigan, surrounded by good farming community. No competition. Cheap rent, easy terms. Owner old, not a pharmacist. Address W, Boyne City, Mich. 165

For Sale—One of the oldest established general merchandise and milling businesses in Michigan, located at Comstock Park. Inventory taken January 5, shows groceries \$1,288.78; dry goods, \$2,247.16; boots, shoes and rubbers, \$1,581.26; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,078.68; flour, feed and grain, \$562; store fixtures, \$1,339.06; accounts receivable, \$346.15; horses, vehicles and harnesses, \$502.50. Come and look it over and make me an offer. Gilbert E. Carter, Receiver, Plumb-Hayes Mercantile Co., Mill Creek, Mich. 166

For Sale—At a bargain, one No. 8 Royal electric coffee mill and one No. 9 Royal electric coffee mill, both in A1 condition. Address No. 156, care Tradesman. 156

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

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

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

For Sale—Lumber yard, planing mill and coal business in Berkeley county, West Virginia; invoice about \$16,000.

For Sale—Blacksmith and wagon shop in Adams county, Washington; \$1,550.

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 stove manufacturing plant; this is a modern, complete, up-to-date plant that cost \$23,000; 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.

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—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 rebuilds. All makes; lowest prices. Fully guaranteed. Cash or installments. Expert repairing. Call or write. U. S. Typewriter Exchange, 47 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

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

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 317 Cotey St., Cadillac, Mich. 122

A Bargain—Photograph gallery and furnishings complete. Cheap for cash. Address H. O. Wooster, Buckley, Mich. 120

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—All dry goods stock. Must sell on account of other business. Address No. 110, care Tradesman. 110

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—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 planing proposition in the West. Box 598, Portland, Oregon. 95

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

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—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. 84

Safes Opened—W. L. Stocum, safe expert and locksmith. 82 Ottawa street, Grand Rapids Mich. 80

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

### HELP WANTED.

Wanted—A live young man who understands the clothing and shoe business. Must be able to trim good windows. Good wages and steady position. Address M. Lowenberg, Battle Creek, Mich. 154

Wanted—Window trimmer and card writer. Give age, experience and salary expected. Waterman Bros., Mt. Pleasant, Mich. 151

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. B. Marden, Pres. The National Co-Operative Real Estate Company, 1371 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. 82

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 145

### SITUATIONS WANTED.

Wanted—Position as clerk in grocery or general store. Am young man of good habits. Strictly temperate, unmarried and 26 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

Want ads continued on next page.

**Office Stationery**  
LETTER, NOTE AND BILL HEADS  
STATEMENTS, TRADESMAN  
ENVELOPES, COMPANY,  
COUNTER BILLS. GRAND RAPIDS

### A PLANT NOT WANTED.

#### The Committee Inspected the Workers' Homes.

Written for the Tradesman.

"Your Committee," said the chairman of the industry section of the Dingwell Business Men's Association, would respectfully report that the proposition of the Harrow Box Company does not appear, after a careful study of all the conditions, to be worthy of consideration by this Association."

"What's that?" yelled the real estate man.

"An adverse report?" wailed the lumber dealer.

"Lay it on the table!" shouted the representative of the railroad.

"What does this mean?" demanded one of the capitalists of the town. "I would like to ask if the members of the Committee visited Harrow, as instructed by this Association at a recent meeting."

"We did," replied the chairman. Well, what's wrong down there?"

"Give me time and I'll explain why the Committee thought best to make the report which has been presented."

The capitalist snorted but did not give the chairman the floor.

"Did you ask about the financial standing of the concern?" he demanded, lifting his stubby forefinger in menace.

"Yes, we found out all about that," was the reply.

"Oh, you did! And you found out how much the concern's bank balance is, I presume?" snorted the other.

"We did not," replied the chairman.

"I thought there was something wrong," chortled the capitalist. "Well did you find out how much money the concern brought to the town every year?"

"We were told," was the reply, "but that cut no figure with us."

The capitalist, who owned the site which the Box Company had been thinking of taking if the bonus asked was handed out, turned appealingly to the audience of business men, all now deeply interested in the discussion.

"Gentlemen," he said, shoving his fat hands out appealingly, "we ought to have another committee appointed in this matter. Here's a concern paying good dividends—as high as fifteen per cent.—reported against. If we are going to run this Association in this manner we may as well disband. Did you ascertain," he continued, looking with withering scorn at the grocer, who had made the report, "how many hands are employed by this concern?"

"Of course we did. About two hundred."

"And the Committee reports against this concern coming here and giving work to two hundred of our people! It is outrageous! It is absurd! I never heard anything like it before!"

"If you will make a motion," said the chairman of the meeting, "we'll get this discussion into shape."

"I move that the report of the Committee lie on the table, that the Committee be discharged from further consideration of the subject, and that

a new committee be appointed by the chair," cried the capitalist.

"Second!" shouted the lumber dealer, who had been talked with regarding material for the plant in case it was moved from Harrow to Dingwell.

"Second!" roared the local agent of the railroad.

"Now get to going!" said the clothier. "I'd like to know what this is all about."

"Before the discussion begins," said the chairman, "I should like to know if the Committee ascertained the amount of raw material purchased each year by the company."

"About a hundred thousand dollars' worth," replied the chairman of the Committee.

"And how much does it pay out in wages each week?" continued the chairman.

"About six hundred dollars," was the reply.

"Six hundred dollars!" screamed the capitalist. "This Committee wants to throw six hundred dollars a week out of the city. It wants to prevent two hundred laborers getting employment!"

"Let the chairman of the Committee explain!" suggested the clothier.

"I don't see as there is anything to explain," said the capitalist, wiping his heated brow with a huge handkerchief.

"The chairman of the Committee has the floor," said the chairman of the meeting, with a smile, for he knew what was coming.

"We went over to Harrow," began the chairman of the Committee, "and started in to look through the factory. We found the conditions indescribably bad as to light and pure air. In fact, I have never seen a worse condition in any manufacturing plant, and I have investigated some."

"That is why they want to move here!" roared the lumber dealer. "They want to get a larger site, where the employes can have all the light and pure air necessary."

"They want to move here," continued the chairman, "because they expect the city to give them \$20,000 and take \$30,000 worth of stock in the company—which stock would be entirely at the mercy of the three big owners, who are now drawing \$40,000 salaries and paying dividends of about 4 per cent."

"State facts!" cried the capitalist.

"While going through the factory," continued the chairman of the Committee, "we observed many children under 12 years of age employed. We asked about it, and were informed that the workers were all over 16! We did not believe this, and took other means of finding out."

"We also observed that a large number of the operatives could not, or did not, speak the English language. We also discovered that most of the children worked by the piece and not by the day or hour."

"Well, what of it?" demanded the lumber dealer.

"When we left the factory we asked citizens we talked with, about the hours of employment there. We

were told that the average was ten hours a day, although the children were often required to work nights, sometimes until quite late."

"Better there than on the street," said the capitalist.

"Then," continued the chairman of the Committee, "we went to the section of the city where the operatives live."

"What has that to do with it?" asked the real estate man.

"It has this to do with it," was the reply. "We do not want slum districts in this town. We do not want any four-story buildings divided into three-room flats, with six or eight people in every flat. We do not want buildings put up with no regard for sanitation, with low ceilings, small windows and no ventilating system. We do not want a line of little hovels on each side of the factory—dirty little buildings where the front yard is the sewer."

"People will live where and how they please," said the real estate man.

"They won't in Dingwell," was the reply, "if we can help it. Well, we knew how the factory looked and how it smelled, and we knew how the homes of the workers looked and smelled to heaven, and decided that we did not want this company to move those people here, or bring our own people down to those conditions."

"If they spend their money here, what difference will it make?" asked the capitalist in a rage.

"If you want to know whether a factory will be of benefit to a town," said the chairman of the Committee, "just take a trip through the streets where its workers live. If you find the employes living in neat little homes of their own, with their children going to school instead of the factory, you know that institution will be of benefit to the town, to the merchants, to the business men generally."

"Trying to drive away six hundred dollars a week!" yelled the real estate man.

"Now, let me tell you about that six hundred a week," continued the chairman of the Committee. "There are nearly two hundred workers in that factory, and the payroll is only six hundred a week. What does that mean? It means that the average sum earned there is about three dollars a week! It means that the children average about a dollar and a half for sixty hours' work. It means that the men with families earn about seven dollars a week."

"Now, gentlemen, the Committee understands that this concern is a big moneymaker, but we want a concern here which is of some benefit to the town, and not entirely to the three owners of the stock. We want a concern which distributes a fair share of the profits among the workers."

"This concern will not give employment to our people, even if they would work for the starvation wages given, for the people employed there now will follow on here. They will work as cheaply as they are working now, and that will tend to reduce wages in the city. We do not want wages reduced. We want our

concerns to get good profits and pay good wages. You all know that the working man is not only the producer of our wealth; he is the consumer. The reason why savings banks have increased their deposits this year is because wages have been forced up.

"Now, if you want such a concern, if you want to rob the schools, if you want to fill the hospitals and the poor house with these workers, the hospitals when they are ill, the poor house when they grow old, if you want a nest of undesirable citizens here, just turn this report down."

"The report is adopted," said the chairman, after the vote, "and the city will look for something more desirable to boost the town."

Alfred B. Tozer.

### Why Do We?

Written for the Tradesman.

Because one has always done things a certain way is no excuse for continuing to do them so after that way has been proved wrong.

We all have wandering impulses, fits, mental excitements; we swear sometimes—if not in words we think it just the same, which is just as bad, we boil over inside and break out on all sides; we throw hot coals of fire on some things and put water on others; we get impatient and feverish, hysterical and maggoty-headed, over-zealous and enthusiastic, uncontrollable and inextinguishable on some things and yet we hold on to things that we know are wrong.

Why do we do these things?

Pleasure, gratification, enjoyment, refreshment, experience, a blissful state of mind, sparkling eyes of wisdom and a happy heart leaping with productive mental calmness are characters born in the mind that is willing to give up everything for the Truth?

Suffering, mental coolness, recklessness, a marble heart, insensibility, unconscious actions, an easily excited mind, one that is filled with dissatisfaction, are all born in the mind that continues to follow the old way of doing and saying things.

Unhappiness, wretchedness, depths of misery, nightmare and agonies of all kinds, hell on earth and everywhere else, bad times and evil days mentally, sacrifices of all kinds, discontentment and a thousand other things come to us when we fail to accept proved truths and continue to follow the wrong.

I have learned that it is foolishness to enquire at the box office who is going to sit beside me when I buy my ticket for the theater, and if those who sit on either side of me do likewise we all enjoy the play.

Edward Miller, Jr.

Virtue is its own reward, but some people seem to think it requires a lot of advertising.

### BUSINESS CHANCES.

For Sale—House, large lot and barn in Ann Arbor. Fine condition. Rooms renting for sixty-five per month. Best location in Michigan for corner grocery. No exchange. Address A. H., care Michigan Tradesman.

# Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

## W. R. ROACH & CO., HART, MICH.

Factories at HART, KENT and LEXINGTON—All Model Plants  
Judson Grocer Co., Distributors, Grand Rapids, Mich.

### Here's The Proof

# Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

\*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"

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IT PAYS EVERYONE TO STICK TO

# Kellogg's



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

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



**T**HE grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

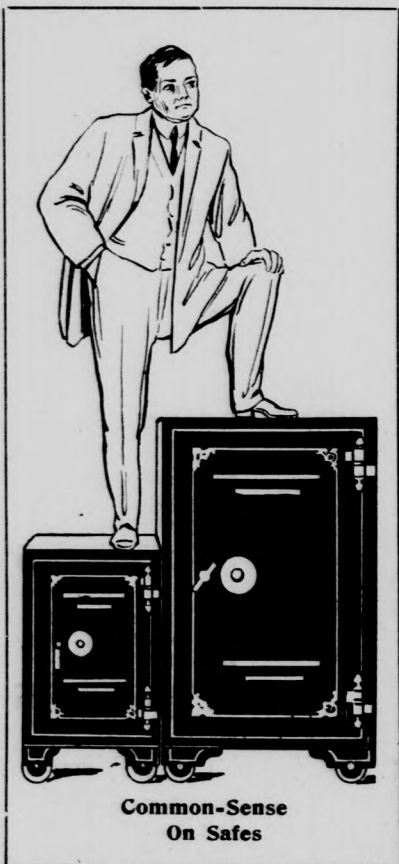
But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



## 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.**