

## The Real Things of Life

**N**EITHER poverty nor riches denote failure. The eternal failure is to miss the real things of life, to have lost yourself, to go through the years with wasting of heart, with less power to enjoy ideal things, to rejoice with friend and neighbor, to gain the imperishable possessions of peace of heart, power of will, and consciousness of life that has possibilities far beyond the brief things of the present.

The triflers with life, the fools, and the failures are those who are too busy with its dust to gain its glory, too madly lusting after the lesser to see the greater, who take life in terms of the shambles or the market and exchange and know nothing of the spirit, who would be utterly destitute if they lost the tangible signs of wealth, for they have laid up no treasures in the soul.

The aching heart is the unnourished and neglected one. But when there is wasting here there is weariness everywhere. No matter what the hands may hold, no man can be rich who has not filled his heart with human joys, with the enriching that comes from loving and the strength and calm that come from following worthy aims at any cost.—*Henry F. Cope.*



## Our Brands of Vinegar

Have Been Continuously on the Market  
For Over Forty Years

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

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



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



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

Oakland Vinegar & Pickle Co. Saginaw, Mich.

### IF

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

### IF

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



### IF

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

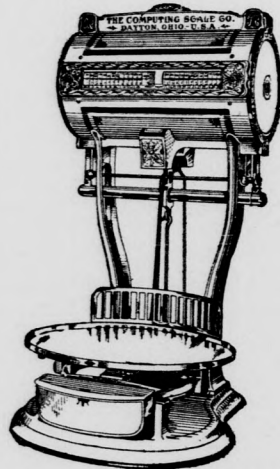
The American Case & Register Co.  
Salem, Ohio

Detroit Office, 147 Jefferson Ave., J. A. Plank, G. A.  
Des Moines Office, 421 Locust Street, Weir Bros., G. A.

## A Reliable Name

And the Yeast  
Is the Same

## Fleischmann's



### No Cut-Down-Pivots in This Scale

We have built computing scales on all the known principles of scale construction, but our experience shows that our *automatic scale* with an actuating mechanism of two perfectly controlled spiral springs is the only practical and efficient basic principle on which an automatic computing scale can be built.

Our No. 144 type of scale (shown in cut) is rapidly replacing all other forms or make of scales. It is *brimful of merit*. No other scale is as *quick and accurate* in showing weight or value. No single part of this scale is subject to heavy strain; it will therefore outlast any other kind. If, after years of hard and constant service, the knife edge bearings on the base should show a little wear, it would not affect the accuracy or sensitiveness of the scale. The springs will never wear out.

Our competitors like to talk about our *springs*. Their statements are ridiculous. Our *springs* are as perfectly controlled against action of heat or cold by our patented *thermostat*, as the thermostatic construction of the balance wheel of a high-grade watch controls the hair spring.

Beware of Cut-Down-Pivots. If you don't know what they are or how they cut into your profits, write us for detailed information. Practically all *heavy pendulum* scales use this dangerous and impractical construction.

The BOSTON STORE, CHICAGO, which has used our scales exclusively for years, has just placed an order for 30 of our improved scales.

When buying computing scales be sure to get the best. They are by far the cheapest. If you have old or unsatisfactory computing scales of any make, ask for our exchange figures.

Write for full details. Your request for information does *not* place you under obligation to us.

The Computing  
Scale Co.  
Dayton, Ohio

Moneyweight Scale Co.  
58 State Street, Chicago  
Grand Rapids Office, 74 So. Ionia St.

District Sales  
Offices in All  
Prominent Cities

Please mention Michigan Tradesman when writing

## Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobbers  
Salesman

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



# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 1, 1911

Number 1428

## SPECIAL FEATURES.

Page.	
2.	Playground Pointers.
3.	New York Market.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Woman's World.
7.	Girls Widely Separated.
8.	Editorial.
10.	Stoves and Hardware.
12.	Butter, Eggs and Provisions.
14.	Dry Goods.
16.	Shoes.
18.	Behind the Counter.
20.	Eack Number Tax Laws.
22.	Window Decorations.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.

## CONVENTION PROGRAMME.

Following is the official programme of the thirteenth annual convention of the Retail Grocers and General Merchants' Association of Michigan, to be held at Port Huron Tuesday, Wednesday and Thursday, Feb. 7, 8 and 9. Port Huron has made elaborate preparations for the entertainment of the visitors. A large attendance is desired and a fine time is assured:

**Tuesday.**  
9 a. m.

Registration of delegates, distribution of badges, payment of dues and per capita tax at the Association's headquarters, Harrington Hotel.

2 p. m.

Convention called to order at the Masonic Temple by President M. L. De Bats, of Bay City.

Address of welcome by Hon. John J. Bell, Mayor of Port Huron.

Response to address of welcome by Claude E. Cady, of Lansing.

Annual address of the President.  
Secretary's annual report.  
Treasurer's annual report.

Appointment of committees upon credentials, auditing and resolutions.

Appointment of election board.

An hour with the traveling men.

Adjournment.

(The polls will be open until 6 p. m. for the nomination of officers for the ensuing year.)

8 p. m.

Smoker and vaudeville entertainment at the Elks' Temple. E. N. Akers will be master of ceremonies.

**Wednesday.**

8 30 a. m.

Convention will be called to order promptly.

Communications and bills.

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

Reports from local associations in alphabetical order.

Adjournment.

(Nominations will close at 12:30 a. m. Each delegate should secure his ballot and register his vote before that time.)

1:30 p. m.

Report of Committee on Credentials.

Report of Auditing Committee.

Address of Fred Mason, General Manager of the Shredded Wheat Company.

Announcement of nomination of officers by the Election Board.

Question box. A. C. Neilson, West Branch, Chairman.

This feature can be made the most interesting portion of the convention if each delegate who has definite ideas on the various questions submitted will participate in the discussion.

8:30 p. m.

Grand ball at the Masonic Temple, given by the Grocers and Butchers' Association of Port Huron.

Thursday.

7:30 a. m.

The polls will be open at the convention hall and delegates are requested to vote early and thus facilitate the work of the election inspectors. The polls will be closed at 10 a. m.

8:30 a. m.

Convention will be called to order promptly.

Reports of committees on resolutions.

Report of Committee on Constitution and By-Laws.

Consideration of committee reports.

Question box.

11:15 a. m.

Special order of business—report of the Board of Elections.

Selection of next place of meeting.

Unfinished business.

Adjournment.

**Country Store.**

During the entire three days of the convention a Country Store will be conducted in the dining room of the Masonic Temple. All of the goods on sale have been donated to the Association and the proceeds will go to defray the expenses of entertaining the convention.

The Port Huron Herald of Jan. 28 says: When the special Rapid car loaded with Detroit delegates to the State Grocers' Association convention arrives in Port Huron on February 7, the Detroit men will be prepared to take up a number of important questions which they will ask to have finally settled at the meeting in this city.

The short weight basket evil will be a live issue at the convention and the delegates will try to make it possible to get a State law that will rectify the evil. On this question the Detroit delegates are preparing to express themselves quite forcibly.

It has also been decided to bring before the convention the merits of the agitation recently started in Detroit to require all bakers to wrap their bread before it leaves the bakery.

The officers of the local Association who are working with the various committees are: President, Frank C. Wood; Secretary, George S. Newberry; Treasurer, E. N. Akers. J. T. Percival is Secretary of the State Association. Following are the committee chairmen who were appointed by President Wood: Ways and Means, Harry Elliott; Hotel, W. D. Smith; Country Store, John Ryan; Ball, Timothy O'Brien; Reception, George Shields; "Dutch Lunch," Robert Cannally.

## A LITTLE LAY SERMON.

One day last week an American negro died in Kansas City, and when he was buried negroes from all parts of the country came to pay tribute to the memory of a great leader and helper of their race. The chief eulogist at the funeral was a negro who is known from one end of the country to the other and has sat at the tables if not in the seats of the mighty, including the table of the President of the United States of America. The negro who died was a man who was born a slave and died a bishop. When his will was probated it was found that he had accumulated a fortune of \$250,000, and most of it was left to educational institutions devoted to the elevation of his race.

The man whose death was mourned by millions of his race was born a chattel. He could be bought and sold and lashed and slain. He could be tracked by bloodhounds and every right, human and divine, could be, and was, denied. His very name was the name of his owner. He died a man, his worth as such admitted by all who knew his lifetime of service to his race. That is the inspiring and optimistic feature of the race problem, that a black man could rise so high and could die a bishop and the possessor of a quarter of million dollars. Others of his race have equally distinguished themselves and the hope of the future must be measured by the achievements of the past and the encouraging conditions of the present.

For despite petty bigotries and persecutions and despite gross injustices and occasional outrageous abrogation of civil and political rights, the prospects for the future can not be conceded to be entirely hopeless. From the chains and auction block of 1860 to the Grants and Washingtons and Bruces and Langstons and Grishams of 1911 is an immense perspective of progress. There are many discouraging features of the situation even yet; but the problem will eventually be solved—not by the politicians, who decided the question according to the election returns; not by the bigots who assert fallacious equality of races; not by the other bigots who deny that the black race

has any rights the white is bound to respect; not by passion and prejudice and hatred; not by a still more offensive and repulsive assertion of fictitious fraternity. All these have failed for the most part. The spirit of Jesus Christ alone, manifest in the broadest human brotherhood, will ever settle the question and settle it right. The foundation tenet of that brotherhood is the postulate that the weak have an equity in the strength of the strong, not in the residential neighborhoods of people of one race or another; that the ignorant have a claim on the wisdom of the educated; that the vicious have a right to the sympathy and assistance of the law-abiding of all races; that the negro deserves no more than he earns, but that he does deserve all that he does receive by earnest efforts to better his condition.

## Paper Company Increases Stock.

At the annual meeting of the Michigan Paper Company, of Plainwell, it was voted to increase the capital stock from \$250,000 to \$500,000 by means of a stock dividend. The total assets are now listed at \$750,000.

The following officers were elected for the ensuing year:

President, J. D. Wagner; Vice-President, Guy W. Rouse; Treasurer, J. L. Bush; Secretary and Manager, J. W. Gilkey; Assistant Secretary, Geo. W. Thomas; Directors, J. W. Gilkey, William Thomas, J. D. Wagner, J. L. Bush, R. L. Soule, Plainwell; G. E. Dunbar, Kalamazoo; J. W. Bearislee, Holland; Guy W. Rouse and F. C. Miller, Grand Rapids.

## Michigan Dairymen.

The announcements are out for the twenty-seventh annual meeting of the Michigan State Dairymen's Association, to be held at Bay City Feb. 21-24. There will be stock judging, market milk, buttermakers and cheesemakers' contests, with \$550 cash prizes and trophy cups hung up. A large exhibit of dairy, creamery and cheese factory machinery will be made in connection with the meeting. T. F. Marston, Bay City, is President of the Association and E. S. Powers, Hart, is Secretary.

Clifford M. Drake, of W. R. Brice & Co., produce commission merchants, has been elected President of the Philadelphia Produce Exchange, which is a large and influential organization that plays an important part in the business of Philadelphia, and to be elected its President is a high honor. Under Mr. Drake's administration the Exchange will live up to its best opportunities for usefulness. He has high ideals in business, believes thoroughly in co-operation and organization and will do much to elevate standards.



## PLAYGROUND POINTERS

## Gathered at the Central Institute in Detroit.\*

The recent Playground Conference in Detroit brought enlightenment to many enquirers, who desired to render larger service through child conservation. After all the talk about economically using our forests, mine products, fish, soil fertility and water power, the greatest thing to conserve is our boys and girls. This is the excuse for promoting actively and aggressively the playground movement. We desire to call attention to a few of the points brought out at this meeting which are worthy of special consideration in the development of playgrounds.

Too strong emphasis can not be put upon starting a playground right. In our enthusiasm over the movement we are apt to lose sight of certain fundamental principles and the influence of one failure at the start will take years to correct. It would be better to do without a playground for a few years than to make a failure of it.

A fence is rarely beautiful, but it is an important factor in a playground. It defines limits for play. It brings under the eye of the supervisor all who enter and assists him in the control of the activities. The fence can be made attractive by the use of vines and shrubs.

All children using playgrounds should be enrolled with the supervisors by name, age and residence. This not only creates a personal bond between teacher and child; but is of importance in giving information which will be valuable in the location of additional playgrounds.

It is the general opinion of the practical workers that in well patronized playgrounds no division of sex is necessary under the age of 10 years; but above that age the boys and girls should have separate sections.

School grounds are the most natural places for playgrounds, and should be large enough to give every child in attendance 30 square feet of space. This means for 500 children a space 100x150 feet. This would give room for all plays for small children, would be conveniently located and most easily subject to the proper supervision.

There are three types of playgrounds needed to complete a plan. The school ground, the small neighborhood playground and the occasional ground of sufficient size to accommodate the plays requiring the widest range. The small ground near the homes of children, adapted to the short ball games and narrow running games, is a vital factor in a city plan.

Teachers in city schools, in the absence of technical instructors, can be utilized in supervising playgrounds. Of course only an occasional one is adapted to it; but teachers, fitted by health and inclination for this work, will find this added duty an additional source of income and a recreation from indoor responsibilities. The study of this side of child life,

if followed by teachers, will greatly augment their abilities for services in the school room. If it can be considered an added privilege rather than duty, important values can be inducted into educational methods.

Teachers should be instructed in "first aid to the injured," not with the idea of setting broken limbs but of treating with antiseptics and the proper bandaging of skinned knees, cut fingers and similar injuries, which, while seemingly of minor importance, often lead to serious consequences if not immediately treated.

Using certain streets in the residential section set apart at times for playground purposes was recommended under the same plan that the city provides sliding places in winter under proper regulations. This method emphasizes another point brought out prominently at the convention, that supervision is not entertainment nor discipline but ability to keep children busy entertaining themselves. This puts physical equipment at a minimum and places the stress upon genius in originating activities requiring nothing but the children themselves.

Because children love play so well, and because well directed play can be made so fascinating to them, it is perfectly feasible to eliminate smoking and bad language from the playground. The premium on goodness is the highest the playground can give—and that is freedom to play. A little lady gave her experience in organizing a playground in the slum district of a large city to corroborate this enunciation. She relied entirely upon the innate love of play in the child as her first aid in maintaining proper discipline, and it worked. The sentiment of the majority was with her in the establishment of the playground and, rather than lose the playground and the director, that majority was not only willing to behave but compelled the rest to observe the rules of decency and decorum.

The directing of play is not necessarily a nerve racking experience. It is first of all a matter of judgment in adapting the children to the games and giving them a pretty free rein. Definite schedules are not an essential. In truth, if they are made too prominent and too persistent they are liable to obstruct the freedom which is intrinsic in the life of the playground. There are a few orderly elements which may well be brought into service like an opening flag exercise at the morning hour in vacation time with patriotic songs, or some rollicking procession to mark the close of a play period. The scheduling of certain forms of play for certain hours each day is a hamper upon freedom which acts as an obstruction or restraint. This should not be a concomitant of playground methods.

It must be a recognized fact that the instincts of children regarding play should be the basis of formation in our playground movement. The explosive activity of a school set free from indoor restraint is in itself an object lesson in child needs. The plans for playgrounds should cover the active participation of all children on the ground.

While it is desirable to create a class spirit by having competitive games between playgrounds, this should not be carried to such excess that it would interfere with the work of the whole playground. Allowing a few to play to entertain the rest eliminates a vital element, the lack of which has brought college athletics under the ban of unpopularity among those who think more of real college spirit than journalistic notoriety. The objective is sidetracked when competition results in the selection of a few experts to represent a playground. Not one team, but enough teams to absorb the population of a playground, is the ideal.

Where conditions are possible school gardens are an admirable form of recreation, combining work with outdoor activities and teaching Nature's wonders and a respect for the rights of others.

It must not be forgotten that the playground movement is an ethical one and decisions concerning the methods and practices must be guided by the highest sense of obligation to the child as the germ of future citizenship. Having this in mind will simplify what otherwise might seem complex in the question involved in time for play, character of the recreation and location of places for the same.

## The Panama Exposition.

We have been advised that Senator William Alden Smith, of your State, is strongly inclined to favor San Francisco as against New Orleans in the contest presently waging for congressional recognition as the logical point for holding the World's Panama Exposition in 1915.

The great majority of the people of your State want the World's Panama Exposition at New Orleans for several reasons.

1st. Because of our convenience to them, and the attendant large saving of railroad fare and time.

2nd. Because an exposition in New Orleans will be of great value to the entire Mississippi Valley by directing attention to the necessity of developing our inland waterways so as to bring to shipside, at the lowest possible rates, the products of this great Valley. This will be of inestimable value to the Lakes-to-the-Gulf Waterways Movement. Instead of aiding the Mississippi Valley and its projects, an exposition in San Francisco will draw the people and capital therefrom to the coast.

3rd. Because an exposition in New Orleans, the natural gateway for trade with Latin-America, will operate to greatly improve our commercial relation with the twenty republics to the south of us. Their total foreign trade for 1909 was \$2,127,301,000. Of this our exports were only \$220,276,000—about 10 per cent. The other 90 per cent. went to England, Germany and other foreign countries. That trade belongs to us, and a very large percentage of it to the Mississippi Valley. An exposition in New Orleans, 2000 miles closer to all of Latin-America than San Francisco, will do far more to

secure that trade than will a Pacific Coast fair.

4th. Because 75 per cent. of the people of this country can come to an exposition in New Orleans, spend four to seven days, and get back home in less time than it would be required for the round trip to San Francisco, and at one-fourth the expense. In other words, because an exposition in New Orleans would be of and for the people, and one in San Francisco would be a "rich man's show."

The exposition contest is now before Congress. A vote will be taken in the House about January 20. Our bill provides for a Government supervision, but asks for no appropriation or Government aid. May we not ask that you again write to Senator William Alden Smith, urging him to cast his vote in favor of New Orleans when the matter comes upon the floor of Congress for final decision?

J. G. Sanders,  
Governor of Louisiana,  
Honorary President.

## Much Road Building.

During the few years that the reward plan of road building has been in effect in Michigan nearly 200 miles of roadway of sufficient merit to receive the reward have been constructed in the twenty counties of Western Michigan and \$123,034 has been received from the State treasurer as rewards. The credits for each county to June 30, 1910, are as follows:

Counties	Miles built	Reward received
Antrim	15.037	\$ 8,023
Benzie	10.663	5,331
Emmet	2.258	1,164
Grand Traverse	5.081	2,540
Kalkaska	16.544	9,172
Kent	22.212	12,073
Lake	3.050	1,525
Manistee	30.144	15,132
Mason	13.659	10,910
Mecosta	10.064	5,032
Montcalm	9.295	4,311
Muskegon	16.706	16,956
Newaygo	1.976	1,488
Oceana	20.597	18,319
Osceola	11.638	5,819
Ottawa	2.	1,000
Wexford	8.479	4,239
<b>Total</b>	<b>199.403</b>	<b>\$123,034</b>

## Dishonest Advertising Is Costly.

A dishonest advertisement is a soul-stirring affair, especially to the reader who knows it to be a direct or indirect misstatement of facts. It is a most expensive affair to the perpetrator, and for that reason the really dishonest advertiser is a rarity. He can not long continue in business and pursue any sort of prevarication whereby the consuming public may consider itself trifled with. The work of the dishonest advertiser need not be the concern of his competitors, for the sins are never visited on others than the sinners. The offender is always his own hangman.

If you did not have a good holiday trade, it is pretty near a sure thing that you did not make proper use of the pointers your trade journal gave you in advance.

\*This was prepared for the Tradesman and the Grand Rapids Playground Association by Chas. W. Garfield and Charles N. Remington, delegates to the Detroit convention.



**NEW YORK MARKET.**

**Special Features of the Grocery and Produce Trade.**

**Special Correspondence.**

New York, Jan. 30—At the end of the month the coffee market is in a very perplexing condition. On Saturday there seemed to be a better tone, after a demoralized condition for several days, but just now buyers are apparently not interested. Maybe that lower quotations would have started trading, but these were not forthcoming and sales as a rule were simply of an everyday character. In an invoice way Rio No. 7 is quoted at 13@13½c. In store and afloat there are 2,679,493 bags, against 3,924,620 bags at the same time last year. Mild grades are without special change and move along in a pretty well defined rut. Good Cucuta is worth 14½c.

Teas are well sustained and the statistical position shows up steadily in favor of the seller. Dealers all profess great confidence in the future and weakness is nowhere displayed. Pingsueys, Country Greens and Formosas are especially active and the market keeps pretty closely sold up.

Refined sugar is about the dullest thing on the list of staples. While there has been no break in quotations it would seem to be only a question of time when it would come. The market at the moment is given over to the beet sugar trade. Granulated, 4.70c less 1 per cent., one refinery, the Federal, making 5 points less.

Little interest is shown for rice. Japans are firm, but the general situation is one of quietude. Supplies here seem to be ample for all requirements. Prime to choice domestic, 4⅞@5½c.

In spices pepper and cloves are attracting the most attention. The latter are reported of short crop and sales are made at full rates. Zanzibar cloves, 16@16¼c; Amboyna, 18@19c; Penang, 30@31c.

Canned goods have had something of a relapse from the buoyancy of last week, although holders are by no means having the blues. A good deal of thought is being given to the Milwaukee convention, and until that is over there will be more or less "unsettlement" in the market. The sales of the past fortnight, too, have been sufficiently large to give buyers a good supply, and it is but natural there should ensue a little quietude. Some reliable 3s tomatoes were sold at 82½c, and there was much "conversation" about 85c. This figure, however, has not been reached frequently enough to say anything about it. Future 3s have sold quite freely at 72½c, but sellers are now asking 75c. Corn and peas are quiet and buyers are awaiting opening quotations for 1911. Other goods are well held.

Top grades of butter have shown some signs of recovery. Creamery specials, 27c; extras, 25@25½c; firsts, 22@24c; held specials, 24@25c; imitation creamery, 18@19c; factory held, 16@17½c; current make, 17c.

Cheese is steady. Whole milk, 15½@17c.

"Speculative" eggs show a little better feeling, and perhaps the mar-

ket generally is rather firmer. Western fresh-gathered, selected extra, 24@25c; firsts, 22½@23c; seconds, 21@22c.

**What Other Michigan Cities Are Doing.**

Written for the Tradesman.

A boulevard connecting Saginaw and Bay City has been practically assured. It will be about 200 feet in width and will parallel the river, being built largely of the earth taken from the river bed in the dredging operations.

Lansing has started a crusade against the railroads because of their blocking the various crossings with trains.

The scope of the Traverse City Fair, which will be held the last week of September, has been broadened to include seven counties. George G. Bates is the newly elected Secretary.

Reed City rejoices over the plans that are being perfected to rebuild the veneer plant and to manufacture maple flooring also.

The Falcon wood working plant at Big Rapids has been rebuilt and will resume operations this week.

The members of the Retail Merchants' Association of Menominee and their families enjoyed a banquet and entertainment Jan. 26, which proved one of the leading social events of the winter in that city.

Detroit plans to become a leader among the cities of the country in industrial education. A technical high school will be opened next September, money has been provided for an industrial continuation school and a commercial high school will be opened in the downtown district, where nothing but the commercial courses will be taught.

Almond Griffen.

**Trade Courage.**

Of trade skill, trade ginger and trade enterprise we are in danger of hearing perhaps a little too much, but trade courage, which is surely useful, hardly receives any attention.

Conservatism, "the wise it call," for there are any number of dealers who are adhering to a poor system because they are too timid to try a better, and who are considered to be merely the victims of conservatism.

Courage is about all that is required to establish the cash system. Courage would make advertisers of many dealers who do not now use printing ink. Courage would put a crimp in the schemes of premium promoters, for dealers who now give part of their profits to outsiders would save the money and give cash reductions to the public. Courage would leave no loophole for fixed prices and would adjust charges to the needs of the business. Courage would make the dealers turn down the brand whose only merit is so-called cheapness, and induce them to push only the goods of real merit. Courage would kill dishonest practices, for it is fear of the struggle to do right that makes the tricks in trade rather than a natural depravity. Courage would make many dealers launch out with branch stores, thus enabling them to sell on a closer margin, instead of sticking in a rut that

has grown too small to furnish an adequate return. Courage would induce many dealers to adopt independent tactics, instead of flocking together like sheep behind incompetent leaders. Courage would make every dealer say No! and stick to it, when persuaded to order more goods than necessary or when badgered to give an order for goods not needed at all.

**Business News From the Hoosier State.**

Indianapolis—The annual meeting of the Indiana Bee Keepers' Association will be held here this week.

Avilla—S. K. Randall, who has operated a store here for the past thirty-three years, is preparing to close out his business and retire to his farm.

Greensburg—The Commercial Club has purchased the Skeen building for \$4,500, and will have it overhauled and repaired for the Miller Shoe Company branch, to be opened here.

Laotto—The George Shepard dry goods firm, of Auburn, has placed a stock of goods in the I. E. Young building.

Wolcottville—The Isbell-Strickland Company has been incorporated with \$10,000 to operate a general retail store.

Portland—T. C. Hood, who for three years has conducted the "White Front" dry goods store, has made an assignment to John W. Mills, Cashier of the First National Bank

There is no better world to those who do nothing to make this a better one.

**Standard Equipment**

**Standard Operating Methods**

make Bell Local and Long Distance Service the

**STANDARD SERVICE**

Every BELL TELEPHONE is a Long Distance Station.



**Hart Little Quaker Peas**

Are Delicious

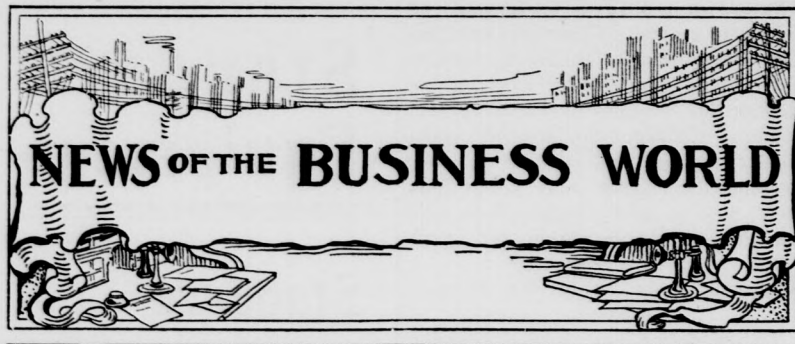


**JUDSON GROCER CO.**

Distributors

Grand Rapids, Mich.





#### Movements of Merchants.

Alto—B. B. Baldwin has sold his stock of hardware to C. R. Foot & Co.

Reed City—W. T. Ripp will open his new racket store in the Densmore block this week.

Hastings—Jay Mead has bought G. M. Fox's grocery store and will continue the business.

Tekonsha—Will Abel has sold his grocery business to Seely Cook, possession to be given Mar. 1.

Detroit—The C. R. Horton Co., launderer, has increased its capital stock from \$10,000 to \$20,000.

Reed City—Harley & Jackson have opened a new cigar, tobacco and candy store in the McKaig block.

Pottersville—G. J. Scofield & Co. have sold their hardware business to Frank E. Burkhead, of Hanover.

Jackson—The Jackson Paint & Wall Paper Co. has changed its name to the Jackson Paint & Varnish Co.

Adrian—George Neuffer, for twenty-three years in business here, has sold his grocery stock to Loudon Bros.

Rogers City—The capital stock of the Presque Isle County Savings Bank has been increased from \$25,000 to \$35,000.

Mancelona—J. C. Darling has sold his grocery and meat stock to Frank LaBar, of Kingsley, who took immediate possession.

Litchfield—C. E. King has sold his engine, windmill and pump business to A. S. Knowles, who took immediate possession.

Belding—Mrs. Ora Smith has opened an up-to-date crockery store. The stock has recently been moved here from Big Rapids.

Reed City—Roxburgh Sisters have sold their millinery stock to Mrs. Cora J. Hawkins, who has already taken possession.

Union City—Mr. and Mrs. Stone have decided to close out their stock of jewelry and fine china and seek a new field for business.

Traverse City—R. G. Paulin has turned over the stock of the New York Tea Store to his creditors and has retired from business.

Springport—John Hastings has purchased a half interest in the Hart hardware business and will move here from Eaton Rapids to live.

Middleville—B. A. Almy has rented the building formerly occupied by H. J. Chapman and will add several new lines to his present stock.

St. Johns—Lewis Mulder has purchased a half interest with his brother, William, in the grocery business, and will take hold about March 1.

Ionia—E. J. Pierce, who has made a success of his low-price grocery

business in St. Johns, has rented a store and will put in a similar stock in this city.

Hart—The grocery firm of Reynolds & Tice has dissolved, Harry Tice purchasing Mr. Reynolds' interest. Mr. Tice will continue the business at the old stand.

Port Huron—Hugh Matthews has opened a tea and coffee store at 917 Pine Grove avenue in partnership with Harry Avery, the firm to be known as Matthews & Avery.

Grant—The business men have organized an Improvement Association with the following officers: President, Dr. P. Drummond; Secretary, O. N. Rich; Treasurer, John Vandenberg.

Lake Linden—Abraham Roberts has resigned as manager of the Lake Linden Co-operative Society store to take the management of the Producers and Consumers' Co-operative Co.

Thompsonville—The grocery partnership of Tanner & Lindy has been dissolved by mutual consent and the business will be continued by Jesse Tanner. Mr. Lindy intends to go West.

Eaton Rapids—W. E. Forward has bought a half interest in the plumbing and heating business with his brother-in-law, W. F. Fowler, and the firm name will now be Fowler & Forward.

Detroit—The Continental Coal Co. has engaged in business with an authorized capital stock of \$50,000, all of which has been subscribed, \$2,600 being paid in in cash and \$17,000 in property.

Grand Haven—The Enterprise Clothing Company has purchased the State Bank and the Reichardt book store property, on Washington street, and will remodel it and occupy it with their business.

Hastings—Jay Mead, who has been in the employ of the Loppenthien Company, has purchased Alderman G. M. Fox's grocery stock in the second ward and will conduct the business in the future.

Reed City—H. J. Gerhardt has sold his stock of shoes to the Johnson-Gerhardt Co. and the stock has been moved into the store of the latter firm. Mr. Gerhardt will continue with the Johnson-Gerhardt Co.

Lake City—Dr. Nelson Abbott and Dr. J. F. Doudna have purchased the Roche & Doudna drug stock and business. Dr. Abbott will be the active manager. W. J. Roche has been in the drug business here for nearly twenty-five years.

Adrian—A new company has been organized under the style of the James H. Howell Co. to engage in the general dry goods business, with an authorized capital stock of \$10,

000, all of which has been subscribed, \$3,115.45 being paid in in cash and \$884.55 in property.

Detroit—A new company has been organized under the style of the Hupp Sales Co. for the purpose of dealing in autos and foundry products. The company has an authorized capital stock of \$100,000, of which \$51,020 has been subscribed and \$10,000 paid in in cash.

Ionia—The firm name of Barrett & Scully will remain unchanged, Will Barrett succeeding to the interest of his father and taking an active part in the business. Mr. Scully will go on the road, for a time at least, and Geo. J. Wendell, of Lansing, will take the foremanship.

Detroit—The general stone contracting business of Wm. S. Piggins' Sons has been merged into a stock company under the style of Wm. S. Piggins' Sons, Inc., with an authorized capital stock of \$75,000, of which \$55,000 has been subscribed, \$7,200 being paid in in cash and \$47,800 in property.

Cassopolis—Elson Bros. have leased the storeroom in the postoffice block recently vacated by O. A. Lambert and are fitting it up for their grocery. The storeroom to be vacated by Elson Bros. will be occupied by O. L. Yerty, who has been seeking larger quarters for his rapidly growing business.

Petoskey—The Reynolds Hardware Company has been recently reorganized and is now known as the Petoskey Hardware Company. The members of the new firm are Mrs. C. A. Reynolds, Clare Harding and L. E. Myers. Mr. Myers, who has managed the Reynolds Hardware Company for about a year, will be manager.

Detroit—J. H. A. Haberkorn, contractor and builder, has merged his business into a stock company under the style of the J. H. A. Haberkorn Co., to engage in the general manufacturing and mercantile business (lumber), with an authorized capital stock of \$50,000, of which \$35,000 has been subscribed and paid in in property.

Marshall—Dey W. Wilcox, who purchased the drug business of the late H. H. Hyde in December, 1909, has relinquished his claim and W. T. Phelps, administrator of the estate, has closed the store. The purchase was made under contract, which was not fulfilled. Mr. Wilcox will take a position in a large wholesale chemical concern in Chicago.

Port Huron—Charles F. Hueber, who has been engaged in the drug business the past twenty-five years, has sold the business to Ellsworth Miller and will retire to private life. Mr. Miller is a Port Huron young man who has had wide experience in the drug line. For the past two years he has traveled for the Frederick Stearns Co., of Detroit. Mr. Miller was formerly employed by Mr. Hueber.

Traverse City—Rowland Douglass and Arthur E. Kellogg have formed a partnership and will open an up-to-date boot and shoe store in the First National Bank building about Mar. 1. Mr. Douglass has con-

ducted a shoe store and up-to-date electric repair shop opposite the Whiting Hotel for eight years and Mr. Kellogg has been head salesman for the A. V. Friedrich shoe store for four years, and both have a wide acquaintance in the city.

#### Manufacturing Matters.

Detroit—The Buhl Malleable Co. has increased its capital stock from \$111,000 to \$230,000.

Kalamazoo—The Michigan Enameling Co. has increased its capital stock from \$5,000 to \$25,000.

Hastings—The capital stock of the Hastings Motor Shaft Co. has been increased from \$30,000 to \$50,000.

Detroit—The capital stock of the Auto Parts Manufacturing Co. has been increased from \$100,000 to \$250,000.

Three Rivers—P. P. Major and Chas. Gladys have formed a partnership for the manufacture of furniture and novelties.

Shelby—The Oceana Canning Co. is arranging to can peas the coming season, using the Shelby Fruit Co. building for its operations in this line.

Saginaw—The Brooks Aeroplane Co. has engaged in business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in cash.

Dalton—The United Creamery Co. has been incorporated with an authorized capital stock of \$6,000, of which \$4,600 has been subscribed and \$3,900 paid in in cash.

Garden—The Garden Creamery Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,750 paid in in cash.

Manchester—The Manchester Creamery Co. has been incorporated with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed and \$4,000 paid in in property.

Bangor—Oscar Karmesen, proprietor of the Karmesen Drug Co., has purchased a complete equipment for the manufacture of ice cream and intends to engage extensively in that business the coming summer.

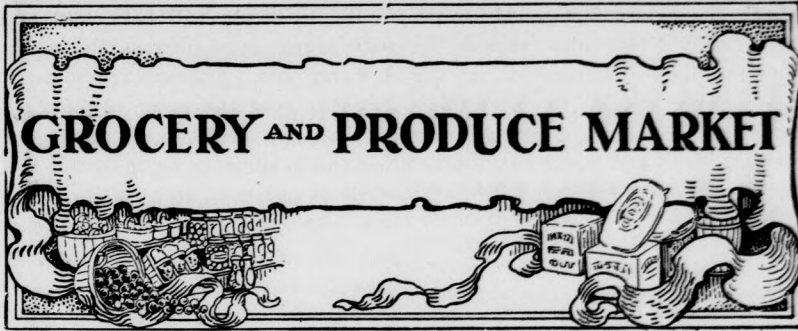
Detroit—The Porcelain Enameling & Manufacturing Co. has engaged in business with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed, \$2,000 being paid in in cash and \$5,500 in property.

Grand Haven—The Fountain Specialty Co. has been organized to manufacture and sell soda water apparatus, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Ann Arbor—The Buckhorn Garment Co. has been incorporated to manufacture and sell working garments, with an authorized capital stock of \$6,000, all of which has been subscribed, \$100 being paid in in cash and \$3,000 in property.

Benton Harbor—The Peck & Moore Furniture Co. has been merged into a stock company under the style of the Peck Furniture Co., with an authorized capital stock of \$25,000, all of which has been subscribed, \$12,500 being paid in in cash and \$12,500 in property.





**The Grocery Market.**

Tea—The market continues firm, with no apparent change. Japans are now all shipped from the primary markets. Formosas are firm for desirable stock and Ceylons maintain the advances of 3c since September. The prospects for uncolored teas for next crop seem to be meeting with favor and it is thought that the next meeting of the Tea Board will result in the adoption of a recommendation that artificially colored teas will be prohibited from importation into the United States.

Coffee—The spot market is very firm, and the consuming demand, as appears from the purchases made by retailers and reports from the same source, is excellent. The situation as regards supplies is strong, with all spot holders very firm in their ideas. Brazil advices continue of a decidedly firm character.

Canned Fruits—There is hardly a change in the market. Prices hold firm on New York gallon apples and it is said that the quotations in New York are higher than prices here on spot goods in some cases. California fruits are also being sold at lower prices than the market in that state would admit, if the goods were purchased now. Stocks are not large with most of the wholesalers and it is thought that the market will be bare of some grades before new goods arrive.

Canned Goods—Demand for spot is strong and the business on futures is increasing steadily. Spot stocks of most articles of canned food are scanty now, and there is persistent talk of a canned goods famine for next spring, or early summer, at the latest. Tomatoes are somewhat higher and further advances are predicted. Packers are coming out with opening prices on future tomatoes, showing advances over last year's quotations. Corn is very firm for both spot and future. Demand is good, as also for canned peas, which are getting very scarce. Peas are assuredly a good purchase at present prices. Pumpkin is in demand. Prices are steady. Canned spinach is scarce and firm and in very good request from consumers. All varieties of fruit in cans are firm, owing in nearly all instances to small stocks. Peaches are active, but apples, pears, apricots, etc., are all wanted. Canned salmon is increasing in demand for immediate consuming purposes and while prices are firm and high, there is at least a possibility of further advance, owing to the fact that there is a very pronounced scarcity of stock. Sardines, both imported and domestic brands, are in much smaller supply

than usual, and prices, naturally, are firm. Cove oysters are firm and lobster also.

Spices—The wholesale trade reports that the demand for spices is very satisfactory and that prices on most of the line are firm, but especially for pepper and cinnamon.

Rice—There is a good seasonable call from the retail trade and from consumers as well, for this commodity and prices rule steady for the different grades. Advices from the primary markets have been of a firm tenor of late. The crop of Southern Japan rice will be less than expected and there is also talk that the Carolina crop will be smaller than expected.

Cheese—There is a good trade on American cheese which holds on a steady basis. Reports hint at lighter holdings of cheese in Wisconsin than a year ago. On fancy kinds of cheese there is a very good trade and steady prices prevail on the more popular makes.

Pickles—The market remains firm under limited supplies and a good, seasonable demand. Continued firmness, possibly with advances, is confidently expected.

Salmon—The Seattle Trade Reporter says: "There is no fish available, therefore there is no market. What little trading that is being done is between jobbers who are endeavoring to cover."

Salt Fish—Consuming demand is good. People are eating more salt fish than they were a short time ago and grocers are now enjoying a nice business in this line. In mackerel a steady feeling prevails. Both Scotch and Holland herrings are scarce, desirable stock of the former being almost unobtainable from importers or even from shippers on the other side. Prices on Holland herrings show an upward tendency. Codfish is strong with a good consuming demand.

Provisions—Net changes in values last week were unimportant except in January delivery pork, where the trade was not large enough to give any stamina to the market. January ribs, much more active than pork, also showed an exception to the general list. Scarcity of the contract variety of each of the items has made a situation easy to control, something not so easy in more deferred months. Hog receipts are not increasing as rapidly as the trade had expected. Discounts prevalent for more deferred months, along with the fact that current arrivals are keeping pace with demands from consuming channels, are making packers hopeful of a plentiful supply on which to

build up reserves. The shortage in the packing of hogs at Western centers for the season from Nov. 1 to date is 435,000. The trade is expecting some very heavy hogs here in the spring, and lard is relatively easier than the meats. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1911
<b>Wheat—</b>			
May ...	\$.99 3/4	\$.96 3/4	\$.97 3/4
July ...	.95 3/4	.93 1/2	.94 3/4
Sept. ...	.94 1/4	.92 1/4	.93
<b>Corn—</b>			
May ...	.50 3/4	.49 3/4	.49 3/4
July ...	.51 3/4	.50 3/4	.50 3/4
Sept. ...	.52 1/2	.51 3/4	.51 3/4
<b>Oats—</b>			
May ...	.34 3/4	.34 1/4	.34 3/4
July ...	.34 3/4	.34 1/4	.34 1/4
Sept. ...	.33 3/4	.33 1/4	.33 1/4
<b>Pork—</b>			
Jan. ...	23.00	20.12 1/2	23.00
May ...	18.65	18.15	18.37 1/2
July ...	18.00	17.70	17.90
<b>Lard—</b>			
Jan. ...	10.07 1/2	9.85	9.90
May ...	9.90	9.70	9.80
July ...	9.80	9.57 1/2	9.72 1/2
<b>Ribs—</b>			
Jan. ...	10.80	10.50	10.75
May ...	9.92 1/2	9.72 1/2	9.82 1/2
July ...	9.75	9.57 1/2	9.65

**The Produce Market.**

The local market has been steady except in butter and eggs. The January thaw increased egg production and the price tumbled, but the return of the cold weather firmed them up. Butter is still weak, in sympathy with the outside market, but is steadier than it was. Lettuce jumped several points this week, owing to increased demand. The cranberry stock is nearly exhausted and prices are advancing. There is a good demand for oranges and grape fruit. Tomatoes and new potatoes are in from Cuba, but these are still too high for quotation. Northern Spy apples are practically out of the market.

- Apples — 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; 18c for No. 1; packing stock, 12c.
- 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, \$9.50 per bbl.
- Cucumbers—\$1.50@2 per doz.
- Eggs—Local dealers are paying 21c delivered.
- Grapes—Malagas, \$6@6.50 per keg.
- Grape Fruit—\$3.25@3.50 for all sizes.
- Honey—18c per lb. for white clover and 14c for dark.
- Lemons — Californias, \$3.50@4 per box.
- Lettuce—16c per lb. for leaf.
- Onions—Spanish, \$1.60 per crate; home grown, 85c per bu.
- Oranges — California Navels, 96c

and 288s, and Floridas, 126s to 316s, \$2.25@2.50.

Pop Corn—90c per bu. for ear; 3/4@3 1/2c 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.

**Board of Trade President.**

E. A. Clement, who is the unanimous choice of the Nominating Committee for the presidency of the Grand Rapids Board of Trade to succeed Heber A. Knott, is a Norwegian by birth. He came to this country at the age of 18 years, in 1880, worked a couple of years in Chicago, went to Niles to be superintendent of the Star Knitting Works there and in 1882 came to Grand Rapids when S. S. Walker moved the Star Knitting Works to this city. In 1887 Mr. Clement started the Globe Knitting

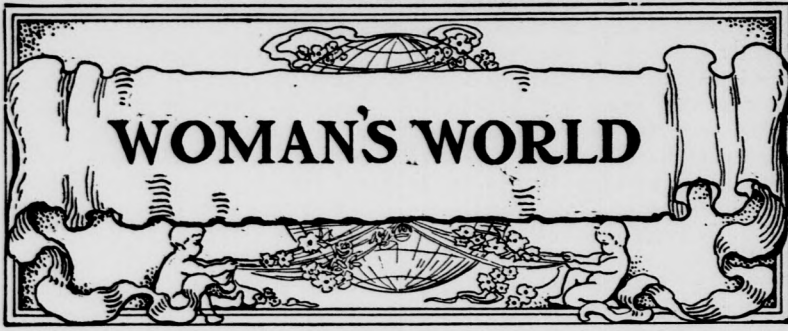


E. A. Clement

Works, occupying the single small room in what is now the Goodspeed building, on Pearl street. His business grew and expanded, until it occupied an entire floor, and then he built a factory of his own. The Globe company now is capitalized at \$400,000, has a large factory here and another at Middleville and employs upwards of 400 hands. Mr. Clement is largely interested in the Sanitary Knitting Works and in the recently organized Grand Rapids Hosiery Company. He is progressive and enterprising in his methods, and there is no question as to his loyalty to the city of his home and the country of his adoption. He will be a different type of executive than the Board of Trade has had heretofore, and this may be an element of strength. He will bring out new ideas and develop new activities, and the Board and the city will be the better for it.

The Grand Rapids Grocery Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.





### The Fair Wage Earner and the Bank Account.

Written for the Tradesman.

The wives who do not use proper economy in dispensing their husbands' money surely come in for sufficient censure. This article is not directed to such, reprehensible although they may be, but rather to the women and girls who spend lavishly, wastefully and foolishly the money they earn.

It would be cruelly unjust to include in one sweeping indictment of extravagance all earning women. The wife who supports an invalid husband, the widow who feeds and clothes her little ones—such have added to their burden of toil the mental strain of feeling that every penny must be stretched to its utmost capacity to procure the necessities of life.

Then there is a great army of workers, including many young girls, the daughters of the poor, whose slender wages, except barely enough for clothing and a tiny allowance for incidental expenses, are all passed into the family tills every Saturday night. If these last sometimes buy finery in place of neat, plain clothing, and candy instead of wholesome food, it is instruction in wise expenditure that they need, and not a lecture on the folly of extravagance.

But I aim this talk at a great number of young women and girls of a different class, typewriters, bookkeepers, saleswomen, teachers, trained nurses—handsome, well-dressed, well-educated, charming, jolly, bonny lasses, mostly daughters of parents in at least fairly well-to-do circumstances—for how some of these girls do throw their money away!

Does any dry goods merchant, milliner, shoe man, dressmaker or ice cream parlor want any better customer than the average young woman when she is earning a fairly good salary, particularly if she lives at home and has an indulgent "dad," who pays the grocery bills and all other household expenses, leaving her free to spend her money for clothes and fun?

A few girls are so frugal, their natures are so imbued with the saving propensities of long lines of ancestors, that under the favorable circumstances described, they inevitably go to laying up money, and soon can show tidy investments in bonds, mortgages, and such like securities; but there are a far greater number who, when they have squared up their debts from their pay envelopes, have not a red cent left to bless themselves with; damsels to whom the arguments of the savings banks make no appeal, and for whose minds

the marvelous augmentations of compound interest hold no fascinations.

Why is this? Why do we find so many young women spending their comfortable salaries as fast as they earn them, not only making no systematic provision for the future but not having even a little sum stored away for the proverbial rainy day?

The answer is easy: The great majority of the girl workers of the class mentioned take up, a calling merely as a temporary expedient, something to occupy them and furnish spending money from the time they leave school until they shall marry. Very few regard their profession or occupation as a serious life work. With rare exceptions every maiden of them all—even including such as are most enthusiastic and conscientious workers—is ready, oh, so ready, to drop her chosen occupation whenever the Prince shall come and summon her to depart and dwell with him.

In her girlish imaginings she pictures her particular Prince as strong and forceful and sufficient unto all things—even all financial things. It seems so needless for her to scrimp and save in order to lay by a beggarly few dollars every month, when he, the Prince, surely will be brave and generous and have all kinds of money.

So the girl continues letting her earnings go for whatever catches her fancy and cultivating luxurious tastes and habits of lavish expenditures.

In due time—or maybe a little past due time it may seem to the waiting maiden—the Prince, some sort of a prince, comes and summons her. (I like to put it thus, even when there has to be considerable occult engineering on the part of the girl to get the Prince into the proper state of mind to make the summons. That part of it does not matter here.)

The Prince that really comes is not apt to be exactly the Prince of the young lady's dreams. He is likely to be a homely, commonplace sort of fellow, without royal prerogatives, utterly devoid of fortune and earning, say, from twelve to fifteen dollars per week. If the maiden is of the kind that can "bunch" her ideals and take what actually comes to her, she generally can have him, or if not just him, some other man every bit as good.

The science of mathematical probabilities, which really is a great science only it is not very often understood, furnishes considerable ground for the hope in every young girl's heart that she won't have to play out the game of life with a lone hand unless she chooses to do so.

Such elementary facts as these are not enough. Every girl should be more thoroughly instructed in the great science alluded to. Everything should be figured right out and put down in black and white like the tables of a life insurance company; so that a young woman could tell, by glancing down a column of figures, how many young men out of every thousand between the ages of 20 and 35 receive \$600 per year or less, how many \$1,000, how many \$1,500, how many, or how few, rather, \$2,000 per year or over. There should be a table showing her, in case she should marry, how many times she is likely to worry along with her husband's income not over \$1,200 per year, or be able to rise to the spending of \$5,000 or more annually.

We will say a girl is laying out now \$50 or \$60 per month for clothes and personal expenses. There should be trustworthy computations setting forth what sum she can devote to these purposes after she marries, the amount varying, of course, with the size of her husband's income. With any moderate income it will be only a fraction of what she now is spending.

Unfortunately, the tables I speak of are not at hand. In the absence of such authority take it from me, girls, that if now, while you are earning and can do so, you lay by some money, when you marry or after you marry you are fifty times as likely to need it as not. Suppose you work five years and succeed in saving a hundred dollars every year. At the end

of the time you will have \$500 and some accumulated interest. Do not let it worry you. You are apt to want it to buy your trousseau, to purchase a home and furnish it, to start your husband in business, or, if not for any of these purposes, to be a fund that you will have after marriage; that you can feel is your very own, to draw on as you see fit.

Suppose, dear girl, that in your particular case none of these contingencies ever arise; suppose that your particular Prince, besides proving to be all that you expect of him in other respects, comes in time to be a genuine king of finance, and that he is so generous and does so handsomely by you that he actually will insist on your spending large and unwieldy amounts of money; suppose that after you have been married ten or fifteen years you still have the little lump you accumulated when you were earning for yourself, and that so satisfied is your every wish that you can not think of anything on earth you want to spend it for; suppose it all should happen like this—although it won't more than once in a million times; but if it should—why then you might give the money to your folks; or there are a thousand and one worthy objects of benevolence, any one of which would be only too glad to get it. Quillo.

#### Valuable Knowledge.

She—Can we marry on \$12 a week?  
Journeyman—We can marry on it a lot easier than we can live on it.

# BOOMING

Yes, "White House" Coffee has surely reached that point of prosperity where the liveliness of its success is fairly expressed by that word—"BOOMING," which, better than any other, expresses the FACT that its splendid quality has really excited people to the point of getting right hold of the "pole" and helping the good work of personal "pull." When a coffee can interest folks to the point of figuratively erecting a statue in its honor, it MUST be pretty good stuff. THAT'S WHAT "WHITE HOUSE" HAS DONE.

Distributed at Wholesale by

**Judson Grocer Co**

Grand Rapids, Mich.



**GIRLS WIDELY SEPARATED.****One Porto Rico Missionary; Other in Idaho.**

Written for the Tradesman.

Not many years ago there lived on the south banks of Reed's Lake a prosperous and happy family. The father and mother were blessed with four healthy children, but in the course of time death invaded the domestic circle and the mother and one son passed away. The broken-hearted father nerved himself for the duty of rearing the little ones, and in time witnessed their growth to maturity. The two little girls, Mary and Jennie Miller, were taught to swim, fish and row a boat when but mere infants, and the sport they enjoyed in the waters of the lake strengthened their bodies, established confidence in the ability to take care of themselves and afforded much amusement to their friends. The late John H. Roberts presented the little girls with a row boat and they were frequently seen rowing or fishing. A favorite amusement they indulged in was rocking the boat until it upset and they fell in the water and sank out of sight. At such times strangers to their play would express great alarm and urge Mr. Miller and his men to hasten to their rescue and seemed surprised when he seemed indifferent to their fate. The girls would appear when it seemed to be proper that they should do so, right the boat and push it to the shore. As they grew in years their beauty, vivacity and pleasing dispositions attracted many admirers, and in time Arthur Leonard, the private stenographer of Presidents Cleveland and McKinley, married Miss Mary and took her to Washington to live, where she enjoyed social advantages and the prominence that public life affords. A few years passed before the Leonards tired of political life and resolved to take the trail for the West. Their first stay was in Spokane, but a big ranch in Idaho finally attracted their attention. A beautiful bungalow, with electric lights, hot and cold running water, telephones and all the comforts of a happy home, is now the portion of one of the former juvenile naiads of Reed's Lake.

Miss Jennie was a more serious minded child, and when her mother passed away she sought service in the missionary field. An expert stenographer, she served as private secretary a year or two for Mel. Trotter and finally married a young missionary, with whom she sailed for the Island of Porto Rico. She lives on a mountain top with two bright children and a devoted husband, and gives her time and talents to the work of improving the moral and spiritual welfare of ignorant, poor and unfortunate humanity.

Arthur S. White.

**Service the Incentive.**

This article is written at the public writing desk in a little hotel in Iowa. It is suggested by thoughts which came to me this morning.

I had gotten out of a sleeping car at half-past six, before the sun was up, and had gone into the station

lunchroom at Burlington, Ia., to get some breakfast. A nice young man behind the counter brought me a cup of excellent coffee and some doughnuts. When I had satisfied my regular matutinal cravings I sat down near the window, where I destroyed by combustion a roll of tobacco and waited for the train to take me to Keokuk.

The conductor and porter came in and ate. So did a few early passengers. As I watched them, this occurred to me: What are all these people doing? What have they to make life interesting? What is their object in life?

Of course we know the usual answer: They are all trying to make money. Money and the things money can buy are supposed to be the springs of human effort.

But, pushing my reflections a little farther, I asked myself: Is money, after all, the real motive power for all these activities around me? Is not the real feeling that makes these men work, and happy in their work, the conviction that they are doing some real service to the race?

No petty motive nor any entirely selfish motive is sufficient to produce permanent satisfaction. Whether he is conscious of it or not, the feeling that reconciles that waiter at the lunch counter is that he is doing an important and necessary part of the world's work. He is feeding people. He is occupying a position in the social game where, should he drop out, he would be sorely missed.

The sleeping car porter has the same subconscious conviction. It is not that he may pick up a few quarters, but that he is helping men, that makes him like his job.

Ask him and he will probably deny it. Enquire also of the conductor, and he will tell you that all he wants is money, he is working for cash and not for sentiment, and so on. Even so the plasterer and painter, carpenter and section hand, will loudly assert that what they are after is their wages.

But I think they are simply mistaken, and I also think I can prove it. For, would any one of these men be content to stand on the street corner or at the church door and hold their hats out for money, even if they should get twice what they earn now? No! That would be begging, and no self-respecting man wants to beg. We desire to earn money.

What does earning money mean? Simply that we are performing some service for humanity, of which our wages are but the tangible, customary appreciation. The right-minded man (and most men are right-minded) wants money, of course, but only that kind of money that comes as a recognition of service.

So we are a little nobler than we care to admit. For there is nothing in heaven or earth so noble as service.

All money which does not represent some kind of service is more liable to be a curse than a source of genuine joy. A young man to whom his father has left a million generally goes to ruin, or to flabbiness. The

whole endowed class are, as a rule, unhappy.

The reason is simple. The only abiding pleasure in life comes from serving the race. The curse of inherited wealth is that it removes a soul from serving and puts him at the devil's business of being served. Hence he runs to sport, crime and alcohol to find artificially that happiness he misses in his daily round.

The happiest people in the world are those who have something useful to do. It is the butcher, the baker and the candlestickmaker who sing at their work. To my porter and conductor and waiter and to all the class who are helping to move along the machinery of civilization, the terms of their existence are full of content and interest. Among the endowed class all the fun of living comes in "on the side." Life itself is burdensome.

One has made a genuine discovery when he has grasped the fact that joy is a thing that is linked fast to service. Then he will quit indulging in dreams of millions and idleness. For the man with nothing to do but to amuse himself invariably gets a dark brown taste in his soul. He is really an enemy to mankind.

One of the greatest truths Jesus Christ made plain was that all this is equally true of God himself. For Jesus gave us the idea of a God who exists "not to be ministered unto, but to minister." He himself washed his disciples' feet and "went about doing good."

That sort of thing is what the Ruler of the Universe is about daily. He is rolling up the sun of mornings, making wheat grow, keeping your heart and lungs going, carrying water from the ocean and sprinkling it over the land; in short, he, too, seems to find his joy in service to the race.

Kings formerly thought the state existed for them and they spent their revenues in debauchery. Nowadays our rulers are coming to understand that they, too, are servants. President Taft knows he will have to make good. If George V. were to caper about as did Charles Stuart he would be deposed within a twelve-month.

This idea of the divinity and necessity and beauty of service is possibly the most redemptive and promising idea that is permeating the world. It is a conviction that will some day remake the earth. Every man, in the coming golden age, will be given his work. There will be no idle classes, either at the top or at the bottom of society. Not even the millionaire's son or daughter will be allowed to control a dollar they have not earned. Society will see to it that there is no poor man out of a job; for every child will be trained to some useful work; they who want work will be given it and they who will not work shall be compelled.

I call this idea of work as the essential element of contentment the most potent, vital and sound idea of the twentieth century.

Dr. Frank Crane.

Many are praying for power who only need to get up and perspire.

## Handsome Designs



In Show Cases  
Are a Feature of the  
*Wilmarth*  
Lines For 1911

We are prepared to submit plans and estimates on any desired store equipment and our prices will prove of interest to any prospective purchaser. We are making a specialty of the CRYSTAL all plate glass show cases and invite correspondence in regard to them.

**WILMARTH SHOW CASE CO.**

936 Jefferson Ave., Grand Rapids, Michigan

Chicago Salesrooms 218 E. Jackson Blvd.    Detroit Salesrooms 84 Jefferson Ave.    New York Salesrooms 732 Broadway





DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**  
Corner Ionia and Louis Streets,  
Grand Rapids, Mich.

**Subscription Price.**

Two dollars per year, payable in advance.  
Five dollars for three years, payable in advance.  
Canadian subscriptions, \$3.04 per year, payable in advance.  
No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.  
Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.  
Sample copies, 5 cents each.  
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 1, 1911

**THE STATE CONVENTION.**

As the next issue of the Tradesman goes to press the annual convention of the Retail Grocers and General Merchants' Association of Michigan will be under way. The convention will be at Port Huron Feb. 7, 8 and 9, and it promises to be one of the largest in attendance and most important ever held. The programme arranged includes addresses and discussions on some of the most vital points in successful merchandising. The cost of doing business, credits, advertising methods and deliveries will be among the topics considered and the attitude of the trade toward mail order houses will receive attention. The question box will undoubtedly open the way to the exchange of experiences and the generation of new ideas. Into this box the delegates will be urged to put their problems and perplexities, and the wisdom of the entire body will be brought to bear upon this solution. The State Legislature is now in session and no doubt legislation will be influenced by what the Association may do.

The Port Huron merchants have made elaborate arrangements for the entertainment of their visitors. The entertainment, however, will not be allowed to interfere with business. The sessions will open Tuesday. The election will occur Wednesday, with the polls open all day, the Australian ballot system to be used, and Thursday will be the close. Every merchant who can possibly attend the convention should do so, and everybody who attends should do his part to make the convention profitable and productive of good to the trade.

**CARNEGIE'S LATEST GIFT.**

Of late the two great moneyed men have seemingly been trying to divest themselves of some of their superfluous wealth, the latest gift from Mr. Carnegie being another \$10,000,000 to the institution which bears his name at Washington, and bringing his total endowment there to \$25,000,000.

The Scotch philanthropist has already seen some great results gained from former benefactions, and cites with pride that one of the added results of researches is the discovery of

60,000 new worlds, some of them ten times as large as our sun. These investigations have only been made possible through the branch work at Mt. Wilson, near Pasadena, where the largest telescope mirror now in use is at work. This mirror measures 60 inches in diameter. It gathers more than twice as much light as the famous Yerkes refractor, and over two and one-half times as much as the Lick telescope. This mirror and one slightly smaller are placed in the top of steel towers 60 and 150 feet high, respectively, and send the light to focal lenses equal in length to the height of the towers. This brings the sun's image near the surface, where the spectroscope and other instruments are placed in a vertical position.

Carnegie also congratulates both himself and the world that another lens three times more powerful than any yet made is in process of construction at the Pasadena factory. It was commenced two years ago, and three years more of work will be required for its completion.

With this marvel in optical instruments, what may not be done in penetrating the depths of space and measuring the marvelous work of the Infinite! There is no other subject which so thoroughly as astronomy opens our eyes to the marvelous nature of the universe. Every new discovery in stellar spheres is but another evidence of the glory of God. Practical benefits may not accrue from these telescopic researches. Time will tell as to that; but their effect upon our spiritual nature can not be doubted.

**NEW ORLEANS EXPOSITION.**

Now that the rivalry between the two cities, San Francisco and New Orleans, has been decided in favor of the latter, those who contemplate visiting the Exposition which celebrates the completion of the Panama Canal in 1915 will shift their attention from the comparative advantages of the two cities to the one definitely chosen.

President McKinley, in his last speech at the Pan American, defined expositions as "the time-keepers of progress." Those who have regarded New Orleans as a sleepy city embodying more of the quaint and curious in centuries ago than of the present world, may find that the city of to-day is not even the one of ten years ago; and that the spirit of keeping abreast of the times may be as vividly shown there four years hence as in the most enterprising Western town.

True, there are historical associations which will not be blotted out. There are parts of the city still showing the Creole life which has given it a distinctive charm. The city park brings back the old days when duels were proofs of honor. Audubon Park is interesting as the site of the first successful granulating of sugar, in 1796. It now has a sugar experiment station and a large greenhouse filled with rare tropical plants. The market grounds are literally the gathering place of the nations, and the Mardi Gras festivities draw many visitors to the city annually.

There are many points of com-

mercial interest, even although it is still 1,500 miles to the Great Ditch, and more than a hundred miles to the Gulf. As the center of the sugar and cotton industries, the shipping point for no less than thirty steamship lines, there is no question but that there will be plenty of interesting material to be picked up by the tradesman aside from that shown in the Exposition itself.

**HUNTING HAPPINESS.**

There have been statesmen, scientists and professional men among the martyrs, but a martyr to literature is so much out of the ordinary as to clearly bear the fingermarks of insanity. What David Graham Phillips had done to incur the enmity of his assailant, he never knew; the world may never find out; but that the musician brooded over some real or fancied wrong is clear.

It is the mind which broods that eventually becomes lost to reason. The morbid disposition left to its own control is the dangerous one. Nervous troubles are increasing in number, and are now far more numerous than the great white plague. We may not be able to stop the ravages of insanity, but it is certain that the hunting of happiness is one of the best and safest antidotes. Not the sort which joins in revels and kindred abuses, aggravating the real disorder every time, but true, genuine happiness.

Says Marden: "We should fight every influence which tends to depress the mind, as we would against a temptation to crime. A depressed mind prevents the free action of the diaphragm and the expansion of the chest. It stops the secretions of the body, interferes with the circulation of blood in the brain and deranges the entire functions of the body."

There is no better illustration of the benefits from hunting happiness than the method of R. L. Stevenson. Although fighting disease for the greater portion of his life, the sunny disposition was ever present. It has been truly noted that "he and his characters were never wholly unconscious of man's inalienable birthright of happiness and the joy of living." Had he succumbed to melancholy the world would have been poorer in literature; had the musician, Goldsborough, looked on the bright side of his own profession his career might have been brilliant; and the star in the galaxy of literature would not have been prematurely blotted out.

**THE GROWING PERIOD.**

The skilled forester is always alert to the probable future as well as to the present of the tree. He may go through the woods and find two oaks seemingly identical in variety, size, form and age. The one he carefully cherishes, pruning off any unsightly branch; the other is consigned to the woodman's ax. Why the preference? He has noted in the second proof that growth has ceased, and that decay has commenced. The one will continue to become more valuable; the other will even more swiftly diminish in value.

It is the same way with promotion

cards through life. On the one side we find evidence of future growth. On the other growth has practically ceased. Where the latter state of affairs is detected promotion is out of the question. The places worth seeking want grown men. Immaturity is not nearly so much of a drawback as stagnation. There must be back of the sturdy oak proof that it is still very much alive to save it from the lumberman.

Did you ever see a bed of crocuses starting up in spring? Bravely they push forth, penetrating a thick bed of leaves if necessary. No matter how great the obstruction, they always know which way to start to reach the light; and they put forth remarkable energy in getting to the surface. What is needed in life is the push, the energy of the growing bulb; the determination to break through the crust, even although it is a thick one. The thick mat of leaves was a protection during the dormant period in their lives; and although it may now seem an incumbrance, there are still uses for the leaf mould which it will eventually become. We do not realize the advantage in our own limitations. We know only that the path is upward. When we have pressed on and up to the light the uses and advantages of the bonds which seemed at the time only fetters to hold us back may be revealed.

**CHILD IN ADVERTISEMENT.**

Take it year in and year out, there is no figure more universally present in the up-to-date advertising page than that of the child. Whether at the table or taking a bath, going to school or at play, the expression caught by the artist is both attractive and convincing.

Why choose the child for a medium of presentation when the adult almost uniformly does the buying? Every one is interested in children. This interest is usually reciprocated. Baby shows its interest in the object at hand, and its sweet, winning ways usually extend this to those around.

Child life is artistic. The advertiser who wishes both an interesting and a beautiful cut can not devise anything better. The rounded lines of the face are in pleasing contrast to the angular ones in later years. The rosy cheeks betoken the best things of life, and the joyous face instinctively brings good humor even out of dejection.

We have each had at some time in life an intimate experience with some little one. The figure may take us back to our own childhood; more frequently it is to that of a younger generation; but some tender chord is touched; some beautiful memory is awakened. Through associations we are lured in the desired direction.

Yet there is logic as well as sentiment in presenting the child form. Children are the keenest of observers; and the really meritorious article is sure to be discovered by the enterprising little one. He will find more uses for it than the manufacturer ever dreamed of; and he will make applications so original that we may learn from them, even while we smile. No wonder the child retains a prominent place in advertising columns.



**THE FARMERS' INSTITUTE.**

Farmers' institutes have been held in various parts of the State during the winter and the reports are to the effect that they have been largely attended, with a good interest manifested. This is an indication of the increasing interest that is being taken in the farming occupation. Slowly but surely the campaign of education in regard to country life and agriculture is making headway. The farmers are comparing notes as never before and the conviction has been established that on the farm as in other business it pays to be up-to-date and progressive. Farmers no longer are content to proceed in the same old rut, assuming that the old way is best and not to be changed. Rather, they are experimenting, exchanging ideas and adopting new methods. The new way may not yield returns at once, but it certainly makes farming far more interesting and dignified and in the long run it will result in increased returns.

Heretofore the boys have been leaving the farm and going to the city. Various causes have contributed to this condition of affairs. The young people have found the work of the farm irksome, city employment has paid them better and they have escaped the social poverty of the rural community. When the country church thrived and spelling schools and such events were in vogue country life held its own with that of the city, but when these institutions fell into decay the youths turned their faces toward the centers of activity and abandoned the old farm. But times are changed. It may be confidently asserted that the boys who are now being brought up on the farm will not be so anxious as their forerunners to leave the country for the city. They will realize that conditions on the old farm are not so bad after all. The work is not so irksome as it used to be, owing to the introduction of new methods and the shorter hours that have followed. If somebody would only invent a practical milking machine farm work would be all right. Farming pays also better than it ever did before.

The country church has gone forever and the spelling school has been abandoned, but in their places have come other means of recreation. Today the farmer boy on a stormy night can court his girl by the telephone and couples have been known to pop the question by wire. That may not be as satisfactory as a personal call, but on a stormy night, when the roads are impassable, it is just as good as the city can do. The boys on the farm to-day appreciate these conveniences and will not be so anxious as their predecessors to leave home. Then there is the trolley reaching out gradually to the remotest part of the country and thus the hum and the bustle of the city is brought to the farmer's door. Then again there is the rural free delivery which keeps the farmer just as well informed as though he were living in a large city. The isolation, irksomeness and lonesomeness of farm life have been practically overcome and when such instrumen-

talities as farmers' institutes have done their perfect work, establishing the dignity of the farming occupation, ranking it with any profession as far as knowledge and ability required is concerned, then the exodus to the city will cease and the farm will come into its own.

It has been pleasing to note that in many towns the merchants have contributed to making the institutes successful by affording special entertainment for the farmers who attend. This is wise. It is good advertising. The institutes make better and more prosperous farmers, and any increase in moral prosperity is bound to put money into the merchants' tills.

**LINE'S BUSY.**

There are few things that are more trying to the nerves and more exasperating than to hear over the telephone the words, "Line's busy," uttered in a high-keyed voice. There is a sneaking suspicion in many people's minds that the lines are not busy as often as they are reported to be, and as a result the terse expression with which the information is usually conveyed has anything but soothing effect upon a ruffled temper.

To her credit be it said, the telephone girl is no respecter of persons, hence she conveys the information that the "line's busy" with a perfect impartiality, and has to put up with a good deal of tongue lashing over the phone in consequence. Even King Emmanuel of Italy is seemingly not exempt from nerve-racking experiences with the telephone girl. A Rome cable of recent date declares that the whole city is chuckling over an encounter between the King and a telephone girl the other day. It appears that the King desired to communicate over the telephone with the custodian of one of his country palaces, who, he had reason to believe was patiently waiting at the other end of the line, hat in hand, to be called up. The King's astonishment and anger may be imagined when, in response to his demand for the number he desired, he was informed by a voice over the phone that was neither obsequious nor abashed, but rather the contrary, that the "Line's busy" in equivalent Italian. The King stormed, but it was no use; the line stayed "busy" as far as he was concerned.

It was reported that the King was so angry over the occurrence that he sent an "aid" to the Telephone Company to complain. The cable fails to say what happened to the offending telephone girl after that. Of course it was very unseemly for a king to get mad, but when one reflects upon his own feelings when he hears, "Line's busy," or even the more abrupt, "Busy, busy," he will sympathize with the exasperated monarch's feelings.

A good plan for the grocer is to lay out his window displays for the year as systematically as his advertising. If you change your window displays every week or two, have the display all planned out ahead, using the goods that are best at the season of the year. Lunch goods sell better during July and August than

during January, while, on the other hand, buckwheat flour and maple syrup sell better during January. All these things must be taken into consideration when planning the window displays. During January and February canned goods and dried fruits are good lines to show, as well as

maple syrup and pancake flour of all kinds.

A man or a woman does not come in "just to look around" unless looking for something in particular. It is the salesman's business to discover what that something is.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

Grand Rapids, Mich.

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

Terpeneless High Class  
**Lemon and Vanilla**

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

**Putnam's Menthol Cough Drops**

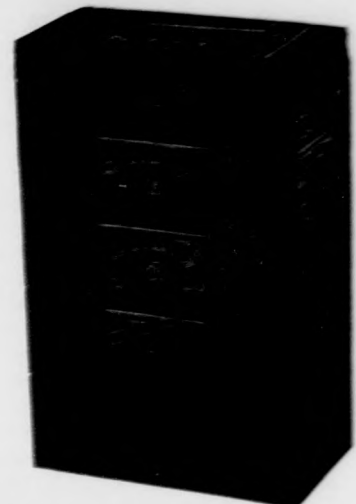
Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton Free**

when returned to us or your jobber properly endorsed.

**PUTNAM FACTORY, National Candy Co. Makers GRAND RAPIDS, MICH.**



**CRYSTAL DOMINO SUGAR**

**BEST SUGAR FOR TEA AND COFFEE!**

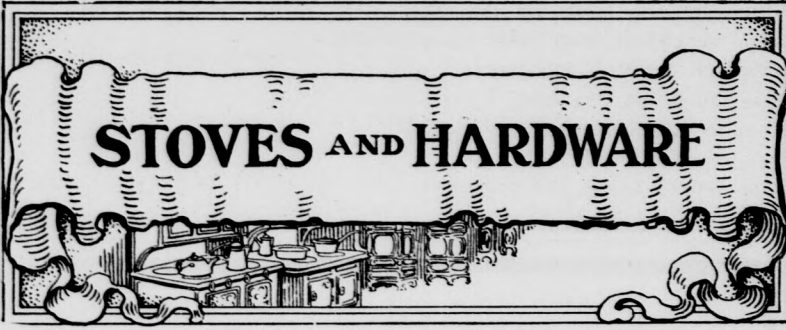
**5<sup>lb</sup> BOXES - FULL SIZE PRICES - 24 IN CASE**

**2<sup>lb</sup> BOXES - FULL SIZE PRICES - 60 IN CASE**

**2<sup>lb</sup> BOXES - HALF SIZE PRICES - 60 IN CASE**







**Dealers Should Sell Stoves the Year Around.**

The stove is not a one season article; it can be sold at any time of the year. To be maintained on a continuous basis, however, the stove trade requires energetic handling, and different methods must be adopted at different seasons of the year. In the fall the trade comes to the dealer; at other seasons the dealer goes after the trade. It is always possible to stir up business, but, in order to do so a dealer requires to have an understanding of conditions and a certain amount of ingenuity.

To the merchant who is anxious to sell stoves during the winter months, but does not see how interest can be created, a recital of methods adopted by other men will be of interest.

A prominent Illinois dealer believes in advertising and he knows how to use printer's ink effectively. He carries advertising space in the local papers and also makes use of the news columns, inserting "locals" regularly. In these news items he has made it a practice to insert a list of persons to whom stoves have been sold. As the business done has been extremely brisk, these lists have often been quite unusual in size. Some days it has been possible to publish a list of six or eight persons who had bought stoves on the previous day. It has not been the exception, but the rule rather to have new lists for each publication. This merchant does anything that can be done, in point of advertising, to bring trade to his store; but, like Mahomet, who went to the mountain rather than wait for the mountain to come to him, this enterprising merchant goes out after the trade as well. He has salesmen out through the district and does a thriving country trade. All seasons look alike to him and he has sold stoves when the thermometer registered 80 in the shade, as well as in the middle of winter.

It is a not uncommon device to work in concert with the coal dealers. Cases have been known where coal men have made it a point to notify stove dealers of places to which coal was delivered. Households where the consumption of coal seemed to be heavy would receive a call next day from Mr. Stove Dealer.

The time would be ripe to engage the man of the house in talk on the question of heating expenses. It would transpire perhaps that the stove or furnace used was a heavy consumer or was old and ineffective. Adroitly turning the conversation to serve his own purpose, the dealer would soon have full swing for a talk

on the benefits of a new and up-to-date stove, the added comfort and the saving in coal bills. A sale might not be made, but the first step—and a most important one—would have been gained.

The first step is to arouse interest, to introduce yourself or your goods to prospective purchasers. An ex-commercial traveler, now in business for himself, has adopted methods which show that he has not forgotten his early training "on the road." He believes in personal canvass, and some of his methods of gaining an introduction into homes are, to say the least, unique.

One day he rapped at the door of a comfortable-looking dwelling and greeted the lady of the house, who answered the summons, with: "Good afternoon; I have come to see about the stove."

"I was surprised to hear," he continued, without giving time for a response, "that you were inclined to think the stove we sold you a heavy consumer. The first complaint we have ever heard. Madam, we will take the stove back and give you a new one or guarantee to remedy the trouble without expense. That is our method of doing business."

"There must be some mistake," said the lady of the house; "our stove has not been working well, but we did not buy it from you. We have had it for twelve years."

Had used their stove for twelve years and now found it was not working well! What better argument could a dealer want to effect the sale of a new and up-to-date heater? He gained permission to inspect the stove, pointed out the need for a new one and a day or two afterwards installed a new heater.

This same dealer found pretexts of one kind or another to visit most of the homes in the town, and to talk stoves. His business was good—as he deserved. All merchants do not possess the suavity of manner and ingenuity of conception to carry out successfully a campaign of this kind. They can, however, apply methods of a somewhat similar nature to their advertising and make their personality show in every line of type in their advertisements. Get the ear of the man who needs a stove, and you will get his trade. People need stoves in winter; they feel the need of new heaters at that time of the year more than any other season. It should be possible to sell stoves right through the winter months. Some men do it and all dealers could, if they made the necessary effort.

The stove trade can be made steady the same as any other business. It

should be recognized that not all people are "opportunists" in making pur

**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** Runabout's, 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

**ADAMS & HART**

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



**TRADE WINNERS**

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**GRAND RAPIDS**

**FIRE INSURANCE AGENCY**

**THE MCBAIN AGENCY**

Grand Rapids, Mich. The Leading Agency

**TRACE YOUR DELAYED FREIGHT Easily and Quickly.**

We can tell you how **BARLOW BROS.,** Grand Rapids, Mich

**Sales Books SPECIAL OFFER FOR \$4.00**

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

**SNAP YOUR FINGERS**



At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.

**American Gas Machine Co.**  
103 Clark St. Albert Lea, Minn.

**Walter Shankland & Co.**  
Michigan State Agents  
66 N. Ottawa St. Grand Rapids, Mich.

**Acorn Brass Mfg. Co.**

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



**PERFECTION FOLDING IRONINGBOARD**

For \$1.90

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



**We Light Your Home**

or Store—from cellar to garret—with 100 to 700 Candle-Power brilliancy—at less than 1/2 cost of kerosene (and ten times the light—giving you **Gas at 15c Per 1,000 Feet** (instead of \$1 to \$2, which Gas Companies charge). With the "Handy" Gasoline Lighting System or "Triumph" Inverted Individual Light you get the best known substitute for daylight (and almost as cheap), can read or work in any part of room—high 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

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.



chases. Many undoubtedly do not give thought to any matter until the necessity rises up and stares them in the face. If they need a new stove they think of buying it only when cold weather sets in. It is this take-things-easy attitude that makes the fall trade in stoves so invariably busy. But there is, on the other hand, a class of household economists who buy when they find it pays them best. People of this class purchase straw hats in early spring or late fall, and Christmas presents in September. To them it is quite possible to talk stoves at any season of the year.

"I attribute the growth of my business to this one fact," says a well-known stove and hardware dealer. "I have redoubled my efforts to sell stoves during the summer months and never allowed the line to drop out of sight. During the past summer I have made sales right along. This continual, all-the-year-around campaign has associated my name with the stove trade in the public mind more firmly than a mere seasonal effort would do. This dealer is a believer in printer's ink. He takes liberal space in the local papers and uses it to advantage. His reading matter is always catchy and he uses illustrations to advantage. The plan that he pursues is to use a large space several times a week rather than a small space every day.

During the summer he makes his advertising even a little heavier than usual and hammers away on the subject of stoves. A steady volume of trade results and he has seen his business grow very materially, due in a great degree, he believes, to this policy.

To hark back to matters of more immediate interest, the possibilities of early winter sales are so good that no merchant should neglect at this season of the year to exploit his stove line. Even if a most satisfactory fall trade were done, the dealer can not afford to rest on his oars. If he goes after the trade it will meet him halfway.

**Quietly Getting Ready.**

Nature this month is not so quiet as it seems. January is really a time of preparation for the season that soon opens. There is activity enough under ground and out of sight, for Nature is making a fresh beginning and getting ready in earnest for a new year's work. The snow is a warm coverlet from the intensity of winter's cold, whose wealth of moisture will in due time enrich the ground, and the frost even, with its heavy hand and remorseless grip, is doing a beneficent work in making soil and fitting that made long ago for seedtime and harvest. The sap stored away in the roots and trunks of the trees having, one may fancy, a dim recollection of last year's achievements, is getting restless for a return to the larger and more active life and for the doing of still better work. The buds, too, are beginning to show themselves, and from week to week, sometimes from day to day, the close student will note the eager, although quiet preparation, wonderfully persistent and intelligent, which

they are making for the unfolding into foliage and flowers. January is to those who have eyes to see it a busy month. So is it in the business world, not much obtrusive activity, but a great deal of quiet preparation. The merchant may seem to be doing little that is recognized as work, but the hardest kind of work may be done at a comfortable and well appointed desk, or pacing up and down a warm and cheery room, or sitting in an easy chair. Boldly facing unpleasant facts, deciding perplexing questions, looking over the wreckage of schemes that miscarried, determining on new plans, is often work compared to which filling nail bins or stowing away sheets and bars is play. This is the month when there should be much thought given to the problems of business and the conduct of the campaign which so soon opens. Its activity will lie in part along such lines as these: the discovery and correction of mistakes in the general policy pursued, or in the way in which it was carried out; deciding upon new lines of work, changes in the management or running of the store or factory or radically new methods in one department or another; the adoption of new tactics in meeting competition and in one way or another awakening enthusiasm and increasing the efficiency with which the business is cultivated and extended. In quiet and unobserved work such as this is the preparation made for the efforts and enterprises of the season and of the months that follow.—Iron Age-Hardware.

**Changing Quantities.**

Pipe—I tell you, he's as honest as the day is long.

Wrench—Yes; but the days are getting shorter.

It is no use talking about your faith if men never find a friend in you.

**To Read and Retain It.**

That merchants are benefited by reading trade papers, the publishers of which feel fully assured, and to this a number of merchants unhesitatingly testify; but there are some who are not benefited very much, not as much as they should be, because, first, they read too little, and second, because their minds act like a sieve with what they do read. They do not retain it.

We think an excellent plan to pursue in reading is to mark each new idea or suggestion, and when through make a note of them, or clip the article, make a note of it on a pad, or in some form, and paste in a scrap-book—either bound or loose leaf—that can be copiously indexed, so the clippings can be easily and quickly referred to. By this means one may in the course of a year's reading have a collection of business ideas and maxims that would be of great value.—Trade Outlook.

**What Did He Mean?**

The old plumbers had had three days together.

"You have a pretty place here, John," remarked the guest on the morning of his departure. But it looks a bit bare yet."

"Oh, that's because the trees are so young," answered the host comfortably. "I hope they will have grown to a good size before you come again."

Honest, now, have you not written a lot of letters that you wish you had not posted?

**Grand Rapids Electrotype 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.

**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.

**Sawyer's CRYSTAL Blue.**



For the Laundry. DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

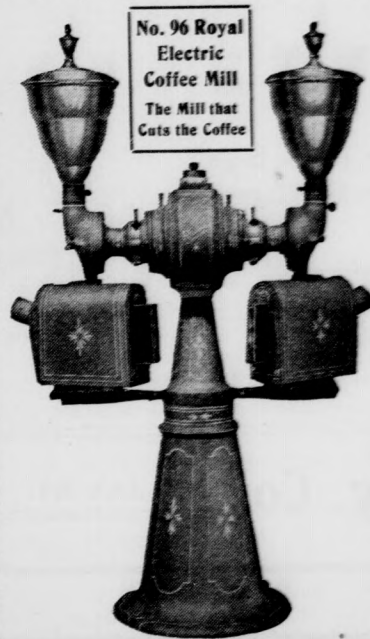
It goes twice as far as other Blues.

Sawyer Crystal Blue Co.  
18 Broad Street,  
BOSTON - MASS.

**A Royal System in Your Coffee Department**

Means a larger and more profitable business for you than any other method you could adopt to increase your trade.

We can refer you to thousands of Grocers and Coffee Dealers throughout the country who are using our ROYAL machines and they will be glad to give you their experience.



No. 96 Royal Electric Coffee Mill  
The Mill that Cuts the Coffee

We can put you in the Coffee business right. We can furnish several different sizes and styles of machines and are in position to give you full advice in buying green coffee, roasting and blending it

No. 1 ROYAL Coffee Roaster  
Operated by Electricity



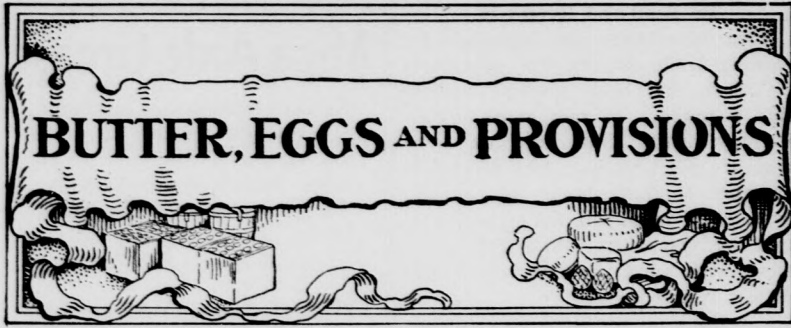
to suit the trade in any part of the country. We can also lay out a plan of aggressive advertising for you to use in conjunction with your coffee department.

We have several experts along the above lines, connected with us, who devote their time to these features and their services are at the command, gratis, of all users of ROYAL systems. Write us for full information and our latest catalogue which tells the whole story. It costs you nothing to investigate. Do it now while it is fresh in your mind.

We also manufacture Electric Meat Choppers and Meat Slicing Machines.

The A. J. Deer Co.

1246 West St., Hornell, N. Y.



### SWISS CHEESE MAKING.

#### The Origin of That Industry in Wisconsin.\*

From Switzerland, in 1845, forced by economic necessity, twenty-seven families came to Wisconsin. Like the bees before swarming, they had sent in advance two pioneers to spy out the land and find a suitable settling place. These two, after months of weary travel through nearly all of the northwestern states, passed by the broad rich prairies of Illinois, Indiana, Iowa and Missouri, near to commerce and transportation, as unfit for their purpose, and, among the roughest hills of Green county, selected the location for the colony, which complied closest with the instructions they had, to secure a location as like the old Switzerland as possible, that there might be less homesickness.

The colony after a journey of four months—down the Rhine to the

\*Extract from "The History of a Great Industry," by John Luchsinger, Historian of the Swiss Colony at New Glarus, Wis.

ocean in boats, across the ocean to Baltimore in a sailing vessel, thence to Galena by canal and steamer, from Galena to Green county on foot—clustered in the little valley of New Glarus, and began the usual work of the early settler. Here, the greatest of all industries in southern Wisconsin had its birth. Just as soon as the settler owned a cow, the germ of knowledge of cheese making, which he had brought with him, began to sprout. At first, infinitely small was the growth; a pailful of milk, a little copper kettle, and a wooden hoop split from a sapling, were the beginnings of the industry. Cheeses no larger than a saucer, which could be held by the hand of a child, were the ancestors of the 200-lb. Swiss cheese now standard.

The little kettle, used for cooking purposes and hung in the fire place of the log cabin, was the predecessor of the cheese factory, with all its conveniences, of to-day. The wife and daughter were the first cheesemakers, because the men could spare no time

from the work of clearing, breaking and fencing. They went to work with what poor means were at their command; their cheeses became larger and better, as increase in cows and experience came, and a steady and remunerative market was created for what could be spared. Up to 1870, cheese was not made by any factory system; each cheese dairy used only the milk produced on one farm. Of course a spirit of emulation arose and it became a matter of pride to produce better cheese than others.

A little incident witnessed by the writer, illustrates the feeling then prevailing. Two settlers named Rudy and George met. Rudy said to George: "I have had splendid cheese this season; I have sold two wagon loads at Madison for 12 cents a pound and am going to Freeport next week with another load for which I expect 13 cents a pound. I have but a very few inferior cheese."

George listened and smoked, and said nothing until Rudy closed his talk by saying: "How is it with you, George? Have you hauled off any of your cheese?"

George slowly took his pipe from his mouth and said, "No."

"Why, what is the matter; ain't your cheese ripe?"

"Nothing is the matter," said George. "I have no cheese to haul away; I have sold them all as fast as they have ripened right at home, for 14 cents a pound."

Cheesemaking by dairy farmers continued to increase, but wheat growing was, until 1870, the principal

business of the farmer. Then came the chinch bugs in such swarms as to ruin not only the wheat crops, but also barley, oats, and corn. Wheat farmers realized that a change must be made in their business, or the insect pests would devour their farms. Those in debt became more deeply involved. The young men were leaving the country for the far west, preferring the hardships of the frontier life to being debt-ridden here.

Then it was that the cheese factory came. Two small factories were built by farmers in the roughest parts of the county; but, inexperienced and timid as they were, it required no small amount of argument and persuasion to get them to invest the necessary labor and money. Modest and inexpensive as the original venture was, the first year's results showed that climate, soil, grass and people were well adapted to the profitable production of cheese in factories.

So year after year, more factories, in ever-widening circles, were put up; more kinds of cheese began to be made; better methods of making were used; the result was, a uniformity in quality, and an increasing market not attained under the old system, which was very soon abandoned.

N. Gerber, J. Regez, and J. Karlen were the pioneers of the factory system here, as applied to making Swiss and fancy cheese.

It is now acknowledged that Wisconsin Swiss cheese is the equal of that made in Switzerland. It has captured the American market; it is regularly quoted in the markets of all our cities; it has come to stay.

# Save Money on Egg Delivery

You can do it if you will spare a moment to look into

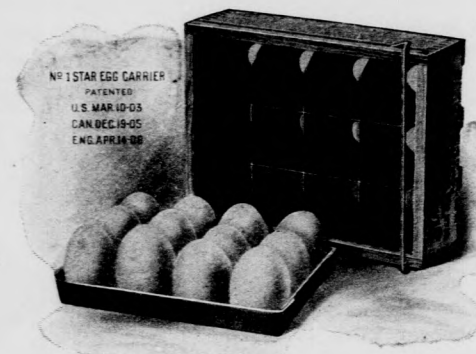
## Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

They stop all breakage and miscount, save time and satisfy customers. **Actual cost of using only ¼ cent per dozen eggs delivered safely.**

Compare this figure with the cost of delivery in paper bags or boxes, which break eggs. Our booklet "No Broken Eggs" will interest you. Write us and ask your jobber.

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.**



**Chairman W. L. Grush Reports on Eggs and Butter.**

We have heard the usual criticisms from the daily press in regard to the extreme prices charged the consumer for eggs, due to combines and trusts, but before this is read I am afraid some holders of eggs will wish something of this kind would come to their rescue. We believe the situation could be relieved in the way of high prices if more of the product of the hen were furnished the consumer; by this we mean the producers should be educated to know that a fresh egg is worth more than a stale or rotten one.

We believe the handlers of eggs, as a rule, protect the quality more and more each year, and if the farmer could be shown how necessary it is to market eggs while fresh, there would be more eggs to go to the consumer, thereby lessening the price, or at least giving them about 10 per cent. more eggs for the same amount of money.

The quick marketing of eggs would also do away with the attempt on the part of wholesale dealers and shippers to put on the market so much questionable egg product in the shape of desiccated and canned eggs which has caused the federal authorities to get so busy the past year in condemning this class of eggs.

We are glad to note the effort of the Bureau of Animal Industry along the line of education among producers and handlers of eggs. This department has had several men in the territory west of the Mississippi the past season who have worked in conjunction with the buyers and shippers to pay only for good eggs, or on the loss-off basis, and their assistance has been of value and very much appreciated, and we believe the department should be asked to continue this another season.

We believe that all eggs should be bought on a loss-off basis. As soon as the producer finds that he is not being paid for rotten eggs he will be more careful about the eggs he brings to market. This would also leave fewer eggs of a questionable character on the market in the consuming centers to compete with those dealers who do give their trade good eggs. There is always a large part of the trade who want to buy the best at the price of an inferior article.

There is even less to say on the subject of butter than on eggs. We think the question of high price made during the flush of the season by speculators for storage purposes is the most serious mistake in this line of business. It is easy to know this at this season of the year, but the thought should be carried into the first of June each year.

There is nothing on record to show where anyone, from the manufacturer to the retailer, has ever made any money, or even stayed in the game very long.

Present conditions are very propitious to the oleo manufacturer, and there is more of it being made and sold each year, as the price of butter increases. We think there is a happy medium as to prices where the butter

business will be more prosperous to all concerned. There is one thing certain, the oleomargarine product is going to interfere very materially with the butter business if prices for the past few years continue. Lowering prices of butter is not going to kill the production of it. It might even be called a by-product of farming in the great Middle West. Cattle will continue to be raised and more so on small farms, than on open ranges or large ranches, where there is an opportunity to produce butter-fat, while no attempt was made on large cattle ranches, so we look for a steady increase of butter-fat production regardless of a lower level of values, which must come.

The great army of consumers will use butter at not over 30 cents per pound for the best grade of butter, but they refuse to buy freely at over this price.

Our experience has been, in taking 25 cents as a retail basis, which is a low price, there is no complaint from any source, but an advance to 30 cents cuts off about 25 per cent., and a 35 cent retail price cuts off 25 per cent. more, and there is a further curtailment when above this price.

A pound of good butter is cheap at 25 cents, is worth 30 cents, and is a luxury at 35 cents and higher to the majority of consumers, who discontinue its use at the higher prices partially or entirely. So the speculator should keep the above figures in mind when investing in June butter, if he has any regard for the returns on his investment.

The greatest trouble in boosting prices above a safe basis comes from the speculator who has no regular trade, and not from the jobber, who stores to protect his needs during the season of light production.

Our idea of the proper functions of cold storage is to equalize prices between seasons of production in excess of consumption, and of excess consumption over production, and we think that this is the position taken by all dealers and jobbers who have an established outlet for butter and eggs.

It has been rumored that there will be national legislation the coming session of Congress that will affect the storing of food products, and any committee that attends any hearing given by legislators on this important subject must impress on Congress the necessity of framing the law so that it will work no hardship on the trade. However, I can see no good reason for any more laws than we have covering food products.

**Bits of Philosophy.**

Written for the Tradesman.

We all have but one aim, namely, to find a theory for what we are made to feel intellectually. There is but one road: Honest and artful reasoning.

We may try to dispose of Nature and her intellectual influence, but it will not be disposed of. It is us and we are it.

Conversation with friends distinctly states views which can not be written. The eyes and the tone of the voice bring forth matter which Nature alone can explain.

Edward Miller, Jr.

The crowded car is a better test of religion than a roomy church.

**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.  
Burlington, Vt.



**Tanglefoot**

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

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

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

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

Tanners and Dealers in HIDES, FUR, WOOL, ETC.

Crofton & Roden Co., Ltd., Tanners  
37 S. Market St., Grand Rapids, Mich.

Ship us your Hides to be made into Robes  
Prices Satisfactory



Ground Feeds

None Better

WYKES & CO.  
GRAND RAPIDS

**Roy Baker**

General Sales Agent  
Michigan, Indiana and Ohio

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

Wm. Alden Smith Building  
Grand Rapids, Michigan

Established 1876

**Wanted**

**STRICTLY FRESH EGGS**

Moseley Bros.

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

**Clover Seed and Beans**

If any to offer write us

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





### Dress Goods For Spring.

Manufacturers and jobbers of dress fabrics have completed their spring lines and are now busily engaged in getting them into the hands of retailers in all parts of the country. The lines shown represent everything from light, airy materials to the heavy qualities of suiting. The higher novelties in dress goods for spring are of a sheer variety of materials. Present indications show that the greatest portion of novelty dress goods will be in solid colors. Feeling the need of sheer novelties representation is given to voiles, coliennes, crepes, grenadines, etamines, batistes and marquisettes.

The heavier variety of materials is staple and will be used in much greater quantities than sheer goods. In the general line of dress goods a very fair showing is made of blue, silver grays, brown mixtures and white and black and white combinations in stripes and checks.

Serge weaves in plain and novelty effects will be very much in evidence. In novelty serges invisible stripes will be very popular. An unusually fine showing is made in mixtures of worsted and mohair known as Tussah Royals. These are finished with a silk luster which adds much to their attractiveness. This material can be had in brocades, moire, stripes, diagonals and plain effects. It comes in all the leading shades and is particularly desirable for separate skirts and tailored suits.

Batiste is held in high esteem for this spring season as it is a material which can be used by both the tailor and the dressmaker.

For popular-price selling, hopsackings, homespuns, tweeds, chevots, serges, mannish mixtures and mohairs are anticipated to claim the bulk of attention. These fabrics are all desirable for spring and summer wear.

Stripes, solid blocked checks, fancy diagonals, fancy weaves, mixtures and plain patterns are all to be found among the assortment. In these effects blues and grays are scheduled to become the popular colors for the new season.

The patterns in both woolen and worsted goods are small. Worsteds in mannish effects, which include pin checks and hair lines in gray, blue, brown and combinations of black and white are finding a place in every retail store and are regarded by buyers as the fabrics that will most likely be carried through the spring season. These combinations of colors and patterns are also exploited in mohairs and they are look-

ed upon to develop strongly as the season advances.

Serges are to have an unusually large sale this season, and the majority of buyers have placed their orders accordingly. Designs simulating those of men's wear fabrics promise to be of considerable importance.

Prospects are good for fabrics showing a black ground crossed by a white line in pencil stripe. Variations of this idea may be found in serge weaves having two single lines running parallel with the alternating single line in the same direction as the double line.

A very attractive line of cravenetted mohair fabrics which are rain and spot proof is shown among this Spring's newest offerings. There are many very handsome varieties of patterns and weaves in black, blue, grays and browns.

Mannish cloths and mixtures, mohairs, Panamas, and serges in plain and novelties are all in high favor for spring.

### Duffle Overcoating.

Overcoatings resembling the fleecy covering of sheep, cut up from valuable importations, and, therefore, worn only by the wealthy few this winter, have been reproduced by alert woolen manufacturers of this country. The exact copies of the original fabrics are just being placed on the market by the mill men, either through their own offices or through their selling agents. Of duffle cloth, these rough woolens are mostly in dark colors—the greys and browns predominating. This cloth, it is said, will be the big thing for the coming season.

Duffle cloth has not been extremely popular for overcoats in the United States until this winter, but it was certainly the standard article for winter outside garments on the other side of the Atlantic as far back as March, 1802. To prove this assertion, one has but to cite the story of Alice Fell, an incident of historical knowledge.

It seems that Gregory Graham, of Glasgow, an ardent settlement worker of that period, befriended the little motherless and fatherless Alice, whom he found seated by the roadside as he was passing in his chaise, on his way to Durham. The child was suffering from the cold and was crying piteously, her already tattered coat having been torn to shreds by the biting March gale.

For humanity's sake the incident was put into verse by that famous old English poet, William Wadsworth. Concluding the story of how

the grief-stricken little waif was taken inside the chaise by the kindly Mr. Graham and how when the first tavern was reached, the genial host was provided with sufficient funds with which to buy a new coat to replace the old, the poet says, in his charge to the landlord:

"And let it be of duffle grey,  
As warm a cloak as man can sell;  
Proud creature was she the next day,  
The little orphan Alice Fell."

Many years have passed into history since little Alice was happy with her new and warm cloak, but through all those years duffle cloth has been used from time to time by the Great Britain clothiers. To-day duffle is itself again.

A very common delusion among business men is that each thinks his particular business is radically different from all others. That is true as to details but not as to fundamentals.

It is not necessary to throw in something with every good sale you make. Let the customer pay money for the extras and then you increase your profits and no one is harmed.

Truth is to advertising what gasoline is to an automobile. It won't go without it.

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.

**H. A. Seinsheimer & Co.**

CINCINNATI

Manufacturers of

"The Frat"

YOUNG MEN'S CLOTHES



## Flaxon

### Summer Fabrics

The most popular, practical, beautiful, durable and economical of all sheer dress materials. As linen-like as the finest Irish linen. As dainty as the finest lawn. As durable as the heaviest cotton. Try "Flaxon" for Shirt Waists, House Dresses, Evening Frocks, Children's and Infants' Garments, Lingerie, Stylish Skirts, etc. White, checks, stripes and plain.

"Flaxon" in red on selvage of every yard.

Prices from 9½ to 18½ cents.  
Write for samples.

**P. Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.

**BECKER, MAVER & COMPANY CHICAGO**  
VIKING OGRADUATE VIKING SYSTEM  
EST. 1854 MADE CLASSY CLOTHING

SWATCHES ON REQUEST

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

# Don't Take Our Word

But see for yourself and be convinced that we have one of the strongest lines of **Plain and Fancy White Goods**, handsome lines of **27 inch and 32 inch Gingham, Percales, Fancy Novelty Wash Goods** in a large variety, **Plain, Colored and Printed Lawns, Printed Batiste and Dimity**, a big selection of **Cotton Suitings**, and many other items that will make your Wash Goods section an attractive and paying department.

**Grand Rapids Dry Goods Co.**

Wholesale Only

Grand Rapids, Mich.



**Economy of Canned Goods.**

All other things being equal, the cheapest foods to buy are those having the least waste. It is said the American people waste more than they eat. Most of this waste is unnecessary and is costly. One way of avoiding this is through the use of canned vegetables and meats.

In preparing fresh vegetables and fruits for the table there are certain portions which cannot be used, as peelings of peaches, apples, bananas, oranges, etc., and the skins of potatoes, cucumbers, the outer leaves of cabbages and lettuce, the hard outer shell of squashes, in fact, there are few vegetables or fruits that do not show a loss from 10 to 25 per cent. in peeling and paring.

Also, in paring and peeling vegetables and fruits it is almost impossible to keep from slicing into the meat and taking off more than was intended. All this can be avoided through the use of canned goods.

A great many people object to the use of foods put up in tins, however, holding to the old belief that "garden truck" is better. This is a big mistake for the reason that the big packers of vegetables and fruits pay a great deal more attention to the science of raising better raw material than they used to. The climatic conditions are taken into consideration, the adaptability of the soil for producing beans, peas, corn, tomatoes, sweet potatoes, peaches, apples, the small fruits and everything else that grows, is studied with the idea of raising crops on land best suited for the particular product.

When canned goods are put up they are usually prepared by machinery which is so adjusted that peeling and paring is reduced to an almost exact science, with little waste, so much of the outer skin is removed and so little of the pulp. Owing also to the fact that the entire output of certain localities is purchased by the canners, a great saving in the first cost is made.

By preparing enormous quantities of food at a time, shipping in large lots and distributing as cheaply as they can, the packers of foods in tins are enabled to market their products very cheaply.

The price of canned goods fluctuates with the shortage or surplus of crops, but at that they are economical. The past season was a hard one on growing crops all over the country. In localities where rain was needed the weather has been hot and dry, where heat was wanted it has been cold, and so on until nearly every line of vegetables now shows a shortage. This will mean that the price of the fresh garden truck will be higher than last year, but canned goods will show a comparatively small increase in price.

This is, then, the best time to make your experiments with canned goods. Take canned sweet potatoes for instance. A 10c can will furnish sweet potatoes for a family of five, while you can buy more corn in cans than you can get for the same price otherwise. Of course, the corn on the cob will

appear to be of larger quantity, but when you cut it off and compare with the contents of an ordinary sized can you will see the difference.

If one really wants to reduce table expenses, every cost that is eliminated or reduced means so much money saved. The next time you buy a can of corn, tomatoes, peas, peaches, pears or apples, figure out the time you save in preparing them, the amount of fuel saved, and the number of persons served. Then compare the results with those obtained from serving the same number of persons with "fresh" vegetables or fruits of the same kind and you will notice a difference in favor of the former.—St. Louis Times.

**Keep a Business Diary.**

Most merchants keep a record of each day's sales. Some men make their records show gross profits daily, as well as sales. Not all merchants make the fullest possible use of these records for study and comparison. Certainly, if the records go no farther, they are of only half the use they might be if more care were taken to make each day's story complete. Why not keep a business diary? Would it not be of practical value as well as of interest? Wouldn't you like to know how much you sold this day last year, and the year before, and each year before that since you started in business? Then you could read your progress, your advance from the modest trade with which you began. Yet such a record would be but the bare outline. The figures are there, but not the reasons why. Now, suppose you kept a diary and on it gave the reasons as well as the cold facts: what goods you sold, the kind sold and why? It is the "why" that is important. The business may be small because the weather is dull or stormy, and only those come out who must.

Your competitor may have a sale on which draws trade away from you. There may be a trade excursion to some nearby city, and nobody at home to buy. There are dozens of reasons why trade is poor on one day or another, and all these should be recorded. Then again the sales may be larger than the average and if you give the reasons while they are fresh in your mind there will be no guessing about it a year later. It may be because you have advertised some particular line, or a cut-price sale, or because there is a trade excursion to your town. Each fact and each factor must be put down, and then, next year, reference can be made to the record, and a comparison drawn which will teach you a great deal about your business progress and shape your business policy.

Wasted money may be accumulated again. It does not go out of existence. But wasted time is gone forever.

It often pays to postpone decision until to-morrow, but it rarely pays to postpone action.




The Popular Flavor  
**MAPLEINE**  
Better Than Maple  
Order from your jobber or  
The Louis Hilfer Co  
Chicago, Ill.  
THE CRESCENT MANUFACTURING CO.  
SEATTLE, WASH.

**Kalkaska Brand**  
SYRUP  
SUGAR  
MAPLE EXTRACT  
Has the Flavor of the Woods  
Michigan Maple Syrup Co.  
Kalkaska, Mich.  
Send for our 1911 prices

**Hart Brand Canned Goods**  
Packed by  
W. R. Roach & Co., Hart, Mich.  
Michigan People Want Michigan Products

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.



**IF A CUSTOMER**  
asks for  
**HAND SAPOLIO**  
and you can not supply it, will he not consider you behind the times?  
**HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.**  
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.





### Best Ideas in Shoes—Why Not Keep Them?

Everybody has complained loud and long concerning the style problem, during the past year or so. Not only the manufacturer but the dealer, and in some cases even the wearer of shoes, has complained that styles were stretching the limit, in the way of freakishness and in the direction of radical changes.

Out of all this turmoil of changing lasts and patterns and materials, why should there not be an earnest and careful effort to select the best out of the ideas that have been presented and developed and keep them, as regular features of shoe construction?

With all the changing there has been a good bit of genuine improvement. Why not keep these improvements? Why not take the valuable ideas that were introduced as novelties, and make them the regular things?

There was a time when "rights" and "lefts" in children's shoes were a novelty. The customer who went into a store for a pair of children's shoes had to specially request that the new right and lefts be brought forth for a fitting. But it is a long time since this method of making children's shoes became the regular thing. Nobody thinks of anything else now.

Perhaps there has been nothing offered within the past year or two that is so radical a change as this amounted to, in the matter of shoe construction. Nevertheless some good things have been brought forward. Why not look the field over and pick out these good ideas and keep them?

For example, men's shoes have sold well with somewhat higher heels and with good arches. Now, the matter of height of heels is one which should be considered conservatively, but why not retain the better arches, for all men's shoes, no matter what the height of the heel? We believe that a large proportion of men's shoes, taking the market straight through and including all kinds in a general summing up, have been made too flat.

Some of them are made so flat that the proper lacing of either a bal or blucher brings a crushing pressure on the top of the foot. This undoubtedly helps to accentuate a tendency toward flat foot, or breaking down of the arch of the foot, a common ailment.

It is not hard to find, in illustrations of samples of a few years back, men's shoes that apparently were built with the idea of having the sole as flat as possible, so that the effect on the sole of the foot would be

somewhat similar to that of walking barefooted on a smooth floor or paving.

The trouble with this idea is that the human foot was not constructed for use on any such surface. Our ancestors, before the days when shoes were worn at all, walked on soft ground or turf, or the mold of the forest, or the sand of the shore, all of these being yielding mediums that conform under pressure to the shape of the bottom of the foot. A barefooted boy or man leaves about the same kind of a track on soft ground that his ancestor did thousands of years ago. Instead of his entire weight being supported by the heel and ball of the foot, the entire surface of the arch bore part of the burden, and his toes also did their share.

The arch of the foot ought to have the same chance when clad in a shoe. The bottom of the shoe should be so shaped that a portion of the pressure would be distributed over the middle part, and the foot not compelled to be entirely a bridge sustained by the two piers, the heel and ball.

Another point with reference to men's shoes is better designed heels, with a reasonable, not extreme, forward pitch, and length enough to keep the arch from flattening out. A great many heels of men's shoes would be better if they had more pitch and more length, no matter what the height might be.

In women's shoes, the wood has been so thrown in lasts as to give a better distribution of the weight in the forward part. This has been especially true of improved pump lasts, and the betterment was so marked that the same feature has to some extent been incorporated in lasts for oxfords and high cuts.

Another idea in women's shoes is the waist-line adjustment, much more elastic in its variations than the one-eyelet eclipse tie or the two or three button oxford. It gives the desired low effect of the pump, but at the same time gives the shoe a proper grip across the foot.

In children's and misses' shoes there has developed a better grading of the toes, from the broad, nature-shaped toes in the children's sizes up to the narrower, foot-supporting "growing girls'" and misses' sizes. This has been a big improvement, and the modern growing girls' shoes without doubt will become as generally recognized a form as is the wide-toed children's shoe.

Why shouldn't the best of the features mentioned be retained as fundamental principles in the making of the class of shoes represented? They

should be, without doubt. All men's shoes should have a good arch spring and well pitched heels extending forward at least 1-4 inch further on the inner side than many are now being made. The spread of the foot should be properly cared for in all lasts for women's shoes; and the gap that for a long time existed between the children's shoes and the misses' sizes should be properly bridged over.

These improvements can be retained, if both manufacturers and dealers will co-operate in their retention. The dealer can have a strong influence if he will exert it. He can call for these specifications. His wants will be supplied if he does call.—Boot and Shoe Recorder.

### Fitting Children's Shoes.

In no art of his work does the retail shoe salesman need more self-reliance to proceed solely on his own responsibility, guided by experience, than in fitting children's shoes. Are you aware that fitting children's shoes is based entirely on self-reliance? Why?

The salesman must be both judge and jury in this case. This is true in fitting all sizes, from the cack to the misses' size. The foot alone offers a guide, since scarcely any dependence can be placed on statements made by the child. All the lines of the foot, therefore, must be carefully studied and the judgment of the salesman exercised accordingly. Likewise the person accompanying the child, whether parent or friend, is of but little assistance.

A child sometimes appears to be in a half-hypnotized state; the salesman may ask, "Does that pinch your foot?" and the youngster will say, "No," although the shoe is gripping his foot like a vise. His sensations are not to be depended upon. Again, he (or she) may take a fancy to a certain shoe, which pleases the eye, but is not well suited to the foot. Then all questions as to its comfort are eagerly answered in the affirmative, regardless of facts.

Even at the best, a child has not enough judgment to decide how a shoe will feel after it settles down to its regular daily job of supporting and encasing the pedal extremities of his active young body. His experience is too brief. The salesman must interpose his own knowledge of hundreds or thousands of other young feet, and do the deciding.

Every salesman can recall requests to "give the child a large, roomy, comfortable shoe," the idea of the customer apparently being that, as the foot is supposed to be growing, allowance should be made in the size of the shoe accordingly.

Of course this, in most cases, is a mistake, since the evils of poorly fitted shoes are suffered by the child, as well as by the grown person. A sloppy-fitting shoe will result in an awkward and ungainly movement of the child when walking. This is brought about because the foot slips in the shoe, which does not give the necessary purchase, and does not support the foot in walking. Likewise a too large shoe is apt to cause the child to stumble in an awkward man-

ner, since it can not easily pick up its feet.

Again, a large shoe will wrinkle, resulting in blisters and irritations of the feet. The injurious result of this will be that the child will not walk so much as it should.

Even worse than this is the shoe that is too small, resulting in corns or cramped toes. This again results in the child not walking enough. Lack of exercise for the feet is claimed by specialists to be particularly injurious to the growing child.

The conclusion is inevitable that the fitting of children's shoes is of vital importance. Careful study is necessary on the part of salesmen in shoe stores and department stores. A number of large stores in the country are noted for having experienced salesmen in fitting children's shoes alone. This, of course, is a profitable idea, since careful parents are drawn to such stores, having confidence that their children's feet will be properly cared for.

Even in the smaller stores there should be at least one salesman who is thoroughly informed and experienced in this line of work. Outside of the children's trade thus created, the presence of parents will naturally lead to a large business in shoes for grown-up persons.

### New Rubbers With New Shoes.

One shoe dealer who was congratulating himself upon the small number of his dissatisfied patrons revealed the reasons for his success in handling this season's rubber trade and his system is divulged for the benefit of others in the trade.

"Away back in September, when I first noted a call for fall shoes, I prepared several signs for display in my department," he said. "The signs read, 'Get Your Fall Shoes Fitted With Overshoes for the Wintry Weather That Is Coming.' The advice was timely and it certainly worked like a charm toward the desired end. Occasionally I noticed that a salesman would be hurried or a bit negligent in waiting on a customer with high shoes, but the sign was on the job, for a score or more of times we were requested, 'While you are about it you might as well fit those fall shoes with overshoes before the package comes to my house.'"

By placing his premonitory signs this dealer used an idea that not only developed a big rubber trade for him in the early fall season but also relieved him of a number of complaints from customers who were unable to get overshoes sent out by special delivery on the instant that it rained or snowed. In drawing up an estimate of his 1910 rubber trade he thought that seven out of every ten pairs of overshoes were sold as a result of the advice handed to the public through the medium of the rubber signs displayed in his department.

A quick way to remove the taint from other people's money is to get your own hands on it.

An honest man can not help feeling restless when his bills are unsettled.



# Cushion Shoes Are In Demand

Cushion shoes are in demand and it is a good trade to cultivate because it means the best kind of shoe customers, who will become your regular patrons because accustomed to wearing one certain brand.

Mayer "Yerma" Cushion Shoes are meeting and satisfying this demand better than any other cushion shoe because they are constructed on an entirely new, better and different principle. The cushion soles of the "Yerma" Cushion Shoe are sewed in, which holds them firmly and prevents their slipping or bunching.

Besides the cushion sole feature, "Yerma" Cushion Shoes contain first quality stock and are constructed on correct, stylish lasts. They are made for men or women in a splendid variety of styles to meet every demand.

Dealers who realize the big possibilities in a cushion shoe business will cash in big—and those who get the best cushion shoe first, like the "Yerma," will have no costly experiments.

If you do not handle a cushion shoe, go after this trade earnestly. Put in Mayer "Yerma" Shoes. They are well known and easy to sell because they are extensively advertised. Write for proposition.

**F. MAYER BOOT & SHOE COMPANY**

**Milwaukee, Wis.**

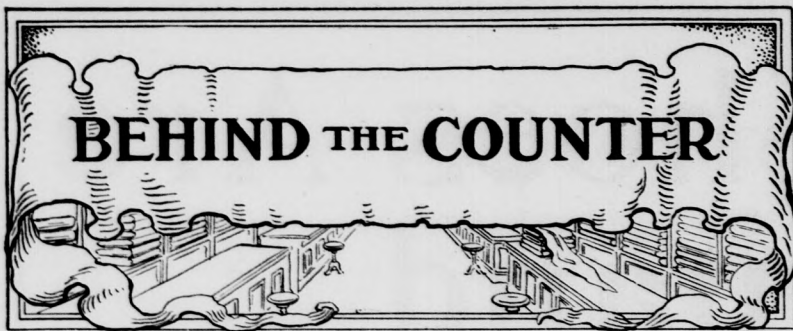
Largest Manufacturers of Full Vamp Shoes in the World

*Mayer*



**Yerma**

**CUSHION  
SHOES**



#### Kind of Store Policy That Is Sure to Make Trouble.

A little boy once observed that in a certain clothing store advertisement, just under the firm name, he always found this line: "One price to all."

"What does that mean?" the boy asked his father.

"That means that you could go to that store and buy goods just as cheaply as if I went along with you," replied the father.

"Why do they do that way?" was asked.

"That is the store policy," replied the father.

Some time later the little boy and his father went to the store to buy an overcoat. The proprietor said the coat they wanted cost \$20. The man said it was more than he could afford, and was starting to go out. "I will make it \$18 to you," said the storekeeper. "No—give you \$15," said the man. "Split the difference with you, and call it \$16.50," said the storekeeper. "All right," said the man. "wrap it up."

When they got outside the boy said to his father, "I thought you told me once that that store charged only one price, and that everybody could buy for the same price."

"Oh, well, that is its policy, but then, they don't follow it," replied the father.

There are too many stores which have a policy just about like this.

They announce one thing in their advertisements and when it really gets too much mixed up, the proprietor himself steps in and does as he pleases.

That is the kind of store policy which makes trouble, breeds discontent among the clerks and employes, makes everybody connected with the concern feel that he is playing a skin game, and which sooner or later will convince the public of the same thing.

A store with a policy like that is worse off than a store without any policy at all. A store without any policy at all is a rudderless ship.

One of the big features of the modern store is the adoption of a policy, and then sticking to that policy through thick and thin.

The policy is decided by the owner of the store. Then it must be clearly explained to every clerk, and every clerk and other person connected with the store must work for the promotion of that policy. The man who can not work in harmony with the policy of the store must be required to go elsewhere. No matter how good a salesman he is, or how

many friends he is supposed to "control," he must go if he can not work in harmony with the store policy.

One thing which a good many stores announce as their policy is "satisfaction or your money back." There are a dozen different ways of carrying out that policy.

The modern way of carrying out the rule of "satisfaction or your money back" is the absolutely liberal way. A man connected with a big Chicago store said recently to the writer: "We carry out the policy of satisfaction or money back to the letter. No questions are asked. If a customer of ours brings back goods, and asks for money back, he always gets it without the slightest question. Then, having satisfied the customer we endeavor to get some more of his cash trade. It is a strict adherence to that policy which has made our store recognized in that big city of Chicago as one which you can absolutely depend upon."

If you adopt a cash policy, stick to it. If you adopt a policy of handling cheap goods, and goods for middle class trade, stick to it. It is hard enough to make the public believe your advertised statements, without having any wobbling in what you advertise and what you do.

The merchant who makes it his broad, fundamental policy to always deal squarely with the public; to treat the public like intelligent human beings, to take the public into his confidence, and give them the truth in such form that they may know it is the truth, is the one who is building his business for permanent success.

#### Store Rules.

Cards bearing the following "Rules of Business Etiquette" were distributed by one big clothing firm to all their clerks:

Do not chew gum before a customer. It looks bad.

Entertain your friends after, not during business hours.

Use the telephone at your place of employment for business only.

Be well dressed and groomed.

Make a good first impression on the customer.

Show what a customer calls for, and then, if advisable, substitute.

Sell a substitute when you do not have what a customer wants.

Look pleasant even if it hurts.

Avoid brusque assertions; suggest, always suggest.

Get a customer's point of view.

Address customer by name if possible.

There is a way of refusing a request which makes a friend, and of



## Rouge Rex Welts

Shoes with an established reputation, a reputation that means quick sales, fair profits and the continued patronage of those who buy.

### Why?

Because they are made in just the kinds of leather and styles of lasts that your particular trade demands, and of a quality that is bound to satisfy.

Whether your customer be teamster, mechanic, farmer or professional man, there's a Rouge Rex Welt shoe made to meet his peculiar needs.

A card will bring our salesman with a complete line of samples. Write us today.

## Hirth-Krause Company

Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Mich.

## Hard Pan



A shoe that stands in a class by itself. Often imitated but never equaled. A shoe that for more than thirty years has given satisfaction to thousands upon thousands of men where the conditions of wear were unusually severe.

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



granting a request which makes an enemy. Remember this.

**The Sensational Advertisement.**

An advertisement written to create a sensation usually has its greatest sensation in the one who writes it. Such advertisements are read with a goodly degree of suspicion and regarded by the public as more or less of a joke. The concern which has made a failure, whose methods and policy have been weighed and found wanting, usually resorts to the sensational style, if any advertising at all is attempted. Such a concern feels that something must be done, the boat is going down and the most sensational thing possible is prepared, mistaken for real advertising and thrown out as a life-saver. The following are some excerpts selected from such advertising: "Tremendous slaughter," "sensational bargains never before heard of," "terrible massacre," "grand and wholesale slaughter," "ruthless massacre," "marvelous sacrifice," "mighty price-wrecking event," the most sensational and wholesale massacre in the history of time" and "the most daring attack on prices ever attempted."

The sensational advertisement does not make for permanency. It does not lay any plans for the future. It does not carry any conviction, because its words do not convey truth. The sensational advertisement says nothing of a sound business policy through the nature of its working and information. The sensational advertisement is not sincere and inspires no confidence. The sensational advertisement is not a preparation, but the work of a drowning man who has tried and for some reason has failed. He may not have failed actually at business, but he has failed miserably at advertising.

The sensational advertisement is simply an admission of weakness which the public will accept at its face value and the consequences are permanent injury. If the sensational advertisement brings a crowd, the crowd is suspicious and comes prepared for trouble. No advertisement at all is much more to be desired than a sensational one.

**For the Ambitious Clerk.**

The time is not so far distant when the public considered that anybody possessing average sense could sell merchandise. To be a shopkeeper was to be on a plane somewhat lower than the professions, and but one or two grades above the laborer. These were the days when goods sold simply because people came to buy, and there was very little "retail merchandising." To-day this is all changed, and all classes realize that the real essential in trade is reaching the public.

The manufacturer may make excellent goods, but they will not sell by themselves. It is found that manufacturing has but one problem, while merchandising has its hundred. The public which has become so cosmopolitan makes general retailing a complex art. Every clerk solves daily many individual conditions that effect the sale of the article to meet the needs of the buyer.

When we realize the importance of merchandising, young men become more content to be retail salesmen, for eventually they will become merchants themselves if they cultivate the art of selling, trimming windows, writing newspaper displays and circulars, studying the arrangement of stores, policies of sales and credits and the many other details of the modern store which are very little understood by those outside of the merchandising field, but which make positive success if conducted along a thorough and scientific system. There are merchants whose love of work and analysis of human nature and sales system has made their store landmarks of progress.— Boot and Shoe Recorder.

**"Nothing Higher Here."**

How do you know there is not "anything higher here?" You put a condition right on yourself to start with; you do things in a half-hearted way, thinking you are as high as you will ever be.

How do you know but the employer on the next street has his eye on you?

How do you know but the man you are working for has something else in view?—something bigger that will call for a man that is looking and working for "something higher."

No matter how small or how big the store, no matter how many bosses or how much apparent talent these bosses display, do your part as though you were the next in line. If you do not prove the next in line it is because the judgment of the principal about your fitness for that particular job at that particular time and your own judgment do not coincide.

Whatever you do, stop thinking there is "nothing higher." When you make up your mind to no advancement—there will be none. When you settle down to humdrum conditions you go back. No employer wants a back number for a manager or an executive. Stick; dig; hope; learn; laugh. E. W. Sweeney.

**The Road To Wage Success.**

Boys, when you hit the boss for a raise in pay forget that reason of another year with the house; show him the new work you have done; show him the new customers you have won. Don't ask for a raise like a cuckoo clock, right on the hour. If you are worth more money to-day ask for it to-day, and if you have failed to make yourself more valuable from a cash standpoint keep your trap closed, even if you have been with the old man another year. It is easy to raise pay, but hard to reduce it. Expenses swell as easily as the mumps, and reductions are as hard to make as pickles are to swallow during that painful period. The man who asks for an advance only when he knows absolutely that he is worth it never worries much about salary. Employers are generally more anxious to raise salaries than employes are to receive. These conclusions are drawn from experience and observation. Think them over.— Iron Age-Hardware.

# 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.**

## 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.

## Our Trade-Mark

Means  
A No. One  
Quality



Reliability  
Honesty  
and  
Consumers'  
Confidence

We sell a full line of "SUN-BEAM" Goods, Horse Blankets, Plush Robes, Fur Robes, Fur Overcoats, Fur Lined Overcoats, Oiled Clothing, Cravenette Rain Coats, Rubber Rain Coats, Trunks, Suit Cases, Bags, Gloves and Mittens.

We are also manufacturers of Harness and Collars.

Jobbers of Vehicles, Implements and Saddlery Hardware.

Write for Catalogue A

**Brown & Sehler Co.**

**Grand Rapids, Mich.**



## BACK NUMBER TAX LAWS.

### Present System of Taxation Is Something Fierce.

Written for the Tradesman.

If the members of the State Legislature make any pretension to earning their money this winter, they ought to do something for our general tax laws, which certainly need changing.

In an able paper read before the Grand Rapids Credit Men's Association (see Tradesman of Nov. 9, 1910) our Attorney General, Franz C. Kuhn, intimates plainly that our system of taxation is not "new, approved and up-to-date." This is putting the case mildly. Using the terse, expressive language of the street, our tax laws may be described as "something fierce."

Three chief difficulties stand in the way of our having a just and equitable system of taxation. These are:

1. The huge general difficulty arising from the diversified forms in which property is held, which, together with the "cussedness" of human nature, has, ever since civilization made taxes necessary, rendered it impossible to devise any scheme of taxation that does not bear specially hard upon some persons and some property.

2. The fact is our legislators are not a body of tax experts, nor do we have any right to expect that men coming from various callings, with no special training along this line, should be tax experts. The average member who goes to Lansing to make laws for us, has only the knowledge of our own State system that he has learned through his own experience as a taxpayer and possibly as an assessing officer, and his general observation of local conditions with respect to taxes. Of tax systems prevailing elsewhere he has only vague ideas.

As to any proposed change in the existing laws, he is apt to vote for or against it according as he thinks the measure likely to be received with favor or the reverse by a majority of his constituents.

3. The difficulty in the way of inaugurating a radically better system is that we, the people, are not educated up to the point of desiring it, and if, by some happy inspiration, our lawmakers should frame for us laws as nearly perfect as the latest and best knowledge on the subject of taxation could dictate—we might look with disfavor on the very innovations that, in the long run, would prove most beneficial, and demand their speedy repeal.

We cannot expect to have our tax laws made just right this winter, or, indeed, for several winters to come; but the difficulties just recited, which stand in the way of our having a tax system ideally perfect, need not stand as insuperable obstacles to making certain changes which would rid our present system of some of its grosser absurdities. So manifest and so palpable are some of these absurdities, that however doubtful we may feel as to the ability of our legislators to handle the subject of taxation with entire wisdom, we may set

them going without apprehension, taking refuge in the cheerful thought so aptly expressed in the language of our Pennsylvania friends, that, whatever they may do, we are not liable to "worse" ourselves.

One fundamental weakness of our tax system, perhaps the fundamental weakness, is the fact that our manner of taking assessment is such that by it local interest inevitably is arrayed against county and State interest. It is each township against every other township and all the other townships in the county combined, as to county taxes; it is each county against every other county and all the other counties in the State combined, as to State taxes. Each county wants to carry the smallest possible share of State taxes; each township the smallest possible share of county and State taxes. So each division represents itself to be as poor as possible.

It is true that equalization between the different townships and the different counties is not based entirely upon the valuations totaled in the assessment rolls, but by an estimated proportioning of relative assessable wealth. The feeling is very strong that the valuation as shown on the assessment rolls has much to do with it, and hence has arisen what may be termed the great slogan of assessment, "The roll must be kept down." From the conviction that local self-interest is subserved by adherence to this principle arises the very general and widespread practice of under-valuation, whence come a great train of almost incredible omissions and inequalities.

The constitution and statutes of this State always have, I believe, made assessment at full cash value mandatory. In our tax laws the assessment of all kinds of property at full cash value is emphasized and reiterated. Severe penalty attaches to the assessing officer who does otherwise. Yet the fact remains that on very many assessment rolls throughout the State the major part of the property is listed at far below true cash value. This condition of things extends back so far that the mind of man remembereth not to the contrary.

We like to think of those old-timers of the 40's and 50's as men stalwart in mind and morals, of staunch integrity, each one of the type described by the Psalmist as "he that sweareth to his own hurt and changeth not." Our imagination clothes every one of them with such a halo of virtue that it seems inconceivable that anything so base and dishonorable as falsification on an assessment roll in regard to the known value of property ever could have taken place in those good old days. Yet, and yet, the old-timers almost to a man bravely kept down their rolls.

At the present day making the lowest assessment possible is popularly regarded as the chief duty of the assessing officer. Venial shortcomings will readily be forgiven him, but not the mortal offense, the unpardonable sin of making a roll that will bring

more than the smallest possible share of county and State taxes upon his township, city or ward.

So each spring we have the strange spectacle of a great number of supervisors and assessors scattered throughout the State, officers of the law charged with the initial process of the collection of taxes—taxes which are the very foundation upon which our whole structure of government rests—and these official themselves, in a very great number of cases, acting as respects the valuation of property, in open, rank and often self-confessed violation of the law.

Having represented upon their rolls as well as they can with inarticulate digits the utter poverty and destitution of their respective wards and townships, the assessing officers pass in their rolls to the various boards of review. A board of review may do a little tinkering with the roll, increasing one valuation a trifle, decreasing another a like amount, but the average board of review is well grounded in the fundamental principle of assessing, and is careful not to do anything so unworthy of its high calling as really to raise a roll to any material extent. If they were to do anything of that sort the members might better be prepared to move out of the community.

From the local board of review the roll passes next to the county board of supervisors acting as a board of equalization. Here each supervisor contends doughtily for the indigence of his constituency.

Taking ordinary assessment figures for it, an uninitiated person might suppose that real estate were undergoing a terrible slump. Fat farms, the pride of their owners and the cynosures of covetous city eyes, are assessed at values which represent about the actual selling price of good marsh or cut-over timberland. Neat, comfortable, roomy village and city homes, equipped with modern conveniences, are set down at the price of mere hovels.

This situation is not confined to our State alone. A like system of assessment prevails in many others. Note some advertisement of a bond issue of a county in the West or in the South. Assessed valuation of county, so many million; real valuation, so many million (a much higher figure).

How can these things be when assessing officers are all sworn to follow the law, and the law admits no other basis than that of full cash value? Assessing officers probably are not dishonest more than other people, but they are working under a pernicious system. All manner of pressure is exerted upon them, and they are made to feel that in order to do a great right they must be willing to do a little wrong, the great right being to keep to a minimum the county and State tax of their constituents. So local patriotism and a desire to hold his official job and other noble feelings swell up within the assessing officer, and he decides to do the little wrong and, so far as in him lies, under-assesses the property of his district.

In a sense there is some practical

ethical justification for his doing as he does. He knows that probably the assessors of all the districts neighboring to his own are doing the same. It is like a standing army. No nation dares to dispense with it so long as the surrounding nations keep theirs.

I am sure that the great majority of assessing officers would greatly prefer to assess at true value if only they dared do it, for every honest and intelligent man among them knows that there is no other just standard of valuation than the actual cash value. Some years ago, in the early days of the Board of State Tax Commissioners, one of the officials of that Board made public his opinion that real estate throughout the State was greatly under-assessed. His estimate was based on assessed values as shown on tax rolls and actual values of the same pieces of property as shown by the records of sales. In the tax laws of the State there is mention of a court decision regarding one township in which real estate was found to be assessed at only 25 per cent. of its cash value.

Doubtless the percentage varies in different localities owing to local customs and circumstances. The situation might be expressed by paraphrasing a well known quotation from Scripture and saying that some assessment rolls run 30 per cent., some 60 per cent. and some (where the Board of State Tax Commissioners has paid a recent visit) at 100 per cent. of the true cash value.

A city in Northern Michigan was reassessed this last summer by the State Tax Commissioners and the valuation raised from \$3,000,000 to \$7,000,000. (The figures I give as I have heard them. They are not official, but I believe them to be substantially correct.) Some humorous situations were revealed. One of these I will give as popularly reported: A very handsome modern house, which, with its furnishings, was believed to have cost fully \$60,000, previously had been assessed at \$12,000. The neighbors had considered this figure as relatively too low. The reasoning of the owner why the valuation of this particular property should be kept down was unique: If it were assessed at anything like its true value he did not see how his wife ever could pay the taxes on it if anything should happen to him. Why he had not considered this possible predicament of his poor lady before he built such a house is not explained. The Tax Commissioners evidently decided to take the awful risk and raised the valuation. For the benefit of tender hearted and apprehensive readers I will say that so far as learned nothing specially adverse has as yet happened to him. Ella M. Rogers.

Notice how excellently things indicate the composition and structure of success when one allows his understanding to lead him from that which is, to that which may be.

Edward Miller, Jr.

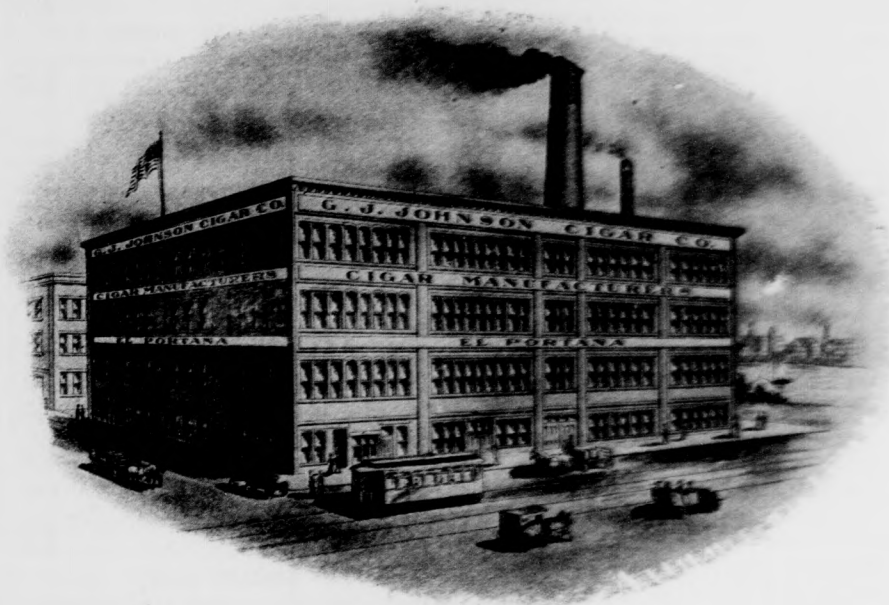
When a man loafa he just loafa; when a woman loafa she does fancy work.



# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

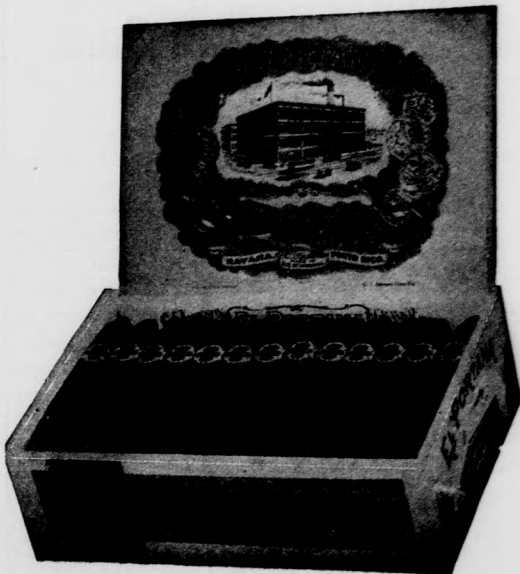
Made in

## Five Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





**WINDOW AND INTERIOR DECORATIONS**

**Window Dressing Puts Money Into Grocer's Till.**

It is taken for granted that every grocery store has a show window, but the amount of money it will put in the till during the year depends wholly upon the grocer who owns it. The reason why some show windows pay better profits than others lies in the fact that they have had better care and also to a great extent in the amount of work put into the preparation of the display, although not every window that has care is deserving of praise. The fact that so many grocers' show windows are deserving of criticism from a business point of view is most deplorable in this age of active competition.

The average person of to-day is coming to know that window displays as well as advertising have a real value to the one buying goods as well as to the one selling. Years ago window displays and store advertising were very negligible things. Window display consisted of the arrangement of a few articles in the show window, but very little attention was paid as to whether they were seasonable and what the people wanted at that season of the year. It is different now as the display of goods and advertising is as much a part of the store service as any phase of storekeeping and there are merchants who would just as soon try running a store without a delivery system or clerks as to try and do without advertising or window displays.

Women have learned and are learning that the store which advertises and has the best window displays is the place to get real bargains, and only when it is absolutely necessary do they go to the store that does not have good displays and does not advertise. Women have also learned that the stores that show their goods and advertise them sell so much more that it enables them to sell at prices below those of the stores that do not do either, or of which the proprietor says he can not afford to spend money in making his show windows attractive or in buying advertising space.

The average merchant of the large city considers the value of the show window nearly as much as advertising and the department stores spend large sums of money keeping their windows in perfect condition.

It is just as important to have your windows cleaned, both inside and out, as it is to have a display; the results can not be so great from a display that has been put in in a show win-

dow without the window's being thoroughly cleaned, but how often this is the case, especially in the small towns where the store is too small to have a janitor. This, however, should make no difference as the window should be cleaned every time the display is changed at least; nothing looks worse than to have a window that is all streaked with dirt, so that the display, no matter how nice, can not be seen at its best. This is another reason why some grocers do not get better results from their show windows.

Another reason why some show windows do not put more money into the till lies in the fact that in preparing the window it has been done without spending any money, or that has been the one object kept in view. It may be admitted that it would not be good policy for the grocer of the small town to spend much money on his windows, or try and put in a display like the large city store, but it is also just as bad a policy to try and make a window display without spending a cent, although there are times when this can be done. But when it does need some little thing to make the display more attractive, it is good policy to get it; in most cases it will pay for itself many times.

A young man who has been clerking in the leading store in a town of about 1,200 tells the following experience: "I have been getting up the window displays and advertising of the store I clerk in for some time, but in doing so I am held back by the proprietor in a great many things. No matter if it is only a few cents that is needed to improve the display, he wants it done without it and then he says the results are not so good as they should be. This is also true about advertising: I will get up some good idea and then when he figures what it would cost to print and mail he will turn it down."

How often you see this the case. Some merchant will have a clerk who will take enough interest in the business to try and make a window display, but instead of the merchant encouraging him and getting the little things that are absolutely needed, he will not let him have them and in this way he blights the prospects of some bright clerk who might some day be able to put in a display in any store.

Grocers who do not care to try and keep their windows in shape themselves or who have not the time should appreciate the clerk who will take enough interest in his store to try and do it and if there is any-

thing that the grocer can do to help this clerk along he should do it.

You will never find peace in life by hiding from your neighbors.

**MUNICIPAL BONDS**

To yield From 4% to 5 1/2%

E. B. CADWELL & COMPANY BANKERS

Penobscot Bldg. Detroit, Mich.

**The Diamond Match Company PRICE LIST**

**BIRD'S-EYE.**

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.50

**BLACK DIAMOND.**

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.50

**BULL'S-EYE.**

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot.....\$2.35  
Lesser quantities.....\$2.50

**SWIFT & COURTNEY.**

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75  
Lesser quantities.....\$4.00

**BARBER'S RED DIAMOND.**

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70

**BLACK AND WHITE.**

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80  
Lesser quantities.....\$1.90

**THE GROCER'S MATCH.**

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00  
Lesser quantities.....\$5.25  
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50  
Lesser quantities.....\$3.65

**ANCHOR PARLOR MATCHES.**

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40  
Lesser quantities.....\$1.50

**BEST AND CHEAPEST PARLOR MATCHES.**

2 size—In slide box, 1 doz. inpackage, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70  
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40  
Lesser quantities.....\$2.55

**SEARCH-LIGHT PARLOR MATCH.**

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25  
Lesser quantities.....\$4.50

**UNCLE SAM.**

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.60

**SAFETY MATCHES.**

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50  
Lesser quantities.....\$2.75

Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90  
Lesser quantities.....\$2.00

**Kent State Bank**

Main Office Fountain St. Facing Monroe

Capital . . . \$500,000  
Surplus and Profits . . . 225,000

Deposits  
6 Million Dollars

HENRY IDEMA . . . . . President  
J. A. COVODE . . . . . Vice President  
J. A. S. VERDIER . . . . . Cashier

3 1/2 %  
Paid on Certificates

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

**Child, Hulswit & Company BANKERS**

**Municipal and Corporation Bonds**

City, County, Township, School and Irrigation Issues

Special Department  
Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:  
Citizens 4367 Bell Main 424  
Ground Floor Ottawa Street Entrance

Michigan Trust Building  
Grand Rapids

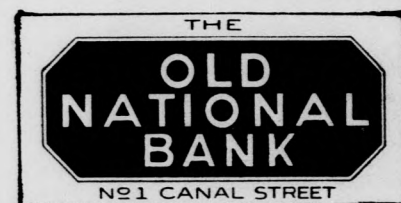
**Grand Rapids National City Bank**

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business

Capital \$800,000



Surplus \$500,000

**Our Savings Certificates**

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2 % if left one year.



**The Trade Paper.**

Written for the Tradesman.

I have just read Chas. L. Philips' second article on the value of trade periodicals and this leads me to write the following:

What is the use in spending money on consumer-advertising when the retailer will not handle the goods?

What is the use in spending thousands of dollars on newspapers, billboards and other signs and in almost every other news periodical in the country—except the trade journals—if there has not been anything said directly to the retailer through his trade paper, which is his only authority concerning trade matters?

What is the use in sampling the town and then going to the retailer and telling him—in other words—that he must handle the goods?

The retailer sees through schemes as well as other people; he knows the foxy ideas of the advertising agencies.

The retailer pushes the goods advertised in his trade paper for he knows that it is maintained through this department; he knows that it is impossible to get the knowledge desired—for the price—if it were not for the co-operation of the advertiser, the trade paper and the retailer.

Co-operation is necessary in this busy world.

Let me say to the advertising agencies: Now listen, I am one of many thousands of retailers who will not help you if you do not help me.

If you want my good will as a retailer advertise in the trade papers. I will push your goods if you do not use so much energy in trying to force your commodities on me—by your consumer-advertising methods. I have been "on" to your schemes for many years. You will have to co-operate, not only with the trade papers but with the jobbers as well.

We need the jobber and the trade papers—we can not manage our business successfully without them—and we are going to protect them.

You can be an independent concern just as well as we can be independent individuals—but is this good policy?

There are a few jobbers who try to be independent—they wish to control things their own way—to these I will say, Get in line and co-operate with our only mediums of protection, the trade papers.

Mr. Retailer, listen to me, please: Don't you be foolish enough to think you are independent, too. You have to stand all of the hard knocks, bear the burdens and work year in and year out for little pay and you should wake up. Write your trade papers and tell them you are with them and any honest concern that will advertise in the trade papers.

Tell the next wise guy that comes along that you do not know him and his commodities, nor the quality of them if you have not seen them advertised in your trade papers. We can not afford to take everybody's advice concerning the value of the different lines, but we can trust our trade papers.

We learned the value of Kellogg's

Toasted Flakes by reading this journal and I am selling it in all of my stores, and I can buy them from my jobber, too—this has great weight with me.

I have great respect for the jobbers of this country—provided they have the same feeling toward me.

Mr. Retailer, protect your jobber; do not forget the favors you received through him. Don't co-operate against him by getting into the wholesale business yourself. Try to remember those years when you needed help and got it.

Thousands of you are in my position exactly: When you started in business you had very little capital and the jobber helped you to keep your head above water. Now you can return the favor if you will or help run him out of business. Which way are you going?

I am still sticking to my jobber—twenty-four years we have been the best of friends. He carried me four years and I have been helping to carry him for the rest of the time. He needs me and I need him; we both have grown and are much larger than we were twenty-four years ago. Now he can get along without me and I can get along without him—but I would have to find another jobber and he would have to find another customer—then what is the use in my running away from him and going among strangers?

Now, why should I become interested in trade papers? Because I am now enjoying business wisdom and other knowledge that I could not have received through any other medium. I owe the trade papers more than I will be able to pay, for the ideas and benefits I have received are incomputable.

Mr. Advertiser, spend your advertising money among our friends and we will make your goods move and give them more publicity than you can get in any other way.

When we want laws put through our State Legislature is it the trade periodicals that assist us or do you help us? Edward Miller, Jr.

**American Goods in Holland.**

A most noticeable feature of Amsterdam retail enterprises at present is a marked display of American-made wares. Merchants, who in former years gave little attention to the sale of American-made goods, now carry considerable quantities in stock and advertise them extensively in show windows. In some lines practically all the up-to-date merchants on the principal streets have fine displays of American-made merchandise.

Of these wares perhaps the most widely advertised are American shoes. There is hardly a shoe merchant on down-town streets who does not advertise an American stock, either in American or European styles and patterns. It is also quite noticeable that residents here are showing more and more favor for American styles, which will be a great impetus to the American shoe trade. This trade has been built up largely by correspondence, without organized effort, local distributing warehouse, or central-

ized agency. It suggests, therefore, what an immense business could be done if enterprising methods were adopted to build up a more extensive foreign trade in American shoes.

Among other things advertised in the Amsterdam shops are American styles in ready-made clothing. Practically all the largest clothing stores in the city advertise advanced Amer-

ican styles in made-up suits and overcoats. While these are usually made here, it is likely that American ready-made clothing would sell despite its higher price. American-made carpenter tools and all kinds of hardware specialties are very popular here.

D. P. De Young,  
U. S. Vice-Consul at Amsterdam.



**We Manufacture**  
**Public Seating**  
**Exclusively**

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

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

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

Write Dept. Y.

**American Seating Company**

215 Wabash Ave.  CHICAGO, ILL.

GRAND RAPIDS      NEW YORK      BOSTON      PHILADELPHIA

**Klingman's Sample Furniture Co.**

The Largest Exclusive Retailers of  
Furniture in America

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

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

---

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



**"Crackerjack"**  
**Small Wares**  
**Case No. 30**

Dimensions 42 inches high, 26 inches wide. Fitted with 5 rows of drawers usually 5 inches deep and from 7 1/2 inches to 9 1/2 inches long. You can display to the best advantage all sorts of findings. If the customer wants to see an article, the tray is readily pulled out without disturbing any of the other trays and placed on top of show case, which makes an effective presentation of goods and they are protected from dust.

We have other styles of cases, strong and sightly. The low prices they are sold at would surprise you. Write for catalog T.

**Grand Rapids Show Case Co.**  
Grand Rapids, Mich.

The Largest Manufacturers of Store Fixtures in the World





### Commercial Travelers' Aid Society in Spain.

Consul General Henry H. Morgan, Barcelona, Spain, says that on February 1, 1906, a society was formed there to look after industrial and commercial travelers who become ill or die while traveling in or through the city, which has proved of great use, as shown by the fact that individual travelers and societies who now belong to the Association, that they may be taken care of in case of illness or death, include 29 members of co-operative societies in Spain, 132 Spanish individual correspondents, and 33 foreign correspondent societies. The number of members on June 30, 1910, was 3,158 and the number of donors was 501, all of whom pay a monthly contribution, in no case less than \$1.

The help extended to subscribers comprises the following: In case of sickness, \$2 per day for sixty days; burial expenses, \$50; in case of death, \$50 to \$200, according to the length of membership; accidents causing temporary invalidity and occurring during journeys, \$100; accidents, outside traveling, \$50; permanent invalidity, \$15 per month. Medical advice is given free of charge to the members of the Society and their families.

During the seven months ended May 31, 1910, the amounts paid were as follows: For sickness, \$7,958; burials and deaths, \$5,040; pensions to invalids, \$472; life pensions, \$243; total, \$13,713. Besides the foregoing, there were 725 sick with 2,050 visits at the general consulting department, and 240 sick with 405 visits at the special consulting department. These visitors were treated free. From the date of its formation to June 30, 1910, the visitors calling on the Society for medical treatment numbered 12,113, and from its formation to May 31, 1910, the amounts paid out were as follows: For sickness, \$126,641; burials and deaths, \$55,746; life and invalid pensions, \$6,672; total, \$189,059. The capital of the Society is \$220,000.

### Be a Booster; Do Not Knock.

The following is an extract from the monthly advertising schedule issued to the salesmen of the Western Electric Company:

Gentlemanly bearing, frank address, mastery of your subject and enthusiasm, are all so obviously necessary that everyone whose line of effort is sales work instinctively acquires or seeks to acquire these qualifications.

Occasionally we see a salesman who has developed an exaggerated

standard for one or all of these "essentials" of salesmanship. It is easy to "overdo" any good thing.

We should particularly guard against that degree of enthusiasm which leads us to draw unfavorable comparisons with our competitors, which might in any way be construed as "knocking the other fellow."

There is not one salesman in ten thousand who can institute unfavorable comparisons, reflecting on the integrity and fair dealing of another dealer or manufacturer, without creating the impression that the other fellow is a formidable competitor, and we fear him.

Building up a customer's list on "prejudice" is "bad business." Such a list will last just so long as you can find a new prospect to humbug—to take the place of the customer who "woke up."

The only customers who last are those secured on a basis of "quality," "service" and "fair dealing."

You are happily placed in representing a company which can "interest" anybody—anywhere—on this, the only solid foundation upon which a constantly growing list of satisfied customers can be built.

### Cutting Down Expenses.

In the good old days, when commercial travelers could afford to clothe themselves in purple and fine linen, the post of the man on the road was not infrequently equivalent to a junior partnership in the business he represented, but the modern policy of cutting down commissions and traveling expenses is making it so hard to earn a bare living that in a few years' time, I am afraid, all good men will have been driven from the ranks and only boys and bounders will be left. Retailers may rejoice at the prospect of a reduction of the number of salesmen who solicit their orders, but it will be an evil day for the trader when, in place of ripe experience, mere lads who have barely learned the A, B, C of the business are considered good enough for a traveler's job. I heard only this week of an old-established firm of manufacturers telling one of their office staff, who had been with them twenty years, that they had no further need for his services unless he cared to go on the road on a commission basis plus sixpence a day for expenses. The man declined the generous offer, and he is now representing a rival firm with excellent prospects of success.—Ironmonger.

The grades of character grow not through special efforts but in ordinary duties.

### Reporter's Error.

"You write of your hero as stealing home in the darkness," said the baseball editor.

"Yes," replied the author.

"Well, you ought to know better than that. He couldn't steal home in the dark. If it were dark enough to be worth noticing the game would have been called."



If every traveler who came to Grand Rapids stopped at

### Hotel Livingston

Grand Rapids, Mich.

the outside world would hear pleasant stories about this city's accommodation.

### 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.

### A NEW CREATION WEBSTER'S NEW INTERNATIONAL DICTIONARY

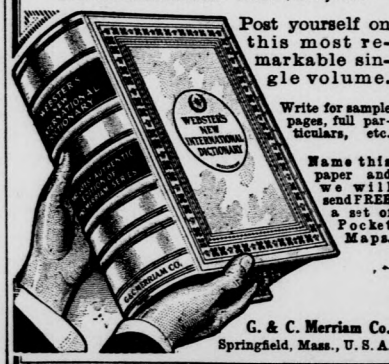
The Only New unabridged dictionary in many years.

Contains the pith and essence of an authoritative library. Covers every field of knowledge.

An Encyclopedia in a single book.

The Only dictionary with the New Divided Page. A "Stroke of Genius."

400,000 Words Defined. 2700 Pages. 6000 Illustrations. Cost \$400,000.



Post yourself on this most remarkable single volume.

Write for sample pages, full particulars, etc.

Name this paper and we will send FREE a set of Pocket Maps.

G. & C. Merriam Co.  
Springfield, Mass., U. S. A.

### 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-Higgins Milling Co.  
Grand Rapids, Mich.

## Evidence

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

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

### "Purity Patent" Flour

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

"Purity Patent"

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



### 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.





**GONE BEYOND.**

**Dr. Reuben M. Streeter's Useful Life Ended.**

It will be a matter of profound sorrow, especially to the older readers of the Tradesman, to learn of the death of Dr. Reuben M. Streeter, better known by the nom de plume, Richard Malcolm Strong. Dr. Streeter's death occurred at his residence in Lincoln, Nebraska, Sunday, January 29, at the age of 69.

He was New England bred, coming from the most cultured of the old Colonial stock. He was a graduate of Brown University and made teaching and literature his life work. He was Principal of Schools in Oil City, Pa., for seven years, and through his efficiency and literary work was made Doctor of Philosophy by the Pennsylvania State University. From Oil City he went to Toledo, Ohio, where he filled the position of Principal of the Central High School for seven years. Here his versatility led to his taking up trade matters and writing for a local trade journal, and through this he became acquainted with the Tradesman, which early recognized his exceptional ability. Thus for nearly twenty years his forcible and instructive essays have contributed not a little to the interest and efficiency of this journal.

Dr. Streeter met with such success as a writer that he gave his entire time to that work for several years. He came to Grand Rapids and joined the office force of the Tradesman about sixteen years ago. He remained several years and then, through his continued interest in educational matters, he was offered a position in charge of the literary work of the Military Academy at Kearney, Nebraska. This work continued until he was obliged to give it up on account of failing health a year or two ago. During this time, as our readers know, he continued his activity and interest in the Tradesman until the approach of the Grim Reaper forced him to lay it down.

During Dr. Streeter's residence in Grand Rapids he made a wide circle of acquaintances and friends, especially in Episcopal church circles, of which denomination he was a lifetime member. Here he did some work as a lay reader and in the West he had opportunity for more extended work along that line. His activity, also, in literary church matters and in book authorship has been considerable.

Dr. Streeter leaves a widow at their home in Lincoln and a daughter, Mrs. L. M. Huntington, of Guantanamo, Cuba.

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

Buffalo, Feb. 1—Creamery, 24@26c; dairy, fresh, 17@20c; rolls, 15@18c; poor, 12@14c.

Eggs—Strictly fresh, 25c; cold storage candled, 17@18c.

Live Poultry—Fowls, 13@15c; chickens, 13@15c; ducks, 17@18c; old cocks, 10@11c; geese, 16@17c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 10@11c; fowls, 14@15c; chickens, 14@

17c; turkeys, 22@26c; ducks, 20@22c; geese, 14@15c.

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

Potatoes—40@45c per bu.  
Rea & Witzig.

**Elgin Butter.**

Elgin, Ill., Jan. 31—No change has been made in the price, last week's figures remaining in force. There seems to be a little better feeling in force throughout the trade, and the lower range of values is attracting more attention in a consumptive way. There is very little change in the output this week. Creamery extra is quoted at 25c; packing stock, 12@14c.

An injunction has been served on the Holland Rusk Company, restrain-

**Gripsack Brigade.**

F. W. Jackson is covering the Grand Rapids territory for the Superior Register Co., of Canister, N. Y.

J. C. Kimball, State Agent for the Superior Register Co., of Canister, N. Y., makes his headquarters at Port Huron.

W. D. Bosman, traveling salesman for nine years for W. C. Hopson & Co., has accepted a similar position with Foster, Stevens & Co., covering his old territory.

J. M. Christensen, for four years traveling salesman for the Washburn-Crosby Milling Co., started out Monday for the National Biscuit Co., with headquarters in this city.

Corunna—A. N. Macqueen, who has been Secretary of the Lansing Y. M.

to Harbor Springs. He will retain his interest in the store for the present.

**Death of F. E. Walther.**

Frederick Edward Walther, Secretary of the Herold-Bertsch Shoe Company, is dead. He had been in ill health for some time, with an ailment of the optic nerve, which impaired his sense of direction. Monday night he left his home ostensibly to go to the drug store for some medicine. Leaving the drug store he took a Grandville avenue car, it is believed by mistake, and rode to the end of the line. Leaving the car he started on foot in the direction of Grandville and in the darkness he wandered from the road and finally fell into Bush Creek and was drowned. The body was found Tuesday. In his unfortunate nervous condition he did not know where he was going.

Mr. Walther came to this city about twenty years ago and started with the Herold-Bertsch Company as traveling salesman and worked up to secretary and credit man. He was highly esteemed by his friends and associates. He is survived by his widow and one daughter.

**The Boys Behind the Counter.**

Grand Ledge—Frank Fitzgerald has resigned from W. B. Smith's store and will travel for the Grand Ledge Paint Co.

Petoskey—F. J. Fessenden, clerk at the Fallas drug store, has taken a position with the A. B. Large Co., at Bellaire.

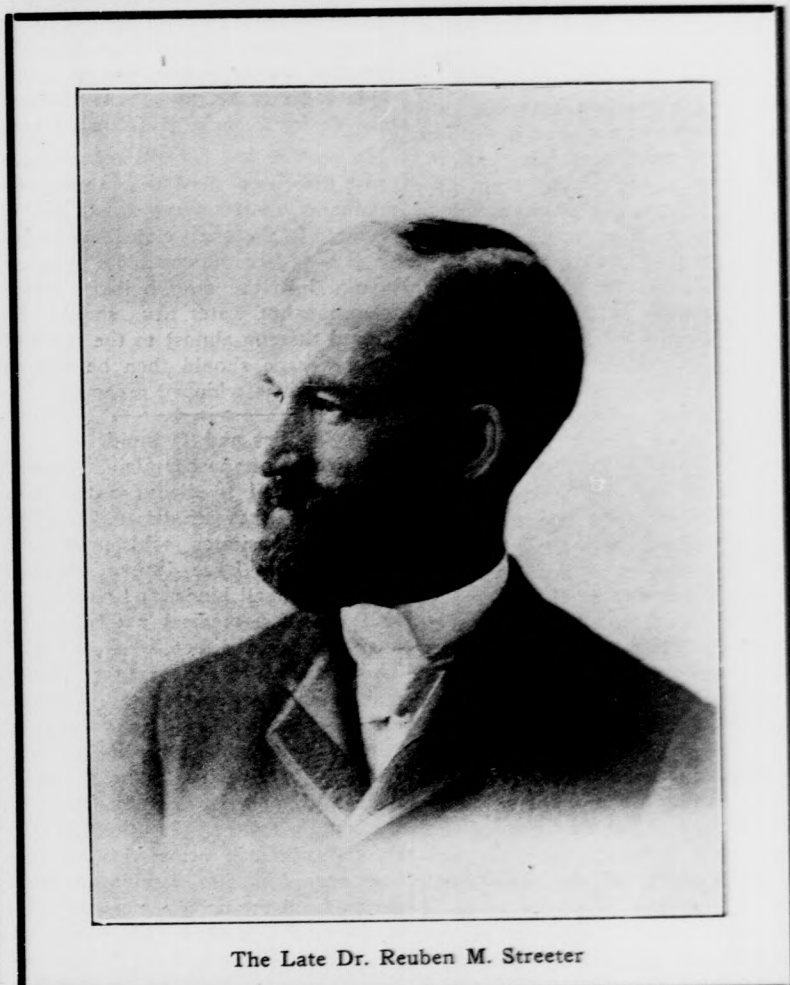
Hillsdale—J. J. Wells, of Montezuma, Ohio, is the new pharmacist at L. A. Goodrich's drug store. Mr. Wells is successor to Vernon Eyer.

Kalamazoo—G. S. Salter, for four years clerk for the Miles Dawson grocery, has resigned to take a position with the Baker-Hoekstra Candy Co.

The Grand Haven Commercial Association held its first annual banquet Jan. 27—a typical booster meeting calculated to awaken the enthusiasm of the city's business and professional men in the commercial prosperity of the city. Joseph W. O'Brien, toastmaster, made an apt comparison between the sin-cursed shores of Chicago and the sun-kissed shores of Grand Haven and dwelt at some length upon the importance of Grand Haven's manufacturing institutions. Among the speakers who followed were, Sybrant Wesselius, of Grand Rapids, and John Q. Ross, Lieutenant Governor, both of whom outlined practical plans for the campaign of progress, inspiring their hearers with new hope and an infectious enthusiasm that are bound to be productive. The active work of the Association is in the hands of the Executive Committee, J. M. Kaden, Ed. Hollestelle and Dr. De Kleine.

Ernest P. Carr, for twenty years with the Baxter Company, has been made manager of the Greulich Clothing Company, in this city, with an interest in the business.

Howell—The Wickam Wire Works has increased its capitalization from \$12,000 to \$15,000.



The Late Dr. Reuben M. Streeter

ing that firm from the use of the word, "Frou Frou," and from making any imitation of that famous biscuit. The injunction is the wind-up of a lengthy litigation that has been conducted by Arnoldus, Wijnand & Willem Van Doesberg, of the Netherlands, against the local firm. The wording of the injunction is very exact and does not admit of any loophole whatever.

**Our Turn.**

"And have you a regular staff of humorists?" asked occasional contributor.

"Oh, yes," replied the editor of the Plumbers' Bag of Fun. "I always keep my wits about me."

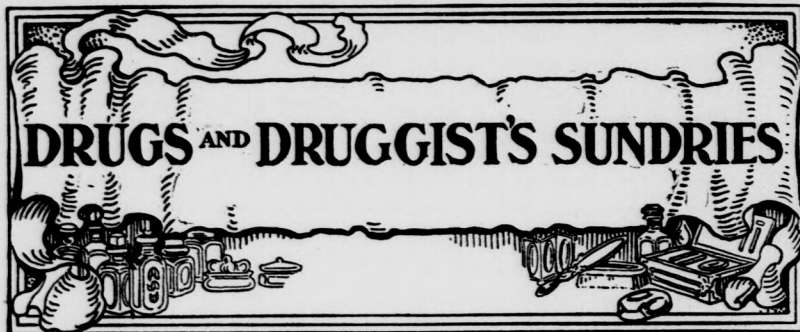
Revenge may be sweet, but it is too expensive for any man to indulge in who is trying to run a successful retail store.

C. A., will travel for the United States Robe Company, of this city, covering the Western territory.

Negaunee—Christ Wolf, a member of the well-known butchers' supply house of Wolf, Sayer & Heller, of Chicago, was in the city Saturday, accompanied by his son, Fred J. Wolf, who is to succeed him as the firm's representative in the Upper Peninsula. Mr. Wolf has been making this territory for the past twenty-two years and has decided to retire from business. His son will cover his old territory.

Traverse City—H. R. Macdonald, who has been manager of the American Drug Co. for the past five years, has accepted a position with Fuller & Fuller, wholesale druggists of Chicago, to succeed William Barnard, of Manistee, who died recently. His territory will be from Benton Harbor





**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. Fackboner.  
 Secretary—Wm. H. Tibbs.  
 Treasurer—Roland Clark.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Discovering a New Crop.

In Harper's for February Professor Robert Kennedy Duncan tells how the great camphor industry has been recently revolutionized by a simple discovery. Heretofore the camphor had been extracted from the wood of the tree and its branches, thereby destroying the tree. Dr. Duncan, after visiting Jamaica, found a new method by which the tree is preserved and an annual crop guaranteed.

"In order to solve these questions I brought back with me to the University of Kansas nearly a ton of material, which we worked up to the last ounce. We extracted the best of the camphor and the oil of camphor from the wood of the trunk, from the branches, the twigs, the green leaves, the dry leaves and the dead leaves, and we obtained results which afforded us profound astonishment and great joy. Speaking in averages, our results analyzed out as follows:

Wood .....0.61% crude camphor  
 Twigs .....1.05% crude camphor  
 Green leaves ..2.37% crude camphor  
 Dried leaves ..2.52% crude camphor  
 Dead leaves ...1.39% crude camphor

"These results are extraordinarily high, owing partly to the fact that the material had undergone a considerable amount of drying in its long transport from Jamaica to Kansas, and partly, too, I believe, to the ideal conditions that obtain in Jamaica for the growth of essential oils; but it is the proportional amounts to which I draw attention. The wood of the camphor tree contains an insignificant fraction of the camphor contained in the green, dry and dead leaves. This is to be correlated with the indisputable fact, as proved by Mr. Malcolm.

of Jamaica, and others the world over, that the leaves can be harvested regularly without any injury to the tree. These two facts, taken together, place both the huge camphor monopoly of Japan and its synthetic manufacture in Germany and elsewhere in a position that would be laughable were it not rather pitiful. Both types of organization proceeded on the assumption that the centuries-old traditional method of extraction was the only one. In order to continue it the Japanese felled only trees fifty years old and extracted the drug from the wood only, leaving the leaves out of consideration. In order to carry out this destructive work they ran deadly electric wires through the forests to keep out the savages, they placed armed men with every camp of camphor workers and they paid these workers ninety cents a day for a native Formosan and \$1.99 a day for a Japanese. The price of labor in Jamaica is a shilling a day. Now, as a matter of fact, in a five-year-old tree the mass of its leaves weighs 7.05 per cent. of the total bulk of the tree. The proper method, therefore, without destruction to the tree, is to regularly harvest its leaves for their excessively large camphor content. Costly expeditions into savage interiors and the total destruction of mature trees are wholly unnecessary."

#### Seasonable Soda Specialties.

**Hot Cream Tomato Cocktail**—Into a small cooker put one can of any good brand of tomato soup, one bottle of Snyder's catsup, one-fourth ounce of cayenne pepper, a piece of butter the size of an egg, and season with salt and pepper. Lastly, put in one-fourth of an ounce of fluidextract of celery seed and bring the mixture to a boil. The addition of the celery gives the cocktail a delicious and characteristic flavor. Strain the mixture and it is ready to serve.

**Cream Beef Tea**—One teaspoonful of liquid extract of beef in a mug of hot water; season with salt and pepper, then stir in a tablespoonful of rich cream. Put a teaspoonful of whipped cream on top and serve with flakes.

**Oyster Juice**—Take one fluidounce of fresh juice or liquid from oysters, add a tablespoonful of cream, fill the eight-ounce mug with hot water, add a small piece of butter and season with pepper and salt. Serve with soda crackers.

**Ginger Clam Broth**—One teaspoonful of Jamaica ginger, powder, one ounce of cream, one ounce of clam juice, one teaspoonful of butter and enough hot water to fill an eight-ounce mug. Season with celery salt.

**Chocolate Syrup**—One pound best quality chocolate powder, five pounds best powdered sugar, three quarts of water and one-half ounce of vanilla extract. The syrup should be boiled in a copper, agate ware or tin kettle. The water should be poured into the kettle, which should then be placed over a gas, oil or gasoline heater which may be turned off readily. A coal fire may be used if it is possible to extinguish the heat quickly when desired. When the water has begun to boil the powdered chocolate should be stirred in until it has been dissolved thoroughly. Then the sugar should be added slowly and the mixture stirred continuously until it is of a moderately thick, creamy consistency. When the mixture is boiling well, the heat should be cut off and the vanilla extract added. It is possible, of course, to obtain the chocolate syrup already prepared from the soda fountain supply houses, but this formula is given for the benefit of those who desire to make their own syrup.

In serving hot chocolate beverages most dispensers find that about one fluidounce of the syrup is all that is required in the usual eight-ounce mug or glass. After the chocolate syrup is poured into the mug boiling water from the hot water urn should be poured thereon almost to the top and the beverage should then be topped with delicious whipped cream.

#### Flies and Typhoid.

Patients often complain because physicians fail to diagnose the case at sight and they are dissatisfied when the doctor hesitates in his prognosis. The public at large desires scientific questions of all kinds, and particularly those of a medical nature, to be answered by a direct "yes" or "no." This trait of human nature places many difficulties in the way of medical progress by fixing in the public mind as facts what in reality are often only theories, or, at best, partial truths. When it was demonstrated in a scientific manner that typhoid fever, prevailing in army camps, had been spread by flies, carrying typhoid germs from the open sewers or cesspools to the kitchen and dining table, the public jumped to the conclusion that flies alone are responsible for typhoid fever. It is only on farms, at suburban places and in unsanitary tenement sections of large cities, that flies have access to the excreta from typhoid patients, and are thus able to gather the germs and transmit them to the food consumed by human beings. This fact is brought out very clearly by Dr. Charles B. Capin, an American health officer, who has recently written a book on "Sources and Modes of Infection." He says, "There is no evidence that in the average city the housefly is a factor of any great moment in the dissemination of disease." When typhoid fever prevails in a large city it will be necessary to look for other sources of infection than that from house flies.

Of course, this does not exempt the house fly from being a filthy insect, a persistent pest and an unwelcome visitor wherever found. The fact that the house fly has been charged

with a greater share in the spread of typhoid fever than can be justly attributed to him, should not cause any one to become sentimental over the struggling flies on cruel, sticky fly paper. We should continue to slay them by millions wherever they will eat fly poison, and they should be refused admission to our homes whenever screens will keep them out.—Meyer Brothers' Druggist.

#### To Prevent Frosting.

Frosting of windows is best prevented by some system whereby cold air circulates near the glass. When the construction of the window does not permit openings to be made at its top and bottom into the outer air, holes should be bored through the floor of the window. Under these holes a box should be built with openings into the cellar. In the box should be placed an electric fan so set as to create a current of cold air along the window glass when in action.

Frosting and steaming may to some extent be prevented with the following mixture applied to the glass:

Soft soap .....2 pounds av.  
 Glycerin .....1 pound av.  
 Oil of turpentine ..... sufficient.

Melt the soft soap in the glycerin with the aid of a gentle heat, and add enough oil of turpentine to give the mixture the consistency of a heavy syrup.

This should be applied to the entire inner surface of the glass by using cloths saturated with it. A thin film should be left on the glass and rubbed off and renewed as needed.

Another plan is to apply diluted alcohol containing 5 to 10 per cent. of glycerin. This will prevent steaming and subsequent frosting of show windows.

#### Glasses and Moisture.

The following is said to give satisfaction: Melt together two ounces of potassium oleate and one ounce of glycerin on a water-bath, then add one dram of turpentine. Should the paste be too thick, it may be thinned by the addition of more glycerin. Soft soap may be used instead of the potassium oleate, although the results are not so satisfactory.

It has also been stated that all that is necessary is to rub every morning, or before going out, a little green soap over the surface of the glass, polishing it until it is bright again. Show windows, dentists' mirrors, etc., may be similarly treated to prevent the dimming by moisture.

The more a man forgives himself the less he overlooks in others.

## 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.

Cltz. Phone 6238  
 Bell Phone 3690

42-44 South Ionia Street  
 Grand Rapids, Mich.



WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various oils and other products, including categories like Oils, Paints, and Varnishes.



The new home of the Hazeltine & Perkins Drug Co. to be occupied on or before March 1st, 1911, corner of Oaks and Commerce Streets, three hundred feet from main entrance to the Union Depot, Grand Rapids.



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 market categories A through Y, including Ammonia, Baked Beans, Bluing, Brooms, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Feed, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, CHOCOLATE, CHICORY, CHOCOLATE, COCOA, COCOANUT, COFFEE, COGNAC, CRACKERS, CRACKNELS, CREAM TARTAR, CREAMS, CURRANTS, CUSTARD, DRIED FRUITS, FARINACEOUS GOODS, FEED, FISH AND OYSTERS, FISHING TACKLE, FLAVORING EXTRACTS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CHEESE, CHOCOLATE, CHICORY, CHOCOLATE, COCOA, COCOANUT, COFFEE, COGNAC, CRACKERS, CRACKNELS, CREAM TARTAR, CREAMS, CURRANTS, CUSTARD, DRIED FRUITS, FARINACEOUS GOODS, FEED, FISH AND OYSTERS, FISHING TACKLE, FLAVORING EXTRACTS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 3: Limburger, Pineapple, Sap Sago, Swiss domestic, CHEWING GUM, American Flag Spruce, Beeman's Pepsin, Adams' Pepsin, Best Pepsin, Best Pepsin, 5 boxes, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Yucatan, Spearmint, CHICORY, Bulk, Red, Eagle, Franck's, Schener's, CHOCOLATE, Walter Baker & Co.'s, German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, CIDER, SWEET, "Morgan's", Regular barrel, Trade barrel, 1/2 Trade barrel, Boiled, per gal, Hard, per gal, COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Webb, Wilber, Wilbur, COCOANUT, Dunham's per lb., 1/2s, 5lb. case, 1/2s, 15lb. case, 1s, 15lb. case, 1/2s & 1/4s, 15lb. case, Scalloped Gems, COFFEE, Rio, Common, Fair, Choice, Fancy, Santos, Common, Fair, Choice, Fancy, Peaberry, Maracalbo, Mexican, Guatemala, Java, African, Fancy African, O. G., P. G., Mocha, Arabian, Package, New York Basis, Arbuckle, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, Felix, Hummel's foil, Hummel's tin, National Biscuit Company, Brand, Butter, N. B. C. Sq. bbl, Seymour, Rd. bbl, Soda, N. B. C., boxes, Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Rd. bbl, Gem, bbl, Faust, Sweet Goods, Animals, Apricot Gems, Atlantic, Atlantic, Assorted, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Choc. Honey Fingers

Table 4: Chocolate Tokens, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coconut Brittle Cake, Coconut Sugar Cake, Coconut Taffy Bar, Coconut Bar, Coconut Drops, Coconut Macaroons, Coconut Hon. Fingers, Coconut Hon Jumbles, Coffee Cake, Coffee Cake, Iced, Crumpets, Dinner Biscuit, Dixie Sugar Cookie, Family Cookie, Fig Cake Assorted, Fig Newtons, Lorabel Cake, Fluted Coconut Bar, Frosted Creams, Frosted Ginger Cookie, Fruit Lunch Iced, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C., Ginger Snaps N. B. C., Square, Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers As. Ice, Honey Jumbles, Iced, Honey Flake, Household Cookies, Household Cookies Iced, Imperial, Jersey Lunch, Jubilee Mixed, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Iced, Molasses Sandwich, Mottled Square, Oatmeal Crackers, Orange Gems, Orbit Cake, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzettes, Hand Md., Pretzettes, Mac. Md., Prunose Cake, Raisin Cookies, Raisin Gems, Reverse, Assorted, Rittenhouse Fruit, Biscuit, Rube, Scalloped Gems, Scotch Cookies, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Arrow Lemon Cake, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Faust Oyster, Fig Newton, Five o'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Red Label, Lemon Snaps, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzettes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers N. B. C., Soda Crackers Select, S. S. Butter Crackers, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, In Special Tin Packages, Festino, Nabisco, 25c, Nabisco, 10c

Table 5: Champagne Wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers, CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies, DRIED FRUITS, Apples, Sundried, Evaporated, Apricots, California, Corsican, Citron, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Connosiar Cluster, Dessert Cluster, Loose Muscatels 3 Cr, Loose Muscatels 4 Cr, L. M. Seeded 1 lb., California Prunes, L. M. Seeded, bulk, Sultanas, Bleached, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 30-40 25lb. boxes, 1/2c less in 60lb. cases, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hand Picked, Brown Holland, Farina, 25 1 lb. packages, Bulk, per 100 lbs., Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., split, lb., Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 10 0lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Vanilla, No. 2 size, No. 4 size, No. 8 size, No. 3 size, Coleman Terp. Lemon, No. 2 size, No. 4 size, No. 8 size, No. 3 size, Jaxon Mexican Vanilla, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jaxon Terp. Lemon, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Michigan Maple Syrup Co., Kalkaska Brand, Maple, 2 oz., per doz., GRAIN BAGS, Amoskeag, 100 in bale, Amoskeag, less than bl, GRAIN AND FLOUR, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/2s cloth, Big Wonder 1/4s cloth, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse



Main table with 6 columns (6-11) listing various goods such as flour, sugar, meats, oils, and household items with their respective prices.



# 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



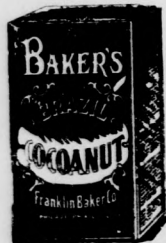
3. C. W., 1,000 lots ..... 31  
El Portana ..... 33  
Evening Press ..... 32  
Exemplar ..... 32  
Worden Grocer Co. Brand

### Ben Hur

Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritanos ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Bock ..... 35  
Jockey Club ..... 35

### COCOANUT

#### Baker's Brazil Shredded



70 5c pkgs., per case ..... 2 60  
85 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 .....

### Jute

60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

### Cotton Victor

50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 60

### Cotton Windsor

50ft. .... 1 30  
60ft. .... 1 44  
70ft. .... 1 80  
80ft. .... 2 00

### Cotton Braided

50ft. .... 1 35  
40ft. .... 95  
60ft. .... 1 65

### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
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; Fielbach Co., Toledo.

### FISHING TACKLE

1/2 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

### Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

### Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

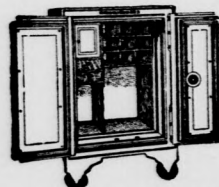
### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 80  
Bamboo, 18 ft., per doz. 80

### GELATINE

Knox's, 1 doz. Large ..... 1 80  
Knox'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



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

#### Tradesman Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large ..... 3 75  
Halford, small ..... 2 25

Use

Tradesman

Coupon

Books

Tradesman Company  
Grand Rapids, Mich.

# The World's Greatest Line of General Merchandise

In any of the twelve cities named below we show a sample of everything we sell, including the following departments:

- |                       |                   |
|-----------------------|-------------------|
| Dry Goods             | Stationery        |
| Clothing (Men's)      | Toys              |
| Clothing (Women's)    | Fancy Goods       |
| Clothing (Children's) | Glassware         |
| Hats and Caps         | Crockery          |
| Gloves and Mittens    | China             |
| Notions               | Jewelry           |
| Candies               | Watches           |
| Drug Sundries         | Sporting Goods    |
| Grocery Sundries      | Pictures          |
| Books                 | Furniture         |
| Hardware              | Tinware           |
| Enameled Ware         | Cutlery           |
| Woodenware            | Horse Goods       |
| Store Fixtures        | Leather Goods     |
| Trunks and Bags       | Musical Goods     |
|                       | Pianos and Organs |

We make it easy for you to compare. Every sample is plainly marked quantity in package and GUARANTEED NET price—the same price quoted in our current catalogue and the only price we have.

You avoid the tiresome tramp from house to house. Everything is right before you. The goods are logically grouped. It is rapid, pleasant buying.

Call on us. We'll be glad to show you our way of merchandising. Don't wait until you have an order. We want to get acquainted. We want to know you and we want you to know us and the many advantages we can offer you.

Send for our catalogue, if you can't call. It will bring to your store the world's most comprehensive line of general merchandise with our only price—net and guaranteed—printed on every item.

# BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee  
Omaha, San Francisco, Seattle



# BUSINESS-WANTS DEPARTMENT

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

**BUSINESS CHANCES.**

Drug store in small town, wall paper, fancy goods, books, stationery, school books, soda fountain, etc. Nicely fitted out. Inventories about \$3,000. I have other business and must sell quick. Terms made to suit purchaser. Address No. 183, care Tradesman. 183

For Sale—A stock of general merchandise in a resort town on the A. A. R. R. in a fruit belt and good farming country. Stock \$6,000. Good trade. Cash system. Address Box O, Beulah, Benzie Co., Mich. 182

Watned—Stock of merchandise, inventorying \$3,000 or less in country town, in exchange for larger stock in live city of 10,000 population. Address No. 181, care Tradesman. 181

For sale or rent cheap, brick store building, Mt. Morris. Splendid opening for hardware, grocery or general store on electric steam road. Population 1,300. Particulars address Thos. Ferguson, Mt. Morris, Mich. 180

Shoe Business For Sale—\$4,500 stock, good location good business. Good room. Low rent. Will sell cheap if sold quick. C. N. Thompson, Lock Box 143, Ohio City, Ohio. 179

For Sale—A general stock of dry goods and ready-to-wear goods in Eastern Ohio. Stock low, about \$6,000. Do about \$36,000 a year cash business. Must be sold within thirty days. Write to S. S. Urfer, Dennison, Ohio. 178

**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—Bakery and restaurant. Must sell at once. F. W. Stears, Constantine, Mich. 177

For Sale—If taken at once, \$3,000 stock of general hardware. All new, no old stock. Cash business established in a good town of 500. Best of farming country, 25 miles from Grand Rapids. Must be cash deal. Address No. 176, care Tradesman. 176

For Sale—A clean stock of groceries and hardware; will consider a dwelling or small place near town. Address J. N. Douglas, Belvidere, Ill. 175

For Sale—Jewelry, furniture, wallpaper and china stock. Will invoice \$1,800. Only stock in town. Doing well. Address B. E. Van Auken, Morley, Mich. 174

For Sale—Grocery and ice cream business in good Northern town of 500 population. Splendid location for investment of limited means. About \$1,500 required. Must sell on account of poor health. H. B. Matthews, Alba, Mich. 173

For Sale—First-class grocery store and fixtures in Flint. Other business compels me to sell. Address No. 172, care Tradesman. 172

**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-CRISIER SALES CO.  
907 Ohio Building Toledo, Ohio

For Sale—An up-to-date confectionery and ice cream parlor. A fine opportunity for restaurant in connection. Get familiar with trade before rush season opens. Address No. 171, care Tradesman. 171

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 \$6,000 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—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. 170

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,600 if sold quick. Address W. C. P., care Tradesman. 168

On account of sickness I will trade my stock of merchandise, inventorying \$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

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., Mannattan, 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

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. 153

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

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; oots, 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 Al 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

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 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

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

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—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

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, 67 Powers Theater Bldg. 133

For Sale—Good clean stock general merchandise in one of best towns in the Thumb of Michigan. Invoices about \$12,000. Good reason for selling. Cash proposition. Address No. 132, care Tradesman. 132

For Sale—Drug store and fixtures in town of 450. Stock and fixtures are practically new. Best of reasons for selling. The property will stand investigation. Good location for veterinary surgeon. Address No. 123, care Tradesman. 123

For Sale—Clothing and shoe stock. Invoices \$4,000. New and up-to-date. Good trade established. Good reason for selling. Address 817 Cotey St., Cadillac, Mich. 122

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

For Sale—The only stock of furniture and undertaking in a good hustling town 700 population. Parties have other interests which need attention. Must sell at once. Undertaking \$1,200. Furniture will invoice about \$1,800. Will sell both or separate. \$1,500 down, balance easily arranged for. Write or call J. S. Husted, Buckley, Mich. 119

For Sale—Small stock bazaar goods in hustling Northern town. Box 34, Buckley, Mich. 117

For Sale—Grocery and shoe stock in live town Central Michigan. One competitor. Address No. 111, care Tradesman. 111

Oregon Land For Sale—16,000 acres finest colonization or plating proposition in the West. Box 598, Portland, Oregon. 95

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

For 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. Kauffer, 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 condenser. 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. 63, 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. Slocum, safe expert and locksmith. 82 Ottawa street, Grand Rapids, Mich. 184

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 148

**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. 164

Wanted—Window trimmer and card writer. Give age, experience and salary expected. Waterman Bros., Mt. Pleasant, Mich. 161

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.



## Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.



## TELL IT TO THE BOSS.

## The Practical Ways of One Billy Hunter.

Written for the Tradesman.

"Now," said Chet Gregory, the leader of the Young Men's Civic Club, to Billy Hunter, "you can go to the Legislature if you want to. We have it fixed with Harvey to stay out of the race and you're next. Go on down to Lansing for a winter and next time we'll send you to the State Senate. You have a future before you, young feller," Chet added, with a poke in the ribs.

"Why?" demanded Billy Hunter.

"Why?" repeated Chet. "Why the why?"

"What are you boys doing this for?" replied Billy Hunter.

"Because," said Chet Gregory, "we have become tired of the old has-beens. They don't count down there any longer, and if you go to see one of them with a humble petition for a job for a friend he will look at you as if you were a muck-raker asking to be invited in to an afternoon pink tea in the home of the interests. They think the good Lord put them into office, confided the interests of the public to their own hands, without any aid from the boys. I am going to let them look to the good Lord for their support this time. Do you get me?"

"But why Billy Hunter?" asked the other.

"Because we can do more with the boys when you are in the fight, that's why. They like you. You're red-headed, and freckled-faced, and your eye-orbits are not too large, and your optics are keen and friendly. Run the points of the picture over in your mind and see if it is not an attractive one. Somehow, people like red-headed young fellows with freckled faces and eyes that are keen and friendly."

"And what sort of goods do I pay in?" asked Billy Hunter.

"No pay," replied Chet Gregory.

"That doesn't go!"

"Well, then—"

"Out with it!"

"When it comes to deciding between your own friends and those who have never been any good to you, you will know what to do, of course."

"It doesn't look good to me," said Billy Hunter.

"What's that? Not look good to go to the State Legislature, with a chance of going to Congress?"

"No; it doesn't look good to me."

"Oh, this isn't big, of course, but think of the future."

"That's just it," replied Billy Hunter, "I am thinking of the future. Give the job to some one else."

"Oh, you'll change your mind. Think of the honor and the power!"

"What did you say about the present incumbents? Old has-beens? What! You want some one young and willing, some one with human interests that touch with those of the younger generation! Well, how long would it be before I would be one of the has-beens?"

"What's the matter with you, anyway?" demanded Chet.

"In a very few years I would know

nothing but politics. I wouldn't have any business. I wouldn't have any backbone. I probably wouldn't have any home. I'd just be an old has-been, asking the boys—your sons and the sons of the other members of the Club—to give me just one more term! And they wouldn't do it! I'd be too old and too firmly tied to old ways. I'd be thrown out, and people would say, when they met me on the street, 'That old codger used to be—' Not for mine! I'd rather never get to the top than be pulled down again, and hear the people who cheered me cheering the man who knocked me out of the box. This is on the square, Chet. It doesn't look good to me."

"I'd like to know what you can get into that wouldn't in time take your health and strength, your years and your youth," said Chet. "If you go into anything on earth you'll be a has-been in time."

"Not if you go into business and build up a great concern," said Billy Hunter. "Not if you work your way to the head of a big store and own most all the stock, and have the big noise to make about everything. It won't make any difference how old you get, or how white your hair becomes, if you own the big concern, and can run it your own way. You're one of the big men of the city, and the people take off their hats to you when you go into your place of business. A man is never a has-been in his own successful place of business, mind that."

"Oh, yes he is. Younger men crowd him out."

"Not so you could notice it! I hear a lot of talk about young men crowding old ones out of business, but you get photographs of the board meetings of the big concerns of earth and you'll see white haired men sitting at the tables. It is the young men who are doing the talking about young blood! Don't you forget that. The old men in business are looking for young men to work for them because they have strong legs and will run errands and all that, but the old men are in control."

"And you're going into business? Where's the capital?"

"I've got to earn it."

The President of the Young Men's Civic Club laughed and said he was always glad to help Billy Hunter in anything he undertook and went his way. So Billy Hunter went into a department store to clerk in the clothing department at eight dollars a week. He slept in a hall room, and took his meals at seven for a dollar. Somehow all the boys didn't seem so friendly then but Chet stuck. One day he met Chet on the street.

"You're doing fine!" Chet said. "Stick, and you'll have all the trade we boys can throw to you."

"Tell that to the boss!" said Billy Hunter.

That same day he met Sam Douglass, who was a prominent member of the Club that got a living working the old man.

"Glad to see you get to going," Sam said. "If I can help you let me know."

"Go tell that to the boss," said Billy Hunter. "What's the use of tell-

ing it to me? It won't get me anything."

That evening Dennis Samuelson, who was running for the Legislature on the ticket Billy Hunter would have been on if he had accepted Chet's offer, called on Billy at his hall room, where the latter was sitting in his overcoat and hat, for it was late October, and cold in the unheated room.

"Billy Hunter," Dennis said, "you can do me a lot of good. The boys like you. They wanted you to run for this office I'm after. Now, speak a good word for me, and I'll boost you whenever I get a chance to do so."

"How?" asked Billy.

"I'll trade with you and ask the boys to."

"Well, you go tell that to the boss. You say to him that he's got a young fellow in the clothing department who is popular with the boys, and who is bringing a lot of trade to the store. What's the use of telling me what a good fellow I am, and how well I am doing, as you were about to? You go and tell it to the boss if you want to help me. That will count."

The next morning Billy stopped in at a cigar store to buy two-for-five and the clerk began telling him what a hit he was making in the department store. He said that he traded there on Billy's account.

"Say," said Billy Hunter, "suppose you go and tell that to the boss? That is the place to unload that sort of talk. It does me a lot of good to hear it, of course, but I'll have more money at the end of the year if you tell it to the boss."

That is what the boys began to call Billy Hunter, after a time—Tell-it-to-the-Boss Hunter. If a friend at the restaurant complimented him on the good sense he showed in showing his goods, his answer always was:

"Go tell it to the boss. If I am such a paragon, I want the boss to know it. Go tell it to the boss!"

One day the boss asked Billy why he was sending a lot of stiff into the store to do the personal boost act, and Billy laughed.

"They come to me," he said, "and tell me what a wonder I am, and how much money they spend in the store because I am here, and I tell them to go tell it to the boss. I did not know that they came, though. I didn't intend to have you annoyed."

"No annoyance at all," replied the boss, but he kept watch of Billy Hunter. "He's got a lot of sense," he said.

That is the way Billy Hunter got into the lime-light in the big department store. He knew that a mine of gold that never was discovered was waste wealth, he knew that a two-ten horse would never make a hit unless people found out what it could do, he knew that he might work at the back end of the clothing department for forty years without a raise in pay if the boss never found out what he was good for.

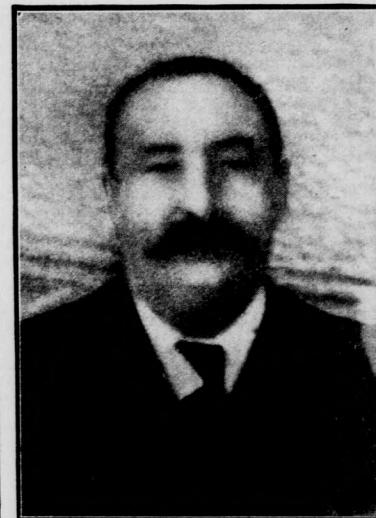
Anyway, the boss liked the way Billy did it, and watched him. Billy is now head of the department, and will have a store of his own in a few years. He will always be IT in that

store, and never a has-been. Now, you young men with an itching for political "power" kindly think over the situation and see if Billy wasn't right about the political job, and also the "tell-it-to-the-boss" conversation he gave out.

Alfred B. Tozer.

## Peter P. Steketee.

In the recent death of Peter P. Steketee, Grand Rapids lost one of its most successful business men and best citizens. He was born in this city 53 years ago, and this city was always his home. His father, Paul Steketee, was one of the sturdy pioneers of the Van Raalte Colony and opened a small dry goods store in this city in 1862. When his son Peter reached his 18th year, in 1873, he en-



tered the store as clerk and worked up to a partnership. Upon his death he was senior partner in the important retail and wholesale dry goods house of P. Steketee & Sons. He gave close attention to business, and in many ways impressed his character and ideals upon its methods. He loved his home and was devoted to his family. Among business associates and friends he was genial and companionable; in the family circle he was kind and indulgent. He was an active member of Westminster Presbyterian church, a Director in the Grand Rapids Building and Loan Association and a member of the Board of Trade. He had no fraternal affiliation, his whole heart being bound up in those near to him. The funeral, from the home, was largely attended, and many beautiful tributes were sent by friends and associates. Mr. Steketee is survived by his wife, four daughters, Helen, Ruth and Louise, of this city, and Mrs. Warwick, of Kansas City, and two sons, Paul F. and Harold; also by three brothers, John P., Paul and Dan. C., and one sister, Mrs. C. Dosker.

The Daniel Lynch Company has purchased the Wm. Druke wholesale liquor business and will add liquors to its line. The company has leased the six story Blodgett building on Ionia street, recently vacated by the National Candy Company and will occupy it after March 1. The business will be strictly wholesale.





# Stop That Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of the United States. These have found that by the use of The McCaskey Gravity Account Register System their posting and totaling are done at the time the sale is made. They have no statements to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with

Only  
One Writing

## The McCASKEY SYSTEM

Without Any  
Book-keeper

it anyone can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire

You owe it to yourself to investigate the merits of the McCaskey proposition.

A letter or postal card will bring you information without any obligation on your side to purchase.

Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

### The McCaskey Register Company

Alliance, Ohio

Agencies in all principal cities

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

# 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





Samples of our



THE IDEAL