

Old Times, Old Friends, Old Love

There are no days like the good old days,
The days when we were youthful,
When humankind were pure of mind,
And speech and deeds were truthful;
Before a love for sordid gold
Became man's ruling passion,
And before each dame and maid became
Slave to the tyrant Fashion.

There are no girls like the good old girls—
Against the world I'd stake 'em.
As buxom and smart and clean of heart
As the Lord knew how to make 'em.
They were rich in spirit and common sense,
And piety all supportin';
They could bake and brew, and had taught school, too,
And they made such likely courtin'.

There are no boys like the good old boys—
When we were boys together.
When the grass was sweet to the brown bare feet
That dimpled the laughing heather;
When pewee sang to the summer dawn
Of the bee in the billowy clover,
Or down by the mill the whip-poor-will
Echoed his night song over.

There is no love like the good old love—
The love that mother gave us.
We are old, old men, yet we pine again
For that precious grace—God save us.
So we dream and dream of the good old times,
And our hearts grow tenderer, fonder,
As those dear old dreams bring soothing gleams
Of heaven away off yonder.

Eugene Field.



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:—"STATE SEAL" Brand Pure Sugar Vinegar is in a class by itself, made from Pure Granular Sugar. To appreciate it you **MUST** recognize its most excellent **FLAVOR**, nearer to Cider Vinegar than any other kind on the market today—**BEWARE OF IMITATIONS.**



"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

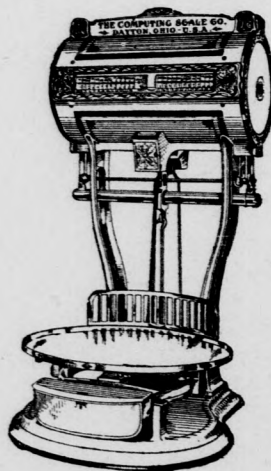
The American Case & Register Co.
Salem, Ohio

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 jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 8, 1911

Number 1429

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GROCERS' CONVENTION.

Annual Address of President De Bats Full of Good Ideas.

The annual meeting of the Michigan Association of Retail Grocers and General Merchants opened at Port Huron Tuesday with a large attendance and is still in session as the Tradesman goes to press. The convention was splendidly welcomed to the city by Mayor John J. Bell, and Claude E. Cady, of Lansing, responded. President M. L. De Bats made his annual address, in which he reviewed conditions and outlined a platform for the organization. The session will be busy and important, but will have no lack of pleasurable features. The attendance is large. Following is the address of President De Bats:

In opening this, the thirteenth annual convention of the retail grocers and general merchants of Michigan, I can not help but feel a sense of pride, as I know you do, upon our growth and progress, I feel that we are in better shape to-day than ever in our history, and the future holds prospects for unbounded development of the aims for which we are founded.

We are here to talk business and to work in harmony to the end, that we may understand ourselves and each other better and to figure out ways and means for the continued growth and strengthening of our splendid organization. There is little in detail of the work of the past year to be dwelt upon or discussed, but for the coming twelve months we have work ahead that should command the best efforts and energies of all of us.

With the recurrence of each annual convention we are brought closer together and we get better acquainted and understand the needs of such an organization as this more fully. As I said, the past year has been one of advancement in association work and we should now be prepared to cope with the big questions and contingencies which now confront us.

The Credit Rating Bureau, which has been established in nearly every city in our State, is proving a greater success than we had hoped for. The meeting of the Executive Committee, which was held in Lansing in

September, was of great benefit to the Association, as was also the meeting of secretaries, which was full of enthusiasm and a vim that should augur well for us. At these meetings work, which is bringing good results, was planned, also the establishing of a Central Agency of Information, whereby one local association can get in touch with the other and get information which is needed to make this branch of our organization a success.

wholesalers would unite with us and among themselves for action along needed lines a great many of the evils that are now prevalent would be eradicated within six months.

In this connection I want to call your attention to the fact that unless we are on the alert at all times, and especially at this time, a parcels post law will be enacted, and it behooves us to be up and doing and put forth our best efforts to prevent such enactment—a move monu

how many pounds are in the packages we receive.

Finance of Organization.

Past experience has plainly demonstrated to us that if we had more money in the treasury, greater good could be accomplished. I would therefore recommend that the per capita tax be fixed at one dollar per year.

An excellent plan, that I believe should be adopted, would be that some member or members of our State organization call on each local association at least once a year. To show you how men in other walks of life look upon us let me quote a paragraph of a letter I recently received from the President of the Bay City Board of Commerce:

"The retail grocers of this State should be willing and consider it a favor to belong to the Retail Grocers' Association and should pay a certain sum yearly toward its maintenance, that is, the State Association. Besides the local associations affiliating with each other in their local towns, they should see that their association belongs to the State Association and a goodly sum paid yearly towards its maintenance. I will say right here that there are enough good retail grocers in the State to raise at least \$10,000 per year towards the expense and maintenance of a first-class organization."

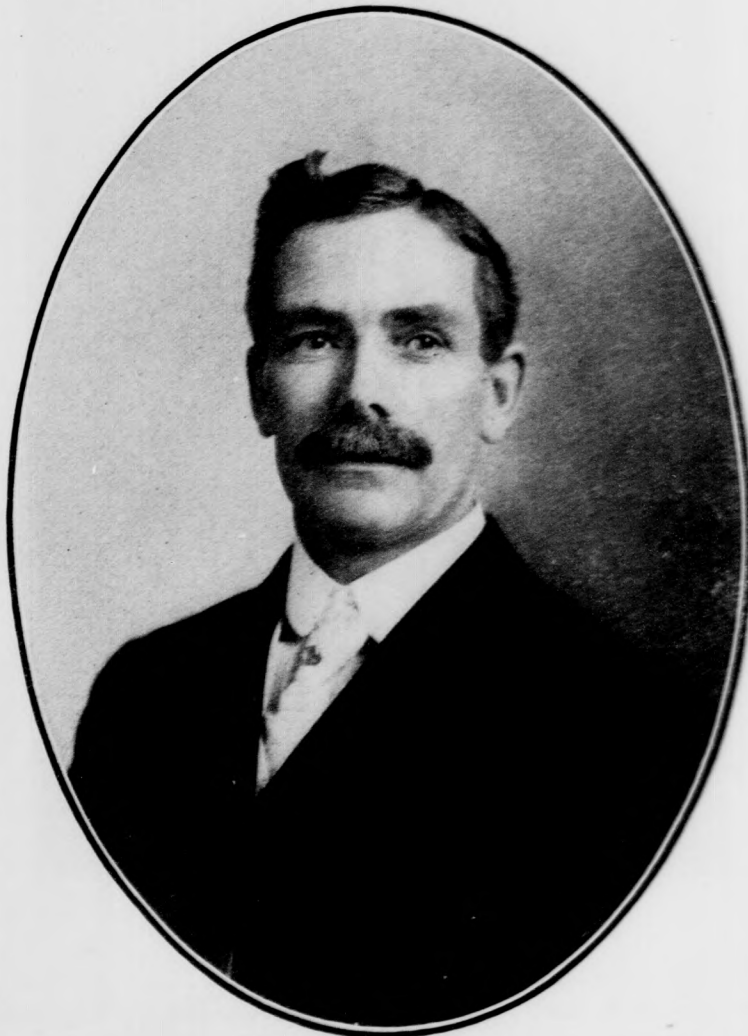
This speaks for itself and in that statement there is a whole lot of food for reflection and sober thought.

Now, in regard to the resolution offered by Fred W. Fuller, of Grand Rapids, calling for a law providing that all fruit packages should be full measure and weight, nothing tangible has been done. The Legislature has been in session only a short time and the Committee to whom the matter was referred decided that this was not an opportune time to take up the matter. I would therefore recommend that concerted and definite action be taken at once to have this law passed. It seems to me that if a petition were put in circulation by each member of the Association, for the purpose of obtaining consumers' signatures, it would no doubt help the Committee in its endeavors to have the bill passed.

Some action should also be taken tending to compel more sanitary methods in the handling of bread by bakers. You no doubt have noticed the unsanitary way that some bakers have of handling this necessary article and have concluded that they are contrary to modern ideas of cleanliness and are bound to work an injury to the bakers' industry.

In concluding I submit to your consideration the following, which is

(Continued on page thirty-two)



M. L. De Bats

I would respectfully recommend a still closer relationship between the local organizations and our State Association, so that it might be known that when a local organization makes a request the State Association is behind that request. I believe that if such local organizations were known by a name or number, showing their identity with the State organization it would work to great advantage to both bodies.

I would also recommend a closer relationship between wholesalers and retailers, so that they could be of mutual benefit to the trade. I am firmly of the opinion that if the

mentally unfair and unjust to the best interests for which this organization stands. The Executive Committee took action on this matter and instructed the Secretary to write each congressman and the two senators from this State in protest against the passage of the bill providing for this law, which is now pending before the National Congress.

I believe that we should take some action in regard to the billing of all goods at net weight. This matter is one of great importance and should be taken up and given consideration at this meeting. At the present time there are very few of us who know

MAKES A CHANGE.**Walter K. Plumb Leaves the National Biscuit Company.**

Walter K. Plumb has resigned as Manager of the Grand Rapids branch of the National Biscuit Company to become Secretary and Treasurer and Manager of the sales department of the Fox Typewriter Company, in which he has acquired a substantial interest. Mr. Plumb has been connected with the National Biscuit Company for eighteen years, for twelve years as Manager, and few men in Grand Rapids are better acquainted with the Michigan trade or have a wider circle of business and personal friends than he. Starting in the office soon after leaving school, in 1892, as office and general utility boy, Mr. Plumb was advanced to book-keeper, then to the sales department, then to Assistant Manager under S. A. Sears, and when Mr. Sears was chosen to the directorate of the National Biscuit Company Mr. Plumb was made local Manager. When Mr. Plumb entered the office there were three employes, and now there are a score or more and as many road salesmen, besides agencies at the strategic trade points. In this splendid growth Mr. Plumb has been an important factor. He has put intelligent enterprise into his work, and his own personality has helped win and hold business. His many friends will wish the utmost success for him in his new field of usefulness. The same qualities that brought him recognition in his old affiliations will win him success in his new.

Mr. Plumb's successor with the National Biscuit Company has not yet been announced.

Receiver for R. G. Peters.

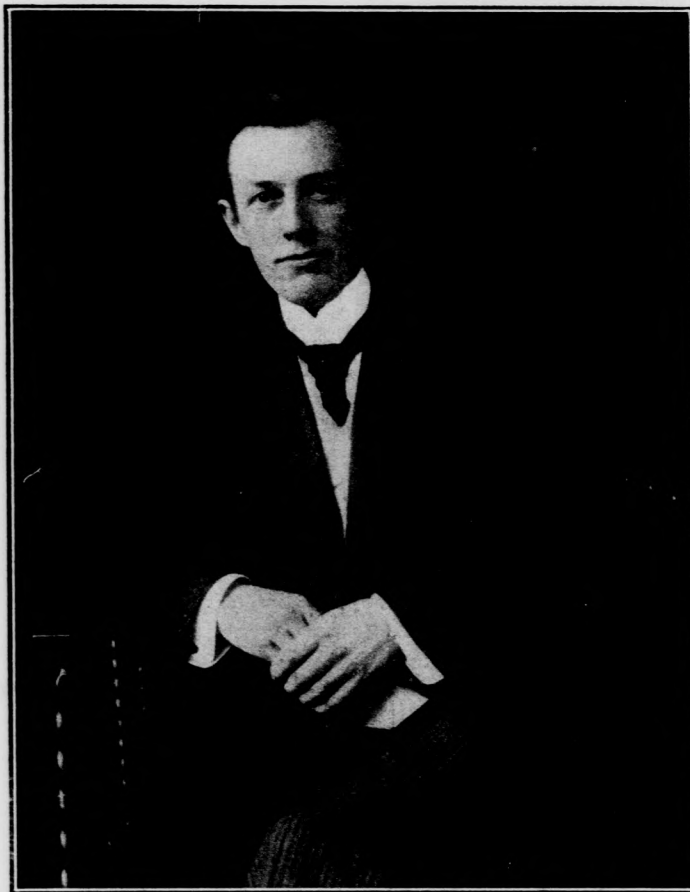
The affairs of R. G. Peters and the R. G. Peters Salt & Lumber Company have been placed in the hands of the Michigan Trust Company as receiver. Mr. Peters has been making extensive investments in iron lands, smelting works and railroads in Georgia, in Florida timber and Mississippi lands, besides being interested in manufacturing enterprises in Grand Rapids and in Ohio, most of them on contracts. His various enterprises may have merit, but he has not "cleaned up" as he went along, with the result that he has a lot of loose ends, and these loose ends have become tangled. His liabilities are estimated at between \$1,500,000 and \$2,000,000, and it is believed with the skilful and careful management of the Michigan Trust Company the assets will be so converted that not only will the debts be paid but that a substantial surplus will be left. The receivership is not a bankruptcy proceeding, but an action in chancery, resorted to to conserve the widely scattered assets and to enforce some degree of conservatism in Mr. Peters' course. The action is instituted by Mrs. Emma Burton, of Texas, a sister of Mr. Peters. The receiver has been authorized to raise \$500,000 on receivers' certificates to meet the immediate needs for cash in handling some of the contracts.

This is the second time Mr. Pet-

ers' affairs have called for a receivership. In 1890 the Michigan Trust Company was put in charge, with conditions precisely as they are today. In spite of the panic of '93 and the business depression following, the Trust Company in six years paid debts to the amount of \$3,000,000 and turned over to Mr. Peters assets to the value of \$1,500,000. Mr. Peters will be 79 years old next July. He is rugged, strong and as optimistic as any young man and as willing to take chances. Age and experience seem not to have cooled his ardor in the least.

Valuable Book for Advertisers.

An interesting and useful book on the subject of advertising is the 1911 edition of the Mahin Advertising



Walter K. Plumb

Data Book. It is neatly bound in leather, contains over 500 pages and is crammed with useful information and data pertaining to advertising and selling. It contains detailed information on all the important magazines, newspapers and other periodicals published in the United States, Canada, the West Indies and the Philippines, classified and arranged for instant reference. It also gives population of towns in the United States where daily papers are issued, and shows the cost of posting each town that is listed. A great improvement in this edition over former issues is that detailed information is given on the 357 trade publications, all arranged under the several classifications.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Kalamazoo people are asking the Grand Trunk for better through train service to Port Huron and South Bend.

The Young Men's Business Association of Port Huron is supporting a movement towards a big homecoming celebration in that city this year.

Detroit entertained 182 conventions during the past year and it is estimated that these convention visitors expended nearly \$7,000,000 there, to say nothing of the orders left with wholesalers, jobbers and manufacturers.

Owosso is now asking for the maintenance of three separate depots by

Boyer City boosters are raising money for a new hotel. They have \$16,000 already subscribed and building operations will start as soon as \$4,000 is secured.

Potato loading stations are busy this season, the farmers having been free sellers all along, regardless of low prices. All past records have been broken at Howard City, the shipments to date aggregating 117 cars. At Trufant 120,000 bushels have been shipped out since last fall.

Kalamazoo has been assured by the different steam roads entering the city that proper precautions in the way of signals, gates and flagmen will be taken to protect the public at all crossings.

A dozen State conventions were held in Lansing during January and six more are planned for February.

Muskegon has secured several conventions for the spring and plans are under way to exploit the city's advantages as a meeting place.

A recent report made by the Chamber of Commerce, Port Huron, shows that the city has expended over \$40,000 in securing new industries in recent years. Suits have been started by the Chamber of Commerce against 10 of the subscribers to its industrial fund to make them come to time and other suits are threatened against delinquents.

The Traverse City Board of Trade has voted the sum of \$50 to aid the Michigan Shippers' Association in its campaign.

The Saginaw Board of Trade proposes to raise \$3,000 for the entertainment of conventions. The Board has secured seventeen meetings for the coming year and expects to do still better next year.

The Allegan Board of Trade has elected the following officers: President, John E. Nichols; Vice-President, John C. Stetu; Secretary, Ira C. Montague; Treasurer, Sidney Wise. The annual banquet will be held the first week in March. F. H. Williams is Chairman of the Banquet Committee.

Upper Peninsula boosters will meet at Menominee Feb. 21 to organize an Upper Peninsula Publicity League, designed to exploit the agricultural and industrial resources of that section of the State. Almond Griffen.

Favorite Fiction.

"Buckwheat Cakes with Maple Molasses, Ten Cents."

"One Day After Date I Promise to Pay."

"You Will Find Our Prices the Cheapest in the City."

"And Now, My Friends, a Word in Conclusion."

"I'm Going Out, Maria to See a Man." (With Illuminated Frontispiece.)

"Yes, I Had an Invitation to the Party, But Couldn't Go."

"Subscription Price, One Dollar a Year, Invariably in Advance."

"Dr. Justout, Physician and Surgeon."

"Your Honor, All My Client Asks in This Case Is Justice."

"Twenty Minutes for Refreshments."

the roads entering that city, rather than to have a union station.

Chas. E. Wheeler, Secretary of the Jackson Chamber of Commerce, has resigned to accept a similar position at Peoria, Ill.

Feb. 8 will be "Board of Commerce day" in Flint and concerted effort will be made to enroll all citizens as members of that organization.

Saginaw has seventeen conventions already booked for this year and is undertaking to secure a permanent convention fund for the city amounting to \$3,000 a year.

Grand Haven is surely alive, if the first annual banquet of the Commercial club of that city, recently held, is any criterion.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 6—Spot coffee, like the ground hog, seems to be taking a rest. For a few days there seemed to be a desire on the part of holders to dispose of stocks and quotations were certainly less steady than a week ago. Of course this was due to the effort of the bears in the speculative market, but the article now seems to have recovered and sellers are again firm. At the close Rio No. 7 in an invoice way is quoted at 12 $\frac{7}{8}$ @13c. In store and afloat there are 2,586,424 bags of Brazil coffee, against 3,814,454 bags at the same time last year. Mild sorts are very quiet and practically unchanged in any respect.

Pingsuey and Country Green teas are in pretty good request and, in fact, the whole tea market seems to be confident. Prices are well sustained all around and especially well content are the sellers of proprietary brands. The statistical position is certainly favoring the seller.

Refined sugar shows increasing strength, but there are no transactions of importance to note. Buyers take small lots and are simply waiting for spring. Standard granulated, 4.60c.

Sellers of rice say that trade is about as quiet as they can remember it being. When the buyer purchases any at all it is the smallest possible amount, and the whole market is

dragging. Prime to choice domestic is quoted at 4 $\frac{7}{8}$ @5 $\frac{1}{2}$ c.

Spices are meeting with better call than a week ago, and pepper is particularly the center of interest. Sellers seem to think that matters are coming their way and, indeed, the figures of supply and demand would seem to indicate this. Prices are firm and stocks are only moderate.

The grocery grade of molasses is moving steadily and the market is well sustained at former rates. Quotations on syrups are unchanged. Most of the business is in the export line.

Canned goods remain practically unchanged. The attention of the trade is concentrated on Milwaukee and for a week there will be nothing doing. The big storm, which is just reaching here and which is reported as so violent in the West, will have some influence in making delayed deliveries. For a week there was a pretty good run of orders, but the demand is now for small lots and prices are made to fit the case. Standard 3's tomatoes are quoted at 85@87 $\frac{1}{2}$ c. Corn and peas are resting and neither seller nor buyer seems to be much interested.

The butter trade has shown a little improvement within a few days and creamery specials are quoted at 28c; extras, 26@26 $\frac{1}{2}$ c; firsts, 22@24c; held specials, 24@25c; held extras, 23@23 $\frac{1}{2}$ c; process, 20@20 $\frac{1}{2}$ c; imitation creamery, 18@19c; factory, 16@17 $\frac{1}{2}$ c.

Cheese is practically unchanged as to quotations for the top grades, with

other sorts apparently tending to a slightly lower level. Whole milk is quoted as last week, 15 $\frac{1}{2}$ @17c.

Eggs have shown little, if any, change for several days. The choicest are pretty well sustained, but the market is more than abundantly supplied with the other sorts, which begin at about 21c and work through every fraction to 23@30@32c, with very fancy near-by stock, 35c.

Business News From the Hoosier State.

Howe—The firm of Atwater & Nichols, hardware dealers, has dissolved partnership by mutual consent. Atwater will continue the business.

Vincennes—The Directors of the Indiana Retail Merchants' Association for the ensuing year have been announced by Secretary Thomas F. Palfrey as follows: J. Ralph Clark, Anderson; W. S. French, Evansville; J. S. Cannon, Greencastle; Edgar Goldberry, Logansport; George Foster, Attica; A. E. Leiter, Connersville; L. J. Libbing, Fort Wayne, and John W. Broderick, South Bend.

Waterloo—Attorney W. H. Leas has traded a tract of Texas land for a stock of merchandise in Fort Wayne and has had the goods shipped here to be disposed of.

Decatur—Clapson, Carroll and Fred B. Tayne have bought a stock of shoes and will open a store on Heidelberg street.

Lagrange—The business of the Lagrange Produce Company has been purchased by Beyers Brothers, of Kendallville, and will be operated by

them as a branch of their Kendallville business.

Fort Wayne—George H. Loesch, for thirty-three years engaged in the drug business, has sold his half interest in the establishment to his partner, John C. Wenzler, and will retire. Mr. Wenzler is now sole proprietor of the business, which has been conducted for the past six years under the firm name of George H. Loesch & Co.

South Bend—Lewis Langdon, of St. Paul, has purchased the Patterson pharmacy at 236 South Michigan street. Mr. and Mrs. Patterson will leave for a trip to the West, their ultimate destination being Los Angeles. Mr. Langdon has been a traveling salesman.

No matter whether your town goes Republican or Democratic, wet or dry, there are some men who seem to keep right on doing a good business, and there are others who lay their lack of success to the way the town went.

The best way to insure the permanency of your business is by joining with your brother business men in a continuous co-operative effort to insure the permanency of your hometown as a real market place.

We admire action in a business man, but it is well to remember that the man who is all action and no thought finds it necessary to use much of that action in correction of mistakes.

ROYAL

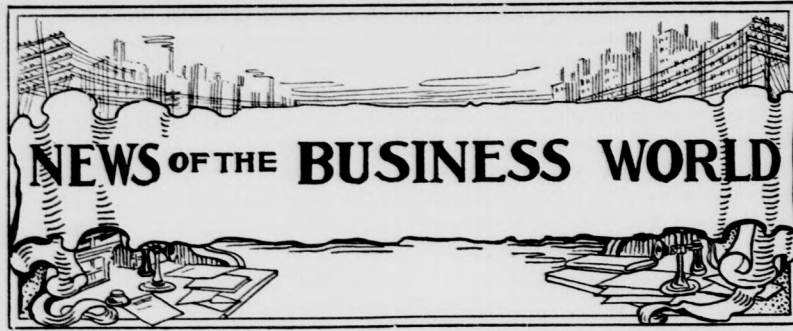


BAKING POWDER

Absolutely Pure
The only baking powder
made from Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Cadillac—A. C. Hayes is closing out his business here.

Pellston—Charles Harman will close out his stock of merchandise.

Kalamazoo—The Folz store is being enlarged and given new furniture.

Denton—N. Grossman, recently of Saginaw, has opened a general store.

Pottersville—Adam Parker has purchased the Geo. J. Scofield & Co.'s hardware stock.

Battle Creek—Nichols & Coleman will open a decorating and wall paper store March 1.

Bliss—A. A. Keiser & Co. expect to dispose of their stock by March 1 and close their store.

Traverse City—Rudolph A. Huellmantel has purchased the cigar factory of Neil Krantz.

Allegan—Corboy & Kirshman have opened a general line of metal-working and plumbing goods.

Reading—H. A. Drury & Co. have ordered new furniture and fixtures and will soon open a meat market.

Bellevue—Charles Stark has purchased the R. D. Murray grocery stock and will conduct the business.

Pinckney—F. G. Jackson has sold his stock of dry goods, furniture and general merchandise to R. D. Clinton.

Charlotte—Frank Morrell is fitting up an up-to-date harness shop in the building recently purchased by N. E. Gibbard.

Boyne City—Harry L. Dean, of Battle Creek, has joined his brother, James R. Dean, in conducting a meat market.

Laingsburg—E. W. Howell has bought the interest of A. D. Benson in the Laingsburg Furniture and Undertaking Co.

Ionia—Ben Curry has rented the vacant store in the Webber block and will open confectionery and ice cream parlors.

Holland—John Meeboer is closing out his line of cigars and tobacco and will devote all his attention to his tailor business.

Pontiac—John D. Austin & Co. will open the Pontiac Specialty Store, with a line of women's furnishings and fancy goods.

Maple Rapids—Ottis M. Cowles has purchased the R. H. Hewitt stock of goods and will continue the business at the old stand.

Big Rapids—D. Reed & Son have sold their meat market to Reed Brothers, Henry, of this city, and James, of Kalamazoo.

St. Clair—The J. R. Whiting Co.'s stock and fixtures have been sold at

receiver's sale to Geo. Little, of Wyandotte, for \$12,700.

Carsonville—H. Ruttles Sons will remodel the old pea mill into an elevator and they expect to be ready for business by April 1.

North Branch—Wm. Butler has purchased the hardware business of Butler Bros., of which the late H. C. Butler was the active Manager.

Hart—Joe Evans has sold a half interest in his livery and agricultural implement business to John Youngman. The firm name will be Evans, Youngman & Co.

Holland—The site chosen for the new postoffice is the old red planing mill, opposite Centennial Park, one block from the new city hall. It was purchased for \$14,000.

Muskegon—Dan K. Solheim has been made Manager of the Independent Five and Ten Cent Store, succeeding E. F. Day, who will be transferred to another city.

St. Joseph—F. C. Randall, proprietor of the Economy store, has disposed of his stock to the firms of Burkhard Bros. and H. H. Freitag and will retire from business.

Traverse City—Jas. Flaggart and Chas. Hall have organized the Queen City Bottling Company and will produce a line of soft drinks, and in addition will handle bar glassware.

Ionia—Ezra Pierce has bought an interest in the H. R. Nelson Grocery Company and the firm will be hereafter known as the Central Supply Company and will do a cash business.

Detroit—The Continental Coal Co. has engaged in business with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,609 being paid in in cash and \$1,000 in property.

Hillsdale—Ernest Hinkle has purchased the Harmon Grocery and Bakery at Pittsford and has turned over the business to his daughter, Miss Luella Hinkle, who is now in charge.

Saginaw—The Bolton Auto Co. has engaged in business to deal in autos and parts, with an authorized capital stock of \$10,000, of which \$6,200 has been subscribed and \$3,750 paid in in cash.

Portland—Claude C. Ludwig, of W. E. Ludwig & Co., has purchased the interest of his father, W. E. Ludwig, and his brother, B. E. Ludwig, in the general merchandise store and will continue the business.

Muskegon—The Kier Coffee Co. has engaged in business to sell coffees, teas, spices, china, groceries, etc., with an authorized capital stock

of \$2,000, all of which has been subscribed and paid in in cash.

Hastings—P. G. Bennett and Gregory Feldpausch have purchased the meat market and business of Wood, Mansel & Snyder and will continue the business under the style of the Bennett & Gregory Market.

Stanton—The A. Benow Co. has purchased the building occupied by it and as soon as improvements can be made the business will be enlarged to include dry goods and women's and men's wear and furnishings.

Traverse City—After being shut down several weeks for repairs the Oval Wood Dish factory will soon be running full force, with the exception of the clothespin department, which will be started in a week or two.

Cadillac—H. B. Sturtevant has sold his interest in the firm of Sturtevant & Bunyea to his partner, E. E. Bunyea, who is now the sole owner of the business at the place on the Ann Arbor Railway which is named after him.

Ludington—Jagger & Boersma, plumbers, have merged their business into a stock company under the same style, with an authorized capital stock of \$6,000, of which \$3,200 has been subscribed and paid in in property.

Detroit—President William C. Noack, of the Wholesalers and Manufacturers' Association, has resigned on account of ill health. Frank H. Conant, of the Delamater Hardware Co., who was elected Vice-President at the annual meeting, will become President.

Ann Arbor—The Eberbach Building Co. has engaged in business for the purpose of erecting and owning buildings for leasing, with an authorized capital stock of \$40,000, of which \$35,000 has been subscribed and \$30,000 paid in in property.

Cadillac—George C. Webber, who recently withdrew from the firm of Webber-Ashworth, will leave soon for Helena, Mont., to become Sales Manager for the A. P. Curtain Company, one of the largest furniture concerns in that state.

Detroit—C. Fred Richards, dealer in wholesale crockery and glassware, has merged his business into a stock company under the style of the C. Frederick Richards Co., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Caro—W. A. Forbes & Co., dealers in lumber and coal, have merged their business into a stock company under the style of the W. A. Forbes Co., with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 being paid in in cash and \$9,000 in property.

Cassopolis—Fisher & Reynolds have rented all but the front room of the upper floor of the Phelps building and have had an arch cut through from the upper floor of their own building for the purpose of enlarging their store room. The new room will be utilized for showing a large stock of carpets, rugs, linoleums, curtains, etc.

Kalamazoo—After conducting for the past thirty-four years a successful hardware business, John Van Male has taken in his son, J. C. Van Male, as a copartner and the firm will hereafter be known as John Van Male & Son. The son has been identified with the business since boyhood days.

Jackson—The B. R. Parrott Co., plumber, etc., has merged its business into a stock company under the style of the Parrott Heater Co., for the purpose of manufacturing instantaneous water heaters, with an authorized capital stock of \$30,000, of which \$20,000 has been subscribed, \$5,233 being paid in in cash and \$14,767 in property.

Saginaw—The Wholesalers and Manufacturers' Association has elected J. P. Tracy Secretary, to succeed F. F. Kleinfeld, resigned. The matters of the Industrial Exposition and the trade extension trip about the State were touched upon and it was believed that work on the Exposition should be started soon if one is to be given this year.

Flint—Charles T. Bridgman, Treasurer of Smith, Bridgman & Co., has retired from active work in the store with which he has been identified for nearly a half century, and in which he rose from a clerk in the office to one of the chief stockholders. His work will be taken over by his assistant, Fred W. Merrill. Mr. Bridgman will retain his interest in the company and remain on the directorate.

Allegan—Leonard Stein has bought from M. C. Sherwood his stock and a controlling interest in the Sherwood & Griswold Co., and the firm has been reorganized. In the new company Mr. Stein will be President and Manager; Mr. Jenner, who has increased his stock, will be Vice-President, and James Westrate, now a stockholder, will be Secretary and Treasurer. Mrs. I. P. Griswold bought Mr. Sherwood's interest in the store building.

Manufacturing Matters.

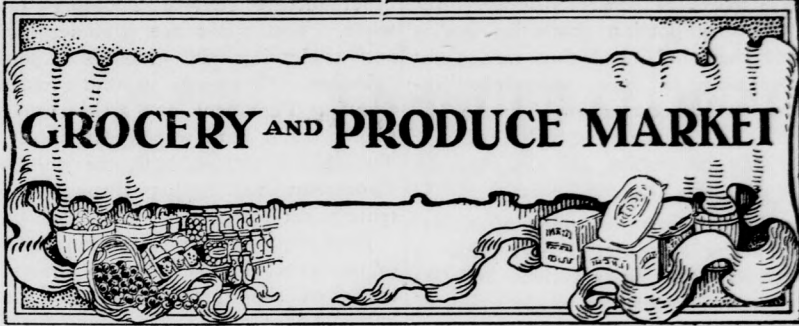
Lansing—The Capital Furniture Co. has increased its capital stock from \$100,000 to \$150,000.

Port Huron—The capital stock of the Port Huron Creamery Co. has been increased from \$100,000 to \$150,000.

Detroit—The Detroit Wheel Co. has engaged in business with an authorized capital stock of \$1,000,000, all of which has been subscribed and paid in in property.

Detroit—The Eureka Fence Machine Co. has been incorporated to manufacture wire fence machinery, with an authorized capital stock of \$50,000, of which \$37,500 has been subscribed and paid in in property.

Detroit—The Schermack Manufacturing Co., manufacturer of vending machines, has merged its business into a stock company under the style of the Schermack Co., with an authorized capital stock of \$100,000, all of which has been subscribed, \$500 being paid in in cash and \$99,500 in property.



GROCERY AND PRODUCE MARKET

The Grocery Market.

Sugar—The market on refined is still weak and a further decline of from 5 to 15c per hundred is looked for by some between now and the latter part of March, but it is hard to tell just what may happen. The difference in price now between beet and cane is larger than for some time and there is also a greater difference in price between raw and refined sugar than is often seen. The demand is of about usual size for the time of year, but many of the retailers have been holding off buying in any quantities in the hope that the market might be still lower. Local dealers quote Eastern at 5.14 and Michigan at 4.94.

Tea—The latest advices from Japan are to the effect that stocks are entirely cleaned up and all shipments made show an increase in exportation to America of about two million pounds over last season and with a firm market maintained to the present. Stocks in this country are not large. The Board of Tea Experts meets in New York this week to decide upon the standards for the coming season and the question of coloration will no doubt be definitely settled. To the growth of India and Ceylon sales is attributed the decrease in the foreign demand of China blacks, more especially of the lower grades, and the Chinese growers are taking more pains in the matter of fertilizing and improving the quality of the growths, realizing the fact that the decline is largely due to neglect and careless methods of propagation. The Keeman district where strict attention has been paid to these matters, has already become popular, according to the report of Consul-General Dorsey, of Shanghai, and the demand for these teas has more than quadrupled in the last few years. Ceylons and Formosas remain firm, with steady demand.

Coffee—There is little change in the market, although the option market shows a little weakness, but the spot market holds as firm as ever and with the world's visible supply much below the supply of a year ago, it is also stated by prominent coffee importers that the total stocks of Brazils in New York are 1,350,000 bags less than a year ago. This being the case there is hardly any chance of the market declining.

Canned Fruits—The movement of all lines is regulated by immediate requirements of the retailer and consequently there is just a fair demand. Pineapple is about the same price, but stocks are not large. Peaches have

been very active during the past week and prices are very reasonable. Gallon apples are in fair demand and prices are firm and high. The demand for pie goods of all kinds is increasing and the supply of gallon berries is small.

Canned Vegetables — The demand has been good. Tomatoes are still a little higher and the market is very strong. There is an increase in the demand and some of the retailers are taking quite large lots so as to last them until the 1911 pack arrives. There is very little doing in futures in any line. The market on corn is unchanged, but the demand is good. Peas are being sought, especially the cheap grades, but there are very few to be had.

Canned Fish—The supply of both imported and domestic sardines is said to be limited and holders in the East are offering them in limited supply.

Dried Fruits—The supply of apricots is small and prices are so high that the demand is very limited, but the market is firm. Peaches have been moving well and prices are unchanged, but are a little firmer than a short time ago. Prices of prunes are above any prices quoted in former years and the market is still firm; stocks are small in most sizes. Currants are moving slowly and prices are unchanged during the week. The market on evaporated apples is still very firm, but the demand is light for the season of the year.

Rice—A very strong tone prevails on the higher grades. The demand is increasing on nearly all grades, as rice is much cheaper than many other food stuffs of to-day. There is no change in prices of low grade rice of either Japan or head.

Syrups and Molasses—The demand for both syrups and molasses is exceptionally good, some retailers buying in quite large lots. Prices have been cheap on corn syrup and are still so, but the market on molasses is firmer than a week ago. Maple goods are unchanged in price and the demand is about as usual for the time of year.

Salmon—The Seattle Trade Register says there is little trading even among jobbers, and the canned salmon business is practically at a standstill. Retailers are buying only as they need. This is the first time in the history of the industry that such conditions have prevailed at this season of the year. Perhaps as Lent draws nearer more activity may be displayed.

Provisions — Popular sentiment in

the speculative provision trade is for lower values, but this theory has not worked out for great results. The list closed only a trifle lower last week. Hog receipts continue disappointing and supplies are not accumulating. There are only three weeks left of the so-called winter packing season, the trade being such an all-year business now that the line between the two seasons is an imaginary one, although still calculated from. Since Nov. 1 there has been a shortage of 450,000 hogs, as compared with the similar period a year ago, and supplies of the product are not accumulating. Nevertheless, the trade is firmly convinced that the summer and fall run of hogs will be large enough to supply all wants, and it is going on the idea of meeting the contingencies as they arise instead of preparing for them in advance. Pork declined 5@30c, lard closed unchanged to 5c lower and ribs closed 5@10c lower. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1911
Wheat —			
May ...	\$.97½	\$.95¼	\$.96
July94¾	.93	.93¾
Sept.92¾	.91¾	.92½
Corn —			
May50½	.49¾	.50¼s
July51½	.50¾	.51
Sept52¾	.51¾	.51¾
Oats —			
May34¾	.32¾	.33¾s
July34¾	.32¾	.32¾
Sept.33¾	.32¾	.32¾s
Pork —			
May ...	18.47¾	18.05	18.25
July ...	18.00	17.42½	17.00
Lard —			
May	9.90	9.70	9.80
July	9.77½	9.57½	9.67½
Ribs —			
May	9.90	9.67½	9.80
July	9.67½	9.42½	9.55

The Produce Market.

The most important change in the local market this week is the dropping of all except the Western box apples from the quotations. This is the earliest that this has been done in years and is due to the scarcity of Michigan apples. Eggs and poultry are the only other products that have changed in price to speak of and these only 1c. The change in the price of eggs was in favor of the buyer and that of poultry in favor of the farmer. Following are the current quotations:

- Apples—Western, \$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.
- Cocanuts—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 20c 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, 96s and 288s, \$2.25@2.75; Floridas, 126s to 216s, \$2.25.
- Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.
- Potatoes—The market is steady at 25@30c at outside buying points.
- Poultry—Local dealers pay 12c for hens; 12c for springs; 9c for old roosters; 14c for ducks; 12c for geese and 19c for turkeys.
- Radishes—40c per doz.
- Sweet Potatoes—Kiln-dried, \$1.50 per hamper.
- Veal—Dealers pay 6@11c.

The Drug Market.

- Opium—Has advanced.
- Codeine—Has advanced.
- Morphine—Is very firm and tending higher.
- Menthol—Is higher.
- Mercurials—Have all advanced 2 @3c.
- Quicksilver—Is higher.
- Oil Cubebs—Is lower.
- Oil Lemon—Is higher.
- Oil Peppermint—Has advanced.
- Oil Sassafras—Is higher.
- American Saffron—Has advanced.
- Gum Camphor—Has advanced.
- Bochu Leaves—Are higher.
- Glycerin—Is very firm and is tending higher.
- Gentian Root—Has advanced.

The Boston Piano and Music Company, of Iowa City, Iowa, W. F. Main, President, has issued a beautiful calendar and is sending it to its friends and patrons. The calendar is a photo of mother and child, hand colored, and is one of the most attractive and heart string pulling productions of the year.

Those interested in the Grand Rapids Grocery Co., which was recently incorporated to engage in business, are: J. Henry Smith, Detroit, holding 2,400 shares; Helen E. Roffier, Grand Rapids, holding five shares, and John R. Michaely, Detroit, holding five shares.

Bankruptcy proceedings have been begun in the United States Court against Freyer, Mann & Co., of Grant, hardware dealers. The liabilities are about \$5,000, with Grand Rapids creditors interested.

The capital stock of the Hot Blast Feather Co. has been increased from \$50,000 to \$100,000. The company will materially expand its capacity to meet the demands of its growing trade.

The Famous Manufacturing Co., manufacturer of wire and plumbing specialties, has increased its capital stock from \$10,000 to \$25,000.

VITAL ADVERTISING.

A Discussion of Some of the Principles.

Written for the Tradesman.

I.

It was said of the writings of Martin Luther that, "His sentences were living creatures with hands and feet."

That is merely a figurative way of saying that the great reformer had a virile and trenchant literary style.

His words were robust and vigorous. His sentences were packed with thought; nothing languorous and leisurely about Luther, and polish he cared for not at all. He was intensely, passionately in earnest. His soul was dominated by a single master-passion—to convince people, to persuade them and to coerce them by the infection of his own cataclysmic enthusiasm to his way of thinking.

Therefore in Luther's papers, tracts and books, words swing into line as if at the command of a master; sentences stand shoulder to shoulder and paragraphs march with quick, tense and purposeful tread. To save your soul you can not stand idly by as a cold, critical, disinterested spectator—not if there is blood in your veins. In spite of everything you find yourself mixing in and taking a leading part. The simple truth is, there is always something doing on one of Luther's printed pages.

All merchants nowadays spend more or less money advertising their wares and their service. Here and there you will find an occasional storekeeper who thinks that he has tried out this thing of modern publicity and found it wanting, but the inexorable logic of subsequent events will either convert him or—put him out of commission. To get people into your store you have to turn people's attention to your store. That is advertising. To induce people to buy your wares you have to compel people to regard your wares favorably; and finally you have to follow up this favorable impression that you have created, and compel action. That also is advertising. To run any sort of a retailing business without advertising of some sort is tantamount to operating a steam engine without any fire under the water. The only way to get up steam is to apply the fuel.

When we speak of advertising we mean, for the most part, printed announcements concerning the store and its service, concerning our merchandise, its use, value, goodness, dependability, desirability, etc. Whether our announcements are printed from day to day in the newspapers, or whether they are embodied in folders, circular (or form) letters, inserts, booklets or catalogues, and mailed out directly, the fundamental purposes in our advertising are the same. The measure of our success in all these various forms of advertising will depend entirely upon our fidelity to the laws of success in producing effective literature. The main thing in all our advertising is to produce copy of a fresh, vigorous, forceful and compelling kind. Paper, type, covers and illustrative features count

for something, to be sure; but the main thing is, as the newspaper people put it, "the story."

No printer on earth can print a "dead" story in such fashion as to make it interesting. I have in possession at this minute scores of booklets gotten out by all manner of retailers—and some of them are booklets de luxe, insofar as paper, printing and art are concerned—but otherwise inconsequential. Some of them must have cost thousands of dollars, and yet in spite of the enormous outlay incident to their production some of them are positively "dead ones." They would not awaken the slightest ripple of interest in a living soul—unless he were an indefatigable student of advertising, and wanted to use them as typical illustrations of the wrong way of attempting to exploit one's business. Yet in each case the printer did his part excellently. The type-faces are new and clear-cut and the half-tone cuts and colored pages sumptuous to a degree. Verily, the vital spark is the copy.

In the first place it has to get the attention of the reader, and I mean his wide-awake, tense, interested attention. Many of the people to whom it goes, no matter how it is sent forth, are blase, in different and surfeited with advertising of many kinds. Every mother's son of them has that, "I'm-from-Missouri" mental attitude. You will have to make him perk up mighty quick in the action or it is into the waste-basket with this form letter, insert, folder or booklet. Make him attend! Do not apologize for intruding on his valuable time. Do not stammer, beat about the bush and wax facetious apropos of nothing under the heavens! Get his attention! "How shall I get the attention of the people?" enquired a young preacher of the veteran. "Give 'em something to attend to," was the laconic reply. That is the whole story in a nutshell. The only way to get attention focused on your proposition is to put your proposition in such a way as to make it interesting, fascinating, fetching.

"Yes," replies some doubting Thomas, "but what is there about hardware, farm implements, shoes, dry goods or groceries that is so deucedly interesting, people are going to get enthusiastic over it?" "There is a common feeling that business can not be interesting in itself," says Dr. Flinders Petrie, "but there are few, if any, businesses which, if intelligently followed, will not yield scope for some real interest of observation and study." Even if the commodity or commodities you sell do, in themselves, appear to be somewhat lacking in the elements of interest, there is always the possibility of investing them with an interest that belongs, not so much to these admittedly uninteresting things as to certain associated things. Professor William James, of Harvard, states the rule when he says: "Any object not interesting in itself may become interesting through becoming associated with an object in which an interest already exists. The two associated ob-

jects grow, as it were, together; the interesting portion sheds its quality over the whole, and thus things not interesting in their own right borrow an interest which becomes as real and as strong as that of any natively interesting thing."

Let me illustrate by a concrete example just how this trick of investing an uninteresting object with a borrowed interest is turned. Here is a certain mechanism made up of iron, steel and wood. It is complex. There are hundreds (maybe thousands) of parts to it. To describe its operations minutely would require a lot of technical language that would put the uninitiated to sleep. Nobody without a technical education would give a rap for that sort of a description. Get up a lot of advertising talk about the construction and operation of that machine and release it among ordinary folk who have never attended the technical schools and it would create perhaps as much interest as a facsimile of the inscription on the Moabite stone. About one man out of every 3,749 would read it—maybe. But, say, suppose you add a touch of human interest to that copy. Suppose you tell something of the man who first obtained the crude, undeveloped idea of the operation to be performed by that machine. Suppose you tell how, amid difficulties and discouragements, he sought to embody his idea; how others coming along improved upon the original conception; and how, after years and years of patient, tireless effort on the part of many inventive minds, the mechanism was at length perfected—then you have a story. You have added the touch of romance. You have invested prosaic facts with garments of living interest. You have made your story readable. You have made it interesting. The interesting feature in this particular case is not in the machine but in the men who made the machine.

Let me give you another illustration: The other day my furnace got out of kilter. I was burning a ton of coal per week and my wife was complaining about the cold. Now, when you are burning up \$3.75 a week in fuel, it sort of looks as if you ought to be feeling some results—especially when the thermometer stands fifteen to twenty above zero. So I went to the telephone to call up a furnace man. (I never putter around wasting valuable time trying to do a job I do not know anything about.) In my city there are perhaps twenty or thirty furnace concerns. I thought of one concern—we will call it Jones-Billings-Jones. Why did I happen to think of Jones-Billings-Jones? I will tell you. Months ago—so many I have forgotten—I got a little booklet from Jones-Billings-Jones. It was a deucedly clever little bit of advertising. It was illustrated cleverly. The gist of the story was how "Thompson Lost Out." Thompson lost out trying to save two dollars by cleaning his furnace himself. There was Thompson's picture as he appeared before repairing to the basement to interview the furnace. An-

other picture showed Thompson at work. You could see globules of soot coalescing with globules of perspiration. There was another picture showing Thompson under the smoke pipe when it gave way unexpectedly. You could almost hear the things Thompson was saying through his tensely set jaws.

That story got my attention right off the reel. I have been up against the stove pipe proposition in the halcyon days of the past. Having secured my attention, the writer went on to show (in story form) how foolish it is to squander a lot of valuable time, get one's self all smeared and grimed and ruin (maybe) a good suit of clothes—all for the purpose of saving the price of an expert's service. For two bones, so ran the argument, Jones-Billings-Jones will send over an expert. He knows furnaces from A to Izard. He loves the smell of a furnace. He could put a furnace together in the dark. He will take down the pipe tenderly, scientifically and gracefully. He will clean it out thoroughly. He will poke around in all the nooks and crannies of your furnace with his wire brushes (specially designed for the business) and claw out all the accumulated dust. If there is anything out of repair, he will report it and we will send you a memorandum of just what is needed and what it will cost you (or your landlord) to get it fixed. The total cost of having this expert from Jones-Billings-Jones' furnace company clean out your furnace is only \$2. That clever story, so interesting and amusing in itself, is an unanswerable argument. The man who reads it will never attempt to clean another furnace—that is, if his time is of much value—he will do—well, he will do just what I did—call up Jones-Billings-Jones.

Now, in order to turn out advertising copy of this kind your advertisement writer must have a knowledge of human interests and instincts. He must be able to seize the salient points of a given business proposition, and link these salient points up to something that is interesting—and interesting to all classes and conditions of people. Chas. L. Philips.

Selling Garden Seed.

Spring is coming on and the grocer should have his seed department ready for business. It used to be that the grocers sold most of the seeds. They have let the business slip away because they did not take care of it. The seed houses have opened up special stores for seeds and plants because the grocers neglected their work. Hardware stores and drug stores have gone into the seed business.

To win back his trade the grocer must study the seed business. Visit, if possible, some big seed house; see how they handle their business; see about their shipping facilities; assure yourself that you are getting fresh seeds for your customers; make the seed grower guarantee satisfaction. Then when you go home you can push your seed department intelligently and effectively.

47 PER CENT GAIN

In sales for one month is pretty good, isn't it?

That's what Lily White state and city sales did this year in January compared with January, 1910.

And we have never made a house to house canvass.

Or peddled samples.

Or given premiums.

Or annoyed the consumer or the grocer by any questionable methods.

We've just been going ahead making the best flour known to mankind—or womankind—putting it up in clean, protected packages telling people about it and helping the grocer tell them about it.

LILY WHITE FLOUR

“The Flour the Best Cooks Use”

Is really an institution in Grand Rapids. It wouldn't seem like Grand Rapids without it. It's been made here by this same company, in the same mill building and by the same miller for 26 years.

Remember, though, there isn't a stitch of machinery in the mill that was there 26 years ago. All the machinery is modern and very likely, on that account, we're making better flour than we did 26 years ago.

Oh, yes, the building is a little larger and we have put up many new ones, but what we're really getting at is that flours may come and flours may go but “Lily White” goes on forever.

Your loyalty to this home product is appreciated.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.

MICHIGAN TRADESMAN

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 8, 1911

PRESIDENT BOARD OF TRADE.

The term of Heber A. Knott as President of the Grand Rapids Board of Trade has come to an end and E. A. Clements is his successor. Mr. Knott has served two years, which is the limit under the rules of the Board, and has made a record of which any man might well be proud. He has given more of his time to the duties of the office than a man in active business could well afford. He has sacrificed personal convenience and spent of his own money to promote the interests of the city through the organization. It has taken civic pride and civic patriotism to do what he has done, and he is deserving of public gratitude. The administration of Mr. Knott has been full of achievement and tangible results, some of which will benefit the city for long years to come. He has harmonized discordant elements, he has lined up the young men, and the Board of Trade is a stronger, more influential and more important organization than ever before. The business men are more united and the spirit of co-operation is better developed, and Mr. Knott, with his tact and diplomacy, has been an important factor in bringing this about.

Mr. Clements, the new President, is a different type of man from Mr. Knott, and this, it may be expected, will be a source of strength to the Board of Trade and an influence for its continued growth. He is enterprising, aggressive and patriotic. He will bring new elements into activity, develop new policies, apply new theories, and the results will be beneficial. Commendations will follow Mr. Knott as he retires from office, and good wishes will greet Mr. Clements as he enters.

LEADS IN CONGRESS.

What gives promise for a new field of rivalry came to the surface a few nights ago, when at an alumni gathering in New York it was found that the University of Michigan leads all the other American colleges, big and little, old and young, in her representation in Congress. Twenty-seven graduates from this institution are

now members of Congress, while Harvard can boast of but sixteen, with Yale and the University of Virginia a tie at fifteen each.

Of this number from our own institution there are four senators: Shively, of Indiana; Warner, of Missouri; McCumber, of South Dakota, and Sutherland, of Utah. The list of congressmen includes Needham, of California; Taylor, of Colorado; Cox, of Indiana; Good, of Iowa; Anthony, of Kansas; Denby, Townsend, Dieckema, McLaughlin, S. W. Smith and Dodds, of Michigan; Borland, of Nebraska; Conroy, of New York; Gardner, of New Jersey; Johnson and Sharp, of Ohio; Barclay, Cooper and Burke, of Pennsylvania; Martin, of South Dakota, and Plumley, of Vermont.

It is worthy of note that the members represent such widely different parts of the country. It is no small matter to be a law maker. Some colleges pride themselves upon their missionaries, their influence permeating over the utmost corners of the earth. With all congratulations to them, to be recognized as a great power in the making of the laws at home is certainly a reason for self-gratulation of the highest order. Other states may vie for President, but with the real reins of management in the hands of men from our own institution we can well yield the one big chair to Ohio or some other state. From shore to shore her representatives come in behalf of their own constituents. May their wisdom be as broad as the territory covered by the interests of their people. We are proud that the legislative crown rests on our own University!

THE VALENTINE WINDOW.

Valentine's day affords a chance for variety in the window, an opportunity which should never be neglected. Everything tending to add novelty, to show new goods and to give a chance which will be noticed by the most hurried passer-by is a boon to the merchant. Every chance to show his skill in decorating is a red-letter day.

A well arranged valentine window may be one of the most beautiful of the entire season. There is the artistic touch in even the cheapest goods which supplies the grace and beauty that other seasons may not give. Whether the goods be expensive or only penny cards, both spirit and substance are worthy of merit.

There is the travesty on the anniversary, the gaily colored sheet which may exaggerate some trait in the over-sensitive, and thus become to them a thorn in the flesh. This sort of valentines is a direct violation of ancient customs regarding the day. It is one for showing the affection, it may be in a shy, clandestine way. It should render the world happier. Humor is always allowable, but not the wit which stings. Many of the comic sheets can not boast of even wit; although the uncomfortable after-effect may last through life. It is a cowardly way to attack an enemy in secret. If you have a grievance to

air, come out plainly; do not hide behind the day which should have with it associations of the highest order. If you wish to burlesque an acquaintance, be careful how you employ this sort of a weapon. It may cut, and yet prove a double-bitted ax, surely reflecting in the end upon the sender.

Observe the day by supplying the best missives possible. Arrange them artistically and give to your customers and their friends the real joy belonging to the patron saint. Cupid pierces only those whom he loves; his darts were never intended to be poisoned for the enemy.

TRUST YOUR INTUITIONS.

"Second thoughts are wisest," said an ancient. Are they?

You see a child in great peril. Intuitively you spring to its rescue. The man who delays for second thought—he who debates whether he may not endanger himself—marks the difference between the hero and the coward.

Many a man who has carefully reasoned out a project has wished, when too late, that he had followed his wife's intuition when she said, "Don't!" His intuitions, like hers, were against the project, but he reasoned himself into it.

The prodigal son, "when he came to himself," said he would arise and go to his father. Suppose he had debated the matter, how his past would have loomed up against him, and he would probably have missed that welcome—a welcome so warm that it angered his elder brother. If the father had not yielded to the divine intuition of love, how different would have been the story. Suppose the father had taken second thought on the undutiful conduct of his prodigal son, the world would have been robbed of one of the great love stories of the ages.

A writer has said: "Genius works less by a process of conscious reasoning than by a flash of intuition." Then trust your intuitions. Throw away your doubts and fears. Do a man's part, a woman's part, and you will not say as did Sir Walter Raleigh, "Fain would I climb, yet fear I to fall." If you fall, up and at it again. If you try you have at least a chance to win; if you do not try there is no possible chance of winning.

SELF-REVERENCE.

"Above all things, reverence your self," says Pythagoras; and the counsel is as valuable now as in the days of the old Greek sage. Reverence is defined as "regarding with profound respect and affection." While many of us seemingly obey to a letter the old tenet, yet we err in spirit to a remarkable degree.

You have all seen the man who regarded himself with such profound respect and affection that he was never ready to carry his end of the load. His clothing would be soiled, or his back was weak, or there was some equally valid reason for shifting the long end of the pole upon the other man's shoulder.

This is entirely a different version of the matter from that originally in-

tended in the text. We should have so much respect and affection for ourselves as to render us determined to get the best results from our thought and work. "There is a kind of elevation," says La Rochefoucauld, "which does not depend on fortune. It is a certain air which distinguishes us and seems to destine us for great things; it is a price which we imperceptibly set on ourselves. By this quality we usurp the deference of other men, and it puts us, in general, more above them than birth, dignity, or even merit itself."

It is our right to love ourselves. It is our duty to put forth our best efforts to render ourselves worthy of this affection. Done honestly and thoroughly, it should entitle us to the respect as well as the confidence of our fellowmen; but when performed with only the selfish motive in view it rightfully subjects us to ridicule. If we reverence ourselves only to the extent of being lazy, selfish and egotistical, we can not hope for the respect or trust of others. But there is the higher self-reverence, which commands the comment—there is a man.

HELPING BACKWARD CHILD.

The story is told of the lad who was sent to thin out the corn in a field that had been planted too thickly. After a time the owner went to see how he was progressing and found that his explanation of his method was being literally carried out. Instead of removing the smaller stalks, he was "pulling out the big stalks to give the little ones a chance to grow."

Without sacrificing the "big stalks" Pittsburg authorities are giving their attention to the child backward or unfortunate in any way by a hospital in which special work is given to help the weak in any manner. Some very interesting disclosures have already come from the enterprise, and more are expected. The child who stammers, who has defective sight or hearing, who is for any cause behind in his classes and made uncomfortable by those around him because of it, may find friends who look into reasons and help when possible.

While the work is maintained entirely by charity, teachers volunteering assistance after their regular days' work is finished, so many revelations come with the seeking into each individual defect that pedagogy may be sufficiently enriched to bring reward again for the extra work.

It is thus through life. The weak, the halt and the blind are on all sides. We may not feed them in the literal sense, but we can in many ways render the way less hard. There are those who lack along certain directions and yet excel in others. It may be ours to pick up such a waif and set him on the road to usefulness along his special bent. It is better to help them now than to see them fill our juvenile courts and homes for the imbecile. The "little corn stalks" may many of them be rendered fruitful by a separation from the more robust, and individual treatment given for their development.

WOMEN AND SMOKING.

Among the bills for the regulation of women, which are popping up here and there in legislatures throughout the land, is noteworthy the measure presented in California by Senator Bryant, of San Francisco, which undertakes to prohibit women from using tobacco except upon the advice of a physician.

The bill is very strongly drawn, imposing a penalty of not to exceed one hundred dollars' fine or six months' imprisonment for violation of its prohibition, and holding the same penalty over hotelkeepers or others who permit the use of rooms under their control by women indulging in the use of tobacco.

Indicating his reasons for drawing up the pending bill, Senator Bryant said:

"Smoking is a growing habit among women. I think it is a bad habit and should be checked. I notice that women smoke at the theaters; particularly do I hear of their smoking in the ladies' dressing room. I read that at hotels like the St. Francis and the Fairmont rooms are set apart for the use of women who wish to smoke. That sort of thing encourages the women in the smoking habit and I do not think such a thing should be permitted. My great fear is not so much for the rich and fashionable women who are in the habit of smoking in public, but my fear is that the poorer women will be moved to imitate the habit of their rich sisters,

and that thus the life of the women of the land will be corrupted. It is time to stop the setting of a bad example."

The California statesman is too much disposed to alarm. Many observers whose judgement is at least as good as his have no fear that smoking is a growing habit among women, or likely to become so unless stupid men interfere. There was a time when many excellent women smoked. George Washington's mother is said to have liked her pipe; but it was in the early days of crude conditions. Women like pretty and dainty habits and things. Most women consider the use of tobacco untidy to the point of filthiness. Nothing ever is likely to drive women to smoking unless it be an attempt to prohibit their indulgence in the practice. That would possibly cause many of them to cultivate acquaintance with the weed for the sake of showing their independence—the very effect that prohibition of drink has been observed to have among ordinarily exemplary men.

MASCULINE FASHIONS.

One of the distinct compensations of advancing years, from the masculine point of view, is the increasing emancipation from the dictation of styles in wearing apparel. With maturity and prosperity the man of affairs shakes off the dizzy sartorial straightjackets of adolescence and "gets comfortable." This does not mean that he becomes shabby and

slovenly or that he necessarily saves money in dressing himself. It only means that when a man of years and responsibilities visits his tailor he instructs him to fashion his garments according to safe and sane architectural designs.

The edict has gone forth from an organization bearing the name of the International Custom Cutters, that there are to be radical changes in men's fashions this spring and summer. It is said that the "foolish, exaggerated man" is to give place to the "unexaggerated man," which means according to the tailors' blue prints that "shoulders will be narrow, the chest full and the waist narrow, giving the effect of a corset." The trousers will be skin tight, reminding one of the good old days, and will only reach to the shoe top. This is called by tailors the "unexaggerated man." Heaven help the masculine being who has a hankering for a bit of exaggeration along the same lines.

The custom cutters are bewailing the fact that American men do not pay sufficient attention to the dictates of fashion. We are indicted as being "grossly independent" of form and fashion. Only our college boys appear to pay any attention to the mode in clothing, while the men go their way happy and comfortable and not caring a continental whether the custom cutters like it or not. Debonaire young men who are supported by generous fathers will no doubt encase their legs in snake skins and pad their chests instead of their shoulders. The great producing mass

of men will keep right on wearing loose and becoming clothing and the International Custom Cutters can go hang.

PUNISHMENT FITS CRIME.

Japan recently strangled one dozen of her undesirables, taking from 9 until 3 o'clock to do the job completely. In putting people to death the Mikado has the trick down fine, and whatever else may be said of him and his brother "perils," he is no slouch at "taking life easy." The condemned included a woman, and the lot had conspired against the crown, and the ridding of the empire of the band of conspirators will make imperial persons rest easier and the empire more secure. Such a wholesale execution has not figured in the world's movement for a long time, but it will have the effect of making ambitious persons sit up and take notice that the ruler of Japan, "whose objects are sublime, sees to it that the punishment fits the crime" in every single instance of overt act. His imperial highness has the reputation for doing things, and now he will be known for "doing" persons as well, for ridding a country of assassins and conspirators. Bringing order where chaos ruled is worth while in every quarter of the world, and it also shows, as Gilbert and Sullivan once wrote, that the Mikado has a "fascination frantic for a ruin that is romantic," but he does not think that citizens are all the better when they are tough.

Every Day More People Learn

POSTUM

Is better for the human system than tea or coffee

Ten days' trial tells a story

Many grocers recommend Postum because they know from experience the health benefits which follow its use in place of tea or coffee.

Steady, truthful advertising has made millions of users, and its popularity is increasing.

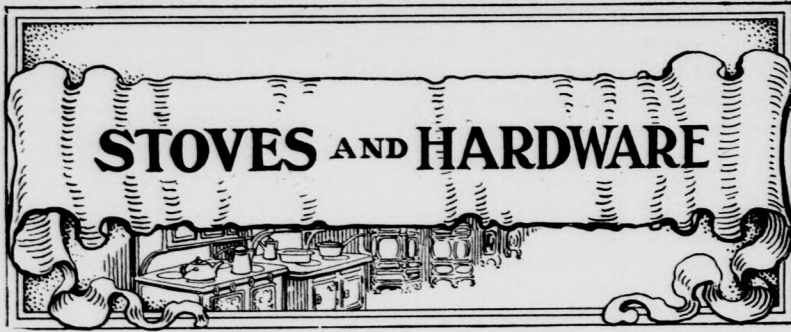
"There's a Reason"

Postum has the friendly co-operation of both wholesalers and retailers, with whom the profit is liberally shared, and the sale is guaranteed.

If Postum is well made—according to directions on package—the change from coffee or tea is easy, and the better feelings which follow make steady customers.



Postum Cereal Company, Ltd., Battle Creek, Michigan



Farm Fencing a Good Line for the Hardware Dealer.

The effects of pushing farm fencing are said to prove very beneficial to hardware dealers. Those who have had experience have found that a very active campaign on this line brought good returns in many ways. George S. Gay, a retail dealer at Jacksonville, Ill., has had wide experience in this line and the information he gives can not help being generally interesting and useful to the trade.

First, as to the most effective modes of selling he says: "I have had fifteen years' experience in the sale of wire fence in connection with my hardware business and found it one of the best side lines outside of regular hardware. My experience as to the way that wire fencing can be most successfully handled is as follows:

1. Get the exclusive sale for your town or city of one good, well advertised fence.
2. Then thoroughly advertise it in your local papers, using cuts of your original design, besides those electrotypes furnished by the fence manufacturers. I attribute my large sales of fence to keeping the subject alive, continually advertising fence, not only in the newspapers but in circulars sent out by mail and wrapped in packages.
3. Get interested in wire fence yourself, or have a special fence clerk who will get interested. Learn all you can about your fence and all other kinds. Buy as many fence stretchers as your customers demand and loan them to purchasers of fence. Have your fence man make a house to house canvass among your farmer customers or fence users.
4. Always have a price on fence (not put up) and make one price to all, regardless of quantity. Use printed price lists attractively gotten up and samples of fence stapled on frames 18 inches wide by 4 and 5 feet high.

Here is some of the hardware sold in connection with the fence business:

Rail Fence—30d spikes, axes, wedges and saws.

Hedge Fence—Hedge trimmers, hedge knives and axes.

Board Fence—8d fence nails, hammers, hatchets and post augers.

Slat Fence—No. 12 and 14 and wire.

Barb Fence—Barb wire, staples, wire pliers, post hole diggers and stretchers.

Wire (hand made) Fence—Machines for weaving stays in line wires. No. 9 and 14 galvanized wire, staples and pliers.

Woven Wire Fence—Staples, stretchers, nails, pliers, wire cutters, barb wire, splicers, gates, steel posts, gate hinges, bolts, latches, post hole diggers and augers, hammers, hatchets, saws, staple pullers, etc.

Condition of Trade.

The important fact in the hardware market during the week under review is the advance which has been made in the price of wire nails and wire. This action has had the effect, as was doubtless intended in taking it, of improving the tone of the general market, as well as the market for these lines. No intimation was sent out broadcast of the coming increase in price and many in the trade were doubtless caught napping, although it is not unlikely in view of the sagacity of buyers and the way in which coming events frequently cast their shadows before that some important orders were placed in time. As a rule, however, the advance came as a surprise to the merchants. It is generally significant as tending to improve the general feeling. Certainly, whether owing to this or other causes, there is a more confident tone in the market, and some merchants who have held prices, for heavy goods especially, under suspicion, are canvassing the propriety of covering themselves on at least a portion of their requirements for the season. There is, too, an increase in the volume of current business. Manufacturers are receiving a good many orders, some of which are fairly liberal, although as a general thing they suggest the conservatism with which purchasing is being done. The changes in prices of hardware are few. Hardware values are remarkably well sustained in view of the somewhat weak undertone of the market. Many goods in the hardware line are, however, already low, and there is little likelihood of change in the price of many of them, especially those in which labor is an important part of the cost. The improvement in the market for iron and steel which, although not radical, is still encouraging, will doubtless tend to give greater confidence in the general maintenance of values in many manufactured products. The growing practice of the trade, large and small, in availing themselves of cash discounts, is an excellent feature and contributes to the comfort of those charged with financial responsibilities.—Iron Age-Hardware.

You may have but one clerk and you and he may work together very congenially and sociably every day, but you won't get the most out of the business unless once in a while

you sit down and discuss ways and means after business hours.

1911 Motor Cars

Oakland Runabouts and Touring Cars, 30 and 40 H. P.—4 cylinders—\$1,000 to \$1,600.

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

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

We always have a few good bargains in secondhand cars

ADAMS & HART

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



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

This is What the Royal System Is Doing for Retailers

Huntington, Ind. Aug. 8, 1910.
The A. J. Deer Co., Hornell, N. Y.

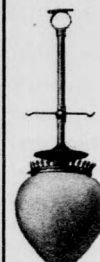
Gentlemen:—The roaster and cutter are working beautifully and am highly pleased with the prospects opened up by this addition to my store.

Yours respectfully,
(Signed) Albert P. Ertzinger.

The A. J. Deer Co.

1246 West St. Hornell, N. Y.

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



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—light ready at a finger touch—don't have to move these Lights—the light comes to you. Write for Catalogue and Circulars (to Dept. 25). Brilliant Gas Lamp Co. 42 State St. Chicago

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.

A Permanent Vacuum Cleaner.

Perhaps the main reason why the average household is yet to be supplied with that most useful modern appliance—the vacuum cleaner—is the imagined complexity of the equipment. The cleaning of one's home without the usual raising of dust, the discomfort of dust laden air, and the spread of disease germs, appeals to every housekeeper. The installation of the plant, however, has been the bugbear, as special meters and circuits have been required for electric attachment, and electric lighting companies have refused to allow the old-style vacuum cleaner motors to connect with ordinary lighting circuits. Now, the vacuum cleaner has reached that state of perfection which enables a plant of one-fourth horsepower to operate satisfactorily in a large residence or a small building, with the entire approval of electric lighting companies; the motor being connected with the regular lighting wires and meters by any electrician. When once installed the operation is simple child's play—no more dangerous nor complex than turning on the electric light.

Another objection at first made to the installation of vacuum cleaner motors has also been overcome in the approval given by the insurance companies to the newest type of quarter horsepower motor.

The present process of installation is simple. The small motor is placed in the basement or cellar, and requires no special attention except oiling twice a year. There are no belts, chains nor gears to get out of order. The dust is sucked through a central pipe into a large dust bag concealed in the motor, which need be emptied only once in two weeks. It is advisable to use black iron pipe, which allows of no accumulation of dirt—a one and one-quarter inch pipe from the basement to the second floor and a one inch pipe above the second floor. Connection between the pipe and the cleaner is made by means of flexible rubber tubing. On each floor of the house there is a wall inlet in the baseboard where the cleaning tube is connected. This is not unsightly, but is merely a small metal cap well concealed in the woodwork. There are no water or sewer connections necessary.

If moving day comes the vacuum cleaner is merely a piece of furniture, like the gas range—not a permanent house fixture like the furnace. The cleaner undoubtedly goes a long way toward solving the domestic problem.—House and Garden.

Origin of Gasoline.

A few hundred thousand years ago several million billion little marine animals died. These little animals may have been the ancestors of the oyster and the clam, or they may have been the direct progenitors of the lobster; but, whatever their relationship to these familiar forms of food, we see the results of their life and effects of their death exemplified in a much more striking manner. Every aeroplane that ever made a flight, every

motor boat that ever "bucked" a wave, every automobile that ever scared a horse, all bear visible, and by no means silent, testimony to the one-time existence of this form of marine animal life. What greater earthly monument could be erected to one of the earliest forms of animal life than an annual yield, in this country alone, of about eight billion gallons of one of the most valuable natural products yet obtained, and of crediting to part of its energy the entire power that has made profitable the building of half a billion dollars' worth of automobiles and gas engines in a single year? This is but one of the uses to which the product of the graveyards of these tiny animals is put. Yes, it is from the burial grounds of the early ages of this earth that we obtain petroleum, and it is from petroleum that gasoline is extracted, and from gasoline that the power to run every automobile (except the electric), every motor boat and every aeroplane is derived. Strange, is it not, that from the very bowels of this old sphere we obtain that which alone has made possible the conquest of the heights of the air?—for petroleum has been found at a depth of twenty-six thousand feet below the surface of the earth.—Saturday Evening Post.

Boost Your Home Town.

Every man ought to be a booster for his home town. If that place is good enough for him to stay in and as a place for him to make his money, it ought to be good enough to say a good word about.

Too often we hear a dealer complaining that the "old town is deadlier than a door nail." If it is, who made it so? It is the men who "knock" instead of getting under the foundation of the place and lifting. It is the fellows who inform every visitor that they wish they were birds, so that they could fly to other places more congenial.

What happens when these fellows do get money enough together to strike out to some other place? Do they forget their habits of depreciation? Not so you could notice it. They soon get to saying the same bad things about the new location and wish they were back where they came from.

There are thousands of towns in this grand old country of ours that are only waiting for the undertaker to get busy to recover from their stunted conditions and start to live again. It has been the "knockers" that have kept the towns down and driven the retail trade to the mail order houses and the big cities.

When a visitor comes to town say all the good things you can about it. When a buyer wants anything do not drive him to the city or county seat for it by not being stocked.

Be the first one to breathe life into the old town, and see how quickly others will be taking longer breaths, too. Boost for the place where you live and do business. If you can not boost get out and give some one a chance who will.—Farm Machinery.

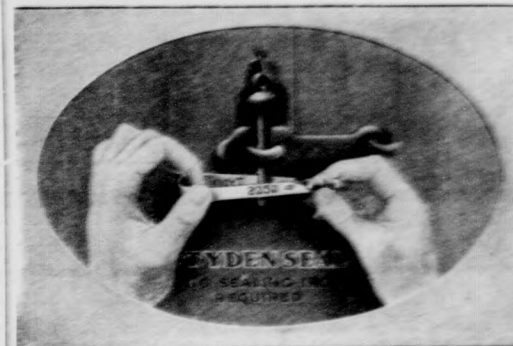
Screwdrivers That Fit Screws Properly.

It takes some mechanics, whether of the professional or amateur variety, a long time to learn the advantages of properly selecting a screwdriver with regard to the size of the screw it is desired either to set or remove. Not merely is it necessary to have the blade small enough to enter the slot in the screw head. It should be a close fit for the slot and the width of the blade should be approximately equal to the diameter of the head. When the screwdriver is a good fit, there is little likelihood of burring up the head of the screw.

The youthful clerk of to-day is frequently the proprietor of to-morrow.

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.



Reasons Why You Should Use the Tyden Self-Locking Seal

Instantly applied. More than pays for itself by time that it saves in application.
It is the only self-locking seal which has stood the reliability test that the railroad companies give a seal.
Your firm name is embossed on the band of each seal.
Each seal bears a consecutive number which makes it impossible for anyone to remove the seal and put on another one like it.

Gives you absolute protection from the minute your goods are loaded until they are delivered to your customer.
Places the blame for loss where the loss really is.
Seals mailed for your personal inspection upon request.
This kind of protection means a lot to you. It costs a part of a cent a cart. Write us to-day.

INTERNATIONAL SEAL & LOCK CO., Hastings, Michigan



PLOWS

NOW is the LOGICAL TIME to buy. WE ARE SOLE AGENTS and handle a full line of the celebrated

Bryan Plows

We are also jobbers of VEHICLES and other

Farm Implements

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BROWN & SEHLER CO., Grand Rapids, Mich.

TRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you how
BARLOW BROS.,
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GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY
Grand Rapids, Mich. The Leading Agency

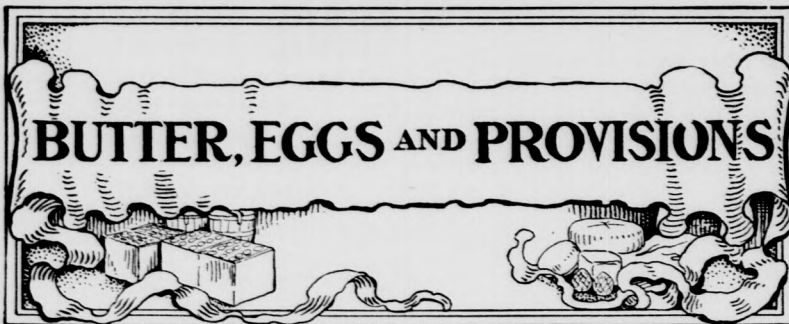
Mica Axle Grease

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.



Marketing and Testing Eggs.

In the egg business, particularly in the wholesale buying and selling end, success depends on the extent of the knowledge possessed by the individual, not only of the trade, but of the product itself. It is a notorious fact that there are commission men who have not only never been on an egg raiser's farm but who can tell very little about the age of an egg from its external appearance. Still, many of these men are considered successful jobbers. They buy and sell eggs in large quantities, but they regard them as ordinary merchandise and overlook the fact that they are dealing in a product whose only use, in a broad sense, is for the maintenance of human life.

This most nourishing food deserves a closer knowledge on the part of those whose business it is to collect eggs and distribute them to the consumer. No matter how many hands the eggs pass through on their way from the farm to the kitchen, each person should have some means

of applying simple tests to determine the age and salability of the goods.

"Know your goods" is the slogan of every good salesman, and it can be adopted with profit by every buyer.

If you do not know how to "know your goods," then it is of first importance that you learn how.

In earlier times those who sold eggs disposed of them near the place where they were produced. Many are still sold in the local markets, but with improved methods of transportation the market has been enormously extended and includes not only remote points in the United States and Canada, but Great Britain and even more distant countries. Eggs which are to be shipped, whether they have been treated with some preservative or not, should be perfectly fresh, and under no circumstances should be packed in any material which has a disagreeable or strong smell. The shell of an egg is extremely porous, and micro-organisms, which have a pronounced affinity for albuminous substances, enter the egg through the

tiny pores in the shell and then, to quote the words of Mr. Dooley, "there's th' devil to pay." The doctors say that these bacteria set up fermentation, which ruins the egg. In plain English, the egg becomes rotten. It may relieve the sensibilities of some people when I explain that the unpleasant odor of rotten eggs is due to the formation of sulphureted hydrogen in the egg substance.

The normal egg-shell is provided by nature with a very thin, transparent coating of a secretion resembling mucilage. Its presence can be detected if you take an egg fresh from the nest, and, after moistening the finger slightly, hold it to the shell a few moments, when it will be found to adhere. This surface coating of mucilaginous matter prevents the entrance of the harmful bacteria for a considerable time. It is evident, then, that if this coating be removed or softened by washing or wiping, the keeping qualities of the egg will be greatly diminished.

In the testing of eggs, the well-known candling method, if done by a person who has good eyesight and is not in too much of a hurry, is satisfactory. Held against a suitable light, with other light excluded, the egg appears unclouded and almost translucent when fresh, and dark colored if it is addled. The color of the shell must be reckoned with in determining this point, and experience alone will help the novice. If incubation has begun—if the chick is beginning to form—a dark spot will be seen. This spot will increase in size

according to the stage to which incubation has advanced.

In judging the age of an egg advantage is taken of the fact that as it grows older its density decreases through the evaporation of moisture. Try this experiment. Dissolve two ounces of table salt in a pint of water. Put a newly-laid, or perfectly fresh egg in this solution, and it will sink to the bottom of the vessel. If an egg one day old is put in it will not quite reach the bottom. If the egg is three days old it will swim in the liquid, and if more than that it will float on the surface and stick up a little higher in proportion to its age, so that at two weeks old only a very little of the shell will dip in the brine.

Fresh eggs are preserved in a number of ways, the two methods most in practice in this country being the use of the cold storage chamber, and by excluding the air by coating the egg with some solution or material which may or may not be a germicide. The first method owes its value to the fact that certain kinds of microbes will not grow below a certain temperature. Thirty-two to thirty-three degrees Fahrenheit is the temperature in most of the storage warehouses in this country, although some American packers prefer it a little colder, say from 31 to 34 degrees. Some English writers say that 40 to 45 degrees Fahrenheit is equally satisfactory, and there is less danger of freezing the eggs. Of course, the amount of moisture in the air in the storage chamber has an important

Save Money on Egg Delivery

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

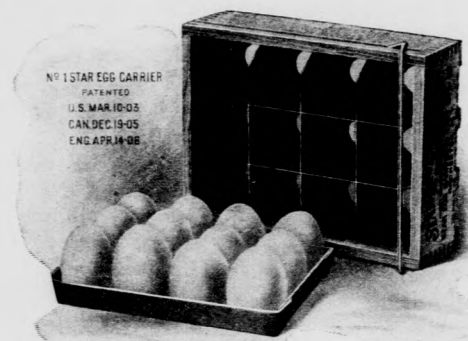
Star Egg Carriers and Trays

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.

bearing on this point. Eggs ought to be placed in cold storage in April and the early part of May. If later than this time, they will not keep well. Eggs which have been stored at a temperature of 30 degrees must be used soon after removal from storage, while those stored at 35 to 40 degrees will keep for a considerable time after removal from storage, and are said to have the flavor of fresh eggs. Stored eggs should be turned at least twice a week to prevent the yolk from adhering to the shell.

Eggs are sometimes removed from the shell and stored in bulk, usually on a commercial scale, in cans containing about fifty pounds each. The temperature recommended here is about 30 degrees, which is a little below freezing point, and these, it is said, will keep well any desired length of time. They must be used, however, soon after they have been removed from storage and have been thawed.

The substances suggested and the methods tried for excluding air-laden bacteria from the egg and for killing those already present are very numerous. An old domestic method is to pack the eggs in oats or bran. Another, which has many advocates, consists in covering the eggs with lime water, which may or may not contain salt. The results obtained by such methods are not by any means uniform. Sometimes the eggs remain fresh and of good flavor and at other times they spoil. Another method of preserving eggs which has met with much favor consists in packing them in carefully cleaned vessels of suitable shape and covering them with a 10 per cent. solution of water-glass (sodium silicate or potassium silicate). The shells of eggs preserved in water glass are apt to crack in boiling, but this may be prevented by puncturing the blunt end of the egg with a pin before putting it into the water.

Possibly there is nothing which he handles that gives the retail grocer so much concern as eggs. No matter how hard he may try and no matter what price he may pay for eggs, he will occasionally sell poor ones. One poor egg in a good customer's basket will make a great deal of trouble.

Of course, the safest plan for the retailer to follow is to buy good eggs, and buy them in small quantities, rather than buy a big lot for the sake of getting a better price.

Then when the eggs are well bought they should have good care. A dry cool place is most desirable. A damp place with a variable temperature is fatal to egg preservation.

Some grocers are very fond of making egg displays, either within the store or in a window. It would appear to be all but needless to add that of all the things a grocer carries, nothing is less suited to display than eggs.

Grocers in the smaller towns, of course, buy larger quantities of eggs from the farmers. These eggs, "fresh" from the farm are regarded as something better than the eggs of commerce the city merchant buys.

These eggs, as a rule, are fresh; but every now and again the farmer finds

a big nest full of eggs in his loft. These are dangerous. Eggs from the farm should always be candled before they are put on sale.

J. St. C. McOuiklin.

Sane Prices Necessary.

What will be the lesson of the present depressed condition of the butter and egg markets? Already sales of next April eggs have been made at 18 cents seaboard. This is but 4 cents less than last season's seaboard price, while the loss on eggs which went in at 22½ cents last year is fully 10 cents a dozen. Does not this look as though 18 cents seaboard next spring is a high price? Let sane buying prevail, and conditions will right themselves. The farmer is entitled to a fair price for his eggs, but when sold at initial points, at 20 cents and better by the actual producer, the profits would make those on kerosene handled by the Standard Oil Co. look sick. The ever-eager scramble to get the April eggs will always prevail, but we hope the man with the purse will curb his buyers and get the eggs at a figure which will not only make a profit for the handler but encourage increased consumption.

Butter conditions are similar to those of eggs. Too great a price at initial points will cause the loss of millions of dollars. Operators alone are to blame for this. That same scramble to get the June product prevails as characterizes the buying of April eggs. Producers of butter and eggs can not get along without the receivers in the great markets. These firms must employ a large amount of capital, take many risks and are entitled to a reasonable compensation for all this. Competition, which makes profits impossible, is always dangerous. The make of butter is but a trifle more than ten years ago, while the increase in population by births and immigration is very large. In 1896 the receipts in New York were 129,595,920 pounds, with exports of 21,318,955. The average price in New York that year was 18½ cents. In 1910 the receipts were 136,011,600 pounds, with exports of only 2,155,302, and the price had gradually advanced until it averaged 311 cents for last year.

April eggs at 15 cents seaboard and creamery butter at 18@20 cents would mean safe investments and an assurance of larger consumption, both necessary for a healthy market. Let the responsible receivers, the banks and operators of refrigerators, get together for safe buying as well as a shake out of the shoestring operators. The country is prosperous, so let us have a deal at safe and sane figures.—New York Produce Review.

Push the Fancy Cheese.

Cheese is just cheese to many consumers, but to the epicure the article opens a whole world of gastronomical delights. This the delicatessen dealer knows and profits by the knowledge, but how many grocers are alive to the opportunities in the cheese department? Fancy cheese will pay for pushing in almost all neighborhoods. We are outrunning Europe as consumers of luxuries for

the table, and the grocers should bear the fact in mind and cater for the growing self-indulgence of the people. The cheese department offers great opportunities for doing this, and the profits are such as will repay the dealer. The display of fancy cheese in a special showcase is enough in most stores to sell the goods, but the dealer should be prepared to sell in small quantities, as in the delicatessen stores, but this practice usually insures a large profit. As for the care of the goods, the grocer's facilities and skill should be equal to those of the delicatessen dealers, who find in cheese a great money-making trade.

Tanners and Dealers in
HIDE, SKIN, FUR, WOOL, ETC.
Crofton & Rodem Co., Ltd., Tanners
37 S. Market St., Grand Rapids, Mich.
Ship us your Hides to be made into Belts
Prices Satisfactory

Ground
Feeds
None Better
WYKES & CO.
GRAND RAPIDS



Tanglefoot
The Original Fly Paper
For 25 years the Standard
in Quality
All Others Are Imitations

BAGS New and
Second Hand
For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes
ROY BAKER
Wm. Alden Smith Building
Grand Rapids, Mich.

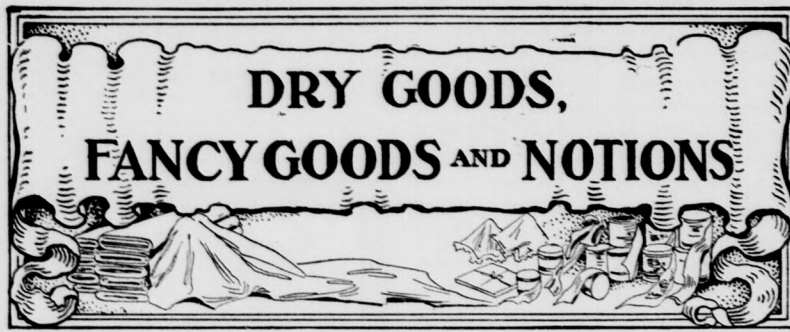
A. T. Pearson Produce Co.
14-16 Ottawa St., Grand Rapids, Mich.
The place to market your
Poultry, Butter, Eggs, Veal

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

Established 1876
Wanted
STRICTLY FRESH EGGS
Moseley Bros. Wholesale Dealers and Shippers of Beans, Seeds and Potatoes. Office and Warehouse Second Ave. and Railroad.
Both Phones 1217 Grand Rapids, Mich.



Leaks That Drain Profits From the Dry Goods Dealer.

In many a dry goods and department store some losses that arise through faulty management foot up a considerable sum. Irregularities of various sorts, unskilful methods, wasteful customs and neglect of details open leaks which, although small in some instances, are in the aggregate of sufficient volume to cause quite a serious drain on the store's finances.

Profits are produced not solely by sales, but in no small measure by what can be saved out of the expenses. The more of the existing leaks in the store's administration that can be discovered and effectually stopped or controlled the greater will be the net profit, and there is no store in which the profits can not be appreciably increased by carefully looking after those leaks which are small in themselves yet in the aggregate count up large.

Over-Measurement of Goods.

"Don't cut a piece off the edge of your thumb," said a merchant to a clerk who was about to run his scissors across the width of a piece of dress goods. Most clerks need the opposite caution. They like to appear liberal to their customers, and with many it is a regular custom to cut off one, two or three inches more material than is paid for. There are stores wherein over-measuring can be readily figured as averaging 1 per cent. of the silks, wool and cotton dress fabrics, linings, drapery goods, laces, embroideries, ribbons, etc. This means that on every \$100,000 of sales in these lines they "give away" \$1,000.

Reckless Cutting of Samples.

An inexcusable leak, amounting to fully one-half of 1 per cent. of the sales in departments where dress fabrics and some other piece goods are sold is occasioned by the custom of cutting samples from the original piece instead of from swatches cut and reserved for the purpose. There are stores wherein the saving effected by avoiding such losses would pay the salary of at least one sales-clerk.

Remnant Lengths.

Many remnants, both of wide and of narrow piece goods, are of unusable lengths, and, therefore, must be sold at a sacrifice. By watching the stock of dress goods, for example, the sales of the last few yards can usually be restricted to dress pattern or skirt pattern lengths, as the case may be. The accumulation of remnants will thus be reduced to the minimum. When there remains sufficient material to make a dress,

skirt or waist, the piece should be marked, "Don't cut."

Neglect of Stock.

Neglecting to dust counters before showing delicate fabrics and other merchandise thereon; handling collars, cuffs and similar goods with soiled hands; returning many lines to their places in shelf or case in a jumbled and rumpled condition; omitting to fold and press into shape kid gloves that have been fitted but not sold—these are some of the causes of the accumulation of a large amount of shopworn stock that must be sold below cost. Constant vigilance is required to check these causes of continual seepage in the profits.

Careless Packing.

The many breakages during delivery occasioned by poor packing and the numerous claims by customers on account of soiled or damaged sent goods, which are directly traceable to the shipping department, form a source of loss that is plainly apparent in many stores.

Improvident Purchase.

The ill-judged selection of (a) sizes, (b) qualities and (c) quantities of wrapping paper, bags, boxes, etc., also their indiscriminate and lavish use, open up a big leak in numerous stores. Lesser leaks of like nature are caused by extravagance or carelessness in the use of stationery, pins, tags, twine, rubber bands, etc.

Empty Cartons.

Quantities of empty cartons formerly holding hosiery, underwear, shirts, collars, cuffs, handkerchiefs, neckwear, laces, etc., instead of being consigned to the waste paper bin, baling press or furnace, can be profitably used in the delivery department in place of boxes and other containers that would otherwise have to be purchased.

Shopworn Goods.

The charges to "profit and loss" for allowances, mark-downs and worthless goods, made necessary because goods have become soiled or shopworn through being carried in unsuitable fixtures, foot up a considerable sum. This loss can be largely avoided by the adoption of glass-enclosed shelving, floorcases and other fixtures specially designed to carry muslin wear, waists, infants' wear, neckwear, shirts, ribbons, laces, embroideries, white goods, etc.

Uneconomic Arrangement.

Many stores are laid out without any thought being given to keeping down the salary list, with the result that here and there a clerk has to be confined to a small selling section where he can earn his salary only during a part of the year. Then, too, extra salespeople, at an added ex-

pense, have to be employed to relieve these small selling sections at luncheon (or dinner), supper and other times. A rearrangement of such stores by an expert will frequently make possible a material reduction in the salesforce.

Extravagant Illumination.

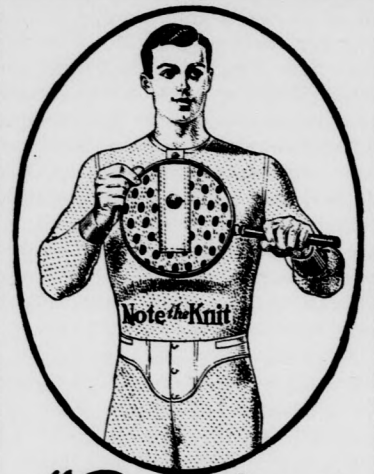
Some stores are too brilliantly lighted. Not glare, but adequate illumination is what is wanted. More than that is extravagance. Electric current costs money. In nearly all stores some lamps are kept burning when not needed — it is "nobody's business" to look after them. Some stores are improperly wired; too many lamps on a circuit, or the lamps on a circuit are unwisely grouped; hence, when the light of certain lamps is needed extra lamps have to be burned, although not needed. Carbon filament lamps are still in use in many stores. These consume nearly three times the current that would be required by the Mazda tungsten lamps.

Incompetent Window Trimming.

Due to his lack of experience and training, much of the merchandise handled by the novice window trimmer has to be sold at a loss. The professional "decorator" knows how to avoid pinholes, creases, rumpling and soiling. He will so place colored fabrics that little or no damage will result through fading.

Pilfering.

How frequently is the shocking discovery made — "he (or she) whom we implicitly trusted has turned out to be a thief." Moreover, there are



TRADE MARK
"Brosknit"
EST. 1894

The underwear that has become very popular with men desiring a comfortable garment for warm weather. This and many other extensively advertised brands you will find in our underwear department. It will pay you to see our line.

P. Stekete & Sons

Wholesale Dry Goods
Grand Rapids, Mich.

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.

BECKER MAYER & COMPANY CHICAGO
VIKING OGRADUATE VIKING SYSTEM
EST. 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

Aviation Caps Hockey Caps

We are in position to fill "rush by express" orders of the above popular selling items. We have the **Aviation Caps**, white or cardinal, packed ½ dozen in box, at \$8.50 per dozen. **Hockey Caps** for children, assorted colors, 1 dozen in box, at \$2.25, and for boys, assorted colors, 1 dozen in box, at \$4.25 per dozen. Ask our salesman or send order by mail.

Grand Rapids Dry Goods Co.

Wholesale Only

Grand Rapids, Mich.

discrepancies at inventory time that plainly point to pilfering as the cause. Special cash registers, a cash and parcel carrier system or a cash and inspection system (according to the size of the store or its particular needs) will reduce such leaks to a minimum.

Incompetent Help.

Through mistaken ideas of economy, young and inexperienced girls are engaged to sell goods which require the expert services of persons of mature years. The loss of trade which inevitably follows this course is, unfortunately, not always realized. The subject of "misfit clerks" may properly be considered under this head. Numerous clerks, by taste and inclination, are better suited to some stocks than others. The girl who has proved inefficient in the cloak department may make a good glove fitter. An unambitious salesman in the silk department might wake things up in the men's furnishings. Transfer such people. They will earn more money for you.

Dissatisfied Customers.

When a possible customer passes out of the store without buying, that fact is indicative of a leak somewhere and one which should have prompt and careful attention. Enquiry may reveal that several leaks call for investigation. The dissatisfaction may be traced to one of the following reasons: Slow service, high prices, incomplete stocks; impertinent, in different or negligent help; dishonest advertising or other irregularities of greater or less importance.

Dead Stock.

Some merchants, unmindful of changing styles and seasons, will continue to carry merchandise for which there is little or no demand—simply because it "costs good money." With many a purchase it takes but a short span of time before the interest on the amount involved "eats up" the profit marked thereon. Such goods should be marked down while there yet remains a demand for them. A first loss may avoid a total loss; which would mean a big leak in the capital invested.

Non-Methodical Buying.

Accumulation of slow-selling sizes, poor colors and "stickers" generally, with consequent overstocked departments, small turn-overs and reduced profits are occasioned by haphazard and unsystematic buying. Loss or sales through "outs" in staple sizes and colors result from like cause. There are systems of keeping account of purchases, sales and stock on hand that are a guide to the careful buyer. Wherever these are adopted and intelligently carried out big leaks are effectually stayed.

Alteration Expenses.

Due to poor buying (i. e., buying without regard to the requirements of the store's trade); due to poor judgment on the part of the salespeople; due to anxiety to please (naming too low an estimated cost for alterations); and due to incompetent management in the workroom, expenses of most alteration departments are greatly in excess of what they should be. Careful study of the various causes as indicated, together with

proper supervision, will greatly lessen this great waste.

Methods of Book-keeping.

When a concern continues old-time, unsystematic, "longhand" methods of book-keeping—under some of which, for example, three entries of the same transaction are commonly made—not only is an undue number of book-keepers required, but errors of various kinds too frequently occur. Among such errors may be cited the failure to enter charges to customers and neglect to charge returned goods to wholesalers. The direct money loss, plus the extra salary expense, amounts to quite a leak. Modern mechanical devices, specially designed for office use, not only decrease the amount of work, but by eliminating the element of error they increase the efficiency. Among such devices are loose-leaf and card systems; calculating, numbering, addressing and duplicating machines; billing typewriters and time stamps.

Passing Discounts.

Even in these days of progressive retailing there are concerns that fail to discount their bills, and even allow them to run beyond the allotted time before making payment. Apparently, some merchants consider it not worth while to take advantage of the discount on a bill of only 1 per cent. ten days, net thirty days (or, similarly, 6 per cent. ten days, 5 per cent. thirty days). Nevertheless, this "trifle" of 1 per cent. (ten days) is the equivalent of paying the wholesaler interest at the rate of 18 per cent. per year for the use of the amount of the bill for twenty days.

Caps Use Up Yarn.

Empty shelves in the wholesale houses where the stock of 4 and 8-fold Germantown yarns should be, bear mute witness to the craze for hand-crocheted caps which has spread rapidly over the country. Were the demand confined to any one section it might be possible to meet it, but North and South, East and West are alike interested, and in consequence the mills find it impossible to turn out anything like a sufficient quantity to meet the need.

Not every grade of wool is suitable for the manufacture of cap yarns, only the finer being used and much of this has to be imported. This is particularly true of wool used in the manufacture of eiderdown and Angora yarns, and the already large demand for these two varieties is continually growing, in spite of the fact that the eiderdown is not a good wearing wool. It is spun without twisting, which gives it a very soft, attractive appearance at the outset, but causes it to mat and prevents it from cleaning satisfactorily. The Angora is much more durable and is increasingly called for while the big popular demand is for the practical Germantown.

Some up to date retailers are pushing the sale of eiderdown wools in the art needlework department by having a competent instructor give lessons in the art of capmaking to each purchaser of the yarn. This not only insures large sales of the yarn but of crochet needles as well.

In the District Court of the United States for the Eastern District of Michigan, Northern Division.

In the matter of William B. Gregg, bankrupt, to the creditors of William B. Gregg, of the village of Onaway, in the county of Presque Isle and district aforesaid, bankrupt, notice is hereby given that the stock of gents' furnishings, boots and shoes, fixtures and other property of said bankrupt will be sold at public auction to the highest bidder on Monday, the thirteenth day of February, A. D. 1911, at 10 o'clock in the forenoon, standard time, at the store formerly conducted by said bankrupt, in the village of Onaway, Presque Isle county, Michigan, by Edward J. James, Trustee, of Bay City, Michigan, from whom you can obtain full particulars as to value, situation, etc., of said property.

Dated January 23, A. D. 1911.

George A. Marston,
Referee in Bankruptcy.
Bay City, Michigan.

Advance in Ribbons.

The recent advance in the price of spool and embroidery silk has been followed by an equal advance in ribbons. The increase in both cases is from 7½ to 10 per cent. Black ribbon quotations were raised about the middle of November, and during De-

cember the slow but steady advance began in colored ribbons as well.

This increased price of the manufactured article is owing to a 20 per cent. advance in price of raw silk. Japan practically controls the raw silk market and the present accumulations in Yokohama amount to less than half the raw silk available one year ago. Furthermore, Japanese bankers are showing a disposition to speculate, Mitsui & Co., the Rothschilds of Japan, having bought 500 bales of the already small visible supply.

Three years ago, owing to the speculations of the bankers the price of raw silk went from \$3.20 per pound to \$5.30 per pound, but the largest manufacturer and importer in this country, after a thorough study of the situation, is of the opinion that prices will not go very much higher this season.

The headline of your advertisement is the guide post that leads people that way. See that the guide post at least is plain in its type and meaning.



H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF



BOYS' CLOTHES

"The Crowning Attribute of Lovely Woman is Cleanliness"



Unseen—Naiad Protects

NAIAD
DRESS SHIELD
ODORLESS HYGIENIC

SUPREME IN
BEAUTY! QUALITY! CLEANLINESS!

Possesses two important and exclusive features. It does not deteriorate with age and fall to powder in the dress—can be easily and quickly sterilized by immersing in boiling water for a few seconds only. At the stores, or sample pair on receipt of 25 cents. Every pair guaranteed.

The C. E. CONOVER COMPANY

Manufacturers
Factory, Red Bank, New Jersey 101 Franklin St., New York
Wenich McLaren & Company, Toronto—Sole Agents for Canada



Manufacturer's Attitude Toward Fabric Shoes.

The following resolutions, adopted by the recent convention of manufacturers, referring to the subject of guaranteeing shoes made from certain fabrics, is deserving of the careful attention of every retailer of shoes:

Notice!

Not because of its practicability or adaptability as a fabric from which to make shoes do we use velvet, velooze, satins and all similar materials, but solely to meet a demand of the public; and we can not guarantee such materials, under any circumstances, to render even a nominal amount of service, and the purchasers of such shoes buy them at their own risk.

Under No Circumstances Should the Buttons Be Reset With Patent Fasteners.

It should be noted that the resolution was directed wholly against "velvets, velooze, silks and all similar materials," but does not express disapproval or want of faith in other fabrics of a more enduring character.

We must assume it was not the intention of the manufacturers to discourage the use of fabrics of known wearing quality, some varieties of which, for instance, Sea Island duck, are as reliable as average leather uppers.

It would be a great mistake to create an impression that all fabric shoes are unreliable, because with the growing population and the growing world-wide demand for leather it is entirely probable that an enlarged use of fabrics in shoe uppers will in the not distant future become an economic necessity.

It would, perhaps, have been well had the manufacturers noted the exception in favor of certain classes of strong and good wearing fabrics and it is our purpose to make this distinction.

The resolution as adopted should serve as a warning to shoe retailers that they buy shoes made of "velvets, velooze, satins and similar materials" at their own risk, and if they have a class of trade that demands shoes made of these materials they should be sold with the understanding that there is no redress in case the shoes do not give satisfactory wear.

While it is true that some retailers are obliged to carry these goods in order to cater to the fashions of the hour, it must be evident to shoe retailers in general that to in any way attempt to develop a staple trade on goods that no one cares to stand be-

hind is a very poor foundation for a permanent business.

It is far better for every retailer to undertake to educate his trade to the purchase of dependable goods. A far-seeing retailer who builds his own business on an enduring foundation is the one who leads his trade toward the purchase and wear of shoes that give the feet comfort, that are modest and neat in appearance and that do not make an unreasonable drain upon the purse.

The greater successes of the retail shoe business are made by dealers who hold to conservative lines, and with whom quality and good fit are of paramount importance.—Shoe Retailer.

Easy To Sell Findings.

"When one goes into a clothing store to buy a scarf, for instance," remarked a shoe clerk the other day, "he does not take any offense if the salesman calls his attention to some other article while waiting for his change, or even while making the principal sale. In fact, I believe that customers often are grateful because their attention is called to their needs."

"I have in mind going into a furnishing store some time ago to buy some collars. The clerk asked me if I was bothered with my overcoat soiling my collar. I at once recalled that I soiled twice as many collars in winter as I did in summer, and I replied in the affirmative. He said the store was making a good many sales on a silk collar protector, to be worn on the street. He showed me one, and I liked it so well that I bought one and thanked him for calling my attention to it.

"It is human nature to like attention and courteous treatment, and I find that it is the easiest thing in the world to sell shoe findings. I do not make a practice of pushing shoe trees one week and polish another, or of trying to sell the article that gives me the largest 'P. M.'

"What I attempt to do is to treat the matter intelligently, and to sell by suggestion. If a customer's shoes show that they are home-polished I always ask if he is in need of shoe polish, and often open a box, calling attention to the new key that prevents soiling the hands, and say something like this:

"If you have trouble getting the cover off your box of polish this new box with the key will interest you."

"You see that gets the attention. The ice is broken and you can talk polish to your heart's content without offending the customer. Then, unless the customer has recently bought polish, you are sure to make a sale. If you succeed in selling pol-



Absolutely Right



Our Gun Metal Blucher or Button Pentagon four dollar shoe is as fine a specimen of modern shoe construction as can be made. In snap, style, fit and wear it will satisfy the most fastidious.

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

Our Bertsch Shoe

During 1910

Replaced a Lot of High Priced Lines in Many a Store

Indications already point to a record breaking year during 1911.

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

Our salesmen will show you the new lasts when they call or a card will bring samples.

They Wear Like Iron

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

ish you feel at liberty to talk about daubers, also polishers.

"I speak of this only as an illustration, of course, but the same reasoning applies to almost everything in the findings department. I never think of selling a pair of snappy shoes to a young man without talking silk hosiery, and nine times out of ten I land a sale.

"The findings business is worth a good deal of careful thought and study, and the shoe merchant should keep himself so well posted on it that he can instruct his salesmen just how to approach customers in order to get the best results. Above all things one should never bore a customer, unless he wants to drive away trade."

The Retail Salesman.

The man with a sour face is not popular, he does not draw trade, he is not apt to make friends, although he may be possessed of many good qualities. There are those who say they can not help their looks. Oh, yes, but you can. You can change that disagreeable countenance into one that is wreathed in smiles and good nature, if you only will. We can do pretty nearly anything in this world we make up our minds hard enough to do, and it is that which requires the greatest effort that counts. So get a cheerful countenance. Find out immediately what causes the sour face. If it is your stomach, get a new boarding house. If it is trouble at home, forget it. Remember, "sufficient unto the day is the evil thereof," and that worrying never yet improved a situation. So go to work in earnest and get on that smile that will not come off. There is nothing like it to attract trade and multiply friends.

If things do not go right at the store do not get disgruntled and sulk. Go to the boss like a man and tell him exactly what the trouble is. Do not be at all afraid. If you are really interested in your place and want to succeed he will recognize it and perhaps smooth away all your difficulties in a minute. If he does not, if you can not get over the grouch, then get busy hunting another job.

Remember that perhaps the man you are working for has every dollar that he has in the world invested in the business. See how much it means to him? Wonder if he is a little peevish at times? Put yourself in his place and try to be just as true and faithful as you would want one working for you under similar circumstances to be.

If you can write a circular or an advertisement so that it will do the work that otherwise would necessitate a personal call, you possess a talent that is valuable and you do not know what you can do until you try.

Do not get hot under the collar, or rise up on your dignity, if your accounts are looked after carefully and scrupulously. Many a young man might have been saved from downfall if an innocent mistake had been

discovered and remedied before it had gone too far and led to other difficulties.

If you want to win out put your mind on what you are doing. You can not get really interested in a stock of goods, you will not get busy studying out some of the good talking points of the new goods, if you have nothing but girl on your mind: if you exist for the pleasure of following up the base ball scores, the fight game or any other amusement. The old rule, "Business first," has never been beaten yet. It is your duty, to yourself and to your employer, when you enter the store in the morning to put all outside matters behind you. Forget them and dig into the work before you with all the energy and determination which you possess. Get so busy, so interested in your work, that somebody will have to notify you when it is time to go to luncheon. Do that and you will not have to worry about the result.

Boost for the house, first, last and all the time.

"A little silver and a little nerve," as the fakir said at the circus, have made many a man. There is a whole lot of truth in it, and of the two the nerve takes first place. The man with lots of grit, who knows no such word as fail, who just will not be downed, strikes a winning gait sooner or later. Do not lose your hold. Hang on. Be persistent. Difficulties are never so great as they at first appear. Keep your nerve and keep pegging away.

Above all things if you want to be a successful clerk or business man take care of your health. It is a matter of prime importance. At the recent banquet of stove salesmen of New York, Prof. Donovan, physical instructor of the New York Athletic Club, gave some excellent advice on this subject. He spoke on the benefits of a temperate life. "Regular exercise," he said, "will make a man smart and bright, physically and mentally. Most men are lazy and need competition to bring them to take active exercise. The competition should not discourage but spur you on to do your best. Striving for physical accomplishment brings incentive to mental effort and fits the body, too, for the effective use of the intellect. Regular exercise clears your brain, lengthens your life and makes you fit for your work. Over-eating is responsible for 75 per cent. of the deaths. Cut out the meat and eat more bread, but refuse clammy bread; get dry bread or toast and good butter. Keep your stomach in good condition. If it feels sore to the touch it is out of order. Give it rest and light food. Not ten men in 100 know how to eat to live. They seem to live to eat. Eat rightly and lightly and then get all the sleep you can. Then you can meet a cranky customer with good temper and succeed with him. Wherever you are, get your body in a glow every day by exercise and eat rightly. Then you will have good wishes for everybody.

It will not be many months now before all will be thinking about vacations again. The time will be here before we realize it when the mercury will climb up toward the top of the tube, and many will wish that they could afford to take a little unusual summer trip. Why not begin to think about it right now? Why not make a little special effort towards saving, to lay aside a little more than you have been accustomed to doing? It will not hurt you a bit to make some sacrifices; you will find, on the other hand, that it will probably make a better and stronger man of you, and what enjoyment and satisfaction that little bundle of greenbacks will bring in "the good old summertime."

Featuring Shoe Polish.

A retail store in the Southwest has been doing some clever advertising. Neatness in footwear and a boom for blackings and dressings were the features emphasized. In the center of the display of polishes, brushes, trees and other findings was a sign reading thus:

"Save money—Our new dressing preserves the life and prolongs the wear of your shoes—A shine a day for 100 days at the bootblack's will cost you \$5 at a nickel a shine. A box of our new dressing will give you 100 shines for a dime. The profit to you is \$4.90, a sum big enough to buy you another pair of shoes. We ask only a dime for our advice, and we will give a box of blacking to those who take it."

A thousand cards bearing this same appeal were distributed about the city, and into the box of every customer a like card was placed. Also, a catalogue was enclosed, bearing a price list of blackings, brushes, trees, etc., with suggestions for their use. The scheme did not incur any great expense.

Gummed innersoles, that is, leather innersoles with gum attached to them, so that they can be easily put in a shoe and made to remain where they are put, are proving to be good sellers.

Merely using a cut in the same space with your advertisement is not necessarily illustrating the advertisement. Use cuts that fit or else confine yourself to type.

Do not be afraid to spend a few dollars, or more, every year in getting good trade and business literature for yourself and your clerks to read.

Mayer **Leading Lady**
Fine Shoes
For Women
Satisfy the Trade

The McCaskey Register Co.
Manufacturers of
The McCaskey Gravity Account Register System
The one writing method of handling accounts of goods, money, labor, anything.
ALLIANCE, OHIO

The Mark of QUALITY In Men's Shoes



So has this trade-mark (the Indian head on a skin) become, and so is it recognized by the purchasing public

It is worth money to you if you are in position to profit by it.

Every shoe sold under this trade-mark we guarantee to be solid leather throughout, and it is this, combined with high-class workmanship, that makes them in demand among those who are seeking comfortable footwear.

Join forces with us by securing the agency for your town before the spring season opens. Write us to-day for samples.

Hirth-Krause Company

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

WHERE DO THE PROFITS GO?**Business May Increase But So May Expenses—Watch Result.**

Merchants who have been in the retail business for a number of years may have noticed the constant increase in the amount of business done, and likewise the decrease in the per cent. of profit. Why not locate the reason, readjust conditions and make more business mean more profit?

The merchant depends upon the public for his trade. He must forget his likes and dislikes, appeal to the popular taste and run his store to please his customers, not to suit and please himself.

More than ever before, the store, the merchant or the clerk who is always ready to do any little act of kindness or favor of any kind for customers or prospective ones, is the one that gains in popularity, and the popular store is the one that gets the business to-day.

Too many merchants are long on dignity and short on popularity. Each one tries to make his store popular, but how best to do it—that is the question. If successful merchants are any criterion, here is the best recipe: Keep goods that are up to date. Sell at reasonable prices. Make every customer a friend. The last is the whole secret, but it is mighty hard to accomplish.

Generally speaking, it is best to adjust all possible grievances customers may have, no matter who is at fault. A little friction here and there drives away trade, and, do not forget, profit, too.

In smaller towns customers to-day demand much service whether patronage is small or large. They expect you to exchange goods, pay back money for goods, make good all losses, extend credit, visit with them, advise them in time of trouble, run errands for them, write letters for them, etc., all of which the wise merchant does, and does with that ease and tact that at once make him popular with his trade.

There are some things he should not do—it cuts out the profit. For instance, when a customer asks you to go out and buy some goods not returnable and then refuse to pay for them, you lose.

When Mr. A., who is O. K. financially, wants to borrow \$100 for "a day," and then proceeds to keep it a month before returning, you lose.

When you contribute too liberally towards the one hundred and one things that come up right long, many with little or no merit, you lose.

These continual losses, small although they may seem, eat up the profit.

Why not weed out the many losing accommodations and cultivate the trade-winning ones?

Even to-day many stores fail to provide the little features that tend towards popularity. No drinking water, no polite clerks, too few chairs, no place to get warm in winter, too hot for comfort in summer, no willingness to exchange goods, no relief from complaints—no service—these

are the things that drive away business. If you would correct them, try one by one, if you please, and note the quick results.

Another loss of profit is brought about by the desire on the part of some merchants to close out novelty goods too quickly and thus suffer the loss of ordinary profit. This tendency is carried much too far in some cases and not far enough in others. Either spells loss. Why not buy in smaller quantities and make the maximum profit?

For example, a dealer buys ten cloaks at 7.50, sells five at 12.50. By this time the wholesale price is reduced to 6. Another merchant who bought only five at the first price (7.50), has his garments sold and replenishes his stock at 6, sells at \$9 now, makes a good profit and forces the first merchant to reduce his price to \$9, and accordingly lose \$1.50 of profit on each garment.

Look back for experience; look forward to profit by it. Look over the expense account. Eliminate useless expenditures. Weed out the losses—even the tiny mice in your store cost you several dollars per head per year—look closely to the little losses, their total will surprise you. Keep a constant watch for the new things as they come out and do not forget to make a profit on them. It is not that the plain wants and needs of the people are satisfied, for they could be satisfied with goods whose styles never change. It is the new, the unusual, the different that has so radically changed the retail business of to-day, because few merchants grasp the opportunities presented by the new things as they come along.

Not everything new is good for every location and for every store. This is why so many lose on stocking the new conceits. Why so many leave them out entirely. Why, in either case, they lose the profit.

It is for this reason that the judgment of every retailer must be trained and called into use by careful understanding of his trade before he undertakes to make a profit on the new things as they come up from time to time.

Take the proper profit on new goods and turn them frequently. Go after the unnecessary losses and increase trade through popularity.

Do these things and you will have done a whole lot towards making more business mean more profit.

L. A. Packer.

Get up on top of the job of bossing your store and you'll be more contented with your work and your profits. Too many let their work get the upper hand and actually become slaves to business. Better make business your slave. You will live longer and die happier.

The great mass of people in this country are heartily sick of the cry "You mustn't do anything to hurt business" and its application to so many things that so many people want. The wise business man never uses that cry. There's always a better way.

**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.

**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.

THE biscuit form of **Shredded Wheat**, combined with its fine flavor and *nutritiousness* made it an instantaneous success. Our advertising has been unique—besides magazines, newspapers, car cards, sampling and demonstration,

We've Used Niagara Falls to Advertise

Shredded Wheat
IT'S ALL IN THE SHREDS

Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about **Shredded Wheat**, and as a result **Shredded Wheat** is *better known* and therefore *easier to sell* than any other cereal food. Take advantage of this and keep **Shredded Wheat** prominently displayed—you'll have lots of sales, and every sale means good profit to you. **Shredded Wheat pays.**

The
Shredded Wheat Company
Niagara Falls, N. Y.



MAKE PEOPLE TALK.

Live Merchant Will Do Things and Start the Tongue.

How refreshing it is to run across the real live, wide awake merchant who has the whole country talking about him. So often you hear the remark, "There goes old Mr. Blank. He has been in business here in town for twenty or thirty years. Everybody knows him and he knows everybody etc." So often you learn that this man is merely a fixture in the town; he knows all the people and they know him, and that is as far as it goes. His business moves along and perhaps affords him a living, but the chances are that his business is not noted for its bigness.

He has failed to make people talk about him. But here we meet another merchant. His step is quick, firm and positive—every action seems to mean something; and you soon learn that this man is doing things to make the people of his community talk about him because he knows that nothing on earth will stimulate a business like having people talking about the business, providing, of course, that the talk is favorable. This thing is true of all kinds of business; the great advertisers, men who spend fabulous sums of money realize that if they can say or do something to cause people to talk about their business they have wonderfully increased the value of their advertising. The retail merchant is coming to appreciate this point more and more. He is finding that it pays to have people talk about him and many are scouring every nook and corner in search of some idea that can be put to work making people talk.

The merchant might gain a point by following the tactics of the prize fighter in getting people to think and talk about him. You notice that when two noted pugilists are to meet in the ring they do not quietly get together and arrange a date for the affair to take place immediately, no, not at all. They want a great crowd there for business reasons, so they start the thing by telling the public that everything has been arranged, the papers signed, forfeits posted, referee selected and all. But, mark you, they do not say that it is to be a hurry up match to be pulled off next week—no, they want the people to have a long talking spell, so they say the date will be three or four or six months later. Then every day or two you will discover that some sporting page editor has discovered something new about one of the pugilists; the thing is scattering broadcast, and the people talk about it, so it goes as the weeks pass, until the first thing you know the people are worked up to a frenzy and men stand on the street corners and argue pro and con. Why? Simply because the promoters are artists in making people talk about their business.

Now the merchant can do the same thing to a great degree if he will do it, but it takes more than the old time "fence board advertising" that says, "Go to Thompson's for

your shoes, etc." It requires a little touch of human nature injected occasionally to arouse people; you will have to do something a trifle out of the ordinary before you can hope to have the people of your town and vicinity talking about you, but if you touch people in just the right way they will talk and boost your business for you.

Why not try the general tactics of the prize fighter in making people think and talk about you? For instance, why not tell the people through your local paper and by personal letters that you contemplate going to a certain market at about a certain time to order a special line of goods for your people? Get them to thinking about you and that special line of goods. Then when you do go to the market or factory, have your local editor give you a write-up, stating that you left town on train number so and so at a certain time—going to the factory to order a special line of goods to place before the people of your section of the country. After you arrive at the city where this great factory is located, write back home that you are at the factory, personally supervising the preparation of forms, models, patterns, etc., for that particular line of goods that you are ordering for your trade. Then when you get back home, get busy at once telling the people about the great line of goods you have ordered—one man that we know of even started the thing before he got home by writing a few letters to some of his customers while he was at the factory, telling them how glad he was to be able to get such a line of goods, etc. If you tell it to every customer that comes into your store, and mention the thing through the papers you will soon have the people guessing.

Why, man, you bet you can make people talk about you and your business, you could have the whole community wild over that new line of goods by the time you were ready to open the cases and show what you had in store for them—you could have them lined up and waiting for you to throw open the door on the day of such an opening.

Making people recognize you and talk about you is largely a matter of using the head and doing a little of the right kind of boosting—if you will get in line and give people a chance they will talk all right, but if you hide your light under a bushel they will not know it is there, consequently have nothing to talk about.

Do not be afraid to ask a profit on your goods. The man who tries to meet every cut on every line he carries will soon find it hard to meet his bills.

Do not depend exclusively upon any one form of advertising to build up your business. Attack the public from as many angles as possible.

A grouchy man in a store is anything but an asset. The best rule for him to follow is, If you can not be cheerful, be absent.

Pay Your Running Expenses

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

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

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

NATIONAL BISCUIT COMPANY

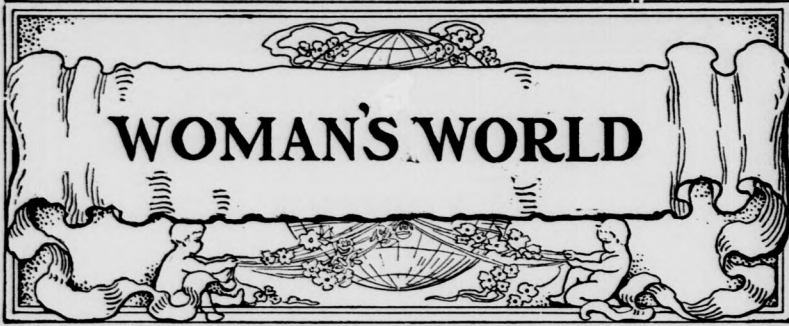
WORDEN GROCER COMPANY

The Prompt Shippers

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.



Will Love Alone Suffice?

Written for the Tradesman.

Just now when the shop windows are showing such marvelous creations of celluloid and lace paper, and every possible rythmical combination of heart and dart and Cupid's art is being brought into seasonable play: when we half expect to see the tricky little god himself anywhere around a corner, with a full quiver of sharply pointed arrows ready to take certain aim at any youth or maiden in his vicinity—at this time of all times a letter comes to me from a young woman in Wisconsin, asking me to help her solve what she calls, "The great problem of her life." She has no objection to my using her case to work out a solution of the same problem when it presents itself to any one of my many young women readers, only she says I must speak of her, not by her actual name, but as "Perplexed Girl."

She writes as follows: "I have two admirers. Of course, I have more than two boy friends, but when I speak of anything serious, it all ciphers down to these two. Jim has been going with me off and on for nearly two years. I never really have encouraged him, and whenever he has begun to get sentimental I always have shut him off. Still, I have accepted his attentions. Jim is rich—or his father is—and as he is an only child it all amounts to the same thing. His automobile is the very finest and latest model there is in this town. He is a crackerjack of a driver and many a good ride have I had in that luxurious car. The good money that boy has spent to send me violets and roses and lilies of the valley out of season!

"He is an agreeable man enough, and everyone thinks I am just standing in my own light that I do not take him. 'Don't wait to put on your hat,' they all tell me, 'take him quick, before he gives the same chance to some other girl with more sense in her head.'

"Now, I have tried to like Jim, everybody thought it would be so suitable. I have tried to fall in love with him, and I just can not. The most I can say is that I do not dislike him, and that I appreciate his uniform kindness and devotion. I have no deeper feeling regarding him. When I went East last summer and Jim's letters went astray so that it was fully three weeks that I did not hear a word from him, I did not think anything about it. Really, I had to count up on the calendar to see how long it had been. I do not believe I am in love with Jim.

"Now, with Joe it is different. I wish, dear Quillo, you could just know Joe, for then you could advise me more sympathetically. Joe is not dull and heavy and slow-witted (as I must say Jim seems to me since I have known Joe), but he is entertaining and sees a point, and all little ordinary circumstances are interesting when he is by. The long and short of it is that a street car ride with Joe is better, infinitely more enjoyable I would put it, than with Jim in his automobile. I would rather wear a white clover or a ragweed flower that Joe picks for me than Jim's American beauties.

"My Aunt Martha with whom I live and who has been very kind to me, and who I know is trying to advise me for my own good, tells me to take Jim, because Jim is sure to be well fixed in time. I forgot to say that Joe is poor, in fact, I never have thought very much about that part of it; but he is. He is just starting in life and he has his own way to make. Aunt Martha says to marry for money and work for love, then you get the money anyway. She tells me she has known a good many who married for love and worked for money who did not seem to get either one, and became dissatisfied and very unhappy. She says, too, that I am so young, only 20, that my feelings are not a reliable guide. Dear Quillo, please give me your views and help a poor,

"Perplexed Girl."

To this girl, to every girl who is racking her brain over the distracting problem of deciding between two lovers, one of whom seems highly eligible to her friends and the other is the choice of her own heart—I would offer counsel in this vein:

You tell me that the most you can say regarding Jim is that you do not dislike him and that you appreciate his uniform kindness and devotion. You say that this young man has been showing you good times for two years, and that he has been in circumstances that he could back up his attentions with a fine automobile and a profusion of hothouse flowers, and that you still feel indifferent regarding him. Then it is plain as day that you are not in love with him, not even the least little bit in all the world. Now I should say, your Aunt Martha to the contrary notwithstanding, let this settle the matter—so far as Jim is concerned.

I am sure this advice coincides with your own feelings and you will be glad to follow it. What you want of me now is to go on and say that I think it will be safe and wise and

Putnam's Menthol Cough Drops

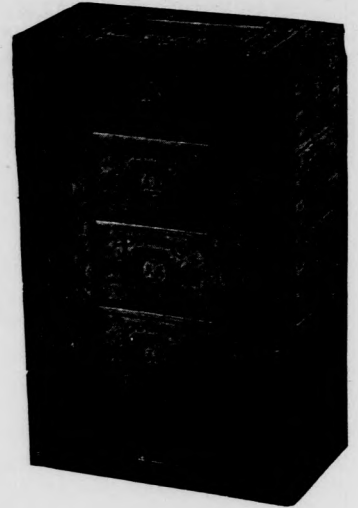
Packed 40 five cent packages in carton. Price \$1.00.

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.



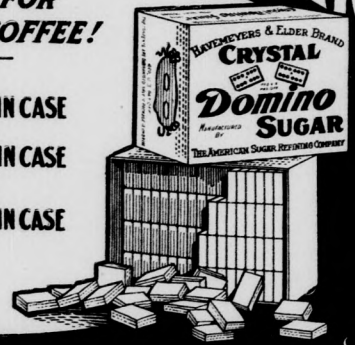
CRYSTAL DOMINO SUGAR

**BEST SUGAR FOR
TEA AND COFFEE!**

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

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

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



Hart Little Quaker Peas

Are Delicious



JUDSON GROCER CO.

Distributors

Grand Rapids, Mich.

prudent and the very best thing to do, to take Joe.

I wish I could. "All mankind loves a lover." Even those of us who are middle-aged and have grown unromantic, matter-of-fact, and even prosaic, like to see a sweet little love story acted out in real life. When we find that the cute little god with the big bow and the sharp arrows has been getting in his work, what one of us all does not want to say to the gallant youth and his fair chosen maiden, "Go and get married and may God bless you!"

There is a whole school of literature, if I may so denominate it, whose virtual teaching is that love alone will suffice. The Bible and Shakespeare are hardly more widely read, and not with one-quarter of the eagerness. When Mary Jane Holmes died one Chicago daily made the comment that certainly she had written thirty-nine of the best sellers that ever had been put upon the market. These are the books that people sit up nights to read, and cry over when they come to the sad places. All the Mary Jane Holmeses and the Laura Jean Libbeys and the Bertha M. Clays will tell you to take Joe without further parley and be happy.

Now it really is painful to me not to give my hearty sanction to your evident wishes. Oh, if only that irresponsible little Cupid could be made to use some kind of judgment when he takes aim and lets fly those far-reaching darts of his! If only he could be compelled to put up a sufficient bond that his sharp-shooting will not eventually land his victims in a divorce court! But no debenture company, nor all the debenture companies on earth combined, ever could risk standing good for Cupid.

Alas! that it should fall to me to tell you that while the fact that you are not in love with Jim should settle things negatively as to Jim, the fact that you are in love with Joe does not alone make it wise to settle matters affirmatively as to Joe. This is the sum and substance of the whole matter.

Love is a plant which may spring up with almost mushroom rapidity, but which quickly withers and dies unless it has good deep soil in which its roots may spread and find food.

If Joe has character, if he is the kind of man whom other men respect and whom women older and more experienced than you are, esteem highly, then there is ground to suppose that your present great liking for him may deepen with longer and closer acquaintance.

If the enjoyment you now feel in each others' society is based on a sufficient likeness of tastes, principles, habits and opinions, not in all trivial things but in essential and important matters—in short, if you are temperamentally congenial and suited to each other—then there is reason to believe that you may continue to find a clover or a ragweed culled by Joe better than a costly greenhouse order from another.

If added to these other qualifications Joe has the push and energy to fight his battle in the fierce struggle of life, and gives fair proof that

he can make your livelihood as well as his own, then, after time enough has elapsed for these things to be proved, I do not see but you may safely give your all into his keeping. I will add, just as I did in the case of the other suitor, Aunt Martha to the contrary notwithstanding: Of your little romance I sincerely hope that the long years may bring the ending such as you wish it to be!

Meanwhile let me suggest that if you at all suspect that Aunt Martha feels that she has done enough for you and would like to have you off her hands, you certainly are old enough to make your own living. You can not self-respectfully take your support from her longer unless you are very sure that it is her decided preference that you do so. If you are to marry a poor young man, earning your own living two or three years would be an excellent education for you anyway.

Permit me also to say that while these words of mine probably will not clear away all your perplexities, it often is better to stay perplexed for a time than to decide important matters rashly.

If it should happen that you find the lover whom you now think so noble and manly is lacking in some of the essential attributes I have mentioned, while doubtless you will experience bitter pain and disappointment in consequence, remember that if you come to know these unwelcome truths before marriage—as you inevitably would come to know them after marriage—then you are getting them at the short price instead of paying the long one. Quillo.

Demands of Hospitality.

Hospitality demands the courtesy of a gracious note of thanks. To call up your hostess on the 'phone and tell her what a delightful visit you

had at her house is not sufficient.

Send the note at once, do not put off writing it until several days have elapsed since your visit.

The girl who makes a point of acknowledging a favor done her, by a gracious little note, sent at once, wins more friends than she who spends much time in telephoning or in being effusive in her thanks when she happens to meet her hostess perhaps several weeks after the favor has been granted or the hospitality offered her.

Good manners always pay in the long run. They may seem to be unnecessary and irksome at the time, but the girl who is always courteous and who is careful to carry out all the little forms and obligations of the social life will find that after all it does pay.



The Popular Flavor

MAPLEINE

Better Than Maple

Order from your jobber or

The Louis Hilfer Co
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

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.

**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.

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO.

You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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.

TAXATION OF PROPERTY.

Levy on Mortgages Often a Hardship on Borrowers.

Written for the Tradesman.

In a previous article I have spoken at some length of under-assessment and why it so generally prevails. Under-assessment would work no injustice provided all taxable property were under-assessed alike, that is, all at the same relative proportion of true cash value, say one-fourth or one-third or one-half; but the trouble is that property is not all under-assessed alike, and under the present administration of our system of taxation it can not be. Some property must be assessed at full cash value. The mortgage is a notable example of this kind of property. This brings up the whole disputed subject of mortgage taxation.

About a dozen years ago, I should say, a regulation was made by which each supervisor and assessing officer is furnished with a list of the mortgages and other recorded credits owned by the residents of his district. Of course this applies only to mortgages and recorded credits on property in this State. Previous to that time a moneyed man might or might not "give in" his loans to the assessor. If of a magnanimous turn he would give in something as a sort of courtesy to the public, and this was assessed at about the same proportion as other property. If he chose not to give them in, his mortgages were considered his own private affair—no one knew just how much he had invested in that form anyway. Now the assessing officer goes to the property owner armed with full knowledge of the mortgages he possesses. There is no concealing them. So the owner simply states how much has been paid on each, the assessor makes deduction of the part so cancelled and assesses the remainder at full cash value, because the assessment of mortgages must be reported to the Board of State Tax Commissioners.

The local-patriotic principle of under-valuation is up against it in this matter of mortgages. Under-assessment of other property and cash value assessment of mortgages place an undue proportion of tax upon these credits. Side by side with real estate at 30, 40 or 50 per cent. of each value, mortgages have been and now are placed on tax rolls at full value. As 7 per cent. interest is the utmost the law allows the money lender to receive, it will readily be seen that where taxes run 4 per cent. or over on assessed valuation, the money lender gets only a slender income on his investments, even at 7 per cent. At 6 per cent. less, merely a pittance.

The mortgage-tax law, coupled with the practice of under-assessment of most other property, has worked peculiar injustice to resident money lenders who were not bankers. For money can come in from other states, be loaned out on mortgages, and not pay a mortgage tax at all, since the tax on mortgages comes under the head of "personal" tax, which is assessable only to actual residents of the State. Banks, that is banks that

can loan on real estate, can loan on real estate mortgages without paying the mortgage tax, since banks are taxed only on their capital stock and surplus, not on their loans.

Borrowers, especially those who borrow in small amounts, have suffered perhaps even greater injustice. For the man who owns a farm, or village or city real estate, and needs to borrow money, the easiest, cheapest and most satisfactory way to do it is to give a mortgage on his property. When the amount wanted is small and not for a long term of years, it is practically impossible to obtain money from outside the State. Local banks do not care for the real estate loans, since they can make more on short time notes. So the poor borrower is forced to the most expensive and disadvantageous methods of securing the needed loan. Often he has been driven to deeding his property to the money lender and taking a contract in return, and many appalling tales of bonuses and extortionate rates of interest would be revealed if the whole truth of the actual workings of our mortgage tax law were made known.

While laboring under all these disadvantages, it must be remembered that the mortgagor, no matter how deeply he may be in debt, must pay the tax on his whole property, the same as if he owned it clear. The fact that the mortgagee may be paying an egregious tax on the mortgage does not help the debtor in the least, but rather has the effect of keeping his rates of interest needlessly high.

One whole county in Michigan was reassessed by the Tax Commissioners this last year just on account of this mortgage tax proposition. In some sections the real estate mortgage has been almost driven out of business. Investors, while their money has been needed right at home among their neighbors and acquaintances, have been forced to place it elsewhere in securities that would escape taxation.

The Governor has recommended that the present mortgage-tax law be repealed, and a small tax for recording be substituted therefor. Such a measure would afford great relief to both borrowers and lenders, and would not diminish to any great extent the revenues of the State; on the contrary, it would probably increase the revenues as all mortgages would then be taxed.

It may be said right here that no fair-minded money lender would object to bearing a just share of the tax if mortgaged property were considered as held in joint ownership, mortgagor and mortgagee each standing his proper proportion of tax, the same rule holding good whether the mortgagee were a bank or a private person, and whether living inside or outside the State. The difficulty with this plan is that while theoretically fair, it would be somewhat clumsy and hard to administer. In actual practice it might be better for all concerned to abolish the tax and let interest drop to the point where money could be easily had on good security, if our present absurd mortgage tax were done away with.

Abolishing the mortgage tax would not do away with the necessity for enforcing the law that all taxable property shall be assessed at full cash value, for obvious reasons. No other basis than cash value, as nearly as this can be estimated, is practicable for fair and just assessment. The contention of the railroads that property generally is under-assessed can not be met by a "You're another" to the railroads, but by bringing all taxable property, whether belonging to public-service or other corporations or to private individuals, up to full value.

How is this to be done? Not by increasing the penalty for under-valuation—that would accomplish nothing under present conditions—but by making certain changes that would knock out the props upon which the whole structure of under-valuation rests.

Doubtless the most effectual way to make these is to separate local and State interests in matters of taxation. Until this can be done—and we never shall have as good a system as we might have until it is done—much might be accomplished by bringing all assessment rolls under State inspection. Reporting to the Board of Tax Commissioners raised mortgage assessments to cash value in a hurry. Some form of State inspection of every tax roll, it need not be long nor expensive, but enough that it would have to be shown clearly how assessment values tally with the prices for which property actually is being bought and sold, might be effectual.

Our system of taxation as it applies to merchants is as follows:

Some years ago the sworn property statement as regards personal effects was made mandatory. A man may own \$100,000 worth of real estate, and if he owns nothing else he will not be obliged to make any statement of values whatever. A man who owns a \$500 stock of groceries must make full showing of every nickel's worth, or else take oath to falsehood. While the assessor can be the scapegoat for the whole community as regards the under-valuation of real estate, with respect to personal property each man's sins are upon his own head.

A merchant may have various reasons for not wishing to make a

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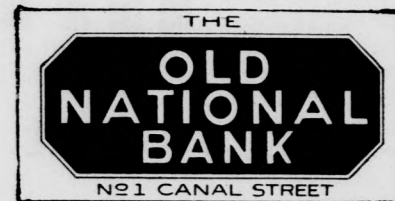
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statement depreciating the actual value of his property in like proportion with ordinary real estate assessment. For one thing, even after living under our system of taxation for some years, he may have in his moral composition such an old-fashioned and extraordinary thing as a conscientious scruple against taking a false oath. Under our existing system the conscientious scruple rapidly is becoming extinct; but still a merchant has his standing with his creditors and with the public to maintain, so, particularly if he is no heavyweight financially, he may not consider it good business policy to "give in" his his stock of goods, etc., at less than it actually has cost him. Many assessors have a prejudice against cutting down any on a sworn statement, so it frequently is the case that business men, on their stocks of goods, pay more than their proper proportion of tax. This doubtless is more generally true of small merchants than of large ones. In some communities there is a strong feeling that it is all right to place a very heavy tax on business property, on the same general principle that a business man is expected to finance every public project from a church fair to a Fourth of July celebration.

While many forms of personal property have a distinct advantage over real estate in that they can be covered up, while real estate can not be, this certainly does not apply to stocks of merchandise.

The merchant who owes his bank or his wholesale houses for half his stock, has to pay taxes on the whole stock. If he has outstanding credits, he may offset them to the extent of his indebtedness. The way this works out may be thus described:

A dealer has a stock of goods worth, say, \$4,000. He owes for half of it and has no outstanding credits. He pays taxes on the whole \$4,000, although he may be said to own in reality only \$2,000 in that stock. Another man with the same stock and indebtedness and having \$2,000 in bank credits can offset his debts against his credits, and pay taxes only on \$4,000, the same as the first man, although he actually is worth twice as much. A just system of taxation would offer some relief to the debtor class that our present laws do not afford.

A word about the sworn property statement: It would seem that our legislators might stop passing laws which seem to be designed for saints above but which have to be enforced, or the effort made to enforce them, among men below. Men below will cover up and conceal and deny their ownership of property when it comes assessing time. Unless assessing officers can be equipped with some kind of an X ray that will penetrate into the innermost recesses of a man's private affairs, it is useless to try to force him to tell what he owns. Particularly is this the case when, if he acknowledges his ownership of bank credits, promissory notes and ready money, these assets will be assessed at full cash value and take a disproportionately heavy tax, when the property itself, say bank

credits or ready cash, yields little or no income.

The law requiring a sworn property statement was, of course, designed to bring to light concealed property. Its effect has been to drive such property into deeper hiding, and to make many well-meaning people regard the violation of an oath (in making a property statement), as a light and trivial affair. As matters now stand I believe very few persons pretend to be perfectly candid in giving in their property, except it be some nice elderly ladies and a few other ultra-conscientious souls of both sexes, who popularly are regarded as too good to live on this earth.

If one wants to find the gross absurdities, the real side-splitting jokes of our tax laws, he has only to run over the lists of what is taxable and what is exempt. If a person has any amount of money, however small, it is taxable—if found. But one may own a large endowment life insurance policy, nine-tenths paid up, and that goes scot-free. A municipal bond of any kind, whether of this State or any other, issued prior to Sept., 1909, is taxable although it may yield only 4 per cent. or less. If issued anywhere in this State after Sept., 1909, it is non-taxable. The Wise Man of old admitted that there were certain things, such as the way of an eagle in the air, and the way of a serpent upon a rock, that were too wonderful even for him. Had he lived in these days he might have added to the list some of the tax laws under which this great commonwealth is now laboring.

In these articles I have not touched upon the taxation of mining properties nor of corporations, because I have not given those phases of the tax question sufficient attention to speak with any assurance regarding them.

Ella M. Rogers.

Dark Before the Dawn.

Every year, before we can enjoy the warm, bright, beautiful days of spring, we must go through just so much dark, damp, wet and chilly weather; we do not mind it, because we are always looking forward to the beautiful days we know are coming. Because we are tired of winter's cold and long to hear the birds sing again, we can not jump in one day from winter to spring—unless we do it on a fast train. Nature must move in about the same orderly cycle every year, although sometimes there are slight variations.

So we must remember that each one of us, before he can experience the joy of achievement and success, must go through just about so much hard work and trouble and hardship and disappointment. Only geniuses leap from nothing to success and high attainment. Ordinary mortals must abide by the rules of the game, which provide that we must work hard and patiently for what we get and that none shall shirk his duties and responsibilities, even although they are unpleasant.

Sometimes we do not see that the very tasks and duties which we find irksome and regard as drudgery are the very things which are making

men of us—developing character and making us fit for the bigger things to which we aspire. It is good for us to have to do things that we do not like, for by doing them we learn lessons that we could learn in no other way. If we could have everything our own way, what kind of spoiled children would we be?—Twin City Bulletin.

A most necessary thing is the moral courage to disbelieve what we think we believe.

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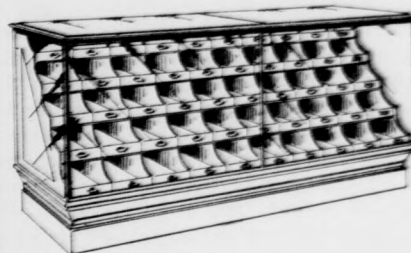
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U. C. T. of A.—Story of Great Order's Foundation.

In the light of present splendid development and its assured success, it is a source of pleasure to know and feel that a Louisianian was largely responsible for this big commercial men's organization.

To L. C. Pease, of Columbus, Ohio, still hale and hearty, and enjoying to the fullest the fruits of his early efforts in the creation of the U. C. T., and to John C. Fennimore, at one time engaged in storekeeping in Louisiana, belong the distinction of bringing to life this international benevolent and home-protecting institution.

The conception and birth of the order were brought about through a meeting of the East, West, South and North. L. C. Pease had long planned the foundation of this organization, while John C. Fennimore, of Louisiana, defined the duties of the officers and drafted the ritual.

Fennimore had lived in the West and South, chiefly in Louisiana.

Charles Benton Flagg became the first Secretary, and to him is due in a great measure the subsequent development of the order. The first meeting of these gentlemen took place on Jan. 8, 1888, and was held at the historic Neil House, Columbus, Ohio.

For over two years the germ of the idea lay fallow in the minds of the conceivers. The plan of a secret society among commercial travelers without benefits had been tried with indifferent success. Exclusively beneficial organizations for commercial travelers have in the past grown up, flourished for a while and decayed. Successors to these, profiting by the sad experience of those gone before, appeared to be occupying the field to the exclusion of all newcomers of whatever character. The prospect was not particularly bright or flattering.

But the idea to create an organization something along the middle ground between the strictly fraternal order and the strictly beneficial association would not down. The plan was not quickly grasped by those to whom it was unfolded, because it seemed to possess no new features; and yet it was entirely new—so new that it was necessary to blaze a trail all the way.

It was here that the combined elements of character possessed by the pioneers in the movement came in for a rare trial of conclusions with the hard conditions confronted. Fortunately, the founders possessed on composite the qualities of intelligent persistence, brilliant leadership, sin-

gleness of purpose, tact, executive ability, earnestness, sincerity, optimism, far-sightedness, confidence, resource, tireless energy, good fellowship and supreme patience—all these in about the degree necessary to the accomplishment of the giant task to which they had set themselves. A weakness at any of the above points would have meant failure.

Consciously or unconsciously, the plan evolved by them was destined for a large development. It was a wide and a national movement from the start; it was not to be confined to any single purpose that Eastern thrift and Southern chivalry should join with Northern steadfastness and Western energy in a concert of sympathetic co-operation.

Of the eight men who composed the original incorporators no two represented the same line of trade, and all of them were recognized as leaders in their particular field of salesmanship. And, what is more to the point, all founders and incorporators who still live to-day are active and vitally interested in all that pertains to the order's welfare, thus showing the unselfish zeal that has prompted them from the beginning. This to demonstrate that the order was not a thing of accidental or freakish conception or growth. The foundation was laid broad and deep, and the superstructure has been reared with grace and symmetry and has grown in prestige and solidity with the passing years.

The plan of organization in the International Order of the United Commercial Travelers of America conforms closely to the usages of the standard secret and fraternal bodies. The subordinate council may now be found in all the leading cities of the Union, with many flourishing councils in the Dominion of Canada.

As one of its founders the order possessed a ritualist of marked ability, John Copper Fennimore, the Louisianian, the result of whose labors was a ritual which is a pleasing surprise to the novitiate without any of the oft-expected burlesque features and entirely free from vulgar or objectionable elements. Building upon the order's tenets of unity, charity and temperance, the ritualist has evolved an initiatory ceremony that is capable of a beautiful and impressive exemplification strongly imbued with elevating lessons and thoroughly in keeping with the order's character, aims and purposes.

Over five hundred subordinate councils are established throughout the United States and Canada, numbering over sixty-three thousand members. Grand councils are made up

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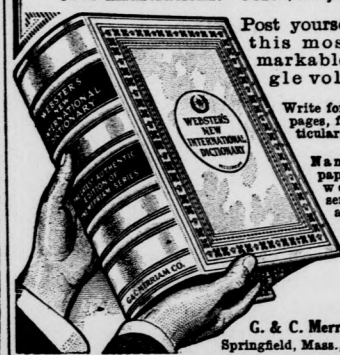
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of the subordinate councils in the territory that the jurisdiction comprises and now number twenty-six.

Meetings of these sijnandenn

Meetings of these bodies are held once each year, and the Louisiana-Mississippi jurisdiction will meet in the city of New Orleans in May next. These grand councils are made up of representatives from all the subordinate councils in the jurisdiction.

The grand councils such as will be held in New Orleans are the educational department of the order. It is from them that a constant stream of information goes out to the members, and from this source, too, is conducted the business of investigating grievances which members may have against hotels, transportation companies, etc. Many grand councils in addition also conduct an information bureau, through which members of the order are brought into touch with the employers of traveling help, and assistance is given members in securing positions. The annual meetings are made the occasion for happy reunions of the united commercial travelers and their families. Entertaining councils vie with each other in extending most gracious hospitality to visiting brothers, and the result is a delightful social and fraternal occasion free from all extravagances and excesses of any character. From these grand councils come the delegates that represent the jurisdiction in the Grand Council—one for each 500 members or fraction thereof.

As avowed by the articles of incor-

poration issued under the general corporation laws of Ohio on Jan. 16, 1888: "The order of the United Commercial Travelers of America is organized for the purpose of: first, to unite fraternally all commercial travelers of good moral character; second, to give all moral and material aid in its power to its members and those dependent upon them, also to assist the widows and orphans of deceased members; third, to establish an indemnity fund to its members for fatal disability or death resulting from accidental means; fourth, to secure from all transportation companies and hotels just and equitable favors for the commercial traveler as a class; fifth, to elevate the moral and social standing of its members."

By this it is evidenced that membership in the order embraces four distinct features: Fraternalism, social advantages, the care of the widows and orphans and indemnity for accidental injury or death.—New Orleans Picayune.

Traverse City U. C. T.

Traverse City U. C. T. Council, No. 361, will hold its fifth annual banquet and ball Saturday, Feb. 25. The regular business session will be held in the afternoon and the evening will be spent in dancing, card playing, general jollification and banquet.

All U. C. T.'s who happen to be in this section of the State are cordially invited. This Council has enjoyed a healthy growth the past year—the membership has reached eighty-seven—and a general good feeling ex-

ists. It is also planning to attend the Grand Council meeting this year in a special car.

Committees for the fifth annual banquet and ball are as follows:

Finance and Tickets—A. E. Ford, General Executive Committee—Wm. S. Godfrey, A. L. Joyce and L. F. Manigold.

Music and Entertainment—W. D. Eaton, E. E. Wheaton and J. L. Carnwall.

Banquet—W. D. Murphy, R. E. Weaver, Harry Hurley and Adrian Oole.

Decoration and Flowers—Fred C. Richter, John Graham and Will Everett.

W. A. White and James Flaggert.

Invitation and Publicity—W. S. Godfrey, W. D. Eaton, W. D. Murphy, Fred C. Richter and A. E. Ford.

Grand Rapids U. C. T.

The annual meeting and banquet of Grand Rapids Council, No. 131, U. C. T., will be held at the Pantlind Saturday evening, March 4, and the Committee on Arrangements, made up of Fred T. Croninger and Thomas J. Modie, Harry J. Shellman, Wade A. Slawson, H. E. Wilcox and C. C. Herrick, is promising something great in the way of entertainment, with notable speakers, good music and a variety of surprises.

Copper Country U. C. T.

At the meeting of the Copper Country Council, U. C. T., last week resolutions were adopted cordially endorsing the movement to reduce

the Upper Peninsular railroad fares to two cents a mile, making the rate uniform throughout the State.

The annual ball of the Copper Country Council will be held at Hancock on the night of February 24.

Wm. H. Reese, who for years has been Manager of the advertising and promoting departments of the Patton Paint Company, has resigned to associate himself with the Cramer-Krasselt Company, of Chicago and Milwaukee. Mr. Reese is regarded as one of the leading advertising experts in the national field. His record with the Patton Paint Company was one of such exceptional success and progressiveness that he attracted wide attention and received offers from a number of other big manufacturing and advertising concerns. The Cramer-Krasselt Company, with which Mr. Reese has taken up his new duties, is rated as the biggest agency in its territory and has so expanded that several branch offices have been opened to take care of the widening domain of its business. Mr. Reese will be director of service in his new work.

Shelby—The Shelby & New Era Creamery Co. has changed its name to the New Era Creamery Co. and moved its principal office to New Era.

F. W. Petersen, of Hart, is covering the northeastern part of Michigan for the Underwood Typewriter Co., with headquarters in Grand Rapids.

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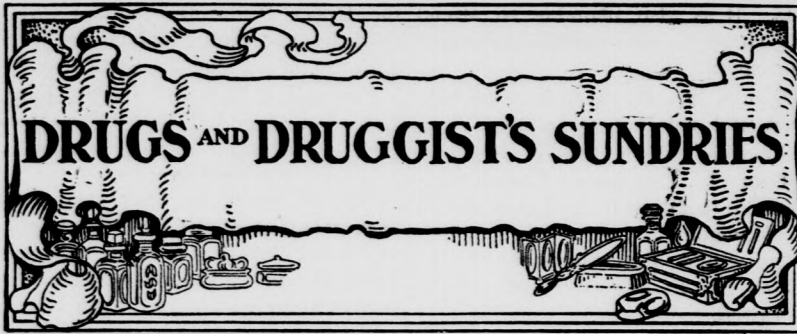
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 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

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 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
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 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Building Business on Fumigants For the House.

J. C. Lowrie, of Weidmann, Ontario, in a letter to the Bulletin of Pharmacy tells of a plan he has used for some time with good success in advertising a disinfectant, using the formaldehyde and potassium permanganate preparation which is familiar to all druggists.

Almost all druggists carry the disinfectant in stock, but let the business come to them rather than go after it. The preparation brings a handsome return, but the druggist must use his own judgment on the price.

The majority of people, after the death or sickness of one of the family, desire to disinfect the house. Therefore on hearing of any instances of death or contagious disease, we send out printed matter announcing that we have the disinfectant in stock and explaining that ours is the best on the market in point of price, quality, safety, etc. As a result these people come to us whereas in all probability they would have gone to another store.

Again there is a class of people who either through ignorance or carelessness do not bother with disinfectants unless compelled to do so by the health officers. To these we send the same letter, telling them of the danger to the rest of the family if the house is not thoroughly disinfected, and asking them to come in and see us about it, which they generally do with good results to our selves.

Nearly every year there is an outbreak of a contagious disease and the

schools and other public buildings need to be disinfected. Therefore we send a card to the authorities with the offer to do all the work, which generally ends in our getting the tender.

We also keep in touch with the doctors and undertakers, whose professions bring them in contact with such cases and from whom we get names of people who require it. They also use their influence to have the disinfecting done.

The result of our scheme is that we have worked up a large business in this particular line.

Knowing People's Names.

It was a combination drug store and cafe. "What is it, Mr. Smith?" enquired the smiling soda dispenser, as I stepped up to the fountain. I gave my order, wondering vaguely where I had seen the young man before. I had been in the town only a week, and although I had patronized the establishment frequently during that time, I knew I had not given my name.

"Thank you, Mr. Smith," said the cashier, politely, as I paid him across the cigar counter.

My curiosity was aroused, and I stopped for a short chat with him. I found that he was the junior partner and quite willing to talk of the firm's business methods when he learned I was in the same line in another town. "It is our policy," he explained, "to learn the names of as many customers as possible. Some think we carry it too far, but I assure you it pays in a town of this size, about ten thousand population. That plan may be impractical in the larger cities, but is very valuable in the smaller towns.

"As soon as a new customer enters the place we go after him. If he orders something which is to be delivered, it is an easy matter to get his name and pass it along to the other clerks who may be called upon to serve him. If he patronizes only the cigar or cold-drink department there may be some difficulty. Very often two friends come in and call each other by name. We are very much on the alert for that sort of thing. Then sometimes an old customer comes in with a new one, and later we ask him his friend's name. We learned your name in that way.

"The clerk who gets the name first passes it along to the others. Thus every employe becomes acquainted with the customer and tries to make him feel at home in any part of the store.

"This matter of learning names is a thing that requires tact, however.

It will not pay to make mistakes. If you are not sure of the right name, do not use any at all. We never call any one except an intimate friend by his first name. We avoid nicknames. Even my roommate, 'Boots,' becomes 'Robert' when he comes in here."

The young soda dispenser had talked barely two minutes, but he had said enough to make me think for the rest of the day. The big patronage they had, as well as the words of the junior partner, made me believe there was much good in the system.

Arthur Irwin Smith.

Conquests of Disease.

The first decade of the twentieth century is over. It has been a decade of progress in science, mechanics, industry, art, politics and morals. One of its salient features has been the successful campaign against dreaded diseases and "plagues." New measures have been adopted in the interest of public and private health. Medicine and surgery have almost been "revolutionized," and an active propaganda in the press and in the school has "peopleized" sound ideas of prevention and protection to a remarkable extent. In an article in the current *World's Work* Dr. Woods Hutchinson briefly describes the decade's progress toward health and increased life. The national death rate has been reduced 10 per cent., the same rate of gain has been achieved in the case of tuberculosis, infant mortality is declining, and 20,000 babies are saved annually—and so on.

The war on bugs, bacilli and other carriers of disease has been energetic and effective. The notorious hookworm has been discovered and the simple means of getting rid of the parasite demonstrated to the rural South. We have efficacious remedies against spotted fever, and pellagra is yielding to research. Typhoid is going the way of yellow fever now that, in addition to care and intelligence in handling water and milk, the house fly is being ruthlessly exterminated.

Faith in the magic power of drugs has waned. Even leading physicians speak of the "extraordinary delusion" that pills and mixtures can undo the mischief of foul air, bad habits, intemperance. The gospel of sane, moderate living; of exercise and recreation, of plenty of fresh air, has been embraced by thousands. Institutes have been established to grapple with cancer and other baffling maladies, and further advance is a certainty. The next decade is sure to better the excellent instructions of the one now closing.

If you know how you want your advertisement set up, indicate your wishes on the copy. The best printer in the country is not a mind reader.

Effect of Tobacco.

Dr. H. O. Reik, of Johns Hopkins University, publishes an article in a recent issue of the *Boston Medical and Surgical Journal* on the effect of tobacco smoking. If an indictment against tobacco were formulated the following would be laid to its charge: Causing cancer of the tongue or lips; setting up a chronic catarrhal inflammation of the nose, throat and larynx; causing loss of the sense of smell and producing deafness; producing indigestion; interfering with the circulation and giving rise to a distinctive disease of the heart; arresting physical development, impairing mentality and reducing the vital forces; and rendering the victim more susceptible to affections of the nose and throat than the non-smoker. Reviewing very carefully all the available evidence on the subject, the author concludes that there is no evidence that cancer of the throat is due to smoking, and if smokers have contracted cancer of the tongue or lip it is not the tobacco but an injury from the stem of the pipe that is responsible. It has not been proved that tobacco causes any definite, characteristic lesions of the nose, throat or ear. While it is possible that excessive smoking may produce a toxic effect on the olfactory and auditory nerves, there is no laboratory proof, and not enough clinical evidence to substantiate the belief. That gastric and systematic nervous disturbance may arise from excessive use of tobacco is unquestioned. Carbon monoxide is probably a more injurious constituent of tobacco smoke than nicotine. Cigarette smoking without inhaling is no more injurious than pipe or cigar smoking. The author explains a phenomenon commonly observed by smokers—namely, the aperient effect of moderate smoking, especially if indulged in just after meals, which is attributed to the induced contractions of involuntary muscle structures; but he states that excessive smoking favors constipation because of the later paralysis of these same muscles.

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.

Citz. Phone 6238

42-44 South Ionia Street

Bell Phone 3690

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.

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 drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Myrica, Nux Vomica, Os Sepia, Pepsin, P D Co., P D Co., P D Co., Pyrethrum, Quina, Quina, Quina, Rubia, Saccharum, Salacin, Sanguis, Sapo, Sapo, Sapo, Seidlitz, Sinapis, Sinapis, Snuff, Snuff, Soda, Soda, Soda, Soda, Soda, Spts, Spts, Spts, Spts, Strychnia, Sulphur, Sulphur, Tamarinds, Terebenth, Thebromia, Vanilla, and Zinc.



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.

Advertisement for Lowney's Cocoa, featuring the text 'Who Pays for Our Advertising?' and 'ANSWER: Neither the dealer nor his customers'. It includes an image of a Lowney's Cocoa box and a circular logo for 'PREMIUM CHOCOLATE for BAKING'.

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 with columns for market categories (A, B, C, D, F, G, H, J, L, M, N, O, P, R, T, V, W, Y) and corresponding commodity prices.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, COCOA, COFFEE, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, HERBS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALT, 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, COCOA, COFFEE, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, HERBS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALT, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 3: LIMBURGER, PINEAPPLE, SAP SAGO, SWISS, CHEWING GUM, CHOCOLATE, CIDER, SWEET, COCOA, COFFEE, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, HERBS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALT, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 4: CHOCOLATE TOKENS, CIRCE HONEY COOKIES, CURRANT FRUIT BISCUITS, CRACKNELS, COCOANUT BRITTLE CAKE, COCOANUT SUGAR CAKE, COCOANUT TAFFY BAR, COCOANUT BAR, COCOANUT DROPS, COCOANUT MACAROONS, COCOANUT HON. FINGERS, COCOANUT HON. JUMBLES, COFFEE CAKE, COFFEE CAKE ICED, CRUMPETS, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY COOKIE, FIG CAKE ASSORTED, FIG NEWTONS, FLORAL CAKE, FLUTED COCOANUT BAR, FROSTED CREAMS, FROSTED GINGER COOKIE, FRUIT LUNCH ICED, GINGER GEMS, GINGER GEMS ICED, GRAHAM CRACKERS, GINGER SNAPS FAMILY, GINGER SNAPS N. B. C., HIPPODROME BAR, HONEY CAKE, HONEY FINGERS, HONEY JUMBLES, HONEY FLAKE, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDIE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMON WAFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOLASSES FRUIT COOKIES, MOLASSES SANDWICH, MOTTLED SQUARE, OATMEAL CRACKERS, ORANGE GEMS, ORBIT CAKE, PEANUT ASSORTED, PEANUT GEMS, PRETZELS, PRETZELTETS, PRIMROSE CAKE, RAISIN COOKIES, RAISIN GEMS, REVERE 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, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVELY, ALBERT BISCUIT, ANIMALS, ARROWROOT BISCUIT, ATHENA LEMON CAKE, BARONET BISCUIT, BREMMER'S BUTTER, WAFERS, CHEESE SANDWICH, CHOCOLATE WAFERS, COCOANUT Dainties, FAUST OYSTER, FIVE O'CLOCK TEA, FROTANA, GINGER SNAPS, GRAHAM CRACKERS, LEMON SNAPS, OATMEAL CRACKERS, OLD TIME SUGAR COOK, OVAL SALT BISCUIT, OYSTERETTES, PRETZELTETS, ROYAL TOAST, SALTINE BISCUIT, SARATOGA FLAKES, SOCIAL TEA BISCUIT, SODA CRACKERS, SODA CRACKERS SELECT, S. S. BUTTER CRACKERS, UNEEDA BISCUIT, UNEEDA JINJER WAYFER, UNEEDA LUNCH BISCUIT, VANILLA WAFERS, WATER THIN BISCUIT, ZU ZU GINGER SNAPS, ZWIEBACK, IN SPECIAL TIN PACKAGES, FESTINO, NABISCO, NABISCO 10c.

Table 5: CHAMPAGNE WAFER, SORBETTO, NABISCO, FESTINO, BENT'S WATER CRACKERS, CREAM TARTAR, DRIED FRUITS, APRICOTS, CALIFORNIA, CORSICAN, CURRANTS, LEMON AMERICAN, ORANGE AMERICAN, RAISINS, CONNOSSIAIR CLUSTER, DESSERT CLUSTER, LOOSE MUSCATELS, LOOSE MUSCATELS 4 CR, L. M. SEEDLED PRUNES, CALIFORNIA PRUNES, L. M. SEEDLED 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, FARINACEOUS GOODS, BEANS, DRIED LIMA, MED. HAND PICKED, BROWN HOLLAND, FARINA, 25 1 lb. packages, bulk, per 100 lbs., HOMOINY, PEARL, 100 lb. sack, MACCARONI, DOMESTIC, 10 lb. box, IMPORTED, 25 lb. box, PEARL BARLEY, CHESTER, EMPIRE, PEAS, GREEN, WISCONSIN, BU., GREEN, SCOTCH, BU., SPLIT, IB., SAGE, EAST INDIA, GERMAN, SACKS, GERMAN, BROKEN PKG., TAPLOCA, 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, CRESCENT MFG. CO., MAPLEINE, 2 oz. per doz., MICHIGAN MAPLE SYRUP CO., KALKASKA BRAND, MAPLE, 2 oz., per doz., GRAIN BAGS, AMOSKEAG, 100 in bale, AMOSKEAG, less than bl 19 1/2, GRAIN AND FLOUR, WHEAT, RED, WHITE, WINTER WHEAT FLOUR, LOCAL BRANDS, PATENTS, SECOND PATENTS, STRAIGHT, SECOND STRAIGHT, CLEAR, FLOUR IN BARRELS, LEMON & WHEELER CO., BIG WONDER, WORDEN GROCER CO.'S BRAND, QUAKER, PAPER, QUAKER, CLOTH, WYKES & CO., ECLIPSE.

Table with 6 columns (6-11) and multiple rows listing various goods and their prices. Includes categories like POTASH, SOAP, TOBACCO, and various food items.

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
5 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans3 75
32 oz. tin cans1 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



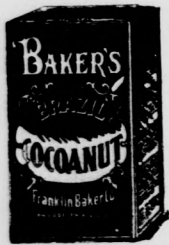
S. C. W., 1,000 lots\$1
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand

Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case ..2 60
8 10c pkgs., per case 2 60
16 10c and 8 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; Godsmark, Durand & Co., Battle Creek; Fleibach Co., Toledo.

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

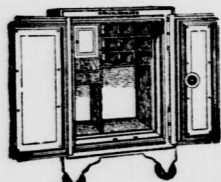
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines
Small 20
Medium 26
Large 34

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE
Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. ..1 25
Oxford 75
Plymouth Rock 1 25

SAFES



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

SOAP

Beaver Soap Co.'s Brand



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

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Why Not a 25c Sale in FEBRUARY?

It will fill your store with buyers at the time you need them most.

It will sell for you a host of goods for which their season is about to end.

It will advertise your store as the place to buy popular priced goods at a saving.

It will enable you to introduce to your trade a line of interesting specialties to cost no more than a quarter.

Look through your stocks. On your shelves today are many items which could go into a 25c sale.

Turn to our catalogue. Within its covers we list over 3500 numbers to retail for 25c.

Study the yellow pages. Dozens of bargains from which you can choose your leaders and your extra profit payers.

With this material to work with, with the best time of the year before you in which to try the experiment, with the certain knowledge that unless there is special effort February will not pay its way, can you let this suggestion go unheeded?

If you haven't our February book, send for a copy. One of its big features is a 25c sale. Ask for number FF856

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 each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Austin O. Dering, Merchandise Auctioneer, Centerville, Ind., the man who pleases the merchant, sold 8 large stocks of merchandise last year, last sale in Richmond, Ind. I get you more money for your stock than you can get any other way and cash as I go. Write for recommendations and terms. German and English. Quick and careful. Always sober. Write early for dates. 197

For Sale—At once, in a Michigan town of 10,000 population, an old-established clothing, hat and furnishing business. Stock will inventory about \$8,000. Expenses light. Business good for \$30,000 a year. Don't write if you have not at least \$6,000 in cash. No trade. Address No. 196, care Tradesman. 196

To Merchants Everywhere

Get in line for a rousing Jan. or Feb. Special Sale. Our wonderfully effective methods will crowd your store with satisfied customers. Our legitimate personally conducted sales leave no bad after effect, and turn your surplus goods into ready cash. Write us today.

COMSTOCK-GRISIER SALES CO.
907 Ohio Building Toledo, Ohio

For Sale—Cheap, a Prims one bag gas coffee roaster complete. As good as new. E. E. S., 459 Terrace Ave., Grand Rapids, Mich. 194

For Sale—Plantation in Louisiana, 400 acres rich Bayou land. Well drained, all under fence, nine tenant houses, one mile from Bonita, Louisiana. \$25 per acre. Write Travis Oliver, Monroe, La. 193

For Sale—Good clean stock of general merchandise, good established business. Inventories about \$5,000. Best location in town. Address Box 606, Vassar, Mich. 192

For Sale—At a great bargain, brand new up-to-date stock of clothing and gent's furnishings. Would inventory about \$5,500, including fixtures. Corner store, best location in city. Enquire at Mercantile Brokerage Co., Bay City, Mich. 191

Drug Store For Sale—City 2,000, Central Michigan. Would exchange for drug or grocery stock in another town. Want to make change for personal reasons. Address Rumex, care Tradesman. 190

For Sale—General stock at Kalamazoo. Address Merchant, care Tradesman. 189

Stock and fixtures in hustling city to trade for smaller stock or small farm. Address No. 188, care Tradesman. 188

We buy and sell all kinds of mining, bank stock, Life Insurance Co., Gas & Electric Light Co. Anything in the investment line. Write us for information. C. S. Mather & Sons, Chicago, Ill. 187

To Let—Owing to change in membership of firm, best located cloak and dry goods store of growing Western Pennsylvania town, trading center of 16,000 population, will be let April 1st. Occupied for past 15 years by established cloak and dry goods house. Tenant will practically step into going business. Rent \$107.50 month. H. T. Rapport, Rochester, Pa. 184

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.

New Mexico, Pecos Valley irrigated land to exchange for land, city property or merchandise. Blair & Co., Roswell, New Mexico. 185

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

Wanted—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

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 \$1,300. 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. E. 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

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

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

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,500 if sold quick. Address W. C. P., care Tradesman. 163

On account of sickness I will trade my stock of merchandise, inventorying \$5,300, 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 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—At a bargain, one No. 3 Royal electric coffee mill and one No. 9 Royal electric coffee mill, both in A1 condition. Address No. 156, care Tradesman. 156

For Sale—Stock and buildings situated in one of the finest dairy districts in state; located on fine country road corner, only store here. Stock invoices from \$13,000 to \$14,000. Property worth at least \$8,000. Have accumulated enough of this world's goods and wish to retire. An exceptional opportunity for live hustler. For further information address J. E. Page, Seward, Ohio. 151

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

For Sale—One of the oldest established general merchandise and milling businesses in Michigan, located at Comstock Park. Inventory taken January 3, shows groceries \$1,288.78; dry goods, \$2,247.16; boots, shoes and rubbers, \$1,381.25; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,078.68; flour, feed and grain, \$902; store fixtures, \$1,339.06; accounts receivable, \$446.19; horses, vehicles and harnesses, \$902.50. Come and look it over and make me an offer. Gilbert E. Carter, Receiver, Plumb-Hayes Mercantile Co., Mill Creek, Mich. 166

For Sale—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

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 of 700 population. Parties have other interests which need attention. Must sell at once. Undertaking \$1,200. Furniture will invoice about \$1,300. Will sell both or separate. \$1,500 down, balance easily arranged for. Write or call J. S. Husted, Buckley, Mich. 119

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

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. 85

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. O. G. Price, Macomb, Ill. 84

For Sale—\$1,500 stock groceries and hardware in Central Michigan farming country, produce business connected, doing good business, sell at invoice. Address No. 83, care Tradesman. 83

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street Grand Rapids, Mich. 104

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 848

HELP WANTED.

Wanted—A first-class hotel manager who will take \$5,000 stock in the Boyne City Hotel Co. and run the hotel on a salary or on lease for a term of years. Lease preferred. Boyne City Hotel Co., Boyne City, Mich. 195

Wanted—Salesman to carry a side line of cloaks and suits on a commission basis. State territory you are traveling. Address C. Ledman, 415 Broadway, New York. 188

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. 142

SITUATIONS WANTED.

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.

GROCCERS' CONVENTION.

(Continued from page one)

believe should constitute a sort of platform or code:

What the Retail Grocers and General Merchants' Association of Michigan Stands For:

We believe that all groceries and general merchandise should be distributed to the consumer through the channels of the retail merchant who maintains a store and carries a stock of goods.

We believe that peddlers and transient tradesmen should pay a liberal license for the privilege of competing with established merchants who bear their share of the tax burdens of the community.

We believe in truthful advertising and honest weight and measures and encourage close attention to these details, believing them to be the best weapons we can use in competing with unscrupulous competitors.

We believe in encouraging the development of home trading in every way and as a means to that end recommend closer relationship between all merchants engaged in the retail business.

We believe it is the duty of the retail merchant to take an interest in political matters to the extent of placing in public office men who can be depended upon to conscientiously administer the duties entrusted to them and to work for the economical business administration of national, state and municipal affairs.

We believe that through the medium of association work retail merchants can derive great educational benefits. By coming in contact with the other merchants in their line, each is enabled to secure the benefit of the experiences of fellow dealers and profit by their ideas on trade problems of mutual interest.

We believe that in order to bring about the highest development of our communities the good roads movement should be encouraged, and with this idea in view recommend that merchants co-operate with the farmers and all others who are interested in the improvement of our highways.

We believe that legislation which in any way has a tendency to encourage the concentration of capital, trade or population in our larger cities, at the expense of the country towns and communities, should be opposed and defeated.

We believe that retail merchants in all lines should co-operate for the purpose of adopting more uniform rules of credit, eliminating the extension of credit terms and establishing information bureaus that will make it possible to record the credit standing of each resident in each community.

We believe in adopting a more uniform time of closing all stores, so that the merchants may have more time to devote to social and family affairs.

We believe in encouraging retail merchants to give more careful study to the matter of the cost of doing business, so that he may at all times

be thoroughly intelligent on the subject of how to properly price mark each article in stock.

We believe that when properly organized the merchants can exert a powerful influence in favor of local, state or national laws, calculated to improve the conditions under which their business is carried on or to oppose laws inimical to the interests of the merchant.

We believe in encouraging a greater degree of co-operation between the manufacturer, wholesaler and retailer, so that these three important factors in the trade may in all their business dealings give due consideration to the effect which their action may have upon the other.

Father of Many Drug Stores.

Berand Schrouder, with his brother, Wm. Schrouder as an associate, has purchased the interest of his partner, Albert Stonehouse, in the Schrouder & Stonehouse drug stores and the business will be continued under the style of The Schrouders, capitalized at \$50,000. The Canal street store will be given a handsome new front and the Monroe street store will be refitted and refurbished. The West Leonard street store was sold some time ago to Carl H. Wheeler, formerly with A. G. Steketee.

Albert Stonehouse is one of the best known figures in the local drug trade, and his retirement from this firm takes down a name that has been over the door for many years. He began business about thirty-five years ago on West Leonard street, and has been instrumental in starting more young men in business for themselves than probably any other man in Michigan. Instead of discouraging young men against going into business he has always been a helper, and his help has been of that practical kind which finds expression in dollars as well as in words. Promising young men, who have shown their ability as druggists, and a willingness to work, who have saved up a little money of their own and are ambitious, have gone to him for advice and assistance. In many instances he has gone into partnership with such young men, furnishing the money and letting them run the business, and when such partners have made enough to buy his interest, he has always been willing to sell at a price that merely covered the money he put in. No less than a dozen drug stores in this city have been established through his assistance, and the only interest he has in them now is the personal interest of a friend. It is worthy of note in this connection that all the young men whom Mr. Stonehouse has helped speak of him in the highest praise and gratitude as the man who gave them a chance.

The Sugar Crop.

The mild and springlike weather which has prevailed for several weeks past has given a great impetus to preparations for the next Louisiana sugar crop. Field work has been progressing actively, and a good deal of planting has already been done.

The seed cane has been found to be in excellent condition and unless bad weather shortly intervenes sugar planters will put in an unusually large acreage.

A large sugar crop for 1911 is very much needed. The last two crops, although promising well, turned out somewhat smaller than expected, although in neither case could the crop be justly called a poor one. A large yield is nevertheless earnestly desired to give the industry the encouragement and prosperity that it deserves. The damage wrought by the boll weevil to the cotton industry has diverted much former cotton land to sugar cane, hence with a favorable spring not only will a larger acreage be seeded in cane, but a greatly increased crop produced.

Next to cotton sugar has always been the most important cash crop in this State, and now that the weevils have cut down the cotton yield so materially, sugar has taken the first place. It is true that the total value of the corn production is greater than that of sugar, but corn can scarcely be considered a cash crop in this State as yet, although much of it is sold and much more turned into the equivalent of cash by feeding to cattle and hogs.—New Orleans Picayune.

In the District Court of the United States for the Western District of Michigan, Southern Division, in Bankruptcy.

In the matter of Max Frazer, bankrupt, notice is hereby given that the stock of dry goods, clothing, gents' furnishings, boots and shoes, rubbers, fixtures and other property of the said bankrupt will be sold at public auction to the highest bidder on Tuesday, February 21, 1911, at 11:30 o'clock in the forenoon, at the store formerly conducted by said bankrupt in the village of East Jordan, Charlevoix county, Michigan, by the undersigned trustee. Said assets are inventoried as follows: Dry goods and gents' furnishings, \$1,791.85; clothing, \$1,032.55; boots, shoes and rubbers, \$1,078.75; furniture and fixtures, \$112.75. The sale will be subject to confirmation by the court, and creditors are hereby given notice that said sale will be confirmed, if an adequate bid is received for same, on Tuesday, the 28th day of February, 1911. An itemized inventory of said assets may be seen at the offices of Hon. Kirk E. Wicks, Referee, Houseman building, Grand Rapids, Mich., and Peter Doran, 307-8 Fourth National Bank building, Grand Rapids, Mich.

Dated February 8, 1911.

John Snitseler, Trustee.

Peter Doran,
Attorney for Trustee.

The John S. Noel Co., dealer in lighting supplies and appliances, has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, of which \$11,430 has been subscribed and paid in in property. Those interested are John S. Noel, Wm. L. MacIntosh and Ellsworth S. Ellis.

A Store Meeting.

M. Friedman & Co. last week distributed \$1,000 from the profits of the company the past year among the employes on a profit sharing basis, and followed this with a meeting of all the employes for a talk on business methods and salesmanship. The speakers were Morris and Adolph Friedman, and in these informal talks they emphasized the following. Stop the leaks. Avoid as far as possible so cutting stock as to leave remnants. Do not give over measure. Do not favor the easysellers but try to move the stock that drags. Be neat in appearance and keep your counters and shelves in order. Take proper care of your stock, as it is easier to sell a clean shirt waist at \$2 than the same waist mussed and soiled for \$1, and it makes a difference of \$1 in the profits for the year. Especial emphasis was placed on co-operation among the clerks and one department with another.

The talks were helpful and suggestive and this meeting will be followed by others during the year at which practical lessons in salesmanship will be given.

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

Buffalo, Feb. 8—Creamery, 24@27c; dairy, 16@20c; rolls, 16@18c; poor, all kinds, 12@14c.

Eggs—Strictly fresh, 23c; cold storage candled, 15@17c.

Live Poultry — Fowls, 14@16c; chickens, 14@16c; ducks, 17@18c; old cocks, 10@11c; geese, 15@16c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 11@12c; fowls, 15@16c; chickens, 15@17c; turkeys, 20@24c; ducks, 18@20c; geese, 14@15c.

Beans — Pea, hand-picked, \$2.10@2.15; medium, hand-picked, \$2.10@2.15; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.50@2.75; marrow, hand-picked, \$2.40@2.50.

Potatoes—40@45c per bu.

Rea & Witzig.

Highland Park—A new company has been organized under the style of the Snell Creamery Co., with an authorized capitalization of \$175,000, of which \$87,500 has been subscribed and \$40,000 paid in in property.

Muskegon—The Walker Candy Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, all of which has been subscribed, \$12,000 being paid in in cash and \$63,000 in property.

BUSINESS CHANCES.

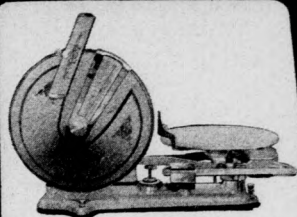
For Sale—Stock of shoes and men's furnishings in one of the best country towns in this State. Is a moneymaker. Owner retiring. Agents need not apply. Address No. 201, care Tradesman. 201

Wanted—Position by experienced registered pharmacist. Country town preferred. Address No. 200, care Tradesman. 200

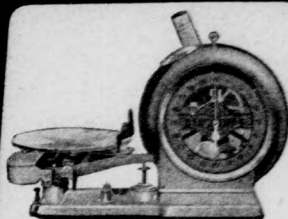
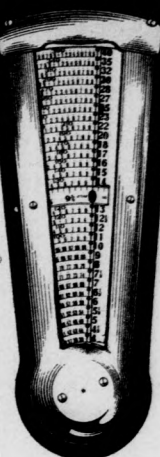
Wanted—Position as clerk in a clothing store by a young man of experience. All references furnished. Address No. 199, care Michigan Tradesman. 199

160 acres, 100 acres cleared, balance wood land, ½ mile from village of 3,500 inhabitants. For information address L. B. No. 1, Park Falls, Wis. 198

This is the Scale that buys itself



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



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

It will pay you to install Angldile Scales now.

Angldile Computing Scales have certain patented principles possessed by no other scales.

The Angldile is the scale with the cone-shaped chart; the only scale yet made which shows a plain figure for every penny's value.

The Angldile's chart is the easiest read, because it stands at 45 degrees—the natural angle at which we hold books and papers.

All men—short or tall—read the Angldile chart alike. There are no hair lines to count—no pin points to guess at.

The Angldile is a gravity scale. It has no springs. Hot or cold weather does not affect its accuracy.

The Angldile buys itself because by its accuracy it saves its cost in a few months, and then goes on saving for its owner forever.

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

It's a Good Time, About Now—



for the grocer who has not taken "White House" Coffee seriously—to **awaken** to the **FACT** that, solely on account of its splendid reliability and high character, it is a household word **ALL OVER THE UNITED STATES.**

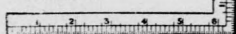
A coffee that can attain **ITS** present popularity on the strength of its own merit **MUST** be a **mighty** good coffee for **ANY** grocer to handle.

Distributed at Wholesale by

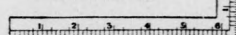
SYMONS BROS. & CO.
SAGINAW

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

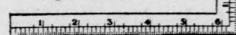
Price Protected
Trade Profits
Assured



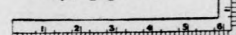
No "Free Deals"
to induce
Price-Cutting



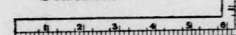
No "Quantity
Price" to favor
big buyers



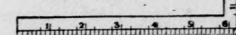
Nothing to
encourage over-
buying goods



No Coupon
or Premium
Schemes



Best advertised
and most popular
American Cereal



*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."

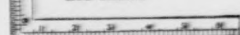


IT PAYS EVERYONE TO STICK TO

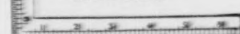
Kellogg's



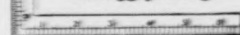
Quality and
Flavor always
the same



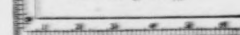
Goods never
Allowed to
Grow stale



Sold only in
the genuine
Kellogg package



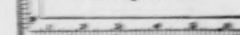
Price the same
everywhere and
to everybody



Pays an honest
profit to the
grocer



Backed by the
Kellogg name
and reputation





THE grocer really doesn't want to sell bulk starch.

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

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

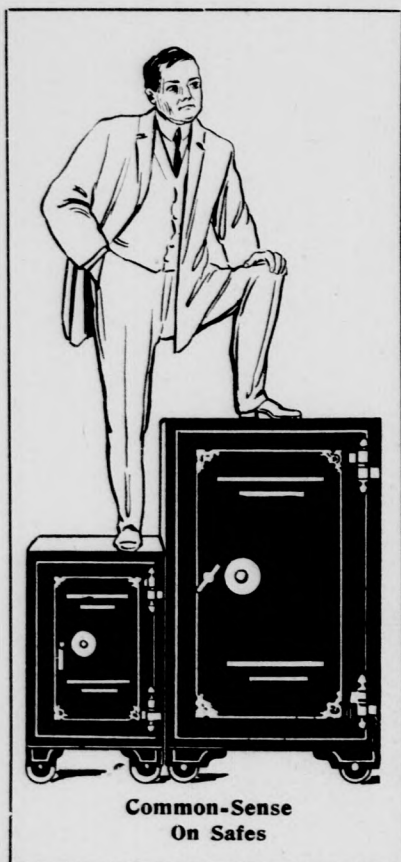
But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK



We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

IN the first place our prices are lower because we practically have no selling expense and in the second and last place, we count one man's money as good as another's for anything we have to dispose of.

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.