

❁ In Praise of Little Women ❁

I wish to make my sermon brief—to
shorten my oration—
For a never-ending sermon is my utter
detestation;
I like short women—suits at law with-
out procrastination—
And am always most delighted with
things of short duration.

In a little precious stone what splen-
dor meets the eyes!
In a little lump of sugar how much of
sweetness lies!
So in a little woman love grows and
multiplies;
You recollect the proverb says: "A
word unto the wise."

A pepper corn is very small, but sea-
sons every dinner
More than all other condiments, al-
though 'tis sprinkled thinner;
Just so a little woman is, if Love will
let you win her.
There's not a joy in all the world you
will not find within her.

And as within the little rose you find
the richest dyes,
And in a little grain of gold much
price and value lies,
As from a little balsam much odor
doth arise,
So in a little woman there's a taste of
paradise.

The skylark and the nightingale,
though small and light of wing,
Yet warble sweeter in the grove than
all the birds that sing;
And so a little woman, though a very
little thing,
Is sweeter far than sugar, and flowers
that bloom in spring.

The magpie and the golden thrush
have many a thrilling note,
Each as a gay musician doth strain his
little throat—
A merry little songster in his green
and yellow coat;
And such a little woman is, when
Love doth make her dote.

There's naught can be compared to
her throughout the wide crea-
tion;
She is a paradise on earth—our great-
est consolation;
So cheerful, gay and happy, so free
from all vexation;
In fine, she's better in the proof than
in anticipation.

—Juan Ruiz DeHita.



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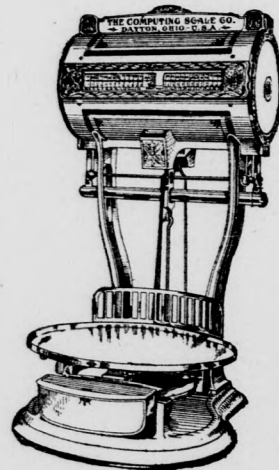


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MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 15, 1911

Number 1430

SPECIAL FEATURES.

Page.	
2.	Taxation Reform.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Grocers' Association.
7.	The Original Fifth Ward.
8.	Editorial.
9.	Thirteenth Annual.
16.	Shoes.
18.	Stoves and Hardware.
20.	Woman's World.
22.	Vital Advertising.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.

RESPECT FOR THE LAW.

The legislators of Michigan and of the country in general have it in their power to do much toward increasing respect for law. If those in session at Lansing and other state capitols would make a serious effort to avoid action on subjects that either are trivial or lack the support of public sentiment there would be very few dead-letter laws on the books and fewer violations of statutes than is the case at present.

The trouble with many legislators is that they seem to think it incumbent upon them to put through a few bills bearing their names. There not being a large enough number of questions of real importance to go around the members have to hunt for subjects on which to legislate. The result is that the legislatures become clogged with work that is unimportant and the law books filled with regulations that are not observed.

Instead of racking their brains to evolve bills to introduce, members of the Legislature might better take up only such questions as are urgent. Legislators are not called together to make laws simply for the sake of making them, but to make such laws as are needed. If they would make only such as are needed they would have ample time to devote to important measures; there would be an end of dead-letter laws and the people soon would come to appreciate the fact that laws not only are enacted to be observed but are entitled to be observed. It is the laws that no one cares about and that never should be passed that are responsible for much of the lawlessness in this country, and the legislators are responsible for those laws.

FOR MERE MAN'S SAKE.

The Kansas City Common Council has recently adopted an ordinance making the wearing of hatpins with points unguarded a misdemeanor, punishable by fine and imprisonment, and the alderman who introduced it and triumphantly engineered it through both houses of the Kansas City legislative body explained his motive to be purely humanitarian, with emphasis on the "man." This ardent advocate of the mere man is a physician and explained that he had

been recently called upon in his practice to treat quite a number of face wounds caused by the jabs of the vicious hatpins, although he failed to explain how his men patients happened to have their faces so close to the feminine heads garnished with the aforementioned hatpins.

The natural and proper remedy for this growing evil would, of course, be to compel men to give the women a wide berth, but susceptible and soft-hearted man has been endeavoring from the time of Adam to keep as close to the women as possible, hence to now place restraints on him would probably be a hopeless task. The only possible remedy, therefore, is to coerce the ladies to safeguard the business ends of their vicious hatpins as a protection to unsophisticated man. The Kansas City ordinance does not say definitely how the pins are to be guarded, but they might take a lesson from the unpoetic individual in Paris, who, after having had his eye nearly jabbed out by a hatpin, provided himself with a supply of small corks, with which he proceeded to decorate every hatpin that came near him, and got sundry tongue lashings for his pains.

Seriously, the hatpin has grown to be an intolerable nuisance, particularly since the dear ladies have adopted the present style of small headgear resembling inverted coal scuttles, the main ornament of which invariably consists of an assortment of hatpins, which protrude in every direction, like a hornet's sting or the quills of a fretful porcupine. Since it is useless to expect that men will be circumspect, for heaven's sake, dear ladies, look out for your hatpins and abbreviate them if possible.

LUCKY NO. 8.

Down in Lexington, Ky., the other day saleswoman No. 8 in a large store was married, and as soon as the word leaked out every other girl in the establishment became an applicant for the position. Why? Not that it was easier than their own or that it paid a larger salary. She was the sixth who had been "No. 8" and married within the year!

Smile as we may at the absurdity of the sentiment connected with this place, how many of us can honestly deny all dregs of superstition in our own composition? A prominent society woman says that she would not for an instant consider seating thirteen guests at the table. Not that she is herself superstitious. Of course not! But it is more than probable that some one in the gathering will be made uncomfortable by the discovery.

Most of us scoff at the idea of hesitating about commencing some new

project on Friday. Did not Columbus start out on his discovery of a New World on that day? We may pay no attention to the thirteenth day of the month save in a regular way; for are there not good and bad associations with every day in the year? We may neither plant potatoes nor gather apples on a certain day of the moon. We may even trim baby's nails before it is a year old and still rest with the conscience untroubled by the belief that we have done anything tending to make it a thief—and still, when we accidentally see the new moon over our right shoulder, we somehow feel good.

It is funny how you will hear people assert their entire freedom from superstitions and then add, "But there is one thing I do know: I have noticed it time after time," and then follow with some queer rule that seems to you as nothing but a myth. It only proves that it may take generations to outgrow notions. It is best to be charitable toward the honest opinions of others and guard our own lest we are unwittingly cherishing the absurd.

WOMEN POLICEMEN.

Scarcely a week passes that some new occupation for women is not presented, the latest being that of policeman. To those who have always been accustomed to the great burly man with a big club, the combinations seems incongruous—or at least incompatible with true femininity. Yet Mrs. Alice Stebbins Wells, of Los Angeles, the first woman policeman in the United States, is described as small, slight, mild in temper and sympathetic. The idea originated with her. She says: "I do not see why a woman should not become a police officer as well as a man. There is particular need of her in this department. There are many good women in every city who would gladly bring about better and safer conditions if they only knew how to go about it. I am able to enter the dressing rooms of girls in the theaters and enlist their sympathies and hear their stories—something no man police officer could do."

She has no uniform; but when needed the badge under the lapel of her coat can be quickly shown. While mere force is the essential to preserve order in many instances, there are others where the gentle suasion of a quick, resourceful woman may prove equally effective. She has proved her worth in the school room, and in various reforms. There are situations among wrong doers in which the gentle hand may prove most powerful in restraining.

Now from the judicial department at Washington comes the call for

women fully equipped with badges and armed with full authority for regulating matters concerning children, it being the belief of Judge De Lacy, of the Juvenile Court, that too much law tends to make children rebellious; and that the great blue-coated club-bearer should be called upon only when the milder means have failed.

The new method is suggestive of possibilities well worth the striving for. It is but another instance showing that the line of demarcation between the sexes is being battered down. As Adam needed Eve, the social, moral and spiritual advancement of mankind requires the best service of both men and women.

CONTAGIOUS DISEASE.

In many localities there are seldom more diseases prevalent than just now. Mumps, measles and whooping cough run riot, to say nothing of the graver forms, diphtheria and typhoid. It is the tendency of human nature to make light of these matters when they are in our midst, no matter how much we may say when some one else is affected.

In a certain town one resident made a fuss, and a big one, because whooping cough was tolerated in the public schools. Very soon it reached his own family and then mum was the word. In fact, it was the word throughout the town, every one who was able to be out, going without regard to the consequences for others. In one instance an old man of 87 was afflicted with the disease and had it hard.

There is neither honor, justice nor profit in such wanton exposure of others. You may smile at the thought that children's diseases are serious. They may not be for you; but there are often individual reasons why some wish to avoid them, and these personal preferences have a right to be regarded.

It is not business to wink at or conceal the fact when contagion is present. Tradesmen sometimes silence it lest it hurt trade; but this course will in the end interfere with trade still more seriously, for by and by the story is almost sure to leak out that there are contagious diseases in the town. A tale which escapes in that way is certain to lose nothing. The community becomes suspicious and soured. If it is apparent that there is something beneath the surface suspicion paints it even worse than it is. People will get an idea that your goods are infected, and will shun you much longer than if there had been a manly confession on the start, and a determined fight in conjunction with the health officer for the stamping out of disease.

TAXATION REFORM.

Primary School Money, Its Source and Its Disposal.

Written for the Tradesman.

Every thinking person who gives our system of taxation serious consideration soon arrives at the conclusion that State and local finances ought to be separated. There is no doubt that could this separation be effected, the worst evils of our present tax system would be done away with.

Under our existing constitution and laws this separation can not be made without certain radical changes; and radical changes are apt to be looked upon with disfavor by conservative minds.

Before State and local taxes can be separated there must first be a campaign of education long enough and strong enough to convince a good working majority of average citizens, plain, hard-headed merchants, farmers and workmen that such a change really is necessary. Then some plan for making the change must be worked out, so feasible that its adoption can raise no apprehension of disaster, but will rather give well-grounded assurance of real and lasting benefit. Until these two things are accomplished, we must keep our system of taxation substantially as it now is.

There are different methods by which State taxation might be separated from local taxation. One way would be to have a State assessment for State taxes, but this plan is not practical and may be dismissed.

There are certain large revenues, such as the taxes on railways, insurance and express companies, telephone and telegraph companies, inheritance taxes, etc., that are properly State funds. Why not devote these to meet the running expenses of the State? The answer comes quickly: These all go into the primary school fund. Whoever tries to form any practical plan for separating State and local taxes soon comes up against one, and one only, big obstacle, and that obstacle is our primary school money.

In what follows I shall quote freely, verbatim, in paraphrase and in condensed statement, from a very clear and able treatise on "The Primary School Fund," by L. L. Wright, Superintendent of Public Instruction, found in his last published report.

An act of Congress of 1804 reserved section 16 of every township in the whole Northwest territory for giving public aid to education. When Michigan sought admission to the Union she "made provision that the sixteenth section of each township should become the property of the State for the use of schools, and contribute, not to the aid of any locality, but to the entire State."

The proceeds of the sale of these famous school sections went to the State, and on the money so obtained the State each year pays 7 per cent. interest. Dear reader, do not grumble that the State has to pay 7 per cent. interest on this loan and can

never pay off the principal. Of course the State easily could get all it might want at 4 per cent. or less, but long before we are through with the study of the primary school money problem, it will be seen that there is no need of haggling over a little thing like 3 per cent. more than the going price for the use of money.

"In 1812 Congress set apart 2,000,000 acres of land in the Territory of Michigan as a bounty for men who should enlist in the war about to break out with Great Britain. But agents sent to locate the lands reported them as "an unbroken series of tamarack swamps, bogs and sandbarrens, with not more than one acre in a hundred, and probably not one in a thousand, fit for cultivation." Possibly those who were thus sent to "spy out the land" were the originators of that old-time dictum that Michigan was fit for habitation only by wild beasts and wilder savages! Anyway, patriotism must be suitably rewarded and bounty lands that were considered more valuable were granted to the soldiers. In 1850 Congress donated to the State of Michigan as a precious gift these lands, some 5,838,775 acres, which forty years before had been held not good enough to reward the brave fighters of 1812. "An act was passed which placed the swamp land fund upon nearly the same basis as the primary school fund, by making the net proceeds of sales a fund upon which the State must pay interest to be used for educational purposes only, the difference being that the fund is not a perpetual fund fixed by the constitution, but a statutory one and may be changed by the legislature.

"The State has thus become the debtor to two funds: First, the primary school fund, derived from the sale of the sixteenth section in each township, upon which the State pays 7 per cent. interest annually, more commonly known as the 7 per cent. fund. Second, the swamp land fund, derived from the sale of swamp lands, upon which the State pays 5 per cent. interest annually, more commonly known as the 5 per cent. fund.

"The primary school interest fund proper amounts to five and a half million dollars. The income from this fund is, in round numbers, three hundred fifty thousand dollars annually. The constitution provides that the taxes paid on railroads, telegraph, telephone and express companies, and a few other corporations, together with the inheritance tax and money received from interest on escheated estates, shall be used, first, to pay the interest on educational funds—such as the University, Agricultural College and Normal School funds—and after these sums have been paid the balance shall be used to pay the interest on the primary school fund. If, after these items have been paid, there is still a balance remaining, it is provided that it shall be added to and constitute a part of the primary school interest fund."

At the rate specific taxes from the sources mentioned now are coming into the coffers of the State, it is apparent that it does not make a nickel's difference whether 7, 17 or 70 per cent. interest is paid on the original primary school fund. There is ample to pay even the rate last named, and what is left over after paying the interest goes into the same fund as the interest.

Before considering any plan for diverting into unaccustomed channels any part of the primary school money, let us study for a little time the actual workings of our present method of distributing this, which has come in recent years to be a great fund.

The primary school fund in anything like its present size is a thing of the last decade. A table in the report of the Department of Public Instruction quoted above, giving the apportionment every fifth year from 1840 to 1895 shows only two years, 1885 and 1895, when the amount apportioned overran one million dollars. In 1900, \$1,531,857.45 was apportioned. In 1906, \$8,901,106. This was the great year when the fact that the United States Supreme Court upheld the ad valorem tax law compelled the railroads and other corporations to come down handsomely. In 1908, \$6,138,458.74 was the amount distributed; in 1909, \$4,479,248.56.

The increase in the number of children of school age since 1900 has been slight. We had 713,690 in 1900, 747,307 at the time of this last report, an increase of less than 5 per cent. Last June there were only 2,297 more children of school age than in 1905.

The sudden increase of apportioned funds with no corresponding increase in the number of school children has been the cause of some extraordinary fiscal phenomena. In 1905, when the apportionment was \$3.30 per capita, the primary money and one-mill tax more than paid all expended for teachers' wages in 2,000 districts in the State. In 1907, 3,297 districts, or almost 45 per cent. of the whole number of districts in the State, received of primary money and one-mill tax an amount equal to or greater than the amount paid for teachers' wages. In July, 1909, 861 districts had enough primary money alone piled up in their treasuries to pay teachers' wages for full two years.

If all this really is serving in the best possible manner to promote the "religion, morality and knowledge" which, according to the famous ordinance of 1787 are "necessary to good government and the happiness of mankind," we have nothing to complain of. But is such actually the case?

Every one who believes that all the revenues now flowing into our primary school fund should continue to feed that fund alone, and who also believes that our present method of distributing all this money is about as good as can be devised, should examine carefully a little table found in the report quoted from.

This table gives a list of twenty-one school districts in Clinton, Isabella, Saginaw, Bay, Huron, Allegan, Montcalm, Kent and Tuscola counties, whose treasuries in July, 1909, had enough primary money on hand to pay teachers' wages for from four to twenty-two years. These evidently are all or nearly all rural districts. Anyone familiar with the financing of an ordinary rural school knows that, unless a schoolhouse is being paid for, the teachers' wages constitute the bulk of the outgo. These paid, other necessary expenses are very light. When the primary money pays the teacher it virtually "runs the school."

Under such favorable conditions it might be supposed that a district would speedily become ambitious to give its children really excellent advantages, that they would secure a thoroughly well-qualified teacher, or more than one such in a good-sized school, that they would introduce manual training, etc.; in short, press on to noble things in the way of education.

Running over this table it is found that in ten of these districts less than \$400 per year is paid for teachers' wages, or was being paid at the time the report was made. In only one, No. 11 of Grand Rapids, is the amount paid (\$810) enough to admit of the employment of more than one teacher and for any decent length of school term; in fact, only three pay over \$500. Yet the amount of primary money they have accumulated shows conclusively that some of these districts must have far too large a number of children for any one teacher to do justice to.

Four districts enjoy pre-eminence in the way of thrift. No. 2 of Portsmouth township, Bay county, had \$5,892, or enough to pay teachers' wages eleven years in its gorged treasury. No. 3 of Frankenmuth township, Saginaw county, paying \$300 a year for teachers' wages, had on hand a tidy \$3,000. No. 2 of Westphalia township, Clinton county, occupies the pinnacle. No. 2 pays \$380 and had enough on hand to pay the same sort of teacher for twenty-two years to come. Proud, happy and prosperous No. 2! No. 3 of the same township is a very close second. True, it shows barely enough ahead to recompense its teacher for the brief span of twelve and one-half years, but it is frugal and might in time rival its distinguished neighboring district, for its payroll runs only \$225. Rendered into plain English, this district, which had \$2,826 of unused primary money in its treasury, must either have been maintaining a short term of school or employing a very cheap teacher. Thus is knowledge being forever encouraged in Westphalia township, in Clinton county!

There is a bill now before the Legislature for submitting to the people this coming spring an amendment to the constitution that would cut off any district with enough primary money to pay teachers' wages two years from getting any more until it shall succeed in reducing its sur-

plus to somewhat less than that figure.

This amendment certainly deserves the recommendation that went with the old lady's plaster, "If it doesn't do any good, it won't do any harm." It really would do some good in that it would prevent, up to a certain point, the absurd stacking up of money that can benefit no one, that now is going on in a large number of districts. In consequence, a larger amount per capita could go to districts that can make actual use of the money.

But it is of no such radical measure as we need, for it allows the undue subsidizing of a large number of schools with State funds, to go right on.

Aid to education up to a certain point is desirable and necessary. Heavy subsidizing under normal circumstances is neither necessary nor desirable, and tends to weaken local interest and sense of duty. The entire history of our school system will bear out the assertion that the best school and the one most zealously watched and guarded is maintained where the residents have to make some financial sacrifice to do it. A \$225 teacher in District No. 3 of Westphalia township is the natural working out of excessive subsidy.

There is another phase of our strictly per capita system of apportioning the primary school money, a branch of the subject that has no humorous features nor any tendency to increase our complacency of mind,

but which ought to be considered here.

In the words of Superintendent Wright, "Michigan is a State having very diverse conditions. The wealth of the people varies and the population is unevenly distributed. Some parts are exceedingly wealthy, others very poor. The townships in the southern part vary in valuation, some having a valuation as high as \$4,000,000, while in the northern counties are townships with a valuation of \$3,000 or less. * * * There are single rural school districts in the Lower Peninsula whose valuation is \$1,500,000. There are other school districts in the Lower Peninsula with a valuation of less than \$1,000. In the counties of Oscoda, Crawford, Montmorency, Kalkaska, Roscommon, Clare, Lake and Newaygo are found a scattered population and a very low valuation of property, and with this, many times, but few families to compose a school district. It is extremely burdensome to those people to raise a school tax sufficient to support their school, and, having but few children, they get but a small amount of the primary school interest fund, hence it is extremely difficult to maintain a school in these districts even for five months, as the statute requires.

"The department each year receives letters from parents and taxpayers in different parts of the State, particularly in the northern portion of the Lower Peninsula, requesting that something be done that they may

have a school and their children receive an education. One parent wrote that he had a family of eight children, the oldest 17 years of age; that he was eight miles from a school, and not one of his children had ever attended school a day in their lives."

This is the way knowledge is being forever encouraged for this boy of 17 and his seven brothers and sisters, and District No. 2 of Westphalia township with enough primary money in its treasury to pay the teacher for twenty-two years! Be it said to our shame that in blindness and sloth and pride in our educational system we have let such things be, when ample means have been at our disposal to render sorely needed aid.

The least that in common humanity can be done is to attach a rider to the constitutional amendment spoken of, that would vest in the Superintendent of Public Instruction discretionary power to do something worth while for poor and isolated school districts. The number of these is not great enough that it would require any staggering amount to give all such substantial help. A very liberal grant per pupil would still leave the supporters of such schools burdened with a far heavier school tax than the rest of us are willing to pay.

Discussion of the primary school money problem easily might be prolonged far beyond the limits of this article. Enough has been said to make clear these points:

1. The primary school fund in any-

thing like its present size is a thing of very recent years only, and includes revenues which, at least in their present volume, were entirely unknown and unthought of in the earlier days of the fund.

2. The per capita distribution for the use of the schools of this immense sum of money—and for present purposes no distribution of the bulk of it but a per capita one would be at all satisfactory to the State at large—results inevitably in subsidizing unwisely and unduly a large number of schools that would be better and more efficient if they were maintained chiefly by local taxation.

In the next paper a plan will be proposed for using a good share of these vast revenues for general State purposes. It is confidently believed this could be done without in the least crippling our schools.

Ella M. Rogers.

Courtesy.

Too often clerks who can converse in more than one tongue indulge in conversation before a customer in a language they believe is not intelligible to the one whom they are treating as an outsider. That is fearfully bad manners, and, even where not objected to as such, has frequently occasioned sad misunderstandings to sensitive people and resulted in trouble to the store management.

It is to be avoided as a flagrant breach of store etiquette.—Dry Goods Economist.

This Is the Time to Get the Greatest Profits

This—the mid-winter season—is the time to get the greatest profits from Dandelion Brand Butter Color. Dairymen must use more color now. Sell them

Dandelion Brand Butter Color

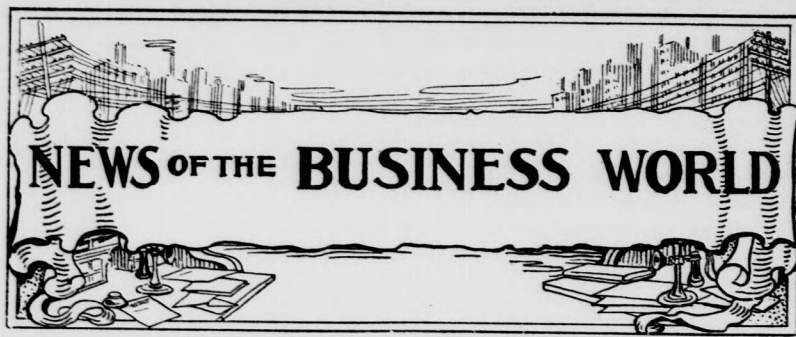
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Let us know how much you need. **WRITE NOW.**



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

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Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Marshall — The grocery firm of Gray & Gibson has dissolved.

Muir—A. A. Stoddard, hardware, is succeeded by Breneman & Sturgis.

Hartford—Almiron Cook has purchased the John Smith cigar store.

Ithaca—Arthur J. Blizard has bought out Seibel & Munson, tailors.

Ravenna—W. A. Owen has purchased the bakery of Robert Young.

Perry—J. D. Taylor has sold his stock of groceries and notions to E. L. Watkins.

Cedar Springs—D. M. White has bought the Mrs. E. T. Haines stock of groceries.

Perry—A. A. Smith and D. DePue will open a meat market in the Howard building.

Copemish—Mrs. Nora Kroll has sold her millinery business and will go to Saginaw.

Carland—Leroy Taber has purchased an interest in the Carland Mercantile Co.'s store.

Amble — James Lynch, general store, is succeeded by the Amble Mercantile Company.

Saranac—Harley Pickens has sold his interest in the meat market to his partner, Luke Harwood.

Durand—S. Wilkins and William Moss, of Vernon, have bought the Singer dry goods stock.

Muir—Breneman & Sturgis, of Fowler, have purchased the hardware stock of A. A. Stoddard.

Allen—Charles A. Harper has purchased an interest in the mercantile business of W. N. Bengé.

Cadillac—W. M. Bigley has opened a fruit and confectionery store at 216 South Mitchell street.

Cassopolis — Fisher & Reynolds have made arrangements to add to their line of house furnishings.

Durand—Ola M. Wallace has sold his racket store and business to H. P. Hoeksma, of Grand Rapids.

Petoskey — Andrew Quallius has resumed the manufacture and sale of cigars in his Lake street building.

Jackson — Lawrence Snyder has purchased the O'Halloran grocery store and will continue the business.

Zeeland—George Meyer has severed his connection with the Zeeland Clothing Company to engage in business.

Addison—W. A. Satterlee, of Tecumseh, has purchased the furniture and undertaking business of W. F. Rennison.

Manistee—James Patterson, formerly manager of the confectionery department at Gimbel Bros.' Milwaukee store, will open a store in the Aaron's block.

Owosso—A. N. Goodwin & Son have sold their stock of groceries and fixtures to Edward Schneider and Fred Rose.

Mulliken—R. J. Davis & Son have opened a grocery and general store in their building recently purchased of Wm. Root.

Pontiac—Blynn & Whiting have sold one of their grocery stores to Ruby & Bartholomew and will continue the other.

Holland—The Cash Bargain store will add dry goods and millinery and the store is being remodeled by Manager G. M. Armstead.

Adrian—Mrs. Zola Payne, of Coldwater, has purchased the millinery stock and fixtures of Miss Kent, who is retiring from business.

Reed City—Wishing to give his undivided attention to the dry goods and shoe lines, H. W. Hawkins is offering his grocery stock for sale.

Durand—R. G. Marcy and Geo. D. Sutherland, doing business under the name of the Durand Furniture Co., have dissolved, Mr. Marcy retiring.

Lansing—A. J. Maynard, for three years with the Hannah, Lay & Co. Bank at Traverse City, has been made Cashier of the Lansing State Savings Bank.

St. Joseph—Bruno Herman, of the Knaak-Herman Drug Co., of Stevensville, has sold his interest in the firm to the Knaak Drug Co., of this city.

St. Johns—Frank Thome has purchased A. J. S. Jury's interest in the Parr Lumber Co. He has been Assistant Cashier of the State Bank of St. Johns.

Dowagiac—Eugene Gilbert is selling off his furniture stock with a view to discontinuing this branch of his business. He will retain his undertaking business.

Marquette—The firm of Tonella & Johanson, furniture dealers, has dissolved, Mr. Johanson retiring from the business, which will be continued by Tonella & Son.

Owosso—The Western Farm Products Company has been organized to take over the plant of the American Farm Products Company and will soon resume operations.

Owosso—The Noud Kean Coal Mining Co. has engaged in business with an authorized capital stock of \$25,000, of which \$5,000 has been subscribed and paid in in cash.

Kalamazoo—J. R. Jones' Sons & Co. will add a millinery department to their store. Miss Petula Schwaller, of Chicago, has been engaged to take charge of this department.

Kalamazoo — After twenty-one years' activity in the hardware business, J. C. Bogard announces his intentions of retiring soon. He will sell to Rollin Sprague, of Vermontville.

Belding—Will Clarke, who for twenty-six years has been engaged in the marble and granite business here, has sold his marble and granite works to Frank Bullis, of Iroquois, Ontario.

Marshall—C. F. Pontious is preparing to remove his stock of bazaar goods to South Bend, Ind. His store in the Southworth block will be occupied by O. L. Linn for his stock of clothing.

Stanton—F. M. Strouse & Son will remove the partition between their hardware store and the room recently occupied by Chas. Prevette as a repair shop and will put in a full line of groceries.

Quincy—N. C. Herendeen, long a clerk in the East End grocery, and son, Morton, have bought the interest of F. C. Mellen and will continue the business under the style of Herendeen & Son.

Middleton — Daniel Hickey has been admitted to a partnership in J. B. Resseguie's general store under the firm name of J. B. Resseguie & Co. The business has been in successful operation thirty years.

Grand Ledge—Walter Vanderbilt, who recently resigned as Superintendent of the Crawford chair factory, has bought an interest in the Jas. Winnie hardware business, and will be actively associated in the management.

Owosso—A receiver has been appointed to wind up the Owosso Floral Company, conducted by Herman Thieman and W. Stewart Beebe. The company is said to be entirely solvent, but the partners could not agree.

Crystal Falls—The Crystal Falls Co-operative Society has engaged in business for the purpose of dealing in general merchandise, with an authorized capital stock of \$15,000, of which \$610 has been subscribed and paid in in cash.

Port Huron—The Howard Furniture Co. has declared a dividend and divided \$1,400 among its employes, the system of this company being to share its profits with those who work for the concern and help make its business successful.

Kalamazoo—George Freeman, for several years Superintendent of the Witwer Baking Company, has sold his interest in that company to O. K. Buckhout, L. T. Bennett and S. B. Monroe and contemplates starting a bakery of his own.

Reed City—The M. M. Callaghan Co., hardware dealer, has merged its business into a stock company under the style of the Callaghan Hardware Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Allegan—Marion C. Sherwood has retired from the grocery firm of Sherwood & Griswold and the business will be continued by Stein & Griswold, Leonard W. Stein succeeding. Mr. Sherwood has been in active business here forty-five years and

Mr. Stein has been with him since 1870. The same policies that made the old concern so successful will be continued.

Dowagiac—John Singer has purchased the interest of Myer Buckstein in the clothes pressing and tailoring establishment. Mr. Singer will continue the business alone. Mr. Buckstein has accepted a position as traveling salesman for a clothing house.

Big Rapids—Ray Maxson, who for two years has been associated with L. C. La Claire and H. A. Egleston, in the implement business under the firm name of La Claire, Egleston & Co., has sold his interest to Mr. Egleston, and the business will continue under the old name of La Claire & Egleston.

Howard City—The Trufant Exchange Bank, owned by P. R. Dinsmore, of Turner, and S. M. Dinsmore, of Coral, has been purchased by Frank W. Merrick, of Pigeon, and Wm. J. Orr, of Bay Port. The bank will continue to do business under the same name and John O. Doe will continue as Cashier. The bank may be incorporated later.

Grand Ledge—The dry goods store heretofore known as the Stanton store is now the Marshall-Huggett Company. Leonard Marshall, Attorney W. R. Clarke and Dwight C. Huggett have bought the stock of the old Stanton corporation. They elected the following officers: W. R. Clarke, President; Leonard Marshall, Vice-President and Manager, and D. C. Huggett, Secretary and Treasurer.

Saginaw—At the first annual meeting of the National Mercantile Company gratifying reports for the year's business were read and Directors elected were: Martin Cooney, J. J. Cooney, A. T. Robinson, D. C. Clark, J. H. Jerome, R. B. Duncan and Wallace Green. The officers are: President, Martin Cooney; Vice-Presidents, A. T. Robinson and D. C. Clark; Secretary, J. J. Cooney; Treasurer, J. H. Jerome; Manager, B. A. Searless.

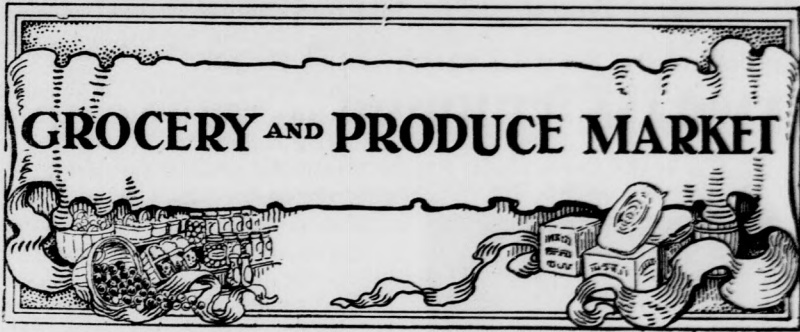
Manufacturing Matters.

Port Huron — The Port Huron Bread Co. has been organized with an authorized capital stock of \$4,500, all of which has been subscribed and \$3,900 paid in in property.

Detroit—The King Motor Car Co. has been incorporated with an authorized capitalization of \$400,000 common and \$100,000 preferred, of which \$300,000 has been subscribed, \$50,000 in cash and \$250,000 in property.

Detroit—The Rapid Twin Expeller Snow Plow Co. has engaged in business, with an authorized capital stock of \$60,000 common and \$40,000 preferred, of which \$65,500 has been subscribed and \$50,000 paid in in property.

Detroit—A new company has been organized under the style of the National Window Weight Co., with an authorized capital stock of \$3,000, all of which has been subscribed, \$500 being paid in in cash and \$2,500 in property.



The Produce Market.

The butter and egg market is the center of activity just now. Fresh stock is coming in freely and storage is a drag and the combination makes the market shifty. Commission houses are afraid to take eggs otherwise than on consignment. A cold snap would steady the market, but the season is so far advanced the cold snap would have to be widespread and of duration to make much difference.

The Chicago papers are telling of the enormous losses sustained by the speculative holders of produce. Storage eggs at 8c that cost above 20c, storage butter at many points below cost—some of the dealers stand to lose heavily. The same stories come from New York and other centers. The local butter market firmed up a little to-day to 26c, but how long this will last can not be foretold.

The local supply of poultry is pretty well cleaned up, and some frozen stock is being brought in. Drawing on the outside supply is a month later than in other years.

Home grown celery has gone up in price slightly as the supply runs low, and California stock has come into the market. There is a slight advance in the prices of oranges.

Apples—Western, \$2.25@3 per box.
Bananas—Prices range from \$1.50 @2.50, according to size.

Beans—\$1.70 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: 19c for No. 1; packing stock, 12½c.

Cabbage—60c per doz.

Carrots—50c per bu.

Celery—25c for home grown; California, 50@75c.

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

Cranberries—Cape Cod Howe's, \$10.50 per bbl.

Cucumbers—\$1.50@2 per doz.

Eggs—Local dealers are paying 18c 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 13c for hens; 12c for springs; 10c for old roosters; 15c for ducks; 12c for geese and 18c for turkeys.

Radishes—40c per doz.
Sweet Potatoes—Kiln-dried, \$1.50 per hamper.

Veal—Dealers pay 6@11c.

The annual meeting and banquet of the Grand Rapids Drug Association will be held at the Hotel Livingston the evening of March 14. The Committee in charge of the arrangements is composed of Henry Riechel, O. A. Fankboner, E. A. Fletcher and E. D. De La Mater. It is proposed to make the affair of special interest.

Corunna—The Fox & Mason Furniture Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000 common and \$110,000 preferred, of which \$150,000 has been subscribed, \$20 being paid in in cash and \$239,980 in property.

Detroit—A company has been organized under the style of the Huron Motor Car Co. to manufacture autos, gas engines and parts, with an authorized capital stock of \$50,000, of which \$40,000 has been subscribed, \$5,000 being paid in in cash and \$35,000 in property.

Port Huron—The Truesdell Marble & Granite Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$12,000, all of which has been subscribed, \$482.53 being paid in in cash and \$11,517.47 in property.

The merchants of Hudson have entered into an agreement to discontinue the use of trading stamps, cash register checks, rebates and premiums of all kinds after March 1. The agreement is for one year and all the merchants have signed it.

Traverse City—Charles P. Buck, for many years Manager of the Potato Implement Company but who recently resigned, has gone to Freeport, Ill., to become Sales Manager of the Zeigler-Schryer Manufacturing Company.

If you would be certain that your advertisement will appear as you wrote it, and as you want it to read, insist upon seeing proof of it before it goes into print.

A man never knows what he can do until he tries. But it is not always expedient to try.

The Grocery Market.

Sugar—There has been no change in the market since the decline of last week. Prices are low and some are looking for a still further decline before the end of February, as the spread between raw and refined is much larger than usual. Refiners claim that the difference between raw and refined has been too small during the past two years to give them a fair profit and this year they are going to hold a larger difference in price. The demand continues of good size, but very little speculation is being done by the average merchant, who is taking stocks as required. It will be harder for the retailer to strike the low point now, as contracts can not be made for delayed deliveries.

Coffee—The coffee market continues about the same as during the past month. The demand continues of a good size from both country and city retailer. The option market has been quite active. One day it will be pushed up a few points and the next day it will decline, but this has very little effect on the spot market, which at present is as firm as ever. Reports on the growing crop in Brazil, which was estimated at 11,500,000 bags, have been reduced about 10 per cent. now on account of the long drouth.

Canned Fruits—The business continues of good size in nearly all kinds of canned fruits. Gallon apples are being as firmly held as ever at prices which are considered high. The supply of berries is not large. Some of the jobbers are short already and they report that it is almost impossible to get any more. California fruits are still in fair supply, except plums, which show a shortage, both here and on the coast.

Canned Vegetables—The demand continues of good size on both corn and cheap peas and corn is firm after the advance of 5c per dozen last week. The 1910 pack of corn was reported as being a large one, but stocks are not being freely offered at present prices. Eastern reports state that although the pack of corn was large, it is well cleaned up in many sections and that the entire crop will be out of the way long before the 1911 pack is available. The tomato market is practically the same as during last week, but retailers are not taking stocks in very large lots and while some predict dollar tomatoes, it is hard to tell just what will happen. The demand is not very active on the rest of the line and prices are unchanged.

Canned and Salt Fish—The demand continues good on both canned and salt fish. Prices of canned salmon are higher than a year ago, but retailers are able to sell a good red in pound flats at 22@25c per can. The demand for salt fish is gradually increasing as Lent draws near, as many of the retailers are preparing for the increased demand which is sure to come during Lent.

Dried Fruits—The demand, while not large, is steady, and the market on prunes on the coast is still advancing, but prices are about as high

on apples and prunes as they can go in this market and still sell, as the high prices on these two lines have cut down the demand a great deal already. Raisins have been very active on the coast during the past week, but prices remain the same in this market and stocks are of a good size. Apricots are high and stocks are light both in this market and on the coast.

Rice—There is nothing new to report in the market. Prices are unchanged during the past week, but Japans are firm. Reports from the South are to the effect that growers are holding rough rice quite firmly. The demand is fair for the season of the year, but is hardly as heavy as a short time ago.

Syrups and Molasses—There is a good demand for corn syrup and prices are cheap. Maple goods are also moving well and prices are unchanged. Molasses is firm and the demand is fair.

Salmon—The Seattle Trade Reporter says: "The only actual trading that is taking place at present is that between jobbers and retailers, and this is limited, as retailers only buy for immediate needs."

Provisions—These showed the effect at the end of the week of the popular sentiment for lower values. Speculators were affected more or less by the weakness of grains and the approach to a period of more plentiful hog supplies. They were inclined to discount the latter condition and sold product down to a lower basis than that current for hogs. The product will have to be made from lower priced animals if these speculators realize any profit. Last week's packing at Western centers showed an increase of 25,000 hogs, as compared with the corresponding period last year, but the season from Nov. 1 still shows a decrease, as compared with the year before of 425,000 hogs. Net declines in prices last week were 42½@55c for pork, 4@10c for lard and 2½@7½c for ribs. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1911
Wheat—			
May	96½	92½	92½
July	93½	91½	91½
Sept.	92½	90½	90½
Corn—			
May	50½	48½	48½
July	51½	49½	49½
Sept.	52½	50½	50½
Oats—			
May	33½	31½	31½
July	33	31½	31½
Sept.	32½	31½	31½
Pork—			
May	18.30	17.62½	17.70
July	17.70	17.07½	17.17½
Lard—			
May	9.82½	9.45	9.47½
July	9.70	9.37½	9.37½
Ribs—			
May	9.82½	9.42½	9.45
July	9.60	9.25	9.25

You won't be able to find perfect employes, so make the best of what you do find; help them to acquire perfection.

GROCERS' ASSOCIATION.**Co-operation Will Help Business and Remedy Evil.**

In a recent address President Peters, of the Cleveland Grocers' Association, said some things worthy of attention.

What is the matter with our grocers? he asked, and continuing said:

One is tempted to ask that question after he has attended a meeting at the grocers' rooms. A natural supposition is that the room would be filled with enthusiastic grocers trying to help each other or trying to learn something that would be of some benefit to themselves, for the Lord knows that the grocery business today is not the most pleasant business on earth.

But what do we find? Sometimes hardly a quorum present to do business. So I repeat, "What is the matter with the grocer?" Either his business is so good that he doesn't need the association's help or any brother grocer's advice, or it is so bad that he is plum discouraged, or else, as it is in most cases, the trouble is more indifference to the immense benefits that the association meetings net to the man who attends.

Let us realize this one fundamental fact, that nothing from nothing leaves nothing. In other words, you can't take anything from where there is nothing to take.

For example, association meetings are profitable only to those who attend and take part in them. It is like a large vegetable stew, where every one who attends brings some sort of a vegetable. These are then all boiled together, after which everyone present is served not only with part of his own vegetable, but with some part or extract of every other man's contribution also, with the result that every one feels the better for his attendance that evening. Do you get me?

Let us suppose, now, that instead of vegetables we have a large kettle for boiling down thoughts, ideas, plans, etc., that are brought out at your association meeting as they should be. You can readily see that you have not only your own ideas, but also the various thoughts and ideas that your brother grocers brought along.

If it doesn't taste right to you—or, in other words, if you don't agree with the others present, don't become discouraged. Come back to the next meeting and we'll boil it down again.

Another thing we all want to remember is, that the one who is most vitally interested in the welfare of the grocery business in general is your competitor. The shoe dealer, the dry goods man, the butcher, hardware man, the doctor and all the rest of them have their hands full with their own troubles, so your common sense should tell you that if we want to accomplish anything for the betterment of our business, we must get together and talk it over with the ones that are or should be most interested. They, of course,

are your competitors, as we used to call them. In fact, they are brother grocers and fellow sufferers under the present high cost of living bugaboo.

What we want is the man who can see where the various things we are up against are wrong and is not afraid to get up and say so. Bring in your troubles, boys. Your association meeting is the place to take the load off your mind. The most of us are liable to be up against the same thing and don't know it. You would be surprised to know the number of grocers who don't realize that almost every other grocer either has or has had the the very same business ailment that is bothering him now, and that old, old saying that two heads are better than one holds good today.

For that reason, if we get together, discuss the different abuses and troubles we want to abolish and get all the rest of the grocers into the band wagon, does anyone doubt that we can accomplish what we set out to do?

In union there is strength, but don't wait for somebody to shove you. Start something of your own accord. Go out and get six, eight or ten of the grocers in your neighborhood and bring them over to the next meeting and I can guarantee that they will thank you for it.

The benefits to you and to them will increase in proportion as they attend meetings. The more you attend the greater your gain, and it isn't all theoretical gain, either. Some ideas and pointers can be turned into cash, and that is what you are after, same as the rest of us. So, don't say to yourself that there will be enough there without you, or that you don't feel like going.

Make up your mind that you owe it to the boys who come, because whatever good is accomplished through association efforts goes not to those alone who give time, money and effort to the work, but to every man engaged in the grocery business.

There is a lot to do. Let us all resolve to do our very best for our association and each other from this minute on, and each and every one of us will be gratified with the results.

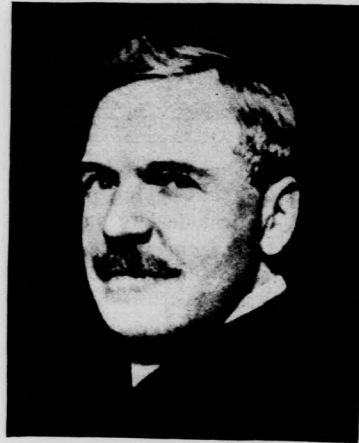
Michigan Hardware Men.

Bay City—The seventeenth annual convention of the Michigan Retail Hardware Association will be held here March 7, 8 and 9. A. J. Scott, of Marine City, Secretary of the Association, and Porter A. Wright, of Holly, Chairman of the Programme Committee, were here this week conferring with the local committees to perfect details. They decided to hold a theater party the first night of the convention and a reception at the Wenonah Hotel the second night. The convention will be closed with a banquet furnished by the traveling salesmen of the State.

The Michigan Turpentine Co. has invited the delegates to visit its plant the second day of the meeting and other inspection tours to local factories will be planned later.

W. R. ROACH.**President of the National Cannery Association.**

W. R. Roach, of Hart, was elected President of the National Cannery Association at the fourth annual con-



vention in Milwaukee last week. S. F. Haserot, of Cleveland, was elected Vice-President and Frank E. Garrell Secretary. The convention endorsed President Taft's reciprocity agreement with Canada.

Mr. Roach, the new President, was Vice-President last year and his election to first place is a merited recognition of his prominence and influence in the trade.

Let's Play Off Sick.

If you have anybody working for you and they lie down on their job, do not fire them at once—just call them in and tell this story:

Down in Virginia a farmer had an ox and a mule that he hitched together to a plow. One night, after several days of continuous plowing, and after the ox and mule had been stabled and provendered for the night, the ox said to the mule: "We've been workin' pretty hard, let's play off sick to-morrow and lie here in the stalls all day."

"You can if you want to," returned the mule, "but I believe I'll go to work."

So the next morning when the farmer came out the ox played off sick; the farmer bedded him down with clean straw, gave him fresh hay, a bucket of oats and bran mixed, left him for the day and went forth alone with the mule to plow.

All that day the ox lay in his stall, chewed his cud and nodded, slowly blinked his eyes and gently swished his tail.

That night, when the mule came in, the ox asked how they got along plowing alone all day. "Well," said the mule, "it was hard and we didn't get much done, and—"

"Did the old man have anything to say about me?" interrupted the ox.

"No," replied the mule.

"Well, then," went on the ox, "I believe I'll play off again to-morrow; it was certainly fine lying here all day and resting."

"That's up to you," said the mule, "but I'll go out and plow."

So the next day the ox played off again, was bedded down with clean straw, provendered with hay, bran

and oats, and lay all day nodding, blinking, chewing his cud and gently swishing his tail.

When the mule came in at night the ox asked again how they had gotten along without him.

"About the same as yesterday," replied the mule coldly.

"Did the old man have anything to say to you about me?" again enquired the ox.

"No," replied the mule, "not to me, but he did have a d— long talk with the butcher on the way home."

Western Michigan Development.

The twenty counties in Western Michigan show an average population of 48.6 per square mile. In Delaware the average is 94.3 and in Maryland it is 120.5. Western Michigan can grow a lot in population without being crowded.

The fruit growers of Charlevoix county have organized the Charlevoix County Fruit Growers' Association for the purpose of encouraging the development of fruit growing in their section of Western Michigan. The officers are: President, E. H. Clark; Secretary, J. H. Milford; Treasurer, M. H. Ruhling.

There will be 500 acres of growing alfalfa in the Emmet section of Western Michigan this year according to M. M. Burnham, Secretary of the Petoskey and Emmet County Improvement Association.

A Western Michigan Development campaign is scheduled for Manistee county for the week beginning February 13. Meetings will be held at Copemish, Onkama, Arcadia and Bear Lake.

H. S. Olney, of East Jordan, last season made \$320.09 on half an acre of tomatoes.

That progress is being made in the work of developing Western Michigan is proved by the fact that poultry associations have been organized the last few weeks in three different parts of the region. The poultry industry is one that is very profitable and one that goes especially well with fruit growing.

Elgin Butter.

Elgin, Ill., Feb. 14—With a better feeling obtaining for fancy fresh goods in the different centers, our market advanced one-half cent today to 26½c. The weather is open and warmer, with rain pretty well distributed. The output is again less this week.

The fact that a plan is new is no indication that it is perfect or that it is even good. When you try a new business plan examine it with even more care than you would give to an old one.

If you expect to increase your ability you must continually look for harder tasks. There is no growth in doing the same things over and over.

The reason we like children is that they are natural, and the reason they are natural is that they are sure of dinner.

If rich enough you can afford to do the things you do not want to do.

THE ORIGINAL FIFTH WARD.

Its Evolution From a Residence To a Manufacturing Community.

Written for the Tradesman.

That part of Grand Rapids lying west of the river and south of Bridge street was designated as the Fifth Ward, under the charter granted to the city by the State Legislature in 1850. Twenty-two years ago the ward was divided, and the territory is now known as the Eighth and Ninth Wards. In an early day J. W. Converse, a capitalist of Boston, acquired a large part of the territory lying in the ward and also the plaster caves and mills located on the river in Walker township. Mr. Converse did not seem very anxious to sell or improve his property, and other interests in the ward complained of his apparent lack of enterprise and public spirit. He had been engaged in company with a man named Littlefield in building schooners and other sailing craft for service on the Great Lakes, having established a yard for that purpose near Eastmanville, which proved to be an unsuccessful undertaking, and the losses sustained may have accounted for his conservatism. In later years Mr. Converse furnished a large part of the capital provided for the organization of the Phoenix Furniture Company; he also built the railroad now known as the Lake Shore between Grand Rapids and White Pigeon, and that part of the Pere Marquette Railroad extending from Grand Rapids to White Cloud. He built several factories and leased them to men who desired to engage in business, also many stores and residences, and the Second Baptist church, which he presented to the members of that denomination residing on the West Side.

If the people of the old Fifth Ward had cause for dissatisfaction with Mr. Converse on account of the policy he pursued in handling his property forty years ago, the liberality, enterprise and progressiveness he put into action in the later years of his life should have entitled him to their gratitude. The people of the old Fifth Ward would honor themselves and do credit to their citizenship by providing a memorial in suitable form for J. W. Converse. The vast fortune he acquired resulted in a large measure from his investments, and his heirs are still reaping rich financial harvests annually on account of his sagacity and enterprise. The territory would not be what it is today had not James W. Converse taken an interest in its development.

Mr. Converse was a gentleman of the old school; always dressed stylishly in black with a high collar and a broad neck band and wore a very much out-of-date tile hat. With a smoothly shaven face and a thin figure, he looked like the typical "Marks, the lawyer," of Uncle Tom's Cabin fame, without the fuss and noise of that mythical individual. On his frequent trips from Boston to Grand Rapids and return he traveled in the common day coaches and ate

cold lunches, which he carried in a box.

Forty years ago the only buildings located on Front street, south of Bridge street, were a residence on the corner of Allen and Front streets, owned by a man named Love, a little brick store, still standing, at the west end, on the south side, of the approach to Pearl street bridge, a warehouse at the steamboat landing, near West Fulton street, the barrel factory of George W. Hewes & Co. and the foundry of A. L. Chubb & Co., near the west end of the Wealthy avenue bridge. Between Front and West Division streets, south of Bowery, the ground was low and usually covered with water all the year. On Court street, north of Bowery, the Planters' House, the Cole residence and the county jail, a ramshackle, wooden building, stood, the latter facing the Planters' House. It was occupied by an under-sheriff and jailer, named Van Auken. A few store buildings had a frontage on Bridge street, the largest of which was owned by J. W. Converse. West of Division street, fronting upon Bridge and the streets crossing or terminating there, a number of residences and small business houses were located. The most important industry in the ward was Weirich's brewery, and the pleasantest place was Tusch's, a private garden, which the owner kindly permitted the public to use. Upon and in the vicinity of Shawmut avenue a colony of well-to-do people resided. Charles G. Brinsmade, E. G. D. Holden, George W. Gay, William Hovey, William T. Powers, Francillo Hall, Joseph Berles, A. L. Skinner and James N. Davis were among the number. West of West Division street and south of Shawmut avenue the lands were uninhabitable the greater part of the year on account of the overflowing of the river and the rainfalls of the summer season. Gunnison's addition was known as the Gunnison Swamp. A few houses were located on Butterworth avenue near Gold street.

In 1868 the late William T. Powers dug the canal on the west side of the river and soon after its completion the city commenced the work of reclaiming the swamp lands located in the ward by constructing large sewers and eventually the big West Side ditch. Mr. Powers also erected a sawmill at the south end of the canal, where he installed the first band saws ever used in Michigan. The logs cut were floated from the main river through the canal. Mr. Powers also erected several buildings now used by the H. B. Feather Company and the big frame factory located at the west end of Pearl street bridge for the use of the Wolverine Chair Manufacturing Company, of which he was the President. His son, William H. Powers, and the late J. H. Walker organized the Powers & Walker Casket Company and erected a factory on the canal and a warehouse on the opposite side of Front street, and soon after, the Star and Crescent flouring mills were built and put into operation on the

stream. The first furniture manufacturing business started in the ward was in a small shop located on Butterworth avenue, by Moore, Foote & Richardson. Messrs. Moore and Foote did not remain very long with Mr. Richardson, who failed in 1873. R. J. Stow and Thomas D. Haight established a factory to manufacture tables on the river front in 1883. Out of their small beginning grew the important industry known as the Stow & Davis Furniture Company. Front street rapidly filled up with manufacturing enterprises soon after the dragging of the canal had been completed. Among the many that are no longer in business were the Luther & Sumner Manufacturing Company, the Valley City Table Company, the Chase Piano Company, the Valley City Chair Company and A. D. Plumb & Co.

Among those who served the ward in official capacities were Madison J. Ulrich and William H. Powers as Aldermen and Representatives in the State Legislature; William T. Powers as Mayor; Charles W. Warrell as Alderman and City Clerk; George W. Gay and James N. Davis as Supervisors; Francillo Hall, A. L. Skinner, Peter Weirich, John T. Strahan, Joseph Greulich, Charles G. Brinsmade and Adrian Yates as Aldermen.

Peter Weirich and Christopher Kusterer were the leading brewers of the city forty years ago. Kusterer owned a spring of pure water which he used in brewing his beer and emphasized this fact in his advertising matter. In commenting upon this feature of his rival's business one day Weirich remarked: "We do not make beer out of water. We make it out of malt and hops." Arthur S. White.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Big Rapids is discussing a proposition to issue bonds for \$100,000, the money to be used in attracting new industries.

The Emmet County Agricultural Society has closed another three years' lease of the fair grounds at Petoskey. This year's show will be held Sept. 19-22.

The Ionia Board of Trade will hold its annual meeting March 9.

The new Board of Trade of Bay City has secured Geo. A. Prugh, of Chicago, as its Secretary and is starting out to do things.

Kalamazoo will vote on a proposition to grant a franchise to Geo. E. Bardeen, of Otsego, for entrance into the city of an electric line to Otsego and Grand Rapids, cars must be running to Otsego within eighteen months and to Grand Rapids within two years.

Plans are being made at Port Huron for boosting the city's advantages as a summer resort town.

The State Railway Commission will have a job on its hands in deciding on the matter of depots for Owosso, inasmuch as the citizens themselves are divided, part of them wanting a union station, while the others are asking for separate stations.

Wednesday, Feb. 8, was "whirlwind day" for securing new members of the Board of Commerce of Flint and the membership of 300 was more than trebled.

Menominee has secured a large Portland cement plant and has other industries in sight.

Fremont, one of the live towns in Western Michigan, feels entitled to a new passenger station and the Board of Trade has made an appeal to the State Railway Commission.

The Business Men's Association of Hillsdale has asked the Common Council to authorize bonding propositions at the spring election for a new city hall, street paving and electric lighting improvements.

The Business Men's Association of Ithaca, the county seat of Gratiot, will undertake to get new industries, while more paving, better lighting facilities and other matters will be taken up.

St. Joseph has a mad-dog scare and an order has gone forth requiring the shutting up of canines for a few days to await signs of rabies.

The Board of Commerce of Ann Arbor is working for the erection of a first class hotel there.

Almond Griffen.

With the Salespeople.

Benton Harbor—George Groff, of St. Joseph, has accepted a position in the Hipp, Enders & Avery clothing store. He was formerly with Lopker Bros, of St. Joseph.

Sault Ste. Marie—J. W. Black, of the Musselman Grocer Company, had a birthday last week and the staff of that company and a few other of his friends stepped in at 8 o'clock as a surprise and had a chicken dinner with him. The evening was spent in singing and at the close Mr. Hoffman made a neat speech and presented Mr. Black with a token of remembrance, as he is soon to leave for the West.

Petoskey—The employes of the Northern Hardware store gave the proprietor, F. B. Clark, a pleasant surprise last week, when upon passing the store after closing time, he was called in for, as he supposed, a short talk with a late customer and found the entire force assembled. Miss Helena Mullenhagen stated that they wished to assist him in remembering that it was his birthday anniversary and presented him with a beautiful signet ring.

Battle Creek—Miss A. Druand, late of the J. L. Hudson and Benson Co. stores in Detroit, has accepted the managership of the L. W. Robinson suit department.

Owosso—Ray Morehouse has accepted a position with Beattie & Ross as book-keeper and salesman.

Kalamazoo—Ed. O'Grady, who has been for the past fifteen years in the employ of the Home Furnishing Company, has returned to Paw Paw and resumed the position formerly filled by him as clerk in Sellick's dry goods establishment.

One of the kinds of clerks that can best be spared is he who never does anything until he is told to do it.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

February 15, 1911

THE STATE CONVENTION.

The Port Huron convention last week was one of the most interesting, valuable and inspiring meetings in the history of the State Association. The attendance was large, and such was the interest taken in the proceedings that the sessions were full to a greater degree than ever before. The enterprising Port Huron merchants and the jobbers and manufacturers furnished ample entertainment for the visitors, but the programme was so wisely arranged that business and entertainment were not allowed to conflict, and this was to the benefit of both. President De Bats' annual address, published in the Tradesman last week, was full of suggestions and things to think of. The addresses and papers arranged for in advance were of a high grade. The question box was an especially useful feature and exceedingly interesting, and is a feature that should be developed still farther at future conventions. The resolutions adopted will represent the views of the merchants of Michigan. These resolutions are conservative, well considered and should serve as a guide for future action.

It is easy to believe that as a result of the convention there are many better business men in Michigan today, that ideals are higher and that methods will be improved. The inspiration will not be confined to the delegates actually in attendance, but will be widespread over the State. The trade as a whole will be benefited and especially is this true in those cities where the merchants have organizations.

THE GOULD WEDDING.

While few American girls have attracted more comments regarding the wedding ceremonies, the interest is that of mere curiosity. Mingled with it there are none of the finer feelings which have attended some of our girls who exchanged fortunes for titles.

Much has been said about the bad finances in allowing so much wealth to go to foreign soil in order that American girls may secure titles.

Miss Gould is considerably less than half as old as her husband. When he is an old man she will be in the prime of life. Granted that there are the elements on both sides to render the union happy, there is not a little risk that the difference in customs may make life not the happy one pictured by the young bride. She is being transplanted to a different soil. History and traditions are anything but reassuring. It would seem that the privilege of assisting in the coronation ceremonies may be richly paid for.

Ever since Nellie Grant made the mistake of her life we have been as a nation inclined to look with suspicion upon the titled aspirant for the hand of our fair daughters. That some international marriages have been happy ones, there can be no disputing. That many times they have been most unhappy is equally certain. We care not so much about the outgoing millions as about the broken hearts.

There are too many men seeking to build up broken fortunes by these alliances with silly girls who fancy they are gaining a treasure in a titled husband. They know little of the man, less of the customs into which they will be thrown. It is high time that girls were taught to estimate by worth instead of title; to measure by deeds instead of rank, and to see how thin and shallow may be the glitter of so-called royalty.

MISSOURI'S LOSS.

As "thunder in a mid-winter sky" became no joke to Cornwallis at Princeton, so lightning at the same untimely season has proved a serious matter at the Missouri state capital. Fire always consumes some things which can never be replaced. It destroys some things around which the charm of historical association has long lovingly lingered. The walls, almost as old as the state, will speak to the children of the early settler in words which will linger long after the smoldering ruins have been cleared away.

Just what will be the outcome of the destruction of the state capitol can not at this early date be predicted. Considerable pressure is being brought to bear in having the capital permanently transferred to St. Louis, where beautiful grounds are said to be already in waiting. Metropolitan advantages will test for supremacy against central location and time-honored customs.

One thing should be kept in mind. Fire is a great renovator. Out of ruins have risen other cities, Phoenix-like, more beautiful than before. Chicago gained a new impetus through the flames which for a time threatened to blot it from the map; and dilapidated buildings which would have reluctantly given way to improved architecture disappeared as by magic under the hand of fate. San Francisco emerged from the two-fold scourge of earthquake and fire more beautiful than even her fondest dreams had pictured her.

The misfortune which takes away

a prized building may prove a blessing in disguise. The fireproof buildings of modern times are not only more beautiful but more convenient. It is safe to predict that in five years another will have so filled her citizens with pride that they will in their hearts rejoice that the fates thus forced them to a better piece of architecture.

SLOW POISONERS.

Although the courts, state and federal, deserve praise for the unanimity with which they denounce adulterations of food and impose fines upon the cheats and swindlers who engage in this contemptible form of commercial thrift, the continued prevalence of the practice indicates that fines are not sufficient to meet the exigencies of the situation. Apparently the profits are so large that the swindlers can afford to pay the fines and still pursue their nefarious work. Assuming this to be the case, the legislatures and courts ought to provide and enforce penalties sufficiently drastic to stop the practice. If the business of cheating the public in the matter of food products is so profitable that fines have no terrors for the conscienceless dealers in such goods the character of the penalty should be so changed as to make it efficacious. A term in the county jail or penitentiary would have a more deterrent effect. The penalty should not be assessed against the subordinates whose "necessity, not their will consents" to the administering of poisons in this form but against the principals in the case.

Several years ago an epidemic of stomach troubles, some of them amounting to functional derangements which actually shortened the lives of the victims by producing other maladies not easily traceable to the original cause, raged in a Western city. The cause of the troubles baffled the skill of medical practitioners until a municipal food inspector discovered by analysis and experiments that some of the local restaurants and lunch wagons were in the habit of renovating decomposed foods, particularly meats, with an acid which restored the original color and apparent freshness and left no immediate trace of its deleterious effects. It was one of the strongest irritants to the organs and linings of the stomach known to medical science. Through analyses made by the city chemist he proved his cases against the guilty parties, and the stern infliction of penalties of imprisonment soon put an end to the scoundrelly practice. Adulterators of foods almost invariably plead the innocuousness of the ingredients they palm off on the unsuspecting public; but as a matter of fact, in almost every instance they are slow poisoners, as dangerous as the Italian Borgias of old, and should be dealt with accordingly.

FARMING THAT PAYS.

The experience of the Great West that farming on a large scale pays has helped to draw thousands of

thrifty emigrants from the East to the cheaper and richer lands of the Central West. In self-protection the East has tried intensified farming, with results that put to shame the profits made from the vast tracts that are cultivated on a big scale, and reap rewards not from production per acre but from the yield of a limited number of acres worked at a minimum of cost. Stirred by a spirit of emulation and spurred on by a desire to utilize the farm lands of the deserted East, farmers of the latter section have endeavored by intensified farming to accomplish on a comparatively small number of acres the results that have been achieved by the farmers of the Great West on vast tracts of good farming land.

It has been shown that by intensified systems of cultivation it is possible to produce on Eastern farms so great a return per acre as to net as great, if not greater, profits than are secured by extensive, but by no means intensified, farming on the Western prairies. Near Oneida, N. Y., a canning industry, tired of dependence upon the farmers of the neighborhood, decided to plant in vegetables 2,000 acres of average farm land. By the employment of large amounts of labor and the adoption of the most scientific systems of cultivation remarkable results have been obtained and big profits secured.

This system of intensified farming is equally applicable to Michigan lands. By the employment of the most scientific methods and by efforts to secure the maximum results from the minimum of acres worked it has been found possible to secure remarkable results. The farmer who works a few acres intelligently and persistently, produces as much as a neighboring farmer gets from double the acreage worked on old methods. It is the same with truck farming and with every other branch of agriculture. Intensified farming and self-reliance are the means which are steadily emancipating the farmers of the whole country.

E. A. STOWE RECOVERING.

Ernest A. Stowe, Editor of the Tradesman, who has been ill at the U. B. A. Hospital since Oct. 15, has so far recovered that he left to-day in company with O. H. L. Wernicke for New York and Thursday afternoon will sail on the steamer Oceana for the Bermudas. He hopes to return completely restored to health about April 1.

For one man who can not stand adversity there are a dozen who can not stand prosperity. Watch your finances even more closely when things are coming your way than before the tide turned.

It is not the drummer that hands out the best cigars that hands out the best bargains every time. Buy because you need the goods, not because you like a good smoke.

If not satisfied with your share of the trade your only recourse is to make things so enticing as to compel a larger share.

THIRTEENTH ANNUAL

Convention of Grocers and General Merchants.

The most interesting and by far the most profitable State convention in the annals of the Retail Grocers and General Merchants' Association was held at Port Huron February 7, 8 and 9. The number of delegates present may not have been quite so large as at previous conventions, but the attendance at each session was much better than ever before. It was clearly demonstrated that the men who had been sent there by the local organizations realized that they were there for business and not for play or sight-seeing.

The rapidity and dispatch with which the business was disposed of from the opening to the closing of each session could not help but impress everyone present with the fact that a body of business men had assembled for the purpose of weighing and carefully considering important subjects that would not permit of anything but their most earnest and sober thought.

It has been eight years since seventeen business men met in Port Huron for the purpose of reorganizing or reviving the State organization, which had been started five years previous, but had almost passed out of existence. At that meeting E. N. Akers, of Port Huron, was elected President and J. T. Percival was chosen Secretary. Mr. Akers served for two years, while Mr. Percival has acted in the capacity of Secretary ever since. Fifteen of the original seventeen are still living, and those who attended the convention last week wore a special badge, upon which was printed "1903—at Port Huron—17." That little meeting was addressed by Fred Mason, then Secretary of the National Association of Retail Grocers, but now General Manager of the Shredded Wheat Company. It was a great pleasure for Mr. Mason, as well as a rare treat for those who attended the convention last week, to have him present and deliver the principal address.

The forenoon of the first day was taken up in receiving the delegates and getting them located at the Hotel Harrington, which was the convention's headquarters.

The convention was called to order at 2 p. m. by the local President, F. C. Wood. He introduced Hon John J. Bell, Mayor of Port Huron, who extended a cordial welcome to the delegates and gave them the freedom of the city. Claude E. Cady, of Lansing, responded and accepted the keys to the city in behalf of the visitors.

President M. L. De Bats, of Bay City, then read his annual address, which was published in these columns last week.

The Secretary's annual report was read as follows:

Secretary's Report.

In making this, my eighth annual report, in the thirteenth year of our existence, I wish to congratulate the members, wholesalers, manufacturers and other friends for the interest

they have taken in the work of the Association.

It is pleasing to me to know that the work commenced by a few has grown to such proportions as the State Association at the present shows. In the coming year I can see that we will have a large increase in the number of associations and members, and from what I can learn from the various secretaries the attendance will be larger this year than ever before, the associations sending more delegates, and the unaffiliated towns waking up and coming to the convention to take part in the deliberations of the meetings.

I wish also to congratulate the local associations on the adoption of the various credit rating systems used by them, and from reports received at my office I find the plan is working satisfactorily in the many associations that have adopted it, and I hope at this convention that a more uniform system can be put in operation that will still further increase its usefulness.

During the year the Board of Directors have held two meetings, one at Detroit and one at Lansing, and much good has come from those meetings. On September 28, of last year, the secretaries of the various local associations of the State met in Lansing and the matter of a credit rating system was thoroughly gone over by those assembled. From reports received since, they have profited greatly by that meeting, and I would suggest that hereafter the secretaries of the local associations hold at least two meetings each year to compare notes and get suggestions from each other, as I feel the secretaries know more of the conditions and needs of their associations than any other officer in them, and, therefore, the oftener they can get together the more benefits and experience can be given to each association and also make the State Associations stronger.

During the past nine months no officer of the State Association has visited the local Association or attended their meetings, and I would recommend that hereafter each association should be visited by one of the State officers once or twice during the year.

We have been handicapped very much this year in the way of organization work, one thing in particular being the lateness of holding the last convention, as the merchant is at his busiest in the summertime and can not see where he can spare time enough to organize or attend meetings. Later on, in the past fall, the majority of the cities and towns were busily engaged in the political game, at which more or less of the merchants were either candidates for office or their friends were, and in which they seemed so much engrossed that they made it a good excuse for not getting together and looking after their own business. During the past three months I have sent out a great quantity of literature urging every merchant in the State to attend

the next convention, and from the reports of the different associations and merchants from unorganized towns we will have the largest convention of our existence. The members of the Port Huron Association felt greatly honored in having the thirteenth annual convention held in their city, and as the veterans of the Association look back some years and think of the convention which was held in their city, with only seventeen delegates present, and compare it with this convention, which was so largely attended, they hope to meet a far greater number of new faces at future conventions, some of which they trust will be held in their city.

You will notice in my report of associations that we have one new association, that of Muskegon, of forty members, which joined at our last convention, in Detroit. I am also advised that two new associations, from Cadillac and Leslie, will be represented at this convention.

To the members assembled here today I wish to say that the State Association always stands ready to assist all the old associations, as well as those desiring to organize, and will be glad to send some of the officers to the various towns or cities which need their services.

The matter of a question box came before our last convention and much good was derived from it, and this year it should be given more attention than usual, as it will bring out a good many ideas that will help the Association and the man in business.

At a meeting of the Directors your Secretary was instructed to correspond with the different associations in regard to the raising of the per capita tax, but up to date the answers have been very few, most of them thinking that the matter should come before the convention for settlement.

I would also offer a suggestion to your body to have a committee appointed to revise our present by-laws and constitution, as I think they can be improved on.

A majority of the associations have responded promptly to the call of the Secretary for their per capita tax for 1910, many having paid it at the opening of the convention.

The following have paid their tax for 1910, that is, up to the time of this convention:

Wyandotte	15
Lansing	40
Imlay City	20
Sault Ste. Marie	20
Vicksburg	30
Traverse City	58
Detroit	220
Bay City	40
Muskegon	40
Flint	60
Saginaw	60
Ypsilanti	8
Ann Arbor	26
Jackson	48
Davison	12
Kalamazoo	40
Escanaba	16
Port Huron	60
Total	816

Honorary members	41
Individual members, 1910	37
Individual members, 1911	16
Total	94
Arrears for 1910	
Charlotte	6
Nashville	13
Grayling	16
Albion	12
Armada	22
Charlevoix	21
Yale	8
Grand Rapids	80
Total	180

The financial statement of moneys received and disbursed is as follows:

May 24, 1910.	
Cash in Treas.' hands	\$ 12.21
From individual members, 1910	37.00
From individual members, 1911	16.00
Honorary members, 1910	400.00
Per capita tax, 1910	172.00
Register sale	120.75
Total	\$747.96

Disbursed.	
Voted to Secretary	\$200.00
Telephone, telegram, express	1.81
Postage	71.22
Pres. expense to Springfield	30.00
Printing and stationery	95.20
Sec'y's salary, eight days	24.00
Sec'y's hotel expenses	5.45
Sec'y's railroad expenses	13.47
Total	\$441.15

Balance	\$306.81
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According to the report you will notice that we have a very nice balance in our treasury and that all bills are paid.

Before closing my report I wish to thank the wholesalers and manufacturers who have given us their assistance by becoming members of the Association.

I also wish to thank the officers of this Association and the different trade papers for the assistance they have given me in furthering the objects of this Association since I have had the honor of holding the office of Secretary. I hope in the next year to see good work accomplished, and our membership increased so that we will be represented in every city and town in the State. Secretary.

After the reading of the Treasurer's report the President appointed the following Committees:

- By-laws and Constitution—Charles Wellman, Port Huron; P. F. Treanor, Saginaw; F. W. Fuller, Grand Rapids; C. E. Cady, Lansing.
 - Resolution—James W. Wines, Detroit; William McMorris, Bay City; F. L. Merrill, Grand Rapids.
 - Auditing—B. R. Platt, Vicksburg; F. S. Birdsall, Traverse City; C. W. Grobe, Flint.
 - Credentials—J. C. Clark, Saginaw; F. J. Christopher, Lansing; J. W. Dexter, Crosswell.
- M. J. Maloney, of Detroit, made a motion to rescind the action of the Association at its last convention to elect all officers by the Australian ballot. The motion was carried.
- An hour with the traveling men was the next thing on the pro-

gramme, but unfortunately some of the traveling men who were to talk did not know when they were expected to do so and were not present. E. J. Courtney, of the National Grocery Co., represented the Michigan Knights of the Grip and gave a very pleasing talk. He told of some of the troubles of the traveling men and urged that the merchants give them more consideration. He said that the successful "drummer" was constantly looking for opportunities to assist the merchant, and if the merchant in return would look upon him as a necessity instead of a nuisance many of his troubles would be over. The habit among some merchants to make the traveling man wait until they have nothing else to do before looking at his samples or giving him an audience has caused many a traveling man to miss his train and delay him unnecessarily for hours.

As no other traveling men were present several of the delegations introduced their orators, who entertained the convention with a few well chosen words. Among those who talked were: J. A. Cimmer of Saginaw; P. F. Treanor, of Saginaw; C. C. Castner, of Bay City, and A. C. Neilson, of West Branch.

A motion was made and carried that thirty days be given the local organizations to pay their delinquent per capita tax, and at the expiration of that time it is to be the duty of the President to use his discretion as to whether the delinquent organizations should be suspended.

A vote of thanks was extended to Mr. Courtney for his excellent address.

About 225 delegates and Port Huron citizens enjoyed the banquet and vaudeville given Tuesday evening in the Elks' Temple. E. N. Akers, of Port Huron, was master of ceremonies. The Irish stories told by Mr. Ryan were the feature of the evening. The banquet was well served and greatly enjoyed by all. The vaudeville stunts were very good.

Wednesday Morning.

Before the session adjourned Tuesday evening President De Bats announced that each session would be opened on time if no one but he and the Secretary were present. When the hour arrived for the opening of the meeting, Wednesday morning, President De Bats was not present and Second Vice-President De Nise called the convention to order. The first business transacted was to fine the President, First Vice-President, Treasurer, A. R. Bliss and W. J. Maloney each a box of cigars for not being on time. The fines were all promptly paid as the tardy members arrived. President De Bats stated that he was glad to pay his fine even if it were his son's fault that he was late.

Much to the disappointment of the convention a telegram was received from John A. Green, Secretary of the National Association of Retail Grocers, stating that owing to uncontrollable circumstances it would be impossible for him to be present. As

Mr. Green was on the programme for this session the time was taken up listening to the reports from the local organizations made in response to the roll call, as follows:

Bay City—Our Association rounded out the year December 29, 1910, with all work of every nature done; all bills paid and a substantial amount in the treasury with which to begin the new year.

Our membership has increased 20 per cent. and all are imbued with that united, progressive and harmonious spirit which means much for the progress of our Association, and it is one of life's real pleasures to preside with them. We pride ourselves in the fact that we command the respect of all our citizens and can correct the abuses of trade thereby.

In accordance with the plans of the secretaries of the different branches we have placed our bureau in the hands of our Secretary and we earnestly hope for a State-wide bureau to follow this convention.

We make the following recommendations:

1. We recommend 50 cents per capita dues.

2. A secretaries' meeting once a year at some centralized point.

3. A better method adopted by the State Association to enthuse and cement the branch associations in their work, thus fostering and maintaining active development.

4. The sale of fruits and vegetables to be by weight instead of measure as by the adoption of this method it makes for economy and for the promotion of honesty.

That we cause to be enacted a statute in our State laws creating an office of sealer of weights and measures. We ask discussion on this question by this body, also for a bill denying a bankrupt discharge for the necessities of life, meaning thereby groceries and meats.

We have a full delegation in attendance at this convention.

Mr. McMorris, of Bay City, made the following verbal report in addition to the above:

"We have been very successful in securing members by having in our order of business a time for receiving propositions for membership. At this period members present the names of prospective members and ways are discussed as to how such persons can be secured. It is the duty of two or three members to mention the fact to the prospect that his name had been presented at their meeting for consideration."

Grand Rapids—We have increased our membership considerably during the past year, seventeen members being added during the month of January, twelve out of that number, members of the credit department.

We have had a much better attendance at our meetings during the past twelve months.

Conditions on the City Market are much better than ever before. The Association received everything it asked for from the City Council.

Prices on flour have been maintained, putting many dollars into the tills of the retail grocers of our city, whether they are members of our Association or not.

Our credit department is in much better condition than it was one year ago, and is now one of the best in the State.

We put up a strong fight against trading stamps, which recently came into our city and have been complimented by men in all lines of business.

We are now working on a moving-ordinance similar to the one in Detroit.

Our American Family soap plan, which we explained to you at our last convention, is working nicely, the increased profit on this soap alone will pay the expense of our delegates here to-day from our city. Our members are more loyal than ever to the Association work.

We expect that the year 1911 will be more successful than the year of 1910, that at the next convention we will be able to report many more victories than in the years of the past, and that we will bring more delegates and more interest to the convention. We intend to keep Grand Rapids on the map first, last and always.

Kalamazoo—We are progressing slowly. We regret we can not give you the elaborate report we would like to, but here is how it happened:

Have you never heard the story of the faithful two and the battle that they fought out in Kalamazoo? You haven't. Well, I will tell you. It was thus that they began to bring together the grocery men:

Walter H. and Henry V., two grocers, supposed to be, met one night while they were out in society. Said Walter H. to Henry V., "I never thought this could be, but how nice it is for us to meet in sociability." Said Henry V. to Walter H., "Yes, and how much nicer it would be if

We Want Buckwheat

If you have any buckwheat grain to sell either in bag lots or carloads write or wire us. We are always in the market and can pay you the top price at all times.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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



Are You a Troubled Man?

We want to get in touch with grocers who are having trouble in satisfying their flour customers.

To such we offer a proposition that will surely be welcome for its result is not only pleased customers, but a big reduction of the flour stock as well.

Ask us what we do in cases of this kind, and how we have won the approval and patronage of hundreds of additional dealers recently.

The more clearly you state your case, the more accurately we can outline our method of procedure. Write us today!

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



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.



Registered U. S. Pat. Off.

none of the grocers were at hospitality."

Thus it was that over in Kalamazoo the Retail Grocers' Association grew to forty-two members just through those two.

Before this each grocer had only himself in view, and how they use to cut and slash just as we hear the heathen sometimes do. Now together firm they stand and grasp each other by the hand. Their goods are pure, their prices right and the future is looking very bright. If all the grocers in Kalamazoo realized the good they do they would join with these forty-two, and then what would they not do?—One hundred and twenty instead of two score and two.

Port Huron—The Port Huron Grocers and Butchers' Association beg leave to report that we have a membership of sixty that have paid their per capita tax. We hold our meetings on Tuesday evening of each week. Our members are all live wires and are all friendly towards each other. We have been very busy the past few months getting ready for this convention, at which we trust you will all make yourselves at home and have a good time. When there is a holiday all we have to do is to give notice that the stores will close and any store that amounts to anything closes and proprietor and clerks get out and have a day of recreation.

We have driven the trading stamps out of our city. Our Young Business Men's Association takes a great interest in getting new factories to locate here. We have a commission form of government.

In regard to having a uniform price, we all try and keep as nearly alike as possible.

Other Cities.

Lansing—We are here with a full delegation except one. Our organization is gaining.

Muskegon—Only three of our delegates could attend the convention, but we have a live organization that is doing much good. The trading stamp people lasted only half a day in our city. We have done away with the expensive habit of giving away calendars and candy at Christmas time.

Petoskey—We have a strong organization. We do not advertise staple articles, such as sugar, flour, etc. Our collection department has been very successful. Out of \$350,000 worth of business we have lost less than \$200. We have increased our earnings about 2 per cent. We are trying to overcome the practice of the jobber selling direct to restaurants, saloons, etc.

Inlay—We have a membership of about twenty-five and are doing nicely.

Flint—We are getting along in nice shape. Membership has not increased very much. Our Credit Association is in better shape than ever before.

Saginaw—We have our usual delegation from our city. Our membership is about the same.

Traverse City—We have been doing some very effective work in our city. Our Association is very active and we are getting good results all along the line.

Vicksburg—In a city of about 2,000 we have a membership of twenty-eight. Our credit department and our affiliation with the State Association are what keep us alive. We are in favor of paying \$1 per capita tax if necessary.

Wyandotte — We have eighteen members, all grocers.

West Branch—Mr. Neilson gave a very interesting talk along the line of trade abuses and how to overcome them.

Ypsilanti—We believe we have one of the best associations in the State. We are accomplishing much good.

The meeting adjourned to visit the plant of the Aikman Bakery Co., which proved very interesting as well as instructive.

Wednesday Afternoon.

The following telegrams were received and read:

Bay City—Regret I could not be with you. Your Association has our best wishes and we trust the meeting will be a profitable one. We fully realize that our success depends largely upon the success of the retailers, which we believe can be accomplished in no better way than by association work.

James R. Tanner.

Grand Rapids—Best wishes for the success of your Association.

Walter K. Plumb.

Rockford, Ill.—Illinois Retail Grocers' Association sends greetings.

Secretary.

The roll call was continued to give those an opportunity to report

that were not present at the morning roll call:

Detroit—We have a membership of 240; Association is incorporated. Our collection bureau receives 25 per cent. of collections made. We are now testing the moving-van ordinance in our courts. Our Association is very active and we are getting excellent results.

Jackson—We have forty-one members. Our Association is accomplishing a great deal of good and has proved to be a very valuable medium through which to get results.

The Auditing Committee's report was accepted.

The Credential Committee's report showed 138 delegates in attendance.

The election of officers resulted as follows:

President—H. L. De Bats, of Bay City.

First Vice-President—Chas. Christensen, of Saginaw.

Second Vice-President—Glen E. De Nise, of Grand Rapids.

Secretary—J. T. Percival, of Port Huron.

Board of Directors—Charles Wellman, Port Huron; J. C. Currie, Detroit; F. J. Christopher, Lansing; H. J. Schaberg, Kalamazoo; L. P. Strong, Vicksburg.

The Secretary's salary of \$200 was allowed.

Fred Mason's Address.

The treat of the convention came next. It was the address of Fred Mason, General Manager of the Shredded Wheat Co., of Niagara Falls. Mr. Mason was greeted with rousing applause and after telling a few stories he got down to "brass tacks." His address was delivered without manuscript or notes. After paying a tribute to the seventeen men who met with him in Port Huron eight years

ago, he said: "There is only one state nearer to me than Michigan, and that is the land of my birth—Minnesota." In speaking of the officers of the State organization he urged the members not to knock them or roast them but to get behind them and help to push the great work along. Wm. Judson, of Grand Rapids, was paid a glowing tribute for the excellent work he has done in the National organization. He recommended that the easiest way to get satisfactory legislation was to get into politics and see that business men become our lawmakers. "Minnesota is the only state that has a Committee on Mercantile Affairs. The merchant pays more tax than any other class and why should he not be rep-

Sawyer's
CRYSTAL
See that Top  **Blue.**

For the Laundry.
DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

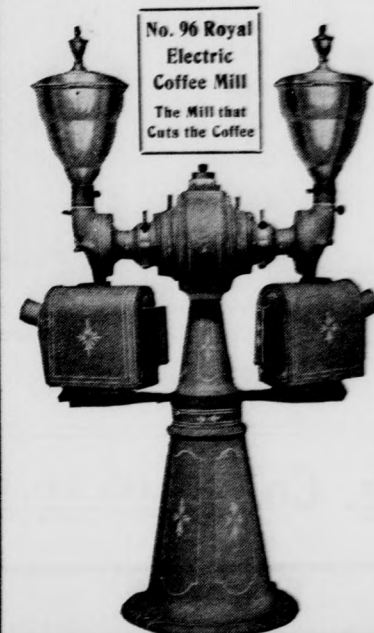
Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, lace and goods that are worn and faded.
It gives twice as far as other Blues.

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

A Royal System in Your Coffee Department

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

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



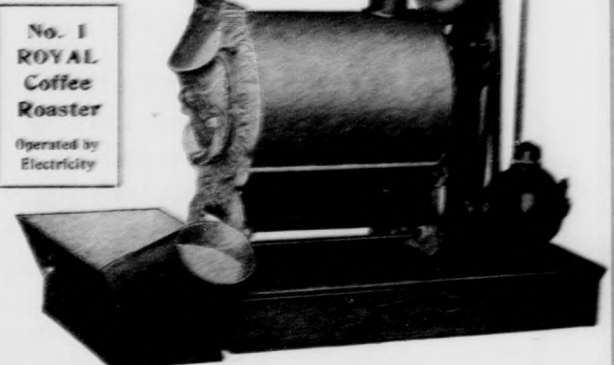
No. 96 Royal Electric Coffee Mill
The Mill that Cuts the Coffee

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

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

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

We also manufacture Electric Meat Choppers and Meat Slicing Machines.



No. 1 Royal Coffee Roaster
Operated by Electricity

The A. J. Deer Co.

1246 West St., Hornell, N. Y.

resented?" One of the strongest points brought out in his address was while talking on the subject of credits. He said, "The business man is very often to blame for having a lot of bad accounts upon his books because he too often encourages instead of discourages customers to run accounts, and by so doing makes deadbeats out of what would otherwise be good citizens." He told how a banker made a good citizen out of a man who was branded a "deadbeat" simply by helping the poor unfortunate to pay the many little accounts he had scattered all over the town by loaning him enough money and giving him time to pay it back in small payments. The grocer's wife came in for her share of the tributes. He recommended that more men bring their wives with them to these conventions, because they should know what is being said and done. The speaker gave the parcels post a black eye, which was greeted with applause. In closing he assured his hearers that he had every confidence in the future because the merchants have learned the value of co-operation and know that through the local, State and National organizations lies a way to accomplish anything that they may find worth going after.

The question box was opened up next. The chairman of the committee, A. C. Neilson, had charge. The questions had been sent to the committee and Mr. Neilson had received the assistance of a judge, a lawyer, banker, editor and ex-county official

to assist in answering the questions so that they would be answered in an unbiased manner. The questions brought out much discussion and proved very interesting and beneficial. We regret that the committee deemed it advisable not to publish these questions and answers.

Before the close of the afternoon session very interesting talks were given by Mr. Simmons, of Saginaw, and Guy W. Rouse, of Grand Rapids.

In the evening a ball was given in honor of the delegates in the Mason's Temple which was attended by several hundred citizens of Port Huron and all the delegates who enjoyed good music or dancing.

Thursday Forenoon.

The question box discussion was continued until all questions were disposed of.

The following is a report of the committee on constitution and by-laws:

REPORT OF COMMITTEE ON CONSTITUTION AND BY-LAWS.

The above committee to whom was referred the matter of amending the Constitution beg leave to submit the following report, viz:

We recommend that Section I Article III be amended to read as follows:

The meeting of this Association shall be held annually during either January or February, at such place as is decided upon at the convention assembled.

We further recommend that Section I, Article V, be amended to read as follows:

That the dues or per capita of active members, be based upon a schedule according to the membership of the various cities and villages, as follows:

For from 1 to 15 members inclusive, \$1 per year.

For from 16 to 25 members inclusive, 80c per year.

For from 26 to 40 members inclusive, 60c per year.

For from 41 to 60 members inclusive, 50c per year.

For from 61 to 80 members inclusive, 40c per year.

For from 81 to 100 members inclusive, 35c per year.

For from 101 or more members inclusive, 30c per year.

Each Association to be allowed one vote for each one dollar (\$1.00) or major portion thereof, paid in the Association.

The dues for honorary members shall be ten dollars (\$10.00) annually—payable when application is made and at the beginning of each fiscal year thereafter.

Further we recommend that Article VIII, Section I, be amended to read as follows:

All elections shall be by ballot and all terms of office shall begin with the close of each annual session.

No votes counted unless delegate is present.

We also recommend that this Association adopt as a preamble to the Constitution, the statement of our objects as contained in the President's address.

Respectfully submitted,

Chas. Wellman.

F. W. Fuller,

P. F. Treanor.

C. E. Cady.

The resolution committee reported as follows:

RESOLUTIONS ADOPTED.

Be it Resolved, That this Association take immediate steps to see that a State law be enacted, establishing a standard capacity for all baskets, boxes, drawers, crates or other containers, used in the sale of fruits, berries, vegetables and nuts and be it further resolved,

That our Secretary be instructed to immediately send a copy of this resolution to the Secretary of each local Association of the State, urging that this resolution be concurred in at their next regular meeting, and be it further resolved,

That each member of the State and local Associations, is hereby urged to communicate our attitude on this matter to their representatives and senators, requesting favorable consideration of this bill when it comes before them for action.

Be it Resolved, That this Association endeavor to have passed a State law against the use of trading stamps, gift schemes and other similar trade getting devices.

Be it Resolved, That the officers of this Association, shall be the official organizers and at the discretion of the President, shall act in that capacity.

Be it Resolved, That this Association go on record as opposed to the selling and handling of unwrapped bread, for sanitary reasons.

Be it Resolved by this convention that we as a body, are opposed to any reduction of rates of postage on merchandise, either through the medium of a general parcel post or rural parcel post law.

Be it Resolved by this Association that we favor the adoption of a federal law, requiring manufacturers to stamp the net weight or quantity on the label of all goods put up in packages or other containers.

Be it Resolved, That the thanks of this Association are hereby extended to the officers and members of the Port Huron Grocers & Butchers' Association, the Hon. J. J. Bell, Mayor of city, and to all others who have contributed towards the success of the convention and entertainment of the delegates.

Be it Resolved, That the thanks of this Association are hereby extended to the Trade papers, who have assisted in furthering the objects of this Association. We believe that every person engaged in the retail grocery and general merchandise business would be much benefited by subscribing to and reading regularly one or more of these papers.

Your committee on resolutions with a desire to insure the subject of financing this Association being brought before this convention, desires to submit the following resolution for your consideration.

We recommend that the per capita tax be based upon a schedule according to the number of members as follows, viz:

1 to 15 members inclusive, \$1.

16 to 25 members inclusive, 80c.

26 to 40 members inclusive, 60c.

41 to 60 members inclusive, 50c.

61 to 80 members inclusive, 40c.

81 to 100 members inclusive, 35c.

100 members or over, 30c.

Each Association to be allowed one delegate for each one dollar paid in the State Association.

Be it Resolved, That this Association advocate the amending of the federal bankruptcy law, denying the discharge of a debtor for the necessities of life or else the repeal of the entire bill.

The following standing committees were appointed by the President:

Legislative—Claude E. Cady, Lansing; Charles W. Grobe, Flint; A. R. Bliss, Muskegon; F. W. Fuller, Grand Rapids; J. C. Currie, Detroit.

Pure Food—Joseph Sleder, Traverse City; A. H. Eddy, Sault Ste. Marie; C. N. Gore, Wyandotte; Ole

Save Money on Egg Delivery

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

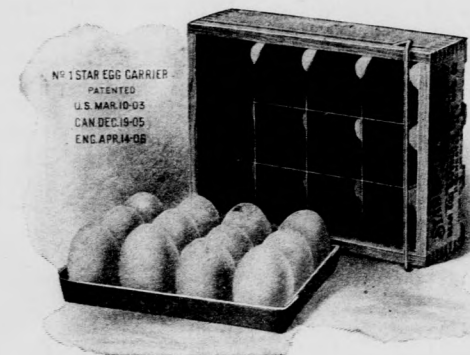
Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

They stop all breakage and miscount, save time and satisfy customers. Actual cost of using only $\frac{1}{4}$ 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.

Peterson, Muskegon; L. D. Avery, Tecumseh.

Question Box—A. C. Neilson, West Branch; S. B. Nickels, Ann Arbor; C. C. Castanier, Bay City; J. A. Lake, Petoskey; A. J. Palmer, Gagetown.

The only spirited contest held during the convention was what looked to be a three cornered fight for the next convention. It was known that Saginaw, Traverse City and Grand Rapids wanted the convention in 1912. Traverse City and Saginaw both presented their reasons why the convention should be held in their respective cities. The Grand Rapids delegations saw that if they entered the contest Saginaw would undoubtedly win and as they felt that the next meeting ought to be held on the west side of the State in order to keep up the interest through the State they decided not to ask for the convention but to throw their support to Traverse City. The question was decided by ballot and Traverse City won out by a nice majority. A few short talks were given by the delegates whose supply of wisdom was not quite exhausted, after which the best convention ever held by the Retail Grocers and General Merchants' Association was declared closed.

LIST OF DELEGATES.

- Ann Arbor—S. B. Nickels.
- Ashley—L. K. Kirby.
- Bay City—A. Blanchard, D. B. Boughton, C. C. Castanier, M. L. DeBats, H. A. E. Delm, E. W. Funnell, Geo. Gougeon, Wm. McMorris, A. Nord, C. C. Schultz, I. K. Schultz, J. M. Staudacher, G. H. Waters.
- Caro—R. J. Putnam.
- Cass City—D. Losey.
- Columbiaville—B. E. McDermid.
- Croswell, J. W. Dexter, J. M. McIntyre.
- Deckerville—Chas. I. Falk, Geo. B. Forrester.
- Detroit—John A. Altfeltis, A. L. Bernstein, J. D. Bourdeau, Herman W. Breu, J. C. Currie, Jr., W. J. Cusick, C. A. Day, E. W. Deiss, G. W. Faulmann, E. F. Guenther, H. J. Hoschna, S. Klein, T. J. Lee, J. F. Mack, M. J. Maloney, H. F. Merker, J. C. Metzner, Geo. B. Middlemiss, C. M. Orth, J. R. Rebone, Geo. V. Rowe, E. J. Schmidt, Geo. T. Stapleton, Frank F. Welland, Jas. M. Wines.
- Flint—E. W. Garner, Chas. W. Grobe, J. McDonald, H. A. McPherson, F. J. Ottaway, W. R. Scott.
- Fostoria—J. L. Preston.
- Gagetown—A. J. Palmer.
- Grand Rapids—R. W. DeBoer, Glen E. DeNise, Wm. Drucke, Jr., Fred W. Fuller, E. L. May, F. L. Merrill, F. E. Miner, Geo. H. Shaw, A. L. Smith, Leonard Van Dussen.
- Harbor Beach—D. Mithlethaler.
- Holly—C. A. Best.
- Imlay City—Wm. Muir, Frank Rathsburg, Thomas Taylor.
- Jackson—Jacob Dawson, P. W. Haefner, Chas. G. Hill, G. E. Lewis, A. L. Van Horn, Fred Walton, F. J. Warner.
- Kalamazoo—F. Linihan, Wm. H. Moerdyke, Henry J. Schaberg, Frank Toonder, A. W. Walsh.
- Lansing—O. H. Bailey, Wm. F. Beltz, M. C. Bowdish, C. E. Cady, A. E. Carman, C. J. Christopher, Arthur Fry, Chas. W. Reck, A. P. Walker.
- Lenox—Chas. W. Lapp.
- Merrill—A. E. Crosby.
- Mt. Morris—John Layman.
- Muskegon—E. C. Bramble, A. R. Bliss, Ole Peterson.
- Osseo—A. Perrin.
- Parma—B. F. Peckham.
- Petoskey—John A. Lake.
- Port Huron—E. N. Akers, J. J. Churchill, R. D. Cannally, L. A. McCarthar, Geo. S. Newberry, T. J. O'Brien, Geo. E. Parker, J. T. Percival, Wm. Scheffler, W. D. Smith, Chas. Wellman, F. C. Wood.
- Saginaw—Chas. Christensen, Jason Clark, Henry Heller, W. H. Lewis, C. W. Perry, O. M. Robde, L. G. Schulz, L. E. Schwemer, Fred Spatz, Victor J. Tatham, Paul F. Treanor.
- Sault Ste. Marie—A. H. Eddy.
- Smith Creek—F. P. Wilson.
- Tecumseh—F. D. Avery.
- Traverse City—A. W. Bartak, F. S. Birdsall, W. R. Foote, Fred Ginstl, C. F. Hunter, Joseph Sleder.
- Uly—Geo. A. Plietz.
- Vicksburg—E. R. Platt, L. P. Strong.
- West Branch—A. C. Neilson.
- Wyandotte—C. N. Gore, W. H. Humerfelt, Aug. Iintow.
- Ypsilanti—D. L. Davis, H. D. Wells.

The Country Store.

This feature of the convention was elaborated upon this year more than ever before and proved a very attractive feature. The store was very artistically arranged. It was in charge of John A. Ryan and Grant Canham. Among the many firms who donated goods were:

- Alart & McGuire, New York, N. Y.; American Chicle Co., Chicago, Ill.; Walter Baker & Co., Chicago, Ill.; Borden Condensed Milk Co., New York, N. Y.; Armour & Co., Chicago, Ill.; Beck Cereal Co., Detroit, Mich.; American Ammonia Co., Buffalo, N. Y.; Boyce Hardware Co., Port Huron, Mich.; Beard, Campbell & Co., Port Huron, Mich.; Church & Dwight Co., New York, N. Y.; Corno Mills Co., St. Louis, Mo.; Continental Bag Co., New York, N. Y.; Dyer Packing Co., Vincennes, Ind.; Calumet Baking Powder Co., Chicago, Ill.; Detroit Soap Co., Detroit, Mich.; Diamond Crystal Salt Co., St. Clair, Mich.; Diamond Match Co., Chicago, Ill.; Commercial Milling Co., Detroit, Mich.; P. Duff & Sons, Pittsburg, Pa.; Croswell Milling Co., Croswell, Mich.; Chase & Sanborn, Chicago, Ill.; Frank Tea & Spice Co., Cincinnati, O.; T. H. Esterbrook & Co., Toronto, Ont.; J. B. Ford Co., Wyandotte, Mich.; G. B. Farrington Co., New York, N. Y.; Port Huron Light & Power Co., Port Huron, Mich.; Electric Refining Co., Port Huron, Mich.; Globe Soap Co., Cincinnati, O.; Hygenic Food Co., Battle Creek, Mich.; H. C. Heckerman, Bedford, Pennsylvania; Gasser Coffee Co., Detroit, Mich.; H. J. Heinz Co., Pittsburg, Pa.; Hemmeter Cigar Co., Detroit, Mich.; Gruel & Ott, Port Huron, Mich.; Hammond, Standish & Co., Detroit, Mich.; B. B. Hyde, Port Huron, Mich.; Herald Printing Co., Port Huron, Mich.; Henson & Branagan, Port Huron, Mich.; Hatch Butchers' Supply Co., Detroit, Mich.; Kellogg Toasted Corn Flake Co., Battle Creek, Mich.; Lautz Bros. & Co., Buffalo, N. Y.; Jas. S. Kirk & Co., Chicago, Ill.; National Biscuit Co., Detroit, Mich.; National Candy Co., Grand Rapids, Mich.; Marshall Bros., Detroit, Mich.; Mathews Milling Co., Marlette, Mich.; Model Milling Co., Port Huron, Mich.; Michigan Telephone Co., Port Huron, Mich.; Oakland Vinegar & Pickle Co., Saginaw, Mich.; Pressing & Orr Co., Norwalk, O.; Parker Webb & Co., Detroit, Mich.; Ohio Match Co., Wadsworth, O.; Postum Cereal Co., Battle Creek, Mich.; Port Huron Creamery Co., Port Huron, Mich.; Pfaff Milling Co., Minden City, Mich.; Phelps, Krag Co., Detroit, Mich.; Port Huron Salt Co., Port Huron, Mich.; J. G. Philpott & Co., Port Huron, Mich.; Port Huron Gas Co., Port Huron, Mich.; Port Huron Bread Co., Port Huron, Mich.; Rye Flake Co., Port Huron, Mich.; Rueckheim Bros. & Eckstein, Chicago, Ill.; The Rumford Co., Chicago, Ill.; F. A. Reibling, Port Huron, Mich.; F. P. Reynolds & Co., Detroit, Mich.; Ramstein Bros., Lambs, Mich.; Scudder Syrup Co., Chicago, Ill.; Sears & Nichols Co., Chillicothe, O.; Sal-

ada Tea Co., Detroit, Mich.; Shredded Wheat Co., Niagara Falls, N. Y.; San Selma Cigar Co., Detroit, Mich.; Sullivan Packing Co., Detroit, Mich.; Schwartz Cigar Co., Detroit, Mich.; Smith Bros., Port Huron, Mich.; L. Schiappscasse Co., Detroit, Mich.; J. B. Sperry, Port Huron, Mich.; Standard Oil Co., Port Huron, Mich.; Schiller & Kaufman Co., Port Huron, Mich.; Frank Treleven, Port Huron, Mich.; Valley City C. & B. Mills, Saginaw, Mich.; W. J. Vhay, Detroit, Mich.; U. S. Playing Card Co., Cincinnati, O.; Yale Milling Co., Yale, Mich.; J. L. Fead & Sons, Port Hur-



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

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 CLOVER AND BEANS

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

on, Mich.; Wm. Walker & Co., St. Louis, Mo.; Joseph O'Hearne, Port Huron, Mich.; Swift & Co., Chicago, Ill.; C. E. Mudford, Port Huron, Mich.; A. B. Carlisle, Port Huron, Mich.; Port Huron Brewing Co., Port Huron, Mich.; C. Kern Brewing Co., Port Huron, Mich.; F. Scaralata, Port Huron, Mich.; Merrill Soules Co., Syracuse, N. Y.; Scotten, Dillion Co., Detroit, Mich.; Welsh Grape Juice Co., Westfield, N. Y.; A. Rush & Sons, Detroit, Mich.; The Iroquois Cigar Co., Flint, Mich.; W. H. Kildow, Kildow, Ohio; Lee & Cady, Detroit, Mich.; Foote & Jenks, Jackson, Mich.; Henry Russell, Detroit, Mich.; Asmus Brothers, Detroit, Mich.

Convention Notes.

The Port Huron Grocers and Butchers' Association deserve much credit for the excellent manner in which they handled the convention. They are certainly royal entertainers.

Mr. Bliss says there are four new grocers in Muskegon.

Where did you get all those girls for the ball? And they were good dancers, too.

Master of Ceremonies Akers knew when a good thing had gone far enough.

Mr. Mason haint no phenomena, no sah, he's just the real thing—that's all.

If that's what you call a "country store" we recommend that more merchants keep country stores. It looked good to us, even to the young lady with the graham crackers.

Who did you say was wanted at the telephone Mr. Percival?

The Harrington is a nice hotel all right—but we don't believe they were looking for so much company.

Traverse City, 1912.

Another Parcels Post Bill.

Even more insidious than the bill for the establishment of a rural parcels post is the measure favorably reported to the Senate recently by the Senate Committee on Postoffices and Postroads. It received the unanimous vote of the Committee and in substance provides that the Postmaster General shall, for the period of one year from April 1, 1911, experiment upon selected routes with a parcels post of his own devising, both as to weights and rates, reporting back to Congress as to results.

In the light of the fact that the Postmaster General is a strong advocate of the parcels post, especially upon the rural route plan, there is little doubt as to the reported results of such experimentation, and by that means added strength would be given to the present official insistence upon the establishment of the system.

The dangers and the unfairness of the parcels post system have been detailed time and again. There should be no uncertainty as to the position taken upon any feature of the agitation of the movement. Not even the slightest wedge should be allowed to enter, for it will certainly grow steadily in its power, ultimately overthrowing the true interests of the people.

Of all the arguments that have been

made against the parcels post system there is none stronger than that which has been emphasized in these columns—that a common rate to and from all points under Government jurisdiction puts upon the Government the requirement that the carriage of merchandise shall be so rated as to cover with a single charge any distance that may be desired regardless of its length. One of two things then presents itself, either that the Government must carry a large proportion of the business at a loss or else the individual utilizing short distances must pay a rate sufficiently large to cover the losses on long distance shipments. Neither of these conditions is compatible with the American idea of fairness in competition, aside from other elements that might be cited.

England, which is a country of short distances, has the common rate. Germany, also, a country of shorter distances than would obtain in the United States, has a zone system of rates, but is still far away from the conditions here. In other countries there are conditions which prevent a parallel of the American situation. Not alone this, but there would be required an immense Governmental expense to cover the establishment of facilities for handling the merchandising that would develop in the mail order line.

It is not that the local retailer would simply suffer from the competition of the mail order houses, but that that competition would be of the unfair sort which is repugnant to every American principle of doing business. From whatever viewpoint the subject may be regarded there is no legitimate reason apparent for the establishment of the parcels post.

No one has any particular sympathy with the express companies whose business would be interfered with by a cheap parcels post, but it might be said in passing that if the express companies would adjust their rates to a legitimate figure, instead of providing frequent occasion for melon slicing, there might be less agitation in certain circles for the parcels post.—The Drygoodsman.

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 bldg., Grand Rapids, Mich. Dated February 8, 1911.

John Snitseler, Trustee.

Peter Doran, Attorney for Trustee.

The Magic of "We."

It is a wise policy for employers to impress employes with the idea that they really have a personal interest in the business, and to make them feel that they are valuable factors in its conduct. This is the policy of a well-known Boston banking firm. In referring to the subject, the President recently said that he always encouraged even the smallest office boy to regard himself as an integral part of the firm, to use the editorial "we," to speak of "our" office and "our" counting house. In this way every employe is imbued with a proper pride in the house he works for, and he performs his duties with greater zeal and accuracy. There is no better method of preventing labor troubles, for with everybody working to further his firm's interests, there is not much time for brooding over personal grievances. We commend the policy to the consideration of all business men.

You can tell a novel reading mother by the names of her children.

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.

Embroideries and Laces

ATTRACTIVE lines of American—Oriental—Valenciennes Cluny and Torchon Laces.

Embroideries in Swiss, Hamburg and Nainsook.

Matched Sets for

Infants' Wear

Corset Covers

Skirts

Lingerie Dresses

Shirt Waist Fronts

1911 Wonder

assortment. Very special value. Ask to see it.

P. Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATED VIKING SYSTEM
EST. 1884 MADE IN U.S.A. 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

UNDERWEAR for Spring Business

Men's at \$2.25, \$4.00 and \$4.50 per dozen.

Boys' at \$2.25 per dozen.

Women's at 75c, 80c, 85c, 90c, \$1.25, \$2.25 and \$4.50.

Children's at 75c, \$1.15 and \$2.25.

Infants' at \$1.15, \$2.25, \$4.25 and \$7.50 per doz.

Space will not permit us to describe the above items but will be pleased to have salesmen call and show samples. Write us if interested.

Grand Rapids Dry Goods Co.

Wholesale Only

Grand Rapids, Mich.

Underdone.

An attempted innovation, a reform, a novelty, in store management should be carried out to a complete, practical and satisfactory finish so far as the public is concerned or it should be let alone. Far better not to make an attempt than to put up something that is really but an apology for the thing represented.

The rest room and the ladies' parlor and the waiting room, or whatever designation it may receive, has been made prominent by the manner in which the large stores have taken up the idea and the efficiency of the plan has been proved by the ready acceptance of the public. For that reason managers all over the country have been tempted to make use of the idea and have demonstrated, each in his own way, the largeness of his ideas and the generosity of his mind regarding the doing of something for the general public at his expense directly or indirectly.

Some of these results are worth considering, especially those which show narrowness of conception and disinclination to do a thing with the proper spirit but rather because it is forced by others. In the first place, a room, or a space, devoted to such a purpose must needs be separated in some manner from the business floor, even although it is intended that it shall overlook what is going on. Yet there are dozens of these affairs—so-called rest rooms—which are merely little pens fenced off from the main floor of the stores by cheap little railings, the floor spot covered with a gaudy but cheap rug, a couple of porch rocking chairs and perhaps a wooden settee, with possibly a cheap writing desk in one corner where it is too dark to write, the stationery bearing the firm's official paper and the pen so corroded that no one could write even if the ink in the bottle had not long ago dried up, the whole thing occupying a space not over eight by ten feet, where it would be impossible for more than six people to congregate at one time without treading on one another's toes.

It is perfectly safe to say that no one takes advantage of this sort of public parlor except as a result of necessity. It is too public. It is too carelessly furnished, fitted and attended. There is not even half privacy, for everyone coming into the store is enabled, if so disposed, to stare at the occupants of the space. There is no toilet provision whatever, and that is a necessity in stores where the trade comes from a considerable distance.

We have in mind one of these affairs, which the store manager has very much advertised, located in a dark corner of the store, unprovided with artificial light, so cold in winter as to be decidedly uncomfortable and so hot in summer as to be unoccupied when a customer is able to find any other place to sit down. Another is in a small L near the front of the store and at the edge of the shoe department. No one can enter the store without gazing directly into this "rest room," whether

impelled by curiosity or not. The result is that a woman who is at all sensitive will not remain there after having been stared at by a few entering customers. It is certainly an unrest room.

These things need not be, because the store that is able to attempt anything of the sort should carry it out right or let it alone. A thing half done is of more damage than to have left it untouched. Every store can find it a good thing to make the rest room a feature of its management, but no store desiring to make such a thing an advertising feature or a thing of attraction can afford to do it half-way. Cheaply done, it is as disgusting to the public as are pinchbeck jewelry and sham skirts.—The Dry Goodsman.

Hang Your Coats.

One reason why the men's ready-to-wear clothing business has made such strides in the last year or two is because the stock is so much better kept than formerly.

"Look at that case," said a Minneapolis merchant to the Twin City Commercial Bulletin, pointing to a floor case filled with coats. "Just the habit of keeping coats in a case like that where each garment depends from its own hanger, instead of in piles on tables, as every merchant used to do, is responsible for a greatly increased volume of trade, and the quality has improved at the same time. Of course, the cut, style and tailoring of men's clothing are all superior to the best work in the ready-made trade a few years ago, but that is not the point I want to make. Give all those excellencies in a coat—then place it at the bottom of a pile of other coats three or four feet high and what is the result? When the customer puts it on it does not fit. It wrinkles and bags in unexpected places and the trim shapeliness which should characterize it is gone. There is nothing smart looking about it.

"Now with the cases each garment preserves all the style that has been put into it, and we are able to fit and satisfy men who used to think only custom-made clothes good enough for them. We keep all except the cheapest grade of our coats in cases and they pay for themselves many times over. They do not take up much room, because the coats can hang very close together without injury, the stretchers keeping them in perfect shape. I should advise every merchant who deals in clothing above the lowest grade to have cases for his coats. If he has the best class of trade in his town it will help him to keep it, and if he does not have it, keeping good stock in the best possible shape is one of the many things necessary if he would get it."

"Hew to the line, let the chips fall where they may" is good advice—but be sure the line you are hewing to is square and true.

If a man amounts to anything in a small town he soon begins to think he would amount to more in a big town.

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

In the matter of Jay A. Haring, bankrupt, notice is hereby given that the assets of the said bankrupt will be offered by me for sale at public auction, to the highest bidder, according to the order of said court, on Thursday, February 23, 1911, at 11 o'clock a. m., at the store formerly conducted by the said bankrupt in the village of Grant, Newaygo county, Michigan. Said assets consist of and are inventoried as follows: Ladies' clothing, \$1,376.87; men's and boys' clothing, \$1,623.88; men's furnishings, \$750; dry goods, \$865.89; shoes and rubbers, \$1,416.58; crockery, \$96.51. Said sale will be subject to confirmation by the court, and creditors are hereby given notice that the same will be confirmed, if an adequate bid is obtained therefor, on Monday, February 27, 1911, unless cause to the contrary be shown. An itemized inventory of said assets may be seen at the offices of Hon. Kirk E. Wicks, Referee, Houseman building; Peter Doran, 307 Fourth National Bank building, or Wm. B. Holden, 48 Ottawa street, Grand Rapids, Mich. Dated February 11, 1911. William B. Holden, Receiver. Peter Doran, Att'y for Receiver.

Quick Turns.

The secret of buying in small quantities, buying often, selling out quickly and reordering, keeping the stock on the move and everything fresh and

up to date, is the safest policy for the average small merchant.

More merchants have been buried by overbuying than by panics or bad credits.

The slowing down in business, while it was regarded as unfortunate, was probably the best thing that could have happened to the country.

It set all classes of merchants, both retailers and wholesalers, to buying "from hand to mouth," and this is a safe and sane system.

Merchants are not being endangered by heavy purchases which can not be worked off.

The year's profits are not all represented by "stock on the shelves," of a perishable and risky character.

The conditions are first class; business is likely to continue good, but people are not taking the risks that they did a few years ago.

It is always a case of the survival of the fittest. Are you it?

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

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

"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.

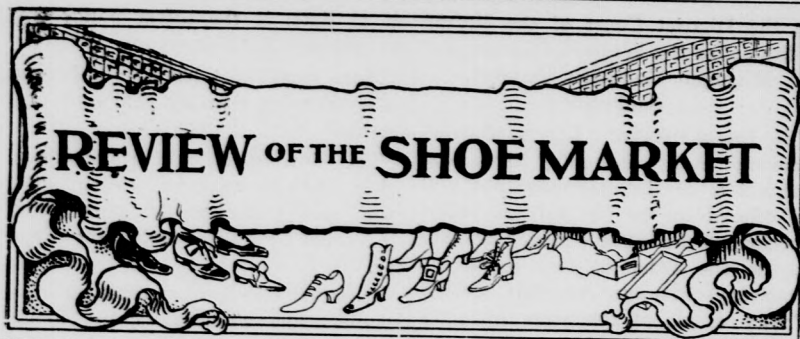
The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Wenich McLaren & Company, Toronto—Sole Agents for Canada



Female Foot Larger.

The female feet of our first families have extended themselves two sizes within the last ten years. Mrs. Jessica Finch, of the Finch School for Girls, is the authority for the exact statement. Ten years ago the full-grown young women in her gymnasium wore shoes averaging from size three to size four. The shoes to-day average from size five to size six. Mrs. Finch only makes a definite statement of what every one has observed indefinitely.

Ten years ago the fashionable shoe shops never labeled any feminine shoes any size larger than six. If they dealt in longer shoes they called them "private stock" or "special lasts." To-day every shop carries a full assortment up to sevens. In New England and New York the long slim foot has become a mark of caste. "Number six and a half, double A," says the beauty of to-day, or "triple A, if you carry it, please." There is no mistaking the air of satisfaction with which she gives the order. No mixed race ever produced a foot that shape. It is the foot of the pure American type.

Matters were otherwise in the days of our mothers and grandmothers. Then small feet were a matter of gentility, and small feet meant short feet. The tale is told of Grandmother Perkins in the days when she was Susan Brown and laying by her trousseau. She sent to Grandmother Perkins, who lived in town, to buy her wedding slippers and the "prunella boots to match her frocks. Every one wore prunella boots in those days and every one limped when the boots were new. The side elastics had to be worn into shape. They were always too tight when they were new, in order to fit when they were old. Well? Grandfather Perkins went to the bootmakers and ordered a pair of white satin wedding slippers and six pairs of prunella boots. What of that? Grandmother Perkins was a well-bred female. She had hesitated to mention the full size of her feet. She had curtailed it by two sizes, and the devoted creature wore the slippers on her wedding day. The boots she sent in a mission box to the Sandwich Islands the day after Grandmother Perkins found her crying with one in each hand and a broken shoe horn on the floor. There were female martyrs in those days.

The days of athletics and dress reform came, and the short skirt brought in the notion for the first time in three generations, since the empire days of classic revival, that a

foot has more than one dimension. There have been many popular devices in the days of the flowing skirt for shortening the public view of a long foot. Chief among these was the exaggerated French heel stuck midway down the sole and the very pointed toe. From beneath an ample skirt the foot appeared a mere peak before and a dot behind. Then came the moment when the skirt must be raised, and from above the peak and the point appeared a distorted giant radish shape of a foot. The very low cut vamp and the huge bow tied just below the instep are devices in foreshortening that still persist; but the full profile of the foot is too conspicuous in the short skirt to permit the old distortions. Also and partly because of this the new indifference to length of foot is percolating through every layer of society.

Two sizes is a ten years' average increase for the New York woman's foot. Does this amazing growth arise from an undue excess of athletics? Are girls growing into larger women to-day than they did ten years ago? Whatever the answer may be there is just one thing the observing masculine creature wants to know: "How far is this thing going?" If 1910 shows a growth of two sizes over 1900, what will the report be in 1920? Is this development a matter of simple or compound augmentation? Is 1920 due to burst upon us with a seven to eight average shoe? Or will it be a matter of nines to tens? If so, how soon will it affect the finer points of our civilization?—New York Sun.

Now For Big Profits.

Shoe dealers must not overlook this one great, large important fact: The craze for satin, velvet and other fabric footwear presents a most wonderful opportunity for shoe retailers to clean up large—and we emphasize the word large—profits while the craze lasts.

It is as true as gospel. When the craze is over a dealer ought to be in a position to dump every last pair of fabric shoes into the creek and still be many hundreds of dollars ahead of the game.

Women are paying as much attention to-day to the dressing of their feet as to the ornamentation of their heads. Women of fashion—and many of limited means—pay all kinds of fancy prices for hats—aye, hats that oftentimes do not cost so much as the material for a single good shoe. They will pay fancy prices for orna-

mental shoes, for they must have them.

We mentally shook hands with the manufacturer who made a dollar a pair on velvet boots last fall, and we congratulate him. What should the retailer care? He, too, must sell what his trade demands, and if the dealer made two to four dollars profit where he usually makes one, he, too, is to be congratulated.

You are not in the shoe business for your health, and neither are the manufacturers. There would be fewer failures, and more successes in the shoe business to-day if shoe dealers only had their nerve with them. Milliners have theirs. They are not denounced. We commend them for their enterprise, although we sometimes, too, have to foot their bills.

Don't see how much you can give the customer for nothing and how little you can get for yourself and live.

If you have business ability now is the time to display it. Success to you!—Shoe Retailer.

Three Ways To Make Shoes.

In the factory there are three ways of making a shoe—by the "turn" method, by the "welt" system, or by the McKay or "through and through" system. In the first the upper is simply stitched to a single light sole when both are wrong side out and then, while the sole is damp, the shoe is turned like a stocking. House slippers are made in this way and light footwear meant for indoor wear.

After the welt method a light sole is stitched to the upper, then a narrow strip of leather is sewed along the seam and the outer sole is stitched to this strip or welt. The shoemaker does it all in one stitching.

In the McKay system no welt is used. The upper is drawn about the insole, the outer sole is placed over it so that the edges of the upper are between the inner and outer soles and then the whole is stitched through and through.

There was a time when every shoemaker made his own lasts and traveled about the country with his hammers and roll of leather, his lasts and awls, making shoes for entire families by measurement. Now the work has become so specialized that no man makes more than a small part—there are lasters, stitchers, vampers, burnishers, pasters, heelers, trimmers and many more in the modern factory. This division of labor robs the trade of all skill.

A useful souvenir for the spring season is a bag of marbles containing the name and address of the shoe dealer printed on the bag. These are not particularly expensive and make a mighty valuable advertising medium.

Martha
Washington
Comfort Shoes

Trade Winners



The
"Gloris"
Shoe
For Women

Equal to any
\$3.50 to \$4 Shoe
on the market

If you are not now handling this unequalled line you should stock them at once.

You can sell them to your customers at a saving of \$1.00 per pair to them.

Send card for samples and prices.

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.

To Show Pretty Shoes Skirts Are Made Short.

It is the designers of shoes, not the modistes of Paris, who set the fashions for women. Listen to what Lynn shoemen have to say.

"Short skirts are a consequence of good shoemaking more than of good dressmaking," says one. "When shoes were scrawny, baggy and otherwise misshapen, as they were in the good old days of hand shoemaking, women were glad to wear long skirts and cover up their feet.

"But the modern shoe is now a thing of beauty, when it is well fitted to the foot. So it is natural for women to wear short skirts and display their pretty shoes. The short skirt is the ideal skirt. But it never would be worn if it were not for the fact that manufacturers produce pretty shoes to be worn with it."

"Boots and short skirts will be worn together this summer, as well as this spring," says another manufacturer. "I have orders for 20,000 pairs of white canvas shoes, mostly boots, some of which will not be delivered until the last of June. Plainly, they are for the summer trade. Short white skirts and white canvas boots are a decided novelty for the summertime. I have no doubt but what they will prove a popular combination among well-dressed women."

"Do you notice," asks another manufacturer, "that the fashion for short skirts has led to a demand for decorations for the shoes? When shoes were hidden under the skirts they were tied up with strings—sometimes with broken strings—or they were fastened with buttons, some of which might be broken, or entirely pulled off.

Now that short skirts reveal the shoes, there is a demand for ribbon bows, fancy buttons, buckles, chiffon rosettes, brilliants and other ornaments that will adorn the foot, just as a pin adorns the neck, or buttons, the sleeves. The fashion of short skirts will surely lead to an increase in the popularity of decorated shoes."

"Another thing about short skirts and shoe fashions," says still another Lynn manufacturer, "is that the short skirt brings the whole shoe into view, so that there must be style in the heel and the arch of the footwear of well-dressed women, as well as in the toe.

"Once upon a time people thought it well enough if just the toes of the shoes looked respectable. The small boy, it will be remembered, usually blacked the toes of his shoes and neglected the heels, because he could not see them. Likewise, many women, in the days when long skirts concealed their shoes, wore shoes with turned over heels, broken down counters and baggy insteps. Now, the fashionable shoe has a shapely heel, usually a high one, its counter is fitted to the last and the graceful lines of the arch are emphasized as much as possible. Women of good taste now select their shoes with regard for the appearance of the heel and the arch, as well as with regard for the appearance of the toe.

"The fashion of short skirts encourages a demand for boots," says still another manufacturer, "and the fashion of boots calls for very fine fitting or stitching of shoes. The common notion that the fit of the uppers of boots around the ankle is regulated by loosening the laces, or setting over the buttons, is incorrect. No uppers will fit smoothly about the ankle, no matter what is done to them, unless they have been correctly designed and fastened together. The lines of the seams must be true to make the uppers fit. A person may get an idea of the necessity of true seams in boot uppers by considering the seams of the sleeve of the coat. If the seams of the coat sleeve are crooked, especially at the shoulder joint, no amount of pressing, stretching or pulling will make that coat sleeve fit smoothly, and make the coat feel comfortable. It is likewise with the uppers of boots. Unless their seams are true the uppers can not be made to look as smooth and as neat as they should be."

Store Conditions To-day.

"Clerks of to-day do not appreciate the conditions under which they work," said a veteran storekeeper of Salem. "When I started as an apprentice clerk in a store nearly sixty years ago, it was my task to arrive at the store at 6:30 each morning, sweep and dust it, wash the windows and build the fire in the wintertime. On finishing this work I went home for my breakfast, and after an hour returned to the store for the day, remaining until 6:30 at night and frequently later. I had an interval for luncheon, of course. I wrapped bundles, ran errands and did everything that was asked of me in the neatest and quickest way I possibly could, as the terms of my apprenticeship required. For all my labors I received during the first year of my apprenticeship the sum of \$3 weekly, during the second year \$3.50 and during the third year \$4."

If the salesman in the shoe store at present could for a moment take the broad viewpoint and compare his lot with that of the clerk sixty years ago, he would find a powerful incentive to remain content with conditions as they exist. This attitude would not preclude the desire to improve and progress whenever possible, but on the other hand should be the means of securing that stability which is necessary in effecting any intelligent reform.—Boot and Shoe Recorder.

There is every indication of a large sale of white canvas shoes next season. That means that there will also be a large demand for white shoe laces. These shoe laces are made in different grades, including cotton and silk, and undoubtedly the demand will be on all of the various grades. It is timely advice to retailers to be prepared for this trade.

When you find a man who has succeeded, find out how he has succeeded and adopt as much of his plan as will fit your case.

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.



Severe Strenuous Service

Our Oregon Calf shoe for boys, made without seams to rip, in both Blucher and bal cut, absolutely will make good on the feet of the sturdiest boy scout that hops, skips, runs, walks or jumps.



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



Cost and Profit in the Hardware Business.

Harry Mead, Wichita, Kan., a member of the Executive Committee of the Cost Educational Association, read an interesting and practical paper on Cost Accounting before the recent Colorado Hardware and Implement Dealers' Association. In part he said:

"Your 'cost' should be figured before going into business. Be that as it may, 90 or 95 per cent. of dealers do not know what the cost of doing business means, and it is getting to a point where a man has to know the cost and know more of the details of business or he will get out of business.

"There is a dead line and you can not go below that line. There is not a manufacturer but who knows all his cost, from the raw material down to and including the cost of the traveling man; in fact, his whole cost of doing business, and the cost is marked on the goods. He may cut down some, but he won't go below the cost, for that is the dead line.

"Somebody might take issue with me, but the live jobber and manufacturer know their dead lines to-day; we have it to do.

"There have been ten or a dozen systems of accounting put on the market, but there are too many complications to them. You need have only two columns. Take cost at factory and freight, putting down your net cost, and the cost of doing business. Every dollar paid out is your cost. Then divide total expense account by total sales.

"You keep note of your total expenses and divide the amount by total of your sales, then you will know the percentage of cost in doing that amount of business.

"For instance, take a stove that cost \$10 at the factory; a man said he could not look a buyer in the face and ask him \$20 for it. He said he would be thinking, 'I am making \$10 off you.' But when I figured it out and showed him that \$8 was the cost of doing business and only \$2 was the profit, it gave him some confidence in talking to his customers and he said, 'I can now look him in the eye and ask \$20.' When you get up your courage like that, you do not have any trouble in making sales and getting your price. I do not know whether it is hypnotism or not.

"Do not cut your profits to keep your competitors from making a profit. We now take the liveliest competitor we have and split the profits with him in order to make such sale.

Do not lower your price to a customer. Count your store service, your reputation and brains and when one won't pay your price let him go to your competitor and then split the profit with him.

"Do not let the traveling man set the retail price. We had a junior traveler come along, say on a corn grinder. He fixed a price of \$26. We called him back. He said, 'You can not get any more. We do not get any more for it, anywhere, and they sell for \$25 in Kansas City.' I said, 'We get \$30, and you can not come down here and set prices.'

"I am the friend of the traveler—he brings you the news. He can make or break you, and any success we have we owe to the traveler, who has made us more money than any other avenue, or any source we have come in contact with. We sit down with our traveler and learn many things from him.

"One thing you have overlooked on which you could make money, and that is the gasoline engine. At the start a traveling man sold one for us and got \$320, on which we got a margin of \$17. If he had had any idea of the cost of doing business, he would have had a better margin for us. We do not figure the cash discounts in the cost of doing business, you only get 2 per cent., anyway, and do not always take it. It is yours and goes into your pocket, anyway.

"A dealer by the name of Robinson, down in Kansas, says he would not sell any article on earth without a triple price. First, the cash discount; second, the profit, and third, the interest on note, all added to the cash price.

"You ought to get interest on every note you have. In our country we have to pay interest, and we try to get a little more interest than we pay. On counting one sale we found we collected \$2.17 less interest than we paid.

"Another thing, if I were doing only enough business to hire one salesman, I would hire a cashier or a cash register—one simple cash system. We bought a cash register and went into a little plan to make money. I believe having a cash system is the only thing to do. Get on a cash discount basis. Do not have any old-fashioned cash drawer where a bell rings as everybody opens it. An old man I know thought he was making money right along; he was selling more and more goods but could not meet his bills. Finally the factory sent an expert accountant down, who reorganized the business, and now

that man has paid off all he owes, and is on the road to making money again.

"The first thing a man will do who works for you will be to learn the cost mark. He is not a smart fellow if he can not after a little study. He feels that it is something he ought to know. We never had a man who did not try the first thing to read it, as something held back from him, so we do not have any cost mark.

"In the retail business you have to have courage and nerve to mark your goods high enough, but your salesman won't have the nerve to ask that

Grand Rapids Electrotpe Co.

1 Lyon St., Grand Rapids, Mich.

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

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



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

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.

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
Grand Rapids, Mich.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

PERFECTION
FOLDING
IRONING BOARD

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.

price if the cost stares him in the face, unless that cost includes the cost of doing business. You have to keep up your own courage and get the price on your goods, and your salesman will be bolstered up and make more sales and get the price.

"We have the traveling men come down and educate our employes. Every Thursday night we have a school of education for them on goods handled, business methods, window and store displays, etc. We get hold of any man we can, who can talk on any particular line. We had a man last Thursday night who talked on 'Axle Grease and Oil.' That does not sound very interesting, but it is a line we can sell.

"If we happen to get a line we can not sell in the store, the traveling man goes out and sells it. If the fault is not with the line, and a salesman can not sell the goods, we let him go and hire another man.

"An exclusive line will apply to almost everything. It is a hard thing to establish at first. As you know, three or four more traveling men are carrying similar lines. They are your friends and all good fellows; but you can not buy from all of them. If you buy from all three you can not give any one of them enough business.

"I believe that every hardware and implement dealer ought to take pride in being called a merchant. It grates on me to be called a storekeeper and to have my employes called clerks instead of salesmen. Call yourself 'merchant' and your clerks 'salesmen.' Does it not sound better to you, too?

"You are living faster in one year than you formerly lived in five years, and it is better to be a live merchant than a dead storekeeper, and if you want any acknowledgment as to your standing you have to be a merchant."

The Stove Dealer's Burden.

The life of the average country hardware dealer would be an ideal one if it were not for the stove. This is the opinion of one who has had experience, E. C. Hood, of Pittsburg, Kan. Mr. Hood is a director of the Western Retail Implement and Vehicle Dealers' Association, which held its convention in Kansas City recently.

"It seems that the average person who buys a stove thinks that it should last a lifetime," Mr. Hood says. "The mischief starts as soon as a stove is sold. It usually is delivered with one leg missing, by some freak of fate. If a leg is not gone, it is a lid or the handle to the grate. Sometimes the buyer forgets to purchase a poker and he lays the blame on the dealer, on the theory that a pair of suspenders should be thrown in with every pair of trousers.

"Even the most respectable of stoves will lose their luster after being confined in a barn during the summer months, particularly in a barn that leaks. A customer will quit his dealer if the nickel shows rust. We have trouble, too, with the man

who shoves the poker through a red hot grate. Take it from me, there are happier lives than that of a stove dealer."

A Selling Difference.

"I like this gasoline stove, just the size to set on my range; but I want a longer feed pipe—this is too short, the tank is too close to the burner. Can you not put on a longer feed pipe?"

This question a hardware store customer asked of a clerk not long ago. The clerk, without weighing the matter, gave the easiest reply:

"I do not think it possible."

"I guess I will wait, then," said the customer, and she forthwith paid a visit to a rival hardware store. Here she looked at the same kind of stove and explained her objection to it.

"I would take this stove," she remarked, "but I am fearful that the feed pipe is not long enough—"

"That is easily remedied," quickly broke in the clerk, "I can have one or two more feet of pipe readily attached to this."

"Then I'll take it," she concluded. "While I am here, too, I want to get some kitchenware."

The second store where the clerk was wide-awake sold a bill of goods worth \$100.—System.

Death of "Andy" Smith.

Houghton—News has been received here of the death at his home in Cleveland of Andrew W. Smith. "Andy" Smith was one of the best known traveling men making the Copper Country. He had represented the large grocery house of William Edwards & Co. for over twenty years in this territory. He was a member of the firm for a number of years and through it had interests in the Hotel Dee, in this place, the Hotel Scott in Hancock and the Arlington Hotel in Calumet.

"Andy" Smith was about 50 years of age. He was a self-made man in the best sense of that much abused term. He was born in the coal region of Southern Ohio and when a youth enlisted in the United States Navy, where he served with honor. He had been connected with the grocery business for many years and wherever he was known in that connection he was respected and liked. No traveling man making the Copper Country was better known or better liked than "Andy" Smith, and there was general regret yesterday when the news of his death reached here. He leaves a widow and four children.

Business News From the Hoosier State.

Columbia City—Reid, Murdoch & Co., of Chicago, are moving their pickle salting station to this city.

Shelbyville—The Danziger Furniture Company has been organized with a capital stock of \$60,000. August Dansiger, of Cincinnati, is at the head of the enterprise.

Richmond—The Richmond Co-operative Consumers' Club has been organized with about fifty members to buy groceries, meat and other sup-

plies on a basis cheaper than the local stores can sell them.

La Grange—C. B. Horning has sold his harness stock and good will to Benjamin F. Knauss, who will combine his own business with that just acquired.

La Grange—The shoe business of Porterfield & Son, recently purchased by R. L. Porterfield, will be continued under the old name.

Lynn—The T. W. Price grocery stock has been sold to W. R. Jester, of Unionport.

Richmond—The Quaker City Candy Company has been organized with \$10,000 capital to manufacture and wholesale candy.

An Affair of State.

A gay farmer youth
Who was rather uncouth,
And hailed from Duluth,
Minnesota,

Went out after dark,
And met in the park
Ida West from Bismarck,
North Dakota,

The Bismarckian maid
Was neatly arrayed
In a nobby high-grade
New Jersey.

When he said: "Be my bride,"
The fair maiden replied,
"I feel funny inside;
O-hi-o!"

"'Twill be glorious, you bet,"
Said he, without fret,
"Planting corn, for I'll let
Ida-ho."

So they married straightway,
And live happy, they say,
On a dollar a day
In-Diana. —Judge.

Confidential Advertising.

Binks—How did you advertise that special sale so successfully? It was a hit.

Jinks—Oh, yes; I had my wife tell a number of her women friends to keep it secret, as there were only a limited number of good bargains offered.—Retailers' Journal.

Raising the Temperature.

Frank had been sent to the hardware store for a thermometer.

"Did mother say what size?" asked the clerk.

"Oh," answered Frank, "gimme the biggest one you have. It's to warm my bedroom with."

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

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

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.

Reasons Why You Should Use the Tyden Self-Locking Seal

Instantly applied. More than pays for itself by time 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 part of a cent a car.

Write us to-day.

International Seal & Lock Co.,
Hastings, Michigan

THE "PERCHERON" HORSE COLLAR

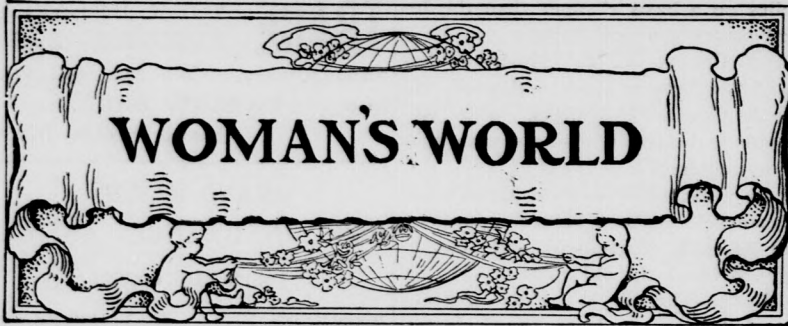
Besides being PRACTICAL and DURABLE is made to FIT the HORSE'S SHOULDERS

NOTICE the way the PERCHERON collar fits in the large figure.



NOTICE the way the OLD STRAIGHT-FACED collar fits in the small figure.

Write for our circular giving full particulars. Manufactured only by **BROWN & SEHLER CO., Grand Rapids, Mich.**



WOMAN'S WORLD

Is Wife Abandonment Ever Justifiable?

Written for the Tradesman.

Of late years so many husbands have proved recreant to the obligation of supporting their families, so common a thing has it become for a man to skip out and leave his wife and little ones to starve, if charity or public aid fails to provide for them, that the tendency of recent legislation in a number of states has been to make more severe the penalties for such conduct. In our own State a man "who deserts and abandons his wife or deserts and abandons his minor children under 15 years of age and without providing necessary and proper shelter, food, care and clothing for them," shall, upon conviction, be deemed guilty of a felony.

This is all as it should be. In justice to itself the State can not allow a man to contract marriage and then release him from his obligation to take care of his family.

While he must make good to the State, who makes good to him, if, in the blindness of youth and inexperience, he has thrust his head into the matrimonial yoke with an ill-tempered vixen or with an incompetent and lazy slattern? All that can be said in extenuation of the crime of wife abandonment hinges on just this question.

If I were a lawyer, a man lawyer, of course, and were asked to defend a wife deserter, I should find out first what kind of a wife he had deserted. If she were good, industrious and had tried to do her part, I should refuse to defend him at all, and should maintain that, particularly if she were the mother of small children, the utmost punishment the law could inflict was too light for his crime.

On the other hand, suppose some poor fellow becomes disheartened because, hard as he may work, faithfully as he may carry home his wages, economize as he may in his own personal outlays, he has no home comforts, but only a place of squalor and wretchedness in which to lodge and eat his scanty and unpalatable meals. If, under such circumstances, he becomes desperate and leaves some day when he finds the walking good—a man with an incapable wife rarely has the money to leave any other way than on foot—and he is caught and placed under arrest for so doing; then it would not hurt my professional conscience in the least to do all I could for him.

Now, of course, the men readers of the Tradesman never invade the pages of the Woman's World. This

department is strictly for women and no others may peruse its columns. Otherwise I never should intimate herein that there ever could be any such thing as even the slightest excuse for wife desertion. To women alone, I am frank to say that in some instances the wife deserter is more sinned against than sinning. Further, I believe it would do every young wife and many old ones good to hear a skilful attorney set up a defense for the culprit who has abandoned a slovenly or extravagant wife, or one possessed of a sour, grouchy disposition.

I know nothing about law, but it seems to me no lawyer with a good understanding of human nature would feel timid about undertaking such a case, even if legal technicalities were somewhat against him.

We will suppose that the unfortunate client actually has abandoned the kind of wife described, and is unable to put up the bond for her support that would secure his immunity from sentence. Even then our lawyer need not despair for his client. The penalty for this offense ranges all the way from three months in the county jail to three years in the penitentiary, so if unable to secure entire acquittal, there is fine opportunity for the defense to get in some excellent work in obtaining palliation of punishment.

It would be a delicate matter to handle, but the lawyer certainly would see to it that, so far as possible, jurors who had efficient, pleasant-tempered wives and comfortable homes should be rejected, and those who were personally suffering from the ills of wretched housekeeping should be retained; for these only would have a fellow feeling for the accused. Hasn't a man the right to be tried by a jury of his peers? Who can say that a man mated to a poor, incompetent excuse of a wife is on an equality with one who is married to a capable woman?

The jury having been impaneled, the evidence would be heard, the prosecution set up its plea and then our lawyer would make his defense.

He would show either by skilfully drawn word pictures or else by actual photographs what a house is like where dirt and disorder and squalor reign. He would prove by actual verified expenditures that a man's wages disappear like snow under a July sun when a wasteful, extravagant wife has the handling of them, and how negligible a quantity is the comfort and welfare secured by the outlay. He would set forth how welcome such a man is made at every

saloon and habitat of evil, and how strong is his temptation to squander his money in such places and not take it home at all. He would go on and explain how debt and disgrace among his fellows and all sorts of hard luck are the inevitable portion of the man who has made an ill-starred marriage.

At this juncture a phonograph should be brought in and a few records run through giving audible demonstration of just how unbearable it is to have a woman nagging, or finding fault, or whining, or, as the vulgar say, "jawing" continually. I regret to say such records could be made from actual life in every community.

Our lawyer by this time would be warmed up to his subject and could make clear that it strengthens a man's moral nature to have his meals regular and on time, and things he likes to eat, and a bright cheerful wife and an agreeable fireside, and vice versa. This ought not to be true, because every man ought to be made of the stuff of heroes and martyrs; but it is

Post Toasties

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

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

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Reproduced and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it—because for itself it is a forgotten charge alone. For descriptive circular, samples and special prices on large quantities, address THE OEDER-THOMSEN CO., 1228 W. Chicago Ave., Chicago. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of print, if desired. It takes from 10 days to 2 weeks to execute orders.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
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.

NIBBLE STICKS

PUTNAM FACTORY

National Candy Co.

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

true, because he is not made of the material mentioned, but is a very fallible sort of creature, prone to wander from the path of rectitude and shirk his bounden responsibilities when he is physically uncomfortable.

The lawyer would next dilate about the effects of bad cooking upon a man's digestion and upon his moral sensibilities, and might with good effect pass around a hunk of sour, heavy bread and insist that the judge and jurors each sample it. By the way, I wonder if twelve jurors ever could be found, some of whom would not be perfectly familiar with sour bread as a regular article of diet.

Finally the lawyer would bring up that in this State the law allows a boy of 18 to marry. Young, ignorant, inexperienced—long before he has full legal qualifications to make any other kind of a contract involving so much as a few dollars—he can enter into a solemn agreement to provide for a wife; shelter and food and clothing and keep her in shoes, until death or a divorce court do them part.

In a very real sense the State is a party to every marriage contract. Having bound the man sure and fast to fulfill his obligations, what does it do, what, indeed, can it do, to see that the wife fulfills hers? Having dwelt sufficiently on the well-established fact that in all ordinary transactions, when one party to a contract fails to make good, common justice demands that the other side be released also, our lawyer in closing would make a nice little "spiel" in which he would commend the jury upon their unusual intelligence, sagacity and fair-mindedness, and then with a very good grace he could ask—nay, rather demand—the clemency of the tribunal. Quillo.

Best Type of Husband.

It should be borne in mind by all readers of these articles that marriage is not recommended as a profession. The girl who marries to escape work often finds that she only succeeds in trebling it, and at the same time enters into a contract which it is difficult to break. In the seeking of a husband it is better to fail in finding one than it is to succeed in getting the wrong type.

Marriage is the natural ambition of all healthy men and women, but the parties should give themselves every chance of understanding each other and the contract they make at the altar.

The best type of husband is the man who is neither young nor old. If he is young he does not know the world—if he is old he knows too much, and in either case the wife suffers.

The successful husband is evolved out of the successful lover. He never neglects his business for his pleasure. If, during the days of courtship, business makes large demands upon his time, he must spend less of it with his girl. He does this uncomplainingly, knowing that in the end it means extra comforts for his future wife.

Perhaps the most desirable attribute in a husband is common sense.

If you know a healthy man of 30 or thereabouts who has a fairly decent position, who works every day in a city, yet never forgets the little graces and courtesies of life, you may depend upon it that he will make a successful husband. He is a man of honor, a man whose word can be trusted, a man who does not waste his time paying insincere compliments.

It is significant that the man who is popular with all kinds of women never quite succeeds as a husband. The reason is simple: When single he has laid himself out to please the opposite sex, and accordingly has really been acting all the time. Acting is necessary. Otherwise he could never succeed in pleasing the many types of women he meets from day to day.

The man who is going to be a good husband is liked by the women because he is always polite to them, but he is not violently popular for the reason that he will not condescend to those insincerities and artifices which captivate so many women. When looking for a husband do not let your good sense be drugged by your good nature. Study the men you meet, remember all those little things they do and say which go to make up "character," and you will make no mistake in the long run.

The man who earns the worship of a woman is the luckiest man in the world, while the husband who keeps it is the wisest.

By all means marry, but do not sacrifice everything to marriage. Do not accept the watery love of youths younger than yourself as the real thing. Boys of 20 are ever eager to court women of 27. If you have a loving nature it will create love in some one, and if you let things take

their course and not neglect your opportunities, your ideal will come along right enough. Every woman believes she has married the best man in the world as long as she keeps in love with him.

Beauty of Motherhood.

There is nothing in all the world that is sweeter and more beautiful to see than a mother with her baby. There is something about the sight that appeals to every heart, whether you see them on a crowded street car or on a train or in the street or the home, whether they are clad in expensive clothes or in shabby ones.

The little mother may not be as pretty as she once was; her figure, once so trim and girlish, may have lost some of its jauntiness and her face may bear the marks of care and responsibility and sleepless nights, but the sacredness and the majesty of motherhood are more impressive than all the grace and beauty of girlhood.

The reason why motherhood is sacred and beautiful is because it means unselfishness—it means that the little mother lives for another—her baby. Love is the most beautiful thing in this world of ours, and mother love is the most beautiful kind of love—the most unselfish, the most self-sacrificing. The mother and the baby are a living embodiment of love.

Nor is the beauty of motherhood found alone in human kind. The hen, watching over her brood with motherly solicitude and flying furiously in the face of the enemy; the cat, looking on with majestic pride while her kittens play about her; the mother bird feeding the open mouths in the nest—all are beautiful and impressive because they are embodiments of mother love.

Who can name the limits of mother love? It is illimitable, boundless, fathomless. It asks no return and, sad although it be, often gets none. The greater the sacrifice, the weaker and more helpless the recipient, the fuller the outpouring of love.—Twin City Commercial Bulletin.

By associating with some old people you may realize the truth of the saying, "The good die young."

Once in a great while we meet a man who actually practices what he preaches.

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

The Popular Flavor



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

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both 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.

VITAL ADVERTISING.

A Discussion of Some of the Principles.

Written for the Tradesman.

II.

In order to seize the salient points of a given business proposition and set them forth in an interesting way you have to get the customer's point of view. What is he interested in primarily? Take him as the representative of a large class, what are the things that appeal most strongly to him? Exchange your eyes for his eyes and then go out and look in upon your windows and your wares with these borrowed eyes. Study your goods from his standpoint.

It is a difficult thing to get this detached point of view—so difficult, some men in the retailing business have despaired of it. They are so near to the business—know the technical details of it so thoroughly and are so completely absorbed therein—they can not detach themselves even for a moment. Therefore they employ others who actually know far less of the business than they do to write about it.

In talking with the President of a large photographing concern some months ago—a concern whose aggressive and elaborate advertising has become conspicuous enough to merit featuring in the larger advertising journals of the country—this man told me that he felt himself utterly incapable of producing copy, for the reason above specified. His way of putting it was this: "I know too much about the business. The people who prepare my street car cards and other pieces of literature do not know photography as I do, but they know how to talk about it in an interesting way. They get attention—and somehow get results, where I would simply be wasting my time."

After the attention has been secured it is up to the advertiser to convince the reader. Here is an advertisement about Bill Smith's stylish shoes. Bill Smith runs a shoe store. It is the province of the man who gets out Bill Smith's shoe advertising to make the people believe that Bill Smith's shoes are the last word in style; that they are dependable shoes—made out of good, substantial material—and well made; that the workmanship on Bill Smith's shoes is the best ever; that you simply can not beat it; that these shoes fit; that they produce foot-comfort, and finally that they are reasonably priced—in other words, that they are just as reasonable as shoes of such excellent values can be profitably sold.

Note how the skilful advertiser goes about the task. In the first place he realizes that most people nowadays want stylish footwear. No matter what other good features the shoe may possess—and it is immaterial whether it is a shoe for man, woman or child—if it is lacking in this style-feature it is a "dead one." Therefore your shrewd advertiser calls Bill Smith's store the "Stylist Shop." It sounds good, doesn't it? He does not tell you why it is a

"stylist" shop; he does not argue the question; he does not marshal his proof, and then ask you if you do not think he is justified in so calling Bill Smith's shoe store. He simply says it is that—and keeps right on persisting that Bill Smith sells the "stylish sort" because Bill Smith's store is the "Stylist Shop." Call him bull-headed, unreasonable, arbitrary—call him anything you like—he does not give a rap; but do not forget, please, that Bill Smith's shoe store is the "Stylist Shop." If you want to be dead sure of that vital style-feature in your shoes—and of course you do, for you are a discriminating dresser—go to Bill Smith. He knows style in shoes. He buys shoes with style in them. That is Bill Smith's long suit. Cover a pair of shoes with burlap, turn down the light and blindfold Bill in one eye—if there is style in the shoes under the burlap in the semi-darkened room Bill will know it. Why? Bill Smith knows style, that's why.

Bill Smith's shoes are dependable. They wear. They are all leather—excepting the linings, the thread, eyelets and a few things like that—therefore they wear. The men who make Bill Smith's shoes are workmen from the word go. Nothing to it; they're the whole push when it comes to making shoes that are just right. Dependable? Sure. Fit? You can not beat them. Comfort? Nothing like the comfort which inheres in Bill Smith's shoes. The last is right. The leather is right. Therefore the product is right. Since everything is so obviously right, the result is shoes that leave nothing to be desired. They are so good they could not be better. They will please you. They will fit you. They will give comfort. They will give service. They will behave precisely like excellent, well-built, unsurpassed and unsurpassable footwear ought to behave. Are these various points argued? Of course not. They are assumed. The advertisement writer is too busy to waste time proving obvious propositions. Instead of arguing the question at length he bombards the customer, actual and prospective, with virile, dominant, insistent and persistent declarations of well-known points of superiority in Bill Smith's shoes. He gets your attention, then, for what? Not to reason with you; but to overwhelm you with compelling suggestions; to catch you up and sweep you on by the avalanche of his own crushing, crashing enthusiasm about Bill Smith's shoes.

But suppose somebody is dubious? Suppose somebody wants proof—what then? Will your expert advertiser stop to reason with him? He has not time. He will keep right on—"There's a reason," "There's a reason," "There's a reason." What is the reason, please? "There's a reason," "There's a reason," "There's a reason!" That is all you will ever get. Reminds one of Jonah's sermon. "Yet forty days and Ninevah shall be destroyed!" "Hold on, Mr. Jonah!" exclaims some man who hailed from Missouri before there was a Mis-

souri, "tell me about this. Why is Ninevah to be destroyed? When's this stunt to be pulled off? Can't you give us some of the details?"—"Yet forty days and Ninevah shall be destroyed!" exclaims Jonah, and hurries like mad to the next street corner, where he delivers the same message. They couldn't get him to talk "for publications." He made no "running comments." He did not amplify. He stuck to his original "story." It was terse, positive, tense, white hot. Jonah was an expert advertiser before the science of advertising had ever been dreamed of. He knew how to get attention and compel people to act. There was no resisting Jonah—and so the whole city, which was large enough to have in it seventy thousand babies that could not differentiate between their right hand and their left—did precisely what Jonah wanted them to do. In a remarkably short time Jonah "covered" the town with verbal advertising of this impending calamity—simply because he put up a dominant line of talk.

Vital advertising suggests immediate action. "Do it now"—that's the key-note. Don't put it off until tomorrow; now's the time. "Do it today." "Detach this coupon, write your name and address on the lines indicated and drop it into the mail—today." All is so simple and easy. It only requires a total outlay of one 1-cent stamp and the filling in of a couple of lines with your fountain pen. It won't take you one minute by the clock to do the thing you are told to do. Do it! Do it!! Do it!!! Be a game sport! Take a shot on this! You'll never regret it! You'll ever afterwards pat yourself on the back for doing this thing! It's the thing to do—sure! Why delay? Do it now!

Do you realize the tremendous importance of all this suggestion in advertising of the better sort? Nine people out of ten are passive. They act, for the most part, upon the suggestions of others. They are not independent thinkers. They get their ideas second-hand. Somebody throws out a suggestion—an idea—they grab it up, speak it out a few times—then they think it is their own. It is—now; only somebody gave it to them in the first place. They do not

MUNICIPAL BONDS

To yield

From 4% to 5½%

E. B. CADWELL & COMPANY BANKERS

Penobscot Bldg. Detroit, Mich.

Kent State Bank

Main Office Fountain St. Facing Monroe

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

Deposits
6 Million Dollars

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

3½%

Paid on Certificates

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

Child, Hulswit & Company BANKERS

Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

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

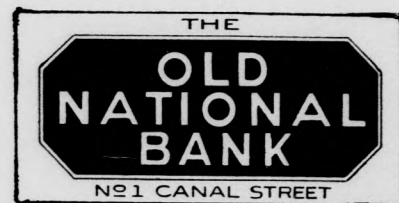
Michigan Trust Building Grand Rapids

Grand Rapids National City Bank

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business



Capital \$800,000

Surplus \$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½% if left one year.

realize this. This is the principle the politician understands so well. Vote for me—that's his argument. Why, Mr. Politician? Bless you, man—vote for me. That's all you'll get out of him. He claims to be your friend. How does he prove it? He does not prove it. He asserts it. He says he is your friend, and keeps on saying it, until after awhile you get to saying he is your friend. "I'm for the people," he exclaims in thunderous tones, and the perspiration trickles down his brow. Then, inflating his lungs to their fullest capacity, fixing the crowd with his hypnotic eyes, he clenches his right fist, coming down in the palm of his left hand with a prodigious, compelling, irresistible whack—"I am for the people!"—and the crowd jumps to its feet and rends the very air with vociferous applause. That's good political oratory, and that is also good advertising.

Take the finest specimens of advertising you are able right now to call to mind; think them over—analyze them—and what have you? Emphatic declarations and assertions, for the most part. There may be a show of argument—but it is largely a "show." It may seem to reason with you, but it is largely a "seeming." Your advertisement writer is bombarding you with one proposition after another concerning the superiority of this, that or the other thing. All the while he is prodding your will. He is sweeping you on before him, or leading you right along with him—he is compelling you to see as he sees, to think as he thinks and to do as he would have you do.

He wins. What makes me think a certain make of \$2 gloves is the only sort of gloves I ought to buy, and why is it I always call for that make of gloves when I buy gloves?—the advertising man compelled me to act that way! I'm as helpless as the clay in the potter's hands. Why do I wear a certain make of collar, and none other? The advertising man has made me feel that I'm a kind of a short-skate if I wear any other make of collar. Why does my wife specify that I buy her a certain brand of talcum when I buy talcum for her? The advertising man has compelled her to think that this particular brand of talcum is the best on the market; that no other is quite so good, and so on through the list. Now, I sometimes think that I'm fairly intelligent and rather capable of acting upon my own initiative; and yet when I come to analyze myself I find that I am warped, swayed, bullied, coerced, driven, compelled and ordered about by certain expert advertising men who have had a hand in popularizing certain sorts of commodities that I must have from time to time.

The men who have done that are men who have turned out what I call vital advertising. It is a sort of advertising that has unction and compelling power in it. That is the sort of advertising matter you must have to make your wares go.

Chas. L. Philips.

Michigan Men in California.

Written for the Tradesman.

Ontario, California, Feb. 6.—Former residents of Michigan may be found in large numbers in Southern California. William Thum, formerly of Thum Brothers, of Grand Rapids, is "the millionaire candidate" for Mayor of Pasadena. Mr. Thum, in announcing his platform, states that he is a total abstainer and "abhors liquor" and personally would be in favor of the enactment of more drastic laws for the control of the traffic, but he "does not believe the sentiment of the community would justify such legislation. He favors municipal ownership of public utilities and takes his stand as a progressive in municipal government.

Among former residents of Grand Rapids now located in Pasadena are M. B. Butler, an attorney, and Frank M. Williams, who is engaged in merchant tailoring. Charles F. Retting, of Grand Rapids, has a winter home in Pasadena.

Three or four years ago a handsome young woman resigned her position as cashier in one of the big stores of Grand Rapids and started for the West to seek her fortune. She is now the wife of an elderly but wealthy gentleman named Ward and one of the society women of Pasadena. Mr. Ward's son recently married the daughter of C. F. Retting.

James L. Lee, President of the Challenge Machinery Company, of Grand Haven, has been a resident of Pasadena several years. He owns a beautiful home.

In Ontario former residents of Michigan are prominent in business and social life. Jacob Jesson, the leading druggist, was formerly engaged in the same business in Muskegon.

W. W. Smith, who carries on a heavy business in groceries, was formerly a resident of Buchanan, Mich.

Mr. Fallis, Jr., of Fallis Brothers, was a resident of East Jordan, in the employ of the East Jordan Lumber Company.

Rev. Dr. Lofa, pastor of the Ontario Congregational church, was formerly pastor of a church of the same denomination in Kalamazoo.

Mrs. Charles F. Damrow was formerly Mrs. Ocobeck, and Mrs. P. Ostrom, the wife of the leading merchant of the city, was formerly Mrs. Lundstrom. Both were residents of Grand Rapids a few years ago.

At San Bernardino I met W. S. Conger, Fred Dredge, Adolph Young and Steve Pritchard, all former residents of Grand Rapids. Mr. Pritchard has been for many years and is still in the mail service. He was associated with Harvey O. Carr and D. W. Foster in the Saturday Evening Post thirty-five years ago.

Arthur S. White.

Good Reasons.

"And what did papa say when you asked him for my hand?" asked the M. P.'s daughter.

"I'd gladly tell you, but I am afraid you'd never respect his opinion any more," said the eloping Secretary.

Innocence Is Bliss.

Mother—Oh, Bobby, I'm ashamed of you. I never told stories when I was a little girl.

Bobby—When did you begin, then, mummie?

A sore head can make more trouble than a wise head, because he usually has 50 per cent. more energy.

Wilmarth Show Case Co.

Show Cases
And Store Fixtures

Take Division St. Car Grand Rapids, Mich.



We Manufacture
Public Seating
Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

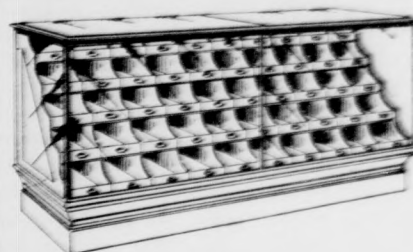
Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

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

Corner Ionia, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Mich.



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

Dimensions 42 inches high, 26 inches wide. Fitted with 5 rows of drawers usually 5 inches deep and from 7 3/8 inches to 9 3/8 inches

long. You can display to the best advantage all sorts of findings. If the customer wants to see an article, the tray is readily pulled out without disturbing any of the other trays and placed on top of show case, which makes an effective presentation of goods and they are protected from dust.

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

Grand Rapids Show Case Co.
Grand Rapids, Mich.

The Largest Manufacturers of Store Fixtures in the World



His Lordship, the Boy, and How He Helps.

Belvidere Brooks, recently appointed General Manager of the Western Union Telegraph Co., was at one time office boy in one of the smallest telegraph offices in Texas.—News Item.

That Cleveland boys have the "stuff" in them was demonstrated on a grand scale at the recent Boys' Exposition, where everything from aeroplanes to subterranean boats was shown—all the work of "just boys."—News Item.

These clippings arouse some realization of what boys can do when their potential energies are harnessed and directed in channels of profitable accomplishment.

The boy of to-day is a vital factor in business; not particularly because of what he does, but because what he does and what he thinks is shaping a man who will some day sit in the executive chair of his concern or some other. The ideas he gets to-day as office boy will find their fullest expression in his business policies of to-morrow. If we want the best fruit we must plant the best seed and then cultivate it.

This boy question goes right home to every manufacturer in a very practical way. In New York City there is a salesman who sells more goods for his company than any other man in the field. He is a veteran salesman of his house.

As his sales continued to increase year after year, and his commission voucher mounted higher and higher, his sales manager decided to get on the inside of this man's selling methods and find out his secret of success.

He did. He found this dignified, middle-aged salesman of his to be on the very best of terms with every office boy in his territory! Wherever he went this salesman was greeted with a cheery, "Good morning, Mr. _____," or, "How do you do, Mr. _____?" by the boys whom many salesmen consider too insignificant to do anything but carry their card to the buyer's sanctum.

Mr. Salesman always had a friendly, "Hello, John," or, "How are you to-day Frank?" for the boys.

He had been in the field long enough to see a number of those very boys boosted to better jobs where they had the say in placing orders in his line; he knew that he was building for the future and in a most substantial way, when he cultivated the friendliness of these little chaps, who

really value the attention of a man who is as far along in the world as a salesman is supposed to be.

It was a common thing in this salesman's daily routine to have one of these kids call him up and say, "Mr. _____ is here on the deal you are after, and the boss is interested; better come over before that order gets away from you." Many a handsome order has been saved to this genial, courteous old fellow that way.

Edward S. Babcox.

The Salesman and the Buyer.

There are many schools and educational agencies established for the purpose of instructing people in the art of salesmanship. The would-be salesman is shown how to present his proposition so that results may ensue. Advice galore is given the salesman as to how he should conduct himself under certain circumstances. The reason for his success is pointed out, and the cause of his failure is made plain. In the case of success he is petted and patted on the back, and in the event of failure he is consigned to oblivion.

The buyer, who is the objective point of attack of school instructed and scientific salesmanship, is scarcely ever mentioned. That the buyer is a most important personage is self-evident, otherwise there would not be so many elaborate treatises upon salesmanship. There is no school of instruction for the buyer, there is no advice given him as to what he should do in certain circumstances. He is left to fight his battle alone against the highly trained salesman.

Of the two factors, the salesman and the buyer, forming part of the working force of an establishment, the buyer is, in a measure, the more important. This statement is equally true in the retail as well as in the wholesale business. The salesman is rarely a good buyer, nor is the buyer always a good salesman, but the two qualities are more often found in the buyer than in the salesman. The success or failure of a firm is often due to the buyer. If goods are not well bought scientific salesmanship will avail but little.

Possibly the reason why there are no schools of instruction for buyers is, that buying can not be reduced to any set rules. The buyer has to be a judge of goods, he has to know the requirements of the firm's trade, he has to be a student of market conditions, and have the perceptive faculty of buying at the right time, in proper quantities, and at the lowest market price. It is possible to make

a salesman by school instructions, but not a buyer. The buyer is formed from experience. A good buyer is a student of men, goods, prices and seasons, in the school of practical knowledge.—Seattle Trade Register.

Opportunity.

The man who is thoroughly convinced that opportunity knocks but once at a man's door, and who believes that she knocked once at his door and got away before he could turn the knob, is a candidate for the Down-and-Out Club; but he is a much mistaken man all the same. Opportunity knocks at every man's bedroom door every morning at about 5 o'clock. Any man able to get out of bed can catch her, if he does not fuss around too long. That is one of the cheerful things about this good world. The only way an active man can lose opportunity is by running the other way. People who commit suicide and those in the chronic glooms, do not hold to this doctrine. But those who feel the best and do the most good on earth believe in it implicitly. What the others lack is the compelling desire to seize opportunity. No man alive is so far away from the Kingdom of Good Will and Good Behavior (which is the essence of good luck) that he can not get there if he wants to. If he does not want to, of course that is another matter. Nobody is going to pick a man up by the scruff of the neck and carry him kicking into the Kingdom of Heaven. The Kingdom of Heaven consists of a body of people who are in it because they like to be in better than to be out. The "like" is the key to the gate.

There is a society for the prevention of cruelty to all animals—except man.

The advertisement may be the thing that makes the first sale; but it must be the salesman, the store's service, that makes the customer come back.

G. J. Johnson Cigar Co.

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

HOMELIKE

You will notice the difference in the cooking immediately. There are a dozen other things that suggest the word homelike at the

Hotel Livingston

Grand Rapids, Mich.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

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

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

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

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

The 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.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

THE PLACE OF THE GRUDGE.

Thrice happy are those who can be happy in spite of vexations; who remember that real happiness comes from within; who see the silver lining in every cloud and waste no time in measuring the density of the latter.

Every time we allow ourselves to dwell upon the details of a past wrong we render our nerves a bit unsteady, invite a depression of the mental poise, and thus inflict self-injury. The man who thinks bright, cheerful things gets out of them a better tonic than any doctor's drugs.

To fling aside the grudge is a duty we owe to our associates. No one has time to listen to our grievances which he is powerless to alleviate. He has enough of his own affairs to think about. Besides, it is not pleasant; and people like to have as good a time as possible in this world. It not only renders us unpopular, but often places us in a ridiculous light in the eyes of others, who are quick to detect if we magnify our wrongs; and the more we contemplate an injustice the larger it becomes. Had Edison spent his hours in nursing the blow which rendered him permanently deaf, the wonders of the phonograph might never have reached the ears of others.

As surely as "to forgive is divine," to forget is human duty. Physical reasons demand it; ethical ones enforce the demand. We can neither get nor give joy in this world while busy nursing our wrath. It may be perfectly proper to locate the pitfalls permanently in our memory to avoid stumbling into them a second time; but their exact dimensions need not worry us; neither should we burden our minds as to whether they contain quicksand or only clay and water. Such data are but an exhausting drain upon the gray material in our craniums which is needed for more important facts.

HOW ONE BOY SUCCEEDED.

Gus Edwards, who is said to have written more popular songs than any other man in America, proves that there are still as good openings for the small boy as in the days of Greeley and Astor.

He commenced life in a cigar factory, and owes his success to a chain of circumstances which trace through the disposition to do his best when opportunity offered, even if it only came in a small way.

The men in the shop liked his singing, and so he sang to them often. When he attended shows and the star singer called for accompanying voices from the gallery, he was always the first to respond. One singer was so well pleased with his voice that she hired him to sing in this way during the rest of her engagement in the town.

Later, a manager told him that if he would get up a quintet of newsboys, he would hire them. Edwards quickly put the idea into execution and this "Newsboys' Quintet" were employed by him for three years.

Song writing comes to him largely as an inspiration, yet one must not

infer from this there is no work connected with it; for carelessness of the composer is not allowable in this age. At first he was content to sell his songs outright, one hundred dollars apiece being seemingly good enough pay for any man. But finally he discovered that his publishers sometimes realized as high as \$20,000 for a single song. And so he was drifted into publishing his own songs, having as a result a bank account which it requires seven figures to write.

It is all in taking things as they come, and in using the stepping-stone within reach to climb higher. Doing one's best at all times is the surest way to rise in the world.

In court we always get precedent and seldom justice.

GONE BEYOND.

Simeon Farwell Has Passed To His Reward.

Simeon Farwell, President of the John V. Farwell Company, the wholesale dry goods firm, died Sunday, Feb. 12, at his residence, 1433 Hinman avenue, Evanston, Ill. He had been ill since September 1, and on Nov. 7 he was compelled to suffer the amputation of one of his legs, because of gangrene which infected a toe.

He was born March 22, 1831, at Campbelltown, New York. He married Ebenette Smith at Sardinia, New York, in 1857. She died at Evanston in June, 1905.

He was one of the early settlers

the books of the company and will feel almost the same sentiment of a personal loss as that which comes to the older employes.

Mr. Farwell had resided in Evanston since 1875, and was an active member of the Evanston and Glen View clubs. He is survived by one of his four children, Ruth, who is the wife of Judge Martin M. Gridley, of the Superior Court.

The Rev. Timothy P. Frost, of the First Methodist church, Evanston, conducted the funeral services, which were held at the late residence Tuesday. Interment was at Rosehill and was private.

Interesting Building Figures.

"Construction News" for January 7 contains some compiled figures on building operations in 1909 of interest. The percentage of increase or decrease in comparison with 1908 is given.

The open shop city of Detroit had an increase of 22 per cent.; the open shop city of Cleveland, 15 per cent.; the closed shop city of Buffalo a decrease of 7 per cent.; Milwaukee, with a Socialist mayor, a decrease of 15 per cent. The open shop city of Los Angeles had an increase of 44 per cent., and Portland, Ore., of 41 per cent. The closed shop town of San Francisco had a decrease of 19 per cent., and of St. Louis a decrease of 17 per cent. The open shop town of Duluth had an increase of 282 per cent., and Atlanta, Ga., of 23 per cent. Most of the large cities show decreases, including New York, Philadelphia, Pittsburg and Washington. On the other hand, the following towns, which are more or less open shop, show increases: Minneapolis, Kansas City, Baltimore, Indianapolis, Memphis, Hartford, Toledo, Louisville and Richmond.

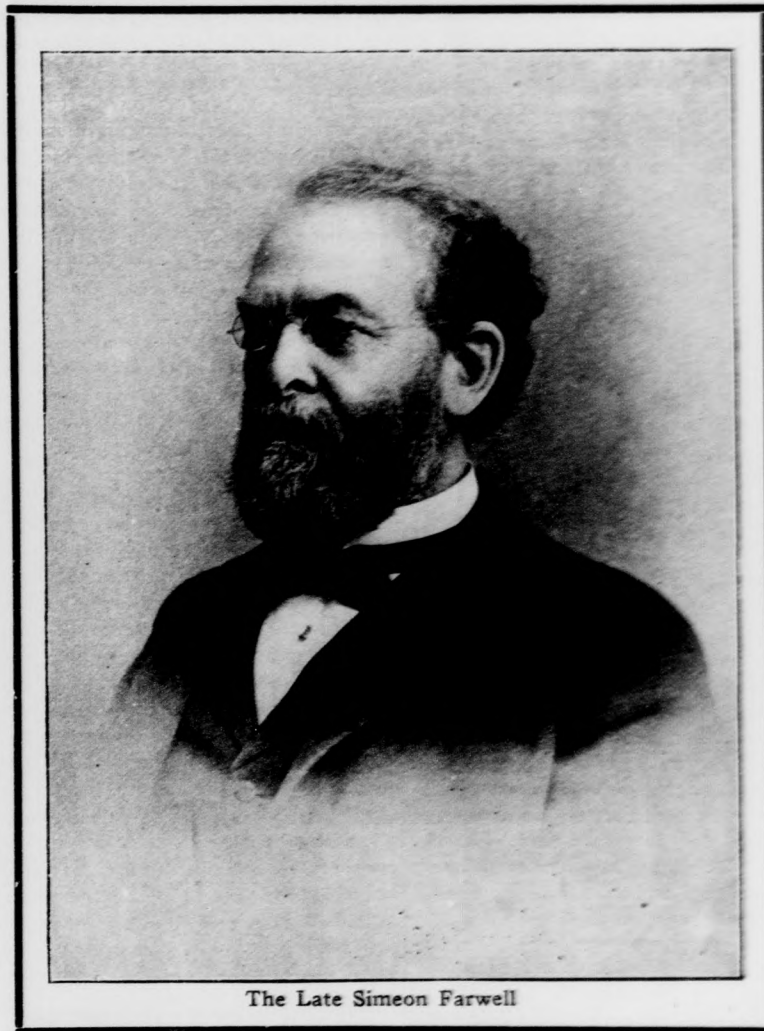
It can not be claimed that the open shop is the sole reason for the difference. Local conditions will sometimes override such considerations as excessive cost, but if the closed shop means an uneconomic cost for buildings, it is natural—and especially in times of industrial dullness—that its effect upon different cities where it is established should be noticeable. Some of the above cities are rivals, having much the same industrial advantages. In such cases I believe the figures are most significant, for no other one thing better marks a city's industrial growth than its building operations.

Walter Drew.

Detroit—The Collapsible Shipping Case Co. has been organized with an authorized capital stock of \$12,000, all of which has been subscribed, \$1,200 being paid in in cash and \$10,800 in property.

Detroit—The Boyle Foundry Co. has engaged in business with an authorized capitalization of \$5,000, of which \$3,000 has been subscribed, \$10 being paid in in cash and \$2,000 in property.

The sweetest slumber is the kind interrupted by the alarm clock.



The Late Simeon Farwell

The Shoe Salesman.

Who is the man who, dispelling the blues From all points of the compass he carries the news; Who's always obliged to pay full rate Although he supplies our railroads with freight; Who is truckman, baggageman, up early and late, Yet ne'er does he grumble or bemoan his sad fate. Who is it boys? The shoe salesman.

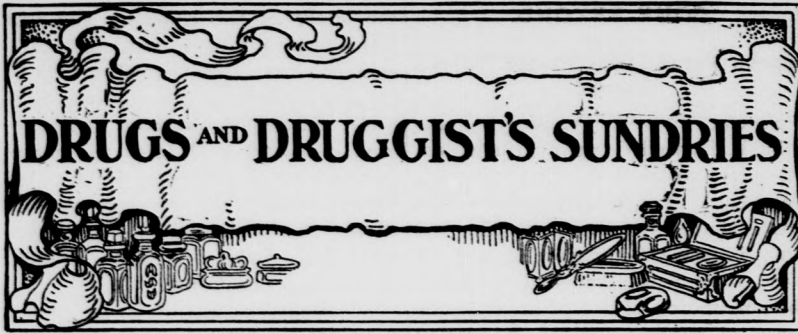
We hear much about the high cost of living, And of Carnegie's and Rockefeller's generous giving; But what is the salesman to expect here below With the "commish" just the same while expenses grow? If we would all stick together and vote as a class Who'd then get recognition? The shoe salesman. —The Shoe Retailer.

The failure of genius is largely due to over-confidence in ability with a lack of stability.

in Chicago, going to that city in July, 1849. He was at one time Deputy Clerk of the Circuit Court and later became connected with the old banking house of George Smith & Co.

He began his career in the dry goods business as an employe of Cooley, Wadsworth & Co. A few years later he was admitted as a partner by the John V. Farwell Co., of which firm he became President, as the successor of his brother, the late Charles B. Farwell.

For many years in the seventies and eighties he managed the credits of the firm, and in that way became personally known to thousands of merchants all over the West. Many of them, or their sons, are still on



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.
 President—E. E. Calkins, Ann Arbor.
 First Vice-President—F. C. Cahow, Reading.
 Second Vice-President—W. A. Hyslop, Boyne City.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—Willis Lisenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Battling With Germs.

Two notable articles appear in the periodicals for the first month of the new year, both dealing with the subject of germs. One is by Dr. William Osler, in the American, on "Preventive Medicine," and the other is by an editorial writer in American Medicine, on "Bacteriophobia." Dr. Osler grows deservedly eloquent on the triumphs of experimental and preventive medicine during the last quarter or half a century and calls attention to the fact that the man who conquered cholera, Dr. Robert Koch, is only lately dead. He cites the conquest of yellow fever in Cuba and Brazil as other notable achievements of modern science in dealing with epidemics caused by disease germs. The crowning victory, however, he assigns to the sanitary officials who have done such notable work on the Panama canal, which has been admitted to be a problem of health rather than of excavation. During the French control the death rate of white workers reached the tremendous percentage of 170 per 1,000, while it has been reduced by American sanitary methods to fewer than nine per 1,000, a rate considerably less than that in any city in the United States.

Malaria has been robbed of its terrors just as typhoid fever, cholera, pneumonia, diphtheria, small pox and other germ diseases have been brought under control. Even tuberculosis is in the process of subjugation and Dr. Osler sees with the natural and not merely prophetic eye the time when this dread disease will be wholly subdued. All these achievements have been made possible by

study of disease germs and by effective application of the information secured from such research.

It seems almost like a disparagement of the splendid work when one turns from Dr. Osler's article to an editorial in American Medicine decrying in vigorous terms what the the numerous "alarms" created by sensationalists who discover that cigars and postage stamps and clothing and paper money and many other things with which the people come in daily contact are reeking and teeming with untold billions of deadly germs. It is both sensible and reassuring to read these words:

"Bacteriophobia seems to be at the root of the present dread of things we must handle daily. Common sense as well as decency and good taste dictate that we should avoid as many sources of infection as possible—even the least of them—and we must insist upon having clean clerks with clean hands, clean stamps, clean money, clean bread, clean clothes, clean barber shops and clean restaurants, but the point to enlarge upon is this—we get disease from diseased people as a rule, and not from infected things. Bacteriophobia is blinding us as to the real dangers—the living carriers. We know of many serious skin infections transmitted from face to face by barbers, and it is certain that a dusty day in a city fills the mouths of people with virulent organisms. In these directions it is necessary to continue the crusade, for there we find vital defects. The other dangers mentioned, though real and in need of remedy, are greatly exaggerated."

Drug Store Economy and How To Practice It.

"The clerk who practices economy in the store in which he is employed possesses a quality that is highly appreciated by his employer," said Chas. H. Bowersox, of Columbus, in a paper before the Executive Board of the National Association of Pharmacologists at Columbus. "Furthermore, the clerk who shows an inclination to be saving usually receives better compensation for his services.

"Some men give little or no thought to their employer's welfare; and the matter of checking or avoiding loss or waste seemingly never enters their minds; or if it does, it is not sufficiently manifest, for they fail to grasp the opportunity to remove a possible doubt.

"I call to mind a clerk who was wasteful to an extent that caused the other clerks in the store to wonder

why the proprietor did not dismiss him. Apparently he never realized that it required money to conduct a business; for he had a habit of throwing away or destroying much that would prove useful in the future. In wrapping goods he would sometimes tear off the paper reel a portion too small for his purpose, when he would invariably destroy it.

"One day he accidentally broke a jar containing potassium bromide. It did not occur to him that it could be used in making an elixir of that salt, for he gathered it up on the dustpan and threw it away.

"On another occasion he unintentionally mixed some distilled water with a known portion of alcohol, whereupon he thoughtlessly consigned the mixture to the sink. One would think that the idea of using the diluted alcohol in making some of the various tinctures would have occurred to him.

"I have cited just a few of the numerous instances of thoughtlessness and ill judgment displayed by this clerk. These few are sufficient to illustrate a general class of wasteful practices. Prudence and disposition to save should occupy a high place in the mind of every clerk. He should give the matter of saving for others as much thought and attention as he would if he were in business for himself, and he should ever bear in mind the old maxim, 'A dollar saved is a dollar made.'"

The Insecticide Law.

The national insecticide act became effective on the first of January and regulations for its enforcement have been issued at Washington. The Government has evidently profited by its experience with the food and drugs act and has succeeded in having embodied in this new measure some of the features absent from the other one. Thus, for instance, the term "label" is so defined as to include any circulars that may be packed with the article. Again, if the contents are stated in terms of weight or measure, they must be correctly stated—a provision which Congressman Mann is now endeavoring to have incorporated in the food and drugs act as an amendment.

Under this insecticide law Paris green will be considered adulterated if it does not contain at least 50 per cent. of arsenious oxide. It must not, however, contain arsenic in water-soluble forms equivalent to more than 3½ per cent. of arsenious oxide, and no substance may be mixed with it to lower its strength. Lead arsenic will be considered adulterated if it contains more than 50 per cent. of water, or if its total arsenic content is equivalent to more than 3½ per cent. of arsenious oxide, and no substance may be mixed with it to lower its strength. Lead arsenic will be considered adulterated if it contains more than 50 per cent. of water, or if its total arsenic content is equivalent to less than 12½ per cent. of arsenious oxide. Standards are established for other insecticides, but we fear they are not of sufficient practi-

cal interest to our readers to warrant mentioning them at length.

Iodine in Surgery.

For several decades carbolic acid and bichloride of mercury have been the chief antiseptics used by surgeons, but they are being discarded for iodine, which, it is said, is safer and more effective.

Dr. J. L. Wollheim has contributed an article on "Iodine in Surgery" to the American Journal of Surgery, of which the following conclusions appear in American Medicine:

First—From .2 per cent. to 1 per cent. iodine is an antiseptic of marked potency.

Second—It is far superior to bichloride of mercury. Two per cent. solution killed staphylococcus pyogenes in two minutes.

Third—(a) It is easily prepared and is stable. (b) It is one-fourth as toxic as bichloride of mercury. (c) It does not coagulate albumen. (d) It is effective in very brief time. (e) The stain soon disappears (easily removed by aqua ammonia). (f) It is very penetrating.

Fourth—One-half of 1 per cent. is strong enough for all purposes as an antiseptic.

Nicholas Senn was a strong advocate of iodine in surgery. In his valuable article his conclusions are:

First—Iodine is the safest and most potent of all known antiseptics.

Second—Iodine in proper dilution to serve its purposes as an antiseptic does not damage the tissues; on the contrary, it acts the part of a useful stimulant, producing an active phagocytosis, a process very desirable in the treatment of acute and chronic inflammatory affections. — New York Times.

The Boss's "Favorites."

He has them—but why? Not because they are shirkers. Not because they are don't cares, but because they are men of worth and appeal to his business sense. It is a great thing to be open minded. It is a fine characteristic in a young fellow to be broad in his views. The narrow view-ed man sees favoritism.

It is not anything of the kind. It is merely an attraction to a certain employe by the "boss" because that employe is careful and attentive and forever looking out for the store's interest. Likely he has proved a money-maker.

Copy the habits and methods of these "favorites." You would be a foolish boy to stick to your way when the way of the other fellow is better. You must learn to look at things from a business basis. Leave sentiment out of it. Leave pride out of it. Leave jealousy out of it, and the splendid estimate you have of yourself—leave that out, too. Get down to the simple, earnest, hustling way of doing things like the "favorites" do them and you will soon be one.

W. E. Sweeney.

Do not think that the window or the advertisement that suits you best will necessarily be the best paying one. It is the average effect that counts rather than individual effects.

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, Oleum, and Spiritus. Includes a large advertisement for Lowney's Cocoa featuring an image of a building and a box of cocoa.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets By Columns

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

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

Column 2: Market prices for items like Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Cereals, etc.

Column 3: Market prices for items like Limburger, Pineapple, Sap Sago, Swiss, Cheating Gum, Chicory, Chocolate, Cider Sweet, Cocoa, Coconut, Coffee, etc.

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

Column 5: Market prices for items like Champagne Wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers, Cream Tartar, Dried Fruits, etc.

Table 6: Market prices for various goods including flour, sugar, and other commodities.

Table 7: Market prices for various goods including meat, dairy, and other commodities.

Table 8: Market prices for various goods including oil, soap, and other commodities.

Table 9: Market prices for various goods including tea, coffee, and other commodities.

Table 10: Market prices for various goods including butter, cheese, and other commodities.

Table 11: Market prices for various goods including wool, hides, and other commodities.

Special Price Current

AXLE GREASE



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

BAKING POWDER

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



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans3 75
32 oz. tin cans1 50
19 oz. tin cans85
16 oz. tin cans75
14 oz. tin cans65
10 oz. tin cans55
8 oz. tin cans45
4 oz. tin cans35
32 oz. tin milk pail ..2 00
16 oz. tin bucket90
11 oz. glass tumbler ..85
6 oz. glass tumbler ..75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



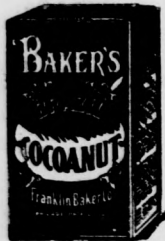
J. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand

Ben Hur

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

COCOANUT

Baker's Brasil Shredded



10 5c pkgs., per case ..2 60
16 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 4
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 25
72ft. 6 thread, extra..1 50

Jute

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

Cotton Victor

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

Cotton Windsor

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

Cotton Braided

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

Galvanized Wire

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

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



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

FISHING TACKLE

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

Cotton Lines

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

Linen Lines

Small 20
Medium 26
Large 34

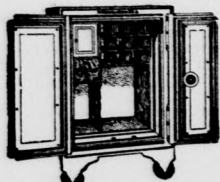
Poles

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

GELATINE

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

SAFES



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

SOAP

Reaver Soap Co.'s Brand



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

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

A Round Trip

From GRAND RAPIDS

To

KALAMAZOO

For Thirty-five Cents

by

LONG DISTANCE

TELEPHONE

TO-DAY

and

Every Day

Efficient Service if you—

Use The Bell



What Is the Good

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

Tradesman Company
Grand Rapids

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Stock of bazaar goods, invoicing \$5,000. Can be reduced. Will sell cheap if taken soon. Located in good live town, 10,000 population, east shore Lake Michigan. Good reason for selling. Address No. 209, care Tradesman. 209

For Sale—Strictly modern grocery stock and fixtures. Fine trade. Best town in Michigan. General delivery. Address A. E. Motley, No. 1 Windsor Terrace, Grand Rapids, Mich. 203

For Sale—One of best little grocery and delicatessen stores on South side, with living rooms, steam heat, hot water. Rent only \$20; nice location. Address O. Hamilton, 4342 Cottage Grove Ave., Chicago. 206

For Sale—Stock of dry goods, shoes, groceries and store fixtures. Good location in flourishing town twenty miles from Grand Rapids. Excellent opportunity to engage in store business. \$4,500 cash. Bargain. Linsey & Shivel, Houseman Bldg., Grand Rapids, Mich. 205

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

Jewelry and gents' furnishing store, west side, doing nice business; good opportunity for any young man desiring going into business; first-class trade; long lease for cheap rent; good manufacturing center; watchmakers look into this, as I have fair watch trade; must sell as about to leave Detroit. Address No. 204, care Tradesman. 204

Splendid dry goods opportunity in good country town of 1,400, A1 farming country. Stock in good condition, a chance to step into a good live business. Store has good reputation and standing in the community. Owner has other business interests and wants to sell at once. Address W. E. C., care Tradesman. 203

For Sale—Stock of grocery fixtures, Toledo Computing scale, American Slicing Machine, etc. Oscar Hesse, Howell, Mich. 202

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

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.

160 acres, 100 acres cleared, balance wood land, 1/2 mile from village of 3,500 inhabitants. For information address L. B. No. 1, Park Falls, Wis. 198

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—At a great bargain, brand new up-to-date stock of clothing and gents' furnishings. Would inventory about \$6,500, including fixtures. Corner store, best location in city. Enquire at Mercantile Brokerage Co., Bay City, Mich. 191

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

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

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 \$1,600 if sold quick. Address W. C. P., care Tradesman. 165

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—About \$2,000 worth men's suits at a sacrifice to clean up stock. Comparatively new. Don't write unless you mean business. Address H, care Tradesman. 153

For Sale—One of the oldest established general merchandise and milling businesses in Michigan, located at Comstock Park. Inventory taken January 5, shows groceries \$1,288.78; dry goods, \$2,247.15; boots, shoes and rubbers, \$1,531.26; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,078.63; flour, feed and grain, \$562; store fixtures, \$1,339.06; accounts receivable, \$346.15; horses, vehicles and harnesses, \$502.50. Come and look it over and make me an offer. Gilbert E. Carter, Receiver, Plumb-Hayes Mercantile Co., Mill Creek, Mich. 166

For Sale—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. 384

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

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. 67

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. O. G. Price, Macomb, Ill. 54

For Sale—\$1,500 stock groceries and hardware in Central Michigan farming country, produce business connected, doing good business, sell at invoice. Address No. 63, care Tradesman. 63

Safes Opened—W. L. Stocum, safe expert and locksmith. 82 Ottawa street Grand Rapids, Mich. 104

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

HELP WANTED.

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Warden, Pres. The National Co-Operative Real Estate Company, E. 371 Marden Bldg., Washington, D. C. 395

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—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 205

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. 134

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.

MICHIGAN TRADESMAN

THE INFORMATION BUREAU.

Not long ago a country merchant invested in a lot of grape fruit. It was a new thing in that territory. People looked at it with interest, but not all felt that they had the necessary quarter to purchase an article of doubtful merit. "How do you eat it?" they asked. The storekeeper was forced to admit his ignorance. He was told that the outside skin should be removed. Another story was to cover it with sugar and let it stand over night. But he, being honest, was forced to admit that he did not know the best way to prepare it.

Now the proper thing for him to have done was to take enough of the fruit home to test all possible methods; while individual tastes vary, there are general directions regarding all such things which he should know—and not knowing, should not rest until he had found out. The fact that he himself showed uncertainty in the matter at once lessened the public interest, and the grape fruit moved slowly.

In introducing any new feature, make it a point to inform yourself thoroughly regarding the goods, how they are to be used to the best advantage and what they will do. Every time you show a lack of knowledge along these lines a weakness is shown to the public which it will take a long time for you to fortify.

Always make it a point to have patrons understand things as fully as you yourself do. There are phases which they do not understand enough about to even ask intelligible questions. Make this your opportunity to help them. It may be more work for you, and take a bit of extra time; but it will pay in the end. When you see them sliding past clerk No. 1, and showing a decided preference to trade with you, you will realize that the little extra attention, the organization of your information bureau, is appreciated.

HUMOR IN TRADE.

Fun is one of the best lubricants to the machinery of any business, and the man who can always have a humorous word of greeting is the one with whom people like to trade. It is not any harder to transact ordinary business when there is a trend of the style that provokes a smile. It takes no longer to measure off a yard of goods with a jolly remark than with a dry one or a stern look which reminds the customer of the graveyard; and the time does not seem half so long.

This would be a pretty dry place if the fun in it were all annihilated. Worse, our loads would all become very much heavier. President Lincoln was criticised for his story-telling proclivity, some of the people thinking him heartless to indulge in funny anecdotes at so critical a time. But he revealed his heart to one of his secretaries. "I would die if it were not for these safety-valves," he affirmed. Those who knew him best could well analyze his intense feelings as unendurable without some relief—a relief which he found in the joke.

Some of our funniest funny men have found it a solace to their own sorrows. Burdette first gathered together the droll remarks which could keep an audience in continual laughter for the entertainment of his invalid wife. Mark Twain had the sorrows which come to many lives, but he smothered them with his irresistible humor. Look the world over and you will find that joy, jollity and good humor help to keep the load balanced and moving easily.

Make it a point when you come upon a bright thought or a funny story to pass it along. You will find some friend to whom you can deliver the little message, and thus render his and your own minutes brighter. The little bits of humor, like bright sparks of light, help to turn night into day.

THE FEAR OF SACRIFICE.

At this season there must be more or less of sacrifice. If it does not come in one form it is bound to come in another. There must be voluntary or involuntary sacrifice to clear the house of old goods. In the one case you can be the directing force; in the other it is beyond your control; you rest it with the people or with "luck."

There are some good business men who hate to sell at a sacrifice. The idea of losing a dollar or even a dime seems no good business to them and they can not bring themselves to the point of saying, "These things are going, even if they do go at a trifle below cost."

They forget that if they will figure up in the receipts for the entire lot the profit has been satisfactory; they forget that the time they may spend in fooling along and taking their chances of getting the rest disposed of to a stray or belated buyer amounts to more than would the loss at a shaving of rates so as to make the almost out-of-season goods go quickly; they forget that shop-worn stuff always gives a store a questionable reputation; they forget that keeping things moving, and moving briskly, is one of the best ways to inspire public confidence.

Look at the most successful men in your own vicinity. They are those who are not afraid to make a sacrifice if they feel that it is necessary for the good of the business. Look at the ones who are merely holding their own, and the cause may often be traced to their conservatism about selling without just so much profit.

It is the one who is bound to keep things cleared up and new stock coming in who makes the profits. People can see that he is doing something. If they get rare bargains occasionally because of these clearance sales, they will remember you kindly. There has been sacrifice since the earliest times; there must be sacrifice now; and if you do not make it others will make it for you and on their own terms.

Are you sure that no man in need of your kind of goods can go by your store without knowing that you sell such goods?

Boosting the Town.

Are you a booster in your town? Or, does the whole town have to get behind and shove to boost you? This is an important distinction. Upon it depends in no inconsiderable degree the success you may make of your business. Not always does the best town contain the most successful business men; nor is it always a fact that good business men can make a town good. Things go by contraries sometimes. There have been instances of a business being prosecuted to success in spite of the town; just as once in a while a town will grow and prosper in spite of the men it harbors. But, generally speaking, a good town implies good business men behind it, and the reputation of a town is the sum of the reputations that compose it. It must not be lost sight of, either, that there is a wide difference between reputation and notoriety, and the degree of either depends upon you.

The fact is that citizen and civic prosperity advance hand-in-hand. If one must pull the other along, the race for commercial supremacy is likely to be hopelessly lost long before the turn into the homestretch. The essential truth in this statement lies in the fact that the initiative must come from the citizen. In other words, your town can be and will be just what you make it.

By "you" is meant every business man in your town, and thus we come to the means whereby your town may be boosted to the position it ought to occupy commercially, and to which you know its location, natural advantages, et cetera, entitle it to occupy. There is but one sure way of accomplishing this, namely, association.

One of the speakers at a recent convention said that should he again become a retailer in any town, little or big, if there were not already an association of business men existing, he would at once take steps to initiate such an organization. The speaker had been in a position where he had been taught to appreciate the value of such association, and he spoke from the heart. Likewise from the shoulder.

It is a significant fact that those towns and cities that are forging to the front to-day possess an energetic and efficient organization of business men to do the boosting. Call it the Commercial Club, the Business Men's Association, the Chamber of Commerce, what you will, the fact stands prominently conspicuous, the organization is responsible. That you have no such body in your town is clearly your fault. It is up to you to get busy. A material increase in your individual prosperity is dependent upon your action. The details of the how are non-essential; they will take care of themselves. The start is the thing.

Folly To Experiment.

The notion that the interests of the country merchant should be ignored in settling the parcels post discussion is absurd. The whole future of the country is involved in the fate of the

country dealer. Rural living is dull enough now, according to many authorities, and it would be dreary indeed without a strong and prosperous merchant class to stimulate and enliven local activities. The movement of population to the cities would be enlarged and the dislocation of trade would be very injurious to existing interests in the cities themselves. It is possible that a cheap parcels post would not hurt the country dealer, but unless this can be shown beyond doubt the nation would be foolish to make the experiment. The local centers of activity should be helped rather than hindered, and the authorities at Washington should be studying how to quicken the local traffic in merchandise in the courses marked out by experience, instead of attempting to practically subsidize the mail order concerns.—The Ideal Grocer.

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

Buffalo, Feb. 15—Creamery, 25@28c; dairy, 18@22c; rolls, 16@18c; poor, all kinds, 12@14c.

Eggs—Strictly fresh, 17@18c; cold storage candled, 13@14c.

Live Poultry — Fowls, 15@16c; chickens, 15@16c; ducks, 17@18c; old cocks, 11@12c; geese, 15@16c; turkeys, 20@22c.

Dressed Poultry—Old cocks, 11@12c; fowls, 15@17c; chickens, 16@18c; turkeys, 20@25c; ducks, 18@20c; geese, 14@15c.

Beans — Pea, hand-picked, \$2.10; medium, hand-picked, \$2.10; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.50@2.75; marrow, hand-picked, \$2.30@2.40.

Potatoes—40c per bu.

Rea & Witzig.

Adrian—W. A. Barnaby is now the sole proprietor of the Maple City Creamery, having bought out the interest of B. A. Dorrell. Mr. Barnaby will be assisted by his son, Preston Barnaby.

Battle Creek—The Johnston Engineering & Construction Co. has been incorporated with an authorized capital stock of \$35,000, of which \$18,010 has been subscribed and paid in in cash.

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

The feller that will pay if he has it, and the feller that is slow pay and the deadbeat are all pretty much tarred with the same stick.

The greatest men do not always get their pictures in the newspapers.

Some men hate conceited people because they dislike competition.

BUSINESS CHANCES.

For Sale—General hardware stock. Northwestern Ohio town, 2,500 population. An A1 business. Address Room 1, Wallace Theatre Bldg., Peru, Ind. 211

For Sale—Stock of bazaar goods in good Southern Michigan town of 2,500 inhabitants. Doing a paying business. Invoices about \$2,000 to \$2,500. Good opportunity for one wishing to continue the business. Address No. 210, care Tradesman. 210



In Case of Fire

The Insurance Adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape today to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of The McCaskey Gravity Account Register System, the chances are you have none.

Only
One Writing

The McCASKEY SYSTEM

Without Any
Book-keeper

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut out your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent errors in your account keeping. It prevents disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic

credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality who tell us it pays for itself several times in the course of the first year it is installed. A letter or postal card will bring you information without obligation on your side to purchase.

Better write today, or tear out this advertisement, sign your name and address. We'll know you want information.

The McCaskey Register Company

Alliance, Ohio

Agencies in all principal cities

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

Here's The Proof

Kellogg's "Square Deal" Policy Protects Both

GROCER AND CONSUMER

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"

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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



Always Safe to Buy

Dealers, everywhere, know it is safe to order in big lots from Dwinell-Wright Co., whose well known brands find a ready sale in all the markets of this country. Coffee drinkers are perfectly aware that any package or brand of coffee bearing the magic legend, "Dwinell-Wright Co." on its container is all right and the best of its kind.

Distributed at Wholesale by
SYMONS BROS., Saginaw, Mich.

Hart Little Quaker Peas

Are Delicious



JUDSON GROCER CO.

Distributors

Grand Rapids, Mich.



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

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