

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 22, 1911

Number 1431

WASHINGTON

Land of the West! though passing brief the record of thine age,
Thou hast a name that darkens all on history's wide page.
Let all the blasts of fame ring out—thine shall be loudest far;
Let others boast their satellites—thou hast the planet-star.
Thou hast a name whose characters of light shall ne'er depart;
'Tis stamped upon the dullest brain, and warms the coldest heart;
A war-cry fit for any land where freedom's to be won;
Land of the West! it stands alone—it is thy Washington.

Rome had its Caesar, great and brave; but stain was on his wreath;
He liv'd the heartless conqueror, and died the tyrant's death.
France had its eagle; but his wings, though lofty they might soar,
Were spread in false ambition's flight, and dipp'd in murder's gore.
Those hero-gods, whose mighty sway would fain have chain'd the waves;
Who fleshed their blades with tiger zeal, to make a world of slaves;
Who, though their kindred barr'd the path, still fiercely waded on;
O, where shall be *their* "glory" by the side of Washington?

He fought, but not with love of strife; he struck, but to defend;
And ere he turn'd a people's foe, he sought to be a friend.
He strove to keep his country's right by reason's gentle word,
And sighed when fell injustice threw the challenge—sword to sword;
He stood the firm, the calm, the wise, the patriot and sage;
He showed no deep avenging hate—no burst of despot rage;
He stood for Liberty and Truth, and dauntlessly led on,
Till shouts of victory gave forth the name of Washington.

No car of triumph bore him through a city fill'd with grief;
No groaning captives at the wheels proclaim'd him victor chief;
He broke the gyves of slavery with strong and high disdain,
And forged no scepter from the links, when he had crushed the chain.
He saved his land; but did not lay his soldier trappings down,
To change them for the regal vest, and "don" a kingly crown.
Fame was too earnest in her joy—too proud of such a son—
To let a robe and title mask a noble Washington!

England, my heart is truly thine, my loved, my native earth!
The land that hold's a mother's grave, and gave that mother birth.
O, keenly sad would be the fate that thrust me from thy shore,
And faltering my breath that sighed, "Farewell for evermore!"
But did I meet such adverse lot, I would not seek to dwell
Where olden heroes wrought the deeds for Homer's songs to tell.
"Away, thou gallant ship!" I'd cry, "and bear me swiftly on;
But bear me from my own fair land to that of Washington."

Eliza Cook.

THE special spring number of the Michigan Tradesman will be issued March 8. This will be one of the most handsome editions we have ever published. The cover and advertising pages will be printed in colors, and a large portion of the reading pages will be devoted to interesting and valuable articles on spring styles.

We expect to send out a large number of extra copies. If you have a business friend who is not a subscriber send us his name and we will see that he receives a copy of this special number.

Advertisers are requested to get their copy in as early as possible. If you are not a regular advertiser this edition will be a good one in which to test the pulling powers of the advertising columns of the Michigan Tradesman.



Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years

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

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

"HIGHLAND" Brand Cider and White Pickling
"OAKLAND" Brand Cider and White Pickling
"STATE SEAL" Brand Sugar Vinegar

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

Oakland Vinegar & Pickle Co. Saginaw, Mich.



A Reliable Name

And the Yeast

Is the Same

Fleischmann's

IF

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

IF

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

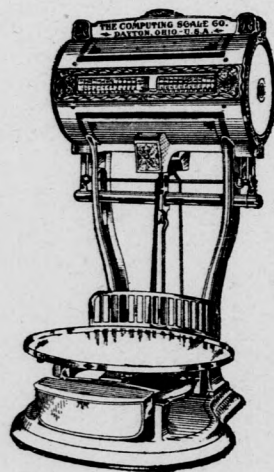


IF

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

The American Case & Register Co.
Salem, Ohio

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



No Cut-Down-Pivots in This Scale

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

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

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

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

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

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

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

The Computing
Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
58 State Street, Chicago

Grand Rapids Office, 74 So. Ionia St.

District Sales
Offices in All
Prominent Cities

Please mention Michigan Tradesman when writing

Snow Boy keeps moving out-Profits keep coming in



Start your Snow Boy sales a'moving

The way they grow will make your friends sit up and take notice

Ask your jobbers
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 22, 1911

Number 1431

SPECIAL FEATURES.

1. Washington's Advice.
2. In the Orange Groves.
3. News of the Business World.
4. Grocery and Produce Market.
5. The Bargain Hunter.
6. Editorial.
7. Be of Bold Spirit.
8. Dry Goods.
9. Shoes.
10. Stoves and Hardware.
11. Woman's World.
12. Ann Arbor Deliveries.
13. The Commercial Traveler.
14. Drugs.
15. Drug Price Current.
16. Grocery Price Current.
17. Special Price Current.

METHOD IN ADVERTISING.

Success is Not Won by Haphazard Hitting.

The successful advertiser does not work haphazard, or without method. He knows just what his advertising should accomplish, and he directs his efforts towards producing this result. If he fails to attain the expected result, he carefully scans his copy to find the defect, for he knows there is a defect, generally one that the skillful advertiser should be able to find and eradicate. Advertising is a "knowable quantity" to quote from the language of one of our greatest advertising experts.

Let us see what is meant by method in advertising. It should be nameable or observable, if knowable. Advertising though abstract in itself deals wholly with concrete things and in a concrete way.

Advertising in general is either creative or directive. It either creates a demand where none already existed or it directs existing demand into new channels.

This merchant, let us say, has in stock goods which are unknown to the buying public and for which a public taste or demand must be established. Such establishing of a demand is also known as "educative advertising" since by it the public are taught or educated in their needs for the goods and shown how to secure them. This is especially true of the many new foods being devised every year. They do not know why they require a new article of food of which they have never even heard before. The qualities of the food must be shown and its difference from all other kinds explained so that the public may be led to enquire for it above other kinds now on the market. All the qualities which make for health in the user must be noted and the reader shown how it differs from others in every respect. If this is properly done, an interest has been established in the food which needs only a repetition of the same statements in other publications mixed with a few new ones in the same, to create a demand for the article. In other words the reader is influenced by the advertising to go to his local dealer and ask for the article in question.

This is a form of creative advertising.

In directive advertising many merchants see nothing of value to them since it applies chiefly to the staples the use of and demand for which they say is fixed and can not well be increased except by increase in population. In a given town and surrounding country, they reason, there is a certain number of people who buy their staples, groceries and all ordinary goods in other lines, from the merchants of this town. The demand for the staples which everyone uses is regulated by the number of people, hence must remain fixed unless more people move into this trade sphere.

A portion of this reasoning is correct. Barring the slight increase during prosperous times and the addition to the line of staples of goods formerly considered luxuries, the gross amount of staples used does remain about the same, or in other words, it depends upon the number of people.

But this does not prove that directive advertising is of no value to the retailer. These merchants do not seem to understand that for each in a certain line there exists an opportunity to draw more of the present demand to his store. What is now divided between half a dozen stores, will make a good income for three of these stores. In every town there are usually one or more high class stores of a certain line; one or two, not so good; a couple, very common, and two or three mere excuses for stores.

Directive advertising on the part of two or three of these stores can be made to draw most of the existing demand, or trade to them and away from the poorer ones. Hence it is seen that directive advertising does not aim to establish a demand for something new, nor especially does it expect to increase the demand, but it directs trade into newer and more worthy channels. Sooner or later it results in reducing the number of stores in a town.

We are not arguing for the establishment of department stores in every town. We believe that a good grocer should remain a grocer and not strive to expand by taking up hardware or dry goods. Let him rather add something for which the demand alone is too small to support a separate store, such as an ice cream parlor, soft drinks, or a full line of fresh vegetables, or baked goods, or anything for which he sees a possibility for creating a demand and which is not at present sold in the town. This is a proper and legitimate form of expansion in a business. But by his successful methods of store management and the proper advertising of them he may have directed so

much of existing trade his way that one or more competitors in his line have found it best to sell out and retire or to remove their stock of goods to another town. This frequently occurs.

In creative advertising the merchant has the practical aid and cooperation of the wholesaler and jobber. This was not formerly the case, but sharp competition, the result of bringing so many different articles on the market intended to supply the same needs, have really compelled these men to offer their assistance in creating a market for the goods in order to get the dealer to handle them. Thus, a traveling salesman presents a brand of rubber goods, boots, overshoes, etc., which the dealer knows nothing about. His public have never heard of the brand before. In such a case, a merchant will not give over an old, well known brand and take on this new one even if offered a larger profit than usual. He knows that a smaller profit and a steady demand is worth more than a large profit with few and very irregular sales. The maker must do something to make the new goods known, must do something to introduce themselves and make their name common among the people.

All that may be done to establish the demand for the new line just supposed is a form of creative advertising for which the dealer has little use or interest. If the goods are placed with him alone of all the dealers in that line in town, he knows that all demand will come his way. But if the town is large enough, sufficiently scattered, or there are other small towns near, the maker of the goods will place them among other dealers in the line. Then our retailer sees a part of his trade falling off and going to others and he rouses himself to the fact that he has a "very present and lively need" to use a Biblical form of expression, for directive advertising to call the demand for the goods his way and to keep it there.

What are some of the methods of directive advertising? There are three divisions, one of which is not a very logical sub-division since it takes the name of the main heading. There are (1) Advertising proper, which includes the use of the newspaper, store paper, personal or form letter, and all other means of attaining publicity of that kind. (2) Store management, by which is meant special sales, window displays, and in fact every point where there is contact between the business of handling the store and the buying public. (3) Treatment of the public, by which we mean the conduct of proprietor and sales people towards the buying public.

Of advertising we see much in all business publications. But the careful reader sees almost as many ways of attaining success recommended as there are writers to recommend. To get at the keynote of the whole thing we may say study your business until you know just why it is better than the business of others in the same line. In other words what is your reason, or excuse for doing business? You must offer a line of better quality, you must keep a line that sells for less money than that of others, your location is better and handier for your patrons, you give a quicker and more reliable delivery (if goods are delivered at all) you offer better service to those who call at your store to trade, etc., etc.

If you offer none of these things, close up the store until you do. Don't spare yourself in making an estimate of your business. Look at it with the eyes of an outsider, one who has traded with you just long enough to learn your methods good and bad. The more of these reasons you find, the better you should stand among your present patrons, the stand-bys, and the more and better reasons you have to offer when you advertise.

Above all things, the merchant must be prepared to keep his promises of being better than his competitors. Merely saying that he has a better store or handles better goods does not make it true until he has proved the statement. When the public investigate one or two of his statements and find them true to the letter, they learn to take his future sayings at full value without trial.

For example, if the merchant says, "I have the best line of teas on hand of any grocer in town," it means little to the average reader who does not trade with this merchant. But suppose this merchant adds, "I make a specialty of our Chowchow fifty cent tea and guarantee it the equal of any sixty or seventy-five cent tea in town. To prove what I say, call at the store any day but Saturday and we will make you a cup of tea from which you can form your own opinion. Furthermore, we select the tea used from an open chest and offer to sell you any amount of the same tea at 50c the pound. Will you be convinced?" This statement means something and influences a far larger number than ever call for the proof.

These are but a few of the many ideas which form the great subject of advertising. It is worthy the study of the most intellectual scholar or the busiest village merchant. It must be studied in both practical and theoretical forms by those who expect to use it with success. We close as we began, advertising is not a haphazard undertaking. C. L. Chamberlain.

WASHINGTON'S ADVICE.

It Means Something To the Nation To-day.

Written for the Tradesman.

The new clerk had left his overcoat hanging at the back of the store, and, seeing a light there as he was passing at 9 o'clock, he went in to get it. The light was away at the back of the salesroom, shaded with a green globe, over the desk of the old book-keeper.

As the clerk entered the low hum of a voice reached his ears. He had made little noise in opening and closing the door, and now he walked softly toward the light. The old book-keeper was bending over a book which lay on his desk, and his voice came distinctly to the young man.

"Reckon the old gent is reading the constitution of the United States," grinned the new clerk. "He seems to have an idea that the Democrats have been breaking pieces off from it."

Then the old book-keeper's words reached the young man:

"All obstructions to the execution of the laws, all combinations and associations, under whatever plausible character, with the real design to direct, control, counteract or awe the regular deliberation and action of the constituted authorities, are destructive to this fundamental principle, and of fatal tendency.

"They serve to organize faction, to give it an artificial and extraordinary force—to put in the place of the delegated will of the nation the will of a party, often a small but artful and enterprising minority of the community; and, according to the alternate triumphs of different parties, to make the public administration the mirror of the ill-concerted and incongruous projects of faction, rather than the organ of consistent and wholesome plans, digested by common councils and modified by mutual interests.

"However combinations or associations of the above description may now and then answer popular ends, they are likely, in the course of time and things, to become potent engines, by which cunning, ambitious and unprincipled men will be enabled to subvert the power of the people, and to usurp for themselves the reins of government; destroying afterward the very engines which have lifted them to unjust domination."

"Who's going to usurp the reins of government?" asked the new clerk, as the voice ceased. "Show him to me!"

"I was just wondering," said the old book-keeper, whether the new Democratic House of Representatives will do the fair thing, or whether it will play politics with the tariff and the appropriation bills."

"What do we care?" demanded the clerk. "We'll get our three square meals every day, just the same, won't we?"

"It will make a lot of difference to the business men of the country," replied the old book-keeper, "whether they go at their work with the interests of the people at heart, or whether they play for points in the

political game. Who can buy and sell, and forecast prices and conditions, and plan for a year to come, with the tariff held up to be shot at by every ambitious congressman who wants to get the glad hand when he goes back home? Washington knew what he was talking about when he spoke of combinations and associations (representing either parties or trusts) becoming potent engines by which cunning, ambitious and unscrupulous men might be able to subvert the power of the people, to usurp for themselves the reins of government."

"I do not see any combinations getting hold of the reins of government just yet," laughed the clerk.

"Young man," said the old book-keeper, "you do not seem to know how many interests—'business' interests—have to give their consent before any law can pass the United States Senate. You do not know how hungry a certain class of Democratic politicians are to get hold of the treasury and the places in the gift of the Government. There are a good many men in both political parties who would rather see the republic go to the dogs under their own administration than to see it prosper under the power of the other fellows."

The clerk was not ripe for argument, so he sat looking into the fire and the old book-keeper went on with his book:

"The alternate domination of one faction over another, sharpened by the spirit of revenge, natural to party dissension which in different ages and countries, has perpetrated the most horrible enormities, is itself a frightful despotism. But this leads at length to a more formal and permanent despotism.

"The disorders and miseries which result gradually incline the minds of men to seek security and repose in the absolute power of the individual; and sooner or later the chief of some prevailing faction, more able or more fortunate than his competitors, turns this disposition to the purposes of his own elevation, on the ruins of public liberty."

"Say," the new clerk broke in, "I do not know who wrote that, but whoever did is a crank. I guess our little party fights won't put any kind of individual ruler on the throne at Washington."

"Young man," replied the old book-keeper, "you do not know how tired and sick the business men of the country are becoming of this everlasting game of politics. They turn out one administration for cause, and then the new fellows play politics instead of correcting the evils which are complained of. The man who wrote this knew what he was talking about. He might have written these words to-day as concerning present conditions."

"He's a crank," said the other. "Who is he?"

"Washington wrote this warning," was the reply. "You will find them in his farewell address. Was he a crank?"

"I've heard that he was next to his job," admitted the clerk.

"I have always so understood," smiled the old book-keeper. "Now, just see what a swipe he gives this idea of our owning islands across the ocean."

"We didn't own any then," urged the clerk. "How did he know that we ever would?"

"He must have understood how many different kinds of fools the people would become," was the grim reply. "Here's what he says about taking foreign possessions:

"If we remain one people under an efficient government, the period is not far off when we may defy material injury from external annoyance; when we may take such an attitude as will cause the neutrality we may at any time resolve upon to be scrupulously respected; when belligerent nations, under the impossibility of making acquisitions upon us, will not lightly hazard the giving of us provocation; when we may choose peace or war as our interest, guided by justice, shall counsel.

"Why forego the advantage of so peculiar a situation? Why quit our own to stand upon foreign ground? Why, by interweaving our destiny with any part of Europe, entangle our peace and prosperity in the toils of European ambition, rivalry, interest, humor or caprice?"

"It is our true policy to steer clear of permanent alliance with any portion of the foreign world."

"Gee!" said the clerk. "He must have seen what was coming."

"If the people of both parties would get out Washington's farewell address once a month and read it over carefully, there are a lot of swashbucklers in Congress who would be retired to the tall timber," the old book-keeper said. "One of the strong points of the address is the union of states. He must have foreseen the Civil War, or the conditions which brought it about.

"If you will look over the situation at present, you will see that the quarrels over the tariff are between local, or state, interests. General Hancock was right when he declared that the tariff was a local issue, although he got the merry ha-ha for the remark at the time. Louisiana would fight for sugar legislation which would place her in a position to dictate prices to the world. The lumber states would fight for the protection of lumber in order to swell their profits. The West would go to war with a flock of sheep on their flags in order that the price of wool might go up.

"And all the time the people—the common people—are paying too much for sugar, and lumber, and woolen clothes. The Government might keep every sugarmaker, every sheep raiser, every lumber king, at the Waldorf-Astoria for life, with consequent luxuries, and then the people would be millions ahead every year if the prices of these commodities were kept down where they belong."

"I guess you're a free trader," laughed the clerk.

"Not so you could notice it," was the reply. "There's a middle ground

of common sense in the matter. I've long been wondering if the new House of Representatives will find it. I'm hoping so. There are a lot of good men there, and it does not seem as if they would throw good business sense to the winds and play party politics.

"Anyway, I wish that Edwin F. Sweet and all the other Democrats who have been elected in Republican districts, would get Washington's farewell address and read it over carefully before they go to Washington. That would help some. Then they might understand that they were not sent there because they were Democrats, but because the sentiment of their districts was against certain things which the Republican bosses stood for. If they will follow the trend of public thought they will keep their party in power for a good many years. If they play politics they will get fired at the first opportunity. Let them study up Washington and Lincoln."

And the old book-keeper closed his book and switched off the light.

Alfred B. Tozer.

Postal Savings Deposits.

Figures which have begun to come out with relation to the experimental postal savings bank indicate the hoarding of an enormous sum by those whose faith is not in the twentieth century institutions with which most of us are acquainted. According to estimates based upon the first month's experience, the forty-six receiving postoffices will take in during the calendar year no less than \$750,000, which indicates that with every postoffice in the country in working order the savings deposits for the first full year would approximate three-quarters of a billion dollars and perhaps even reach the billion mark. The fact that such an immense sum has been hoarded, that so much actual cash has been kept out of circulation, gives a clear insight into what happens where there is a real financial scare and the banking institutions of the country are drawn upon by the second rank of the timid. While, of course, it is scarcely probable that succeeding years of full operation of the postal savings bank plan would draw equal amounts into circulation, nevertheless the deposits would prevent such an immense contraction of the currency of the country as seems to have existed in the past regardless of the actual financial situation.

Success is in being what we seem to be.

Don't Trust Your Stock and Business to Anything Short of

The Best

Talented and Most Experienced Sales Firm

We should be glad to give you any information regarding our methods, but our ideas come every day, up-to-date stock of new ideas from which you may select something that will awaken interest, or preserve that interest which is now awake.

Write today for terms, references, etc.

The Western Sales Co.
Not Incorporated

99 Randolph St. Chicago, Illinois

IN THE ORANGE GROVES.

Facts About a Fruit That Almost Everybody Eats.

Written for the Tradesman.

Los Angeles, Feb. 15—I have spent the past two weeks among the orange groves of South California and learned many facts in regard to the growing and marketing of this fruit not known to many of your readers who handle or consume the same. Many people consider an orange simply an orange, and yet there are so many varieties produced with qualities ranging from excellent to vile as to astonish the uninformed.

The orange region extends from Los Angeles to the San Bernardino Mountains, nearly one hundred miles. Its width is from forty to sixty miles. There are other sections in which oranges are grown, but the above is considered the largest and therefore the most important. Starting at nearly the level of the sea, the ground rises gradually to the eastward until it attains the altitude of 2,000 feet. On these slopes the oranges are grown and marketed, and the quality of the fruit produced seems to depend much on the altitude and the nature of the soil in which the groves are planted. If one should ask an impartial citizen of Ontario where the best oranges grow, he would say unhesitatingly: "The very best oranges grown in the world come from the foothills of Mt. Baldy. They are known as the Mountain View oranges, and when a box bears the 'O. K.' of the Mountain View Packing and Shipping Association you can rest assured that you could not obtain oranges of equal quality from any other source." The citizen of Clairmont will answer the enquiry by declaring that no groves equal those of the Clairmont region for productiveness, flavor and juiciness, while the orange growers of Riverside Highlands, Pomona and other shipping centers will admit that the Clairmonts and Mountain Views are good oranges, but they say they are not of equal quality to those grown on their own ranches.

Oranges ripen and are shipped from California every month in the year. While there is to the untrained eye no difference in the appearance of oranges that are ready to pick and ship in the month of April and others that must or should remain on the trees until the month of July, the experienced grower knows there is. An orange that delights the eye may disappoint the taste of the novice. The cost of producing a crop of oranges is great. The soil must be frequently fertilized and cultivated and long lines of trenches dug between the rows of trees for the purpose of irrigating the ground. Water is scarce and expensive, and it is necessary to lay conduits of concrete in order to convey it to the groves and distribute it through the trenches. Frosts are of frequent occurrence in the winter season, and while they are not always destructive, they make the business of the grower precarious.

The fruit is sorted and marketed

through various agencies organized by the growers for that purpose. At Ontario there are located three sorting, packing and shipping warehouses. The largest employs sixty men and girls and five or six cars are loaded and dispatched to the Eastern cities daily. Specially constructed machinery is used in sorting the fruit and the work is carried on very rapidly. Only the medium and smaller sizes are shipped out of the state. I asked a grower why he did not ship his large oranges to the markets of the East. His reply was: "Because I can put nearly twice as many of medium sized in a box as I can of the large ones. Oranges are sold by the dozen in the markets of the East and North and the dealer would rather sell two dozen (which he buys by the box) out of a box than one. Besides the medium sized oranges yield me a larger profit and I do not require so many boxes for shipping my crop if I can sell the large sizes at home."

During the winter season, when shipments are heavy, the cold weather that prevails in the North and in the East narrows the market and renders the business hazardous. When a consignment to the jobbers of Grand Rapids arrives at Kansas City, for instance, the weather prevailing in Michigan may be so cold as to require that the cars containing the fruit be routed to Cincinnati or Baltimore or to some other market that may have an over-supply on hand but where the weather conditions are favorable. Contingencies like these arise daily. The associations sell the fruit and pay the amount received to the grower less 20 per cent., which is retained until the close of the shipping season, when the cost of the work done by the associations is deducted from the amounts retained from the sales and the remainder is paid to the growers.

I have talked with many owners of groves who declare that the business is unremunerative. The long distances, from two to three thousand miles; that the fruit must be shipped to market, the high cost of water, the frosts and the destruction of fruit in transit makes it so.

Still, it is a great and an important industry. When the Panama Canal shall be completed and opened for use, the grower looks for improvement in his industry. In fact, it may be truthfully said that about every industry in California (all are more or less hampered) expects to derive great benefit when the ditch shall enable shippers to send their products to markets by water, as they consider the rates of freight charged by the railroad transportation companies too high.

The farmers and horticulturists of Michigan are much more favorably situated to carry on their industries than are those of California.

To the expenses of the growers add the fact that in many sections during the winter season thousands of small stoves fed by distillate or other cheap fuel are placed between the rows of orange trees to protect

them from the frosts. The fires in these stoves must be rebuilt frequently and the expense is very heavy.

The railroads of the state are dominated by the Southern Pacific interests and their policy is to tax the traffic in freight all the industry will bear.

Unscrupulous growers and packers box up the poor, half-ripened or half-decayed fruit with the good, which accounts for the large numbers of imperfect oranges the jobbers, dealers and eventually the consumers receive.

California has been and still is cold. Tourists are wearing furs and heavy wraps. The rainfall is larger to date than usual.

Arthur S. White.

Port Huron Grocers Happy.

Port Huron, Feb. 20—At the meeting of the Grocers and Butchers' Association last week the members showed themselves well satisfied with the recent State convention. The local men knew that they had made the Port Huron convention the best ever held in any city in Michigan and this fact alone made them happy.

President Frank C. Wood presided at the meeting and called on each of the officers of the local Association and the different committee chairmen for their reports. Secretary George S. Newberry, Treasurer E. N. Akers and State Secretary J. T. Percival made reports and all were accepted. The reports of the committee chairmen showed that the different committees had done much to make the convention a success.

John A. Ryan, chairman of the Committee in charge of the country store, made a report showing the receipts and expenses of the store. Following his report he turned over to the Association a check for \$639.69, the amount left after paying all store expenses. In addition to this there is an account register, worth \$135, which was donated by a Canisteo, N. Y., concern. This brings the total receipts of the country store up to \$774.69.

Mr. Ryan's report was the cause for much praise and the members of the Association passed a resolution to give Mr. Ryan and Grant Canham, who worked with him to make the country store a success, \$35 each.

After taking the convention expenses out of the country store proceeds there will be a balance on hand of more than \$300 to be placed in the treasury of the local Association.

The Association decided to send a letter of thanks to Fred Mason, of Niagara Falls, Ont. Mr. Mason is the former Secretary of the National Grocers' Association, who addressed the convention here. In addition to the letter of thanks he will receive a memento of the occasion from the Port Huron Association. Charles Wellman is in charge of the Committee on this matter.

Origin of Slang.

Written for the Tradesman.

Slang, the German word for snake, creeps into our language in spite of our vigilance. To illustrate; Some five or six years ago a certain telegraph operator, Joe Lilly, in a large Baltimore office, called up Cincinnati by telegraph, but could not make himself understood, although he could easily understand the messages sent to him. Then he called up other cities with the same result.

Evidently something was wrong, so he notified the electrician, who, on opening the box containing the transmitting apparatus, found a bug, which in the course of its wanderings short circuited the machine. The other operators gave the victim the horse laugh for having a "bug house" transmitter. Even the messengers accused each other of being "bug house" and inside of an hour it was flashed from one city to another.

After a while a race of employees sprang up who knew not Joseph and to these the words, "bug house," conveyed not much meaning. Could "bug house" compete with crazy? Well, for a while "bug house" had crazy beaten a mile, but a reaction set in when some miscreant composed the ditty, "I may be crazy but I ain't no fool." That put a quietus on "bug house," a consummation devoutly to be wished. Thomas A. Major.

People of excessive culture soon lose their point of contact.

Applications for District Manager of the North American Life Assurance Company of Canada, at Grand Rapids, may be sent to the undersigned. The company offers an unusually attractive and remunerative contract. An exceptional opportunity for the right man.

F. A. HILTON, State Manager, Majestic Bldg., Detroit.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



Movements of Merchants.

Charlotte—J. B. Crosby has opened a racket store, to be known as the Bee Hive.

Rose City—A. Brunk, of Detroit, will engage in the jewelry business here April 1.

Eaton Rapids—Misses Lena Matthew and May Harris will open a fancy goods store.

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

Harbor Springs—The C. W. Carr meat market has been purchased by John Starr and J. F. Stein.

Owosso—Miss E. M. Shaw, of Petersburg, has purchased the Moulton millinery stock on Exchange street.

Grand Haven—A. J. Nyland will open a grocery store in the building on Fulton street recently purchased by him.

Battle Creek—The H. John Hall tailoring establishment, Leslie J. Quinn, Manager, had a very successful opening last week.

Grand Haven—Mrs. Scott and Miss Peterson, milliners, have dissolved partnership. The business will be continued by Mrs. Scott.

Manistee—The banks have agreed to keep open Wednesday instead of Monday evenings for the accommodation of patrons after March 1.

Hastings—F. R. Pancoast is closing out his stock of jewelry and fixtures at auction, and will retire from business, owing to poor health.

Belding—The organization of the Belding Produce and Supply Company is projected, to better handle the farm products of this district.

Yale—The general merchandise stock of N. Kerr & Son has been purchased by J. M. Smith, of Avoca, and Emerson Cooper, of Port Hope.

Litchfield—E. S. Stoddard has retired from E. S. Stoddard & Son and the business will be continued by Herbert Stoddard and Wm. Anderson.

Coldwater—F. E. Keyes, formerly of Batavia, has purchased the David Knowles' grocery stock, and will continue the business at the same location.

Middleville—The W. H. Quinlan & Co. stock of general merchandise has been sold to George Nelson & Sons, of Whitehall, for a consideration of \$15,000.

Kalamazoo—A new company has been organized under the style of the Celery City Lumber Co., with a capital stock of \$7,000, of which \$3,500 has been subscribed and \$1,400 paid in in cash.

Hart—John Fisher and Floren Fuller have purchased the Rhodes block and after remodeling it will occupy it with a line of general merchandise.

Houghton—Richard B. Lang, identified with the dry goods business here for forty-one years, will incorporate as the R. B. Lang Dry Goods Company.

Owosso—George A. McKenzie and B. N. Murdock have purchased the equipment of the People's meat market, on West Main street, and have taken possession.

Adrian—Novesky Bros., John and Will, have opened their new branch grocery and meat market in the Hill section, at the corner of Michigan and Center streets.

Sparta—The Sparta Lumber Co. has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Builders' Engineering Co. has engaged in business with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and \$500 paid in in cash.

Saranac—Charles Palmer has purchased an interest in Putnam's tin shop. They have consolidated the two shops and will continue the business in the Densmore building.

Ludington—David Gibbs, the Ludington avenue grocer, has secured the lease of the Epworth store and will manage that business in addition to his big double store in the city.

Durand—S. P. Wilkins and William Moss, who lately bought the McLaughlin stock on merchandise at Vernon, will move it here and open for business in the Brown building.

Charlotte—George Hodgkinson, of St. Johns and Frank Kennelly, of Detroit, have formed a copartnership under the style of Hodgkinson & Kennelly, to engage in the meat business here March 1.

Kalamazoo—The Mershon-Bartlett Company has been purchased by F. B. Johnson, formerly Manager of the concern, and C. R. Howard, Cashier. The firm will be known as the Johnson-Howard Feed Company.

Detroit—The Royal Valley Coffee Co. has engaged in business to sell tea, coffee and other food products, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and paid in in cash.

Avoca—County Clerk J. G. Brown will build a grist mill here, within two miles of his farm in Kenockee township, with daily capacity for seventy-five barrels of flour. The

mill will be in operation by September 1.

Kalamazoo—John Stillman, of New York, has leased the building where the Newman store is now located, on East Main street, and will occupy all four floors with a wholesale and retail dry goods store. Mr. Stillman has a string of stores.

Kalamazoo—After twenty-one years in the hardware trade, J. C. Bogard has retired, having sold his stock to the Sprague Hardware Co., which will continue the business. R. A. Sprague, of Vermontville, is the Manager of the new firm.

Pontiac—J. L. Marcero & Co., wholesale dealers in confectionery, cigars, etc., have merged their business into a stock company under the style of the Marcero Mercantile Co., with an authorized capital stock of \$16,000, of which \$8,000 has been subscribed and \$7,000 paid in in cash.

Grand Ledge—Walter Vanderbilt, who recently resigned his position as Superintendent of the Crawford Chair factory, has purchased an interest in the Winnie hardware business, becoming actively associated with James Winnie in the management of this old established enterprise.

Hastings—Harry Stowell, formerly of the firm of Stowell & Wunderlich, of Coats Grove, and W. A. Scott, for several years employed by W. A. Hall, have associated themselves in a firm to be known as the Stowell & Scott Implement Co., and will engage in the business of selling farm implements.

Marshall—The coming spring will see a number of changes in business locations. Owners of buildings are, however, slow about making leases as they are looking for higher rent if local option fails to carry at the April election. Among the changes will be the removal of the Bradshaw drug store to the block just east of its present location, now occupied by the S. and S. cigar store. The Bradshaw store will be occupied by J. Earl Nicholls, who will open a grocery store.

Manufacturing Matters.

Detroit—The Standard Foundry Co. has increased its capital stock from \$40,000 to \$100,000.

Detroit—The T. F. Daigle Iron Works has changed its name to the Daigle-Steger Iron Works.

Detroit—The Chas. P. Sieder Tent & Awning Co. has changed its name to the Sieder Manufacturing Co.

Jackson—The capital stock of the Clarke-Carter Automobile Co. has been increased from \$100,000 to \$250,000.

Detroit—The Acme Screw Co. has engaged in business with an authorized capital stock of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Wolverine Cedar & Lumber Co. has been organized with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Mason—Arthur Howlett has resigned as manager of the Mason

Creamery Co. and purchased the business of Nelson & Williams, agricultural implements.

Oakwood—The Lesse Detroit Salt Co. has engaged in business with an authorized capital stock of \$200,000, of which \$150,000 has been subscribed and \$50,000 paid in in cash.

Detroit—The Detroit Foundry & Manufacturing Co. has engaged in business with an authorized capital stock of \$50,000, of which \$34,500 has been subscribed and paid in in cash.

Volney—The Beaver Valley Creamery Co. has been incorporated with an authorized capital stock of \$4,000, of which \$3,300 has been subscribed and \$1,950 paid in in cash.

Detroit—The Snedcor & Hathaway Co., wholesale manufacturer of shoes, has changed its name to the Snedcor-Hathaway Shoe Co. and increased its capital stock from \$75,000 to \$125,000.

Arcadia—A new company has been organized under the style of the Arcadia Mirror Works, with an authorized capital stock of \$15,000, of which \$11,000 has been subscribed and \$5,500 paid in in cash.

Detroit—The Kinsey Motor Car Co. has been organized with an authorized capital stock of \$150,000, of which \$91,500 has been subscribed, \$11,000 being paid in in cash and \$15,530 in property.

Battle Creek—A new company has been organized to manufacture breakfast foods, etc., under the style of the Krinkle Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

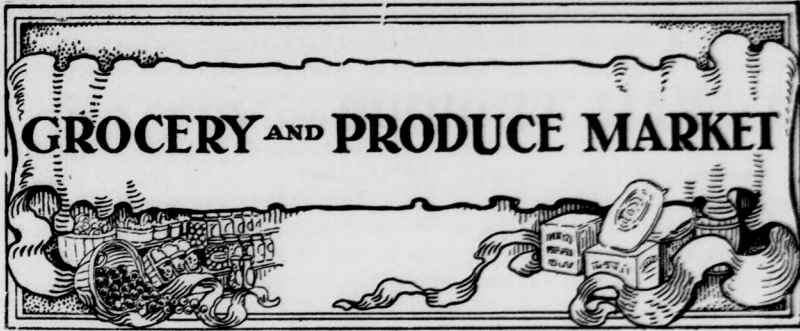
Cheboygan—The Cheboygan Bridge Co. has engaged in business to manufacture and sell boilers and iron bridges, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Phipps Electric Auto Co. has merged its business into a stock company under the style of the Phipps-Grinnell Auto Co., with an authorized capitalization of \$100,000, of which \$60,000 has been subscribed and paid in in property.

Detroit—Tuttle & Clark, manufacturers of harnesses, saddles, leather goods, etc., have merged their business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Coldwater—The C. D. Warner Co., manufacturer of medicines, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed, \$100 being paid in in cash and \$4,900 in property.

Corunna—The Fox & Mason Furniture Co. has increased its capital to \$260,000. This increase was made to permit the purchase of the factory and business of the Corunna Furniture Co. Officers of the new concern are: President, C. I. Fox, Arcadia, Vice-Presidents, E. L. Mason, A. W. Green, Corunna; Directors, the officers and S. C. Brown, of Lapeer.



The Grocery Market.

Sugar—The quotations are unchanged, but raws are weak and the refiners are taking stock very slowly, according to reports from New York. The demand for refined is fair, as prices are low, which has increased the demand. The differential between beet and cane is still of fair size, which causes beet to be taken in preference to cane in almost every case. There is also a greater difference in price between raw and refined than for some time past. Local dealers quote sugar at 5.14.

Coffee—The market has been unsettled and extremely nervous during the past two weeks, with prices going both up and down. The option market has been forced down so it shows quite a decline on green coffee, but it will have to decline quite a little more before it will affect the market on roasted coffee to any great extent.

Tea—The great activity in the market caused by the no-color standards adopted by the United States Board of Tea Experts has advanced the prices on all green teas 2@3c per pound, and even at the advance the sales have been remarkably heavy. The stocks of Japans, Gunpowders and Young Hysons have been bought up or withdrawn from the market to hold for advanced prices. The decision of the Board to adopt only uncolored standards and work in harmony with the pure food law meets with general commendation, and it is believed that the change from green to the uncolored teas will gradually work itself out without much disturbance and will be ultimately beneficial to the tea interests. It is certainly a step towards pure teas and should be generally approved. The China market is unusually active and tea exporters are looking forward to heavy exportations during 1911. The shortage of other countries' supplies will draw largely on the immense China stocks, and the fact that the adoption of Chinese tea as the beverage of the German army, recommended by the German medical authorities, as more wholesome and energizing than coffee is leading to the establishment of additional tea factories in the Hankow district and extra storage facilities in which the Government is asked to aid. Ceylons and Indias are firm and all varieties of teas have felt the advance.

Coffee—The market has been unsettled and extremely nervous during the past two weeks, with prices going both up and down. The option market has been forced down so it

shows quite a decline on green coffee, but it will have to decline quite a little more before it will affect the market on roasted coffee to any great extent.

Canned Fruits—There has been no change in the prices of canned fruits during the past week, but supplies are not large in any line. Gallon apples are still firm and scarce, with prices very high. The supplies in the home market are of a fair size with the exception of plums, which are getting well cleaned up and it is impossible to get any more from either the Eastern or Coast market. The demand is of a fair size now and it is expected to increase on the whole line with the coming of spring.

Canned Vegetables—From the present situation of the market, especially on the three best sellers, which are corn, peas and tomatoes, the market may be higher, as the demand is of a good size now and will without doubt be much larger from now on. The shortage in cheap peas is being felt more keenly all the time and wholesalers who are sold out find it impossible to get any more supplies. There is no change in the market on tomatoes since the advance of about two weeks ago.

Canned Fish—There is a slight increase in the demand for canned salmon and sardines, which is thought to be caused by the nearness of Lent and most of the retailers are stocking a little more heavily on that account. The shortage is plainly visible now in both salmon and sardines.

Dried Fruits—The recent advance on raisins is well maintained, even with the light demand which is general at this time of year. There is also a little shortage shown in some of the grades and 2-crown are selling for nearly as much as 3-crown. The market on apricots is the same as last week, but while prices are high, they are much below those of a few years ago on apricots, and there is a certain class of the trade that will have them, no matter what the price is. The demand, however, is light for the time of year. The market on peaches is still low and they are the cheapest article in the whole line of dried fruits, but the demand is not large as yet. Prunes are holding just as firm as ever and stocks are low. Currants and figs are holding at the same prices as quoted last week.

Rice—The market is much firmer than a short time ago and a small advance has been shown in some grades. The demand continues of a good size from the retailer, as prices

are still very reasonable and rice at present prices is one of the cheapest foods on the market.

Provisions—Values closed a trifle lower than a week ago, but it could hardly be said that the market was weaker. The trade continues to await a larger run of hogs and an accumulation of product. Packing operations at leading centers included the slaughter of 115,000 more hogs than for the corresponding week last year, thus making the shortage for the season from Nov. 1 only 210,000 hogs, as compared with a similar showing a year ago. Pork closed at a decline for the week of 20c for July, while May held steady. Lard closed 2½@7½c lower and ribs are unchanged to 2½c lower. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1911
Wheat—			
May	\$.92¾	\$.90½	\$.91¾
July	.91¾	.89½	.89½
Sept.	.90¾	.88½	.89
Corn—			
May	.49¾	.48¾	.49
July	.50¾	.49½	.50¾
Sept.	.51¾	.50¾	.51¾
Oats—			
May	.32¾	.31¾	.31¾
July	.31¾	.31	.31¾
Sept.	.31¾	.31	.31¾
Pork—			
May	17.80	17.37½	17.70
July	17.20	16.80	16.97½
Lard—			
May	9.52½	9.30	9.40
July	9.45	9.27½	9.35
Ribs—			
May	9.52½	9.30	9.47½
July	9.32½	9.12½	9.27½

The Produce Market.

The usual winter demand for "green stuff" caused a slight stir in the local market this week. This demand comes every year at this time, but it is heavier this year than it has ever been before and has forced up the price of lettuce so that the dealers are finding it difficult to fill the orders. The same demand, with a freely moving market, has lowered the price of radishes. Green onions are also being offered and are in big demand.

In speaking of the winter trade, the commission men report a banner year in lemons, oranges and grape fruit. The grape fruit sales have increased the most and in the opinion of the dealers the Northern people are just beginning to enjoy this fruit. Handlers of grape fruit see the time when it will be as common as oranges and think it but a short distance off.

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 kidney.

Betts—50c per bu.

Butter—Local handlers quote creamery at 26c for tubs and prints; 20c for No. 1; packing stock, 12½c.

Cabbage—60c per doz.

Carrots—50c per bu.

Celery—\$1.50 per box 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 15c delivered.

Grapes—Malagas, \$6@6.50 per keg.

Grape Fruit—\$3.25@3.50 for all sizes.

Honey—13c per lb. for white clover and 14c for dark.

Lemons—Californias, \$3.50@4 per box.

Lettuce—13c per lb. for leaf.

Onions—Spanish, \$1.60 per crate; home grown, 85c per bu.; green, 35c per doz.

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 12½c for hens; 12c for springs; 9c for old roosters; 15c for ducks; 12c for geese and 18c for turkeys.

Radishes—35c per doz.

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

Veal—Dealers pay 6@10½c.

The C. J. Oswald Co., electrical engineer, has merged its business into a stock company under the style of the Oswald Motor Car & Supply Co., with an authorized capital stock of \$15,000, of which \$12,000 has been subscribed, \$1,168.47 being paid in in cash and \$10,831.53 in property. The business office is located at 148 North Ionia street. Those interested are Charles J. Oswald, Frank P. Oswald and Edward G. Winchester.

The A. T. Pearson Produce Company sustained a loss estimated at \$5,000 Tuesday night by fire originating in the second story. The local branch of Morris & Co., occupying the adjoining store, suffered a loss of \$1,000 or \$1,500 from smoke and water. The building is owned by the E. P. Fuller estate.

The Tropical Beverage Co. has engaged in business to manufacture and sell soft drinks, with an authorized capitalization of \$20,000, of which \$15,000 has been subscribed and \$3,900 paid in in cash. Those interested are, Chas. S. Estrada, Chicago; Sam. D. Phillips and Chas. S. Coburn, of this city.

A new company has been organized to deal in timber lands, under the style of the Mississippi Timber Co., with an authorized capital stock of \$100,000, of which \$68,500 has been subscribed and \$24,000 paid in in cash. Those interested are Guy W. Rouse, Raymond W. Starr and Howard A. Thornton.

The Grand Rapids Bungalow Furniture Co. has been incorporated with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed, \$1,300 being paid in in cash and \$700 in property. Those interested are Aage Anderson, Nicholas M. Femmes and Albert H. Simpson.

THE BARGAIN-HUNTER.

Good Judgment Required To Avoid Useless Effort.

Written for the Tradesman.

The rag-tag-and-bobtail sales are scheduled for February and March. The winter stock must be turned into cash in order that new goods may be purchased, and shelves must be cleared for the fresh stock. Sometimes it happens that the winter trade has been very slow, and then other merchants are pushing sales, in which case buyers are likely to get what they want for less than real value.

It is during this month and next that the bargain hunter comes forth in all her glory. She goes to all the sales, whether she wants to buy or not, and is so well versed in the ways of mobs that she usually takes the precedence of those who have real money to spend. There is no way to obliterate the bargain-hunters of the type referred to, but clerks can render them fairly harmless by just getting acquainted with them. They are never any one's customers. They go here and there as the mood takes them, and no merchant ever made a profit on their trade.

Still, they must be waited on, for the nickel or dime they spend during a rush is good at the bank, and no one must be treated with indifference in a well-conducted store. They must be waited on, but there are merchants and clerks who dread to see them enter the store door. They are usually the ones who snatch goods from the hands of others, who work their way through their picked crowds with their elbows, and who always hold an elevator while they prance down the aisle. Yet they must be waited on.

The question with some dealers is how to satisfy them at the least possible cost to themselves. Do any of you happen to know Banbury? Of course not. Well, he runs a little department store in a Michigan city and is long on February sales. He knows every fraud bargain-hunter in his town, and his clerks know most of them, so the real thing in nickel transactions is usually overlooked when good customers are there. In the language of Uncle Joe Cannon, they are not recognized for that purpose—for the purpose of taking half an hour of the clerk's time during a rush hour in order to leave five cents in their troubled wakes.

But Banbury was not always wise to the ways, and the nerve, and the impertinences of these bargain-hunters. There was a time when he believed that all customers ought to be treated alike, whether they had a dime or a dollar to spend, but now he thinks that every woman who attends a sale ought to be searched at the door in order to see if she is not going to soak up heat and light and clerk's time under false pretenses. This idea of treating every customer alike is a mighty good thing to put into advertising copy, but a bad thing to carry out in business. In the first place, people do not want to be

"treated alike." You make them angry if you keep them waiting for a person who is just wasting your time. This talk of equality is all right, of course, but it is the wise farmer who picks his best fruit first.

Banbury, to come back to the story, formerly insisted on all people being treated alike, as has been stated, now he excepts the February bargain-hunters who only want to see bargains and do not intend to buy. He has his clerks trained in this same line of belief since one rush day a couple of years ago.

On the morning of that red-letter day Gibson's wife cornered him as he was trying to get out of the front door unobserved, and disclosed to him the fact that Gertrude, the sweet heiress of the family, was getting to be a large girl, quite a young lady, and did not have a thing to wear. Gibson had known quite well from the size of the gas bills that Gertrude was getting to be quite a young lady, but he never suspected that she was doing her courting and her slum work, and her pink-tea stunts in the garb provided for her by Nature. He said something like this to Mrs. Gibson, and she boxed his ears and handed him a sample of silk and a few thousand words of instruction regarding the February sale at Banbury's.

Banbury was a friend of Gibson, so the latter remembered the name. He managed to get to his office with the sample still in his possession, and the chances for Gertrude having something to wear were excellent. Gibson sat down at his desk and wrote a check for \$23.99, which was what his wife said the silk would be, put the check and the sample, together with the house address, into an envelope, sealed it and hied forth on his way to Banbury's, where the silk sale was on from 8:42 to 9:27 a. m. As he passed down the street and came to the women in lock-step on the walk and in the store he questioned himself as to why people should act like fools at a sale. He had the sample and the price in his envelope, and he would show these persons how a business man did things.

So Gibson got into line at the silk counter, but when he got to the counter he was six feet away from it. That is, there were six feet of women between him and an opportunity to catch the eyes of the speaker—that is, the clerk. He waited for some moments, but the line did not move up any, for one of the real, genuine bargain-hunters was up there with a Half-Nelson on the clerk. This reckless spender of whole nickels at a time was a sweet young thing in violet silk, and she was having a hard time in explaining to the clerk something she did not know anything about herself.

"Hey, there!" cried Gibson, with a smile meant to be courteous on his rather good-looking face. "Oh, you clerk! Catch this envelope and fill the order after the procession has passed out!"

He held the envelope containing

the check and the order aloft, thinking to catch the eye of the clerk in that way. Now, this clerk had once been invited to a party where a famous man of letters and a private secretary to a congressman disported themselves, and she thought she should be treated with the dignity due one moving in the joint circles of literature and statesmanship, so she looked at the ceiling of the store, and on, and on, three thousand miles or more into the far off blue—if it were blue—and Gibson's check for \$23.99 was ignored.

"Catch it!" cried Gibson.

He did not toss the letter, for just then he caught the frosty gleam of the clerk's eyes. In short, she transfixed him with a glance like an icicle, which went through his overcoat, and his under coat, and his waistcoat, and his two-dollar shirt, and his union suit, and his chest pad, and froze him so stiff that he wondered why the hot air of the store did not melt him and run him out through the crack under the front door.

"Very well," thought Gibson, "I'll wait."

So he waited and melted a trifle. The sweet thing in violet silk talked in words and figures following to the clerk:

"It was twenty-seven. I'm sure it was."

"You're mistaken," said the clerk.

"Well," said the Violet Girl, "I'm not going to pay any such price."

So she summoned a floorwalker, and he settled the question while the clerk stood and listened. The people in front of the counter waited.

In the end the Violet Girl won out in the dispute and went away leaving twenty-seven cents in the store. Then six other women advanced upon the clerk and began looking over the goods. Again Gibson waved his envelope aloft and again that blast from the place where Cook and Peary think they went, came over the silk counter and caught him in the back and set his feet and fingers to aching with the cold.

"Hey, there!" he shouted.

The clerk was looking out into the winter air, through three upper floors and a tin roof, so she did not see the letter.

The six women in front of Gibson faded away after a time, leaving an average of nine cents each in the store, and Gibson got up to the counter.

"Here," he said, "why didn't you take this envelope? Now, send the check in for approval and pack these goods. You've caused me to lose half an hour."

The girl behind the counter looked at the mere man as if she knew the breed and didn't like it. Gibson smiled at her. That will sometimes do the business, but in this case Gibson wondered if the ice floe, or the blink, or the berg, were coming down Main street, or if it was merely sailing overhead.

"Why," said the clerk, "this sale lasts only until 9:27, and it is now 9:28, so you'll have to pay the regular price."

"Oh, I will!" cried Gibson, and he went back into the office and hunted up Banbury, who gave him a cigar, and listened to his story and went out to the clerk.

"Why didn't you take this order?" he asked.

The clerk's face was so cold and hard that it cracked one of the lenses in the boss' spectacles.

"I treat everybody alike," was the reply.

"Why didn't you take the envelope when he tried to toss it to you?" demanded the boss. "That wouldn't have interrupted the bargain with the girl who spent twenty-seven cents."

"I thought," replied the girl, falling back on the defense a woman can always make, true or untrue, "that he was trying to flirt with me."

"All right," said Banbury. "You go and get your hat and cloak and your pay and get out of the store. I'll see if the other clerks know enough to take an order when it is offered in writing, with a check."

He found out that most of them did. The ones who didn't were let out, and now Banbury's store is not the chosen stamping ground of bargain-hunters who soak up time under false pretenses. It takes judgment, but, then, it requires good sense to operate any business whatever.

Alfred B. Tozer.

Business News From the Hoosier State.

Kendallville—Pray & Dietrich will open an up to date men's furnishing store about March 15 in the remodeled Krueger building.

Shelbyville—The Floyd Drug Co. has been organized with a capital stock of \$15,000. The officers are: Dr. R. M. Floyd, President; James Philippi, Vice-President; Peter G. Kamp, Secretary and Treasurer, and William V. Dorsey is the other stockholder. An empty building for a plant has been obtained and it is expected that it will be in operation early in March.

Wabash—The Waring Glove Company, with factories at Decatur, Huntington and Rochester, will establish a factory here.

South Bend—The Leo Eliel drug stores have been reopened, following the funeral of Mr. Eliel last week, and will be operated by the estate with Emil Reyer as Manager. The St. Joseph Loan & Trust Company has been appointed administrator.

Auburn—The Auburn Commercial Club has elected Geo. A. Bishop President and will make an energetic hustle for more factories.

South Bend—Francis L. Beaulieu has been made Manager of the Independent Five and Ten Cent store to succeed Fred Earle, recently resigned.

Are you doing anything to get your share of the trade of the new families that come to town? It would be a good idea to send a form letter to every new arrival, telling about your store and your goods.

Sometimes it is the janitor who cleans out the bank and sometimes it is the cashier.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The grade separation problem is being given earnest consideration at Kalamazoo, and one of the first steps taken by the Council is to ask the City Attorney for details of all city and State laws bearing on the general subject. Mayor Farrell is an active supporter of the movement and the Grade Separation Commission, made up of four members, is securing data from other cities.

The Saginaw Board of Trade secured 112 new members during the past month. The Directors will endeavor to secure a weather bureau station for Saginaw and additional lights in the business district.

The merchants of Kalamazoo petitioned the Grand Trunk road for better passenger train service, with the result that four additional trains, two in and two out, have been promised within a month.

Detroit is planning to build a convention hall, costing about \$400,000.

Lansing will use more strenuous means to keep the crossings clear of trains and violators of the five-minute law will be arrested.

Dr. Miller, Chairman of the Battle Creek Board of Education, says that it would be a paying investment for the manufacturing interests there to build and equip a modern manual training school and turn it over to the School Board. He points out that these concerns are put to large expense in training workmen for their plants.

Jackson is taking steps toward holding a big county fair this fall. The old grounds are not well located and new grounds and buildings will be secured.

The Cadillac Board of Trade will hold its annual banquet and smoker Thursday evening, March 2.

President Umlor, of the Traverse City Board of Trade, says: "If Traverse City will raise \$1,000 for outside advertising this year the P. M. Railroad will add \$1,000 thereto; under their influence the Chicago & Alton will pay \$400; the Missouri, Kansas & Texas will pay \$200; the Cincinnati, Hamilton & Dayton will pay \$400. This leaves the G. R. & I. Railroad, the Manistee & Northeastern and Pennsylvania systems, and the Northern Michigan Transportation Co. to hear from. From the investment of \$1,000 we will have an advertising capital of \$3,000, with prospects that from the other sources mentioned we will get an additional \$1,000, making a total of \$4,000 for advertising purposes, provided our people will respond. It is up to Traverse to realize on her assets, her charming summer climate, beautiful surroundings and riches in fruit, field, forest and stream."

The Detroit Board of Commerce will undertake to add 500 members to its rolls during the next ten days, bringing the membership up to 2,000.

The Saginaw Board of Trade has secured an agreement with the Detroit & Mackinac road whereby

through merchandise cars for the North will originate at Saginaw instead of at Bay City. At the present time Saginaw shippers must transfer their goods at Bay City, causing delay and expense.

Stop-over privileges at Bay City and Saginaw have been granted on home-seekers' tickets to destinations in the seventeen counties included in the territory of the Northeastern Michigan Development Bureau. Bay City is the headquarters of the Bureau.

An innovation in the way of school text books is the geography that is being prepared for use in the schools of Saginaw by the Board of Trade of that city. Bay City is also considering this plan of practical education, which starts at home.

Muskegon will endeavor to boost the membership of its Chamber of Commerce to 500.

Boyne City will have a new hotel. Thos. White, the lumberman, is at the head of the enterprise.

Officials of Lowell have refused to submit to the people the interurban railway franchise asked for by Andrew Fyfe, of Grand Rapids, in behalf of his company, which proposes to build an electric road from Detroit to Grand Rapids, by way of Lansing, Grand Ledge and Portland. Lowell wants all the roads it can get, but believes that the franchise asked for is too binding with reference to the use of the streets, etc.

A fund of \$2,000 is being raised at Traverse City to boost that region, which is declared to be the best spot on God's footstool.

The Holland Board of Trade will hold its annual banquet March 10, with Congressman Diekema as toastmaster.

The first annual banquet of the Frankfort Board of Trade, held Feb. 15, was a success, being attended by 300 members and guests.

Sanitary engineers engaged by the city of Benton Harbor advise wells as a source of water supply rather than Lake Michigan.

The Business Men's Association of Marshall will hold its annual banquet Feb. 24.

Calumet, Houghton and Hancock are protesting against the new schedule of trains running between the Copper Country and Chicago. What was bad enough before is now abominable, for going either way the better part of two days is consumed in the journey and two meals must be paid for on the diner and a berth engaged. The railroads operate their own diners and sleepers.

The Booster Club of Pentwater held a warm supper and election Tuesday evening of last week, judging by the report in the News of that town, which stated that the "officers were vociferously elected by spontaneous combustion." F. S. Verbeck was re-elected President.

The South Haven Board of Trade plans to advertise the town extensively throughout the South and Southwest as a summer resort.

Almond Griffen.

Usefulness of Savings Banks.

Written for the Tradesman.

In a recent article reviewing the general situation in America, The Statist, the leading financial journal of London, states that the savings of the American people will easily take care of the works that have been commenced. The editor of The Statist, who recently made an extended business tour through the United States, writes very optimistically regarding the outlook here and lays special stress on the great economic value of the accumulated savings of the country.

Savings banks have a very far-reaching field of usefulness. As will be seen from the above, it extends far beyond the limits of city or hamlet and becomes a feature of international importance. In the small deposits of children and the modest savings of working men, just as in the substantial balances carried by the depositors of larger amounts, there is not a dollar that fails to do its duty in the financial economy of the country. The savings depositors of the United States may well take pride in the work they are doing to benefit the entire community as well as themselves.

There is nothing more cosmopolitan than the personnel of the depositors of any large savings bank. The people who build up the total are drawn from every walk of life. Not only does the bank afford a depository for the savings of the poor, but men and women of every class find

it at once a convenience and a necessity. For women especially, and for those who have neither time nor inclination to make a study of investments, the advantages of the savings bank are manifold. Indeed, as a matter of fact, a deposit in a reliable savings bank is the highest form of investment. There are very few other investments of which it may truthfully be said that the principal, in addition to never suffering impairment, is always available at a moment's notice, while the investor is certain of a good interest return regardless of the vagaries of the stock market or whether general business is brisk or dull.

Thus, both in its personal aspect and its national influence, the savings account, large or small, of every citizen plays a very important part in upbuilding and maintaining the welfare of the nation. There is no country in the world that can compare with the United States in the volume of its savings deposits. Those who are doing their share towards upholding this good record are strengthening the surest foundation of the country's welfare, no less than of their own. E. D. Conger,
Cashier Peoples Savings Bank.

If your store is a big one, you may still find that the methods of some of the smaller merchants are worth studying. If your store is small, some of the methods that have made the other stores big would make your own big if rightly applied.—Seattle Trade Register.



PUSH!

We know of no item in the retail grocer's stock that is more worthy of energetic promotion and persistent effort to introduce than Dwinell-Wright Co.'s

WHITE HOUSE COFFEE

We speak not because we happen to act as distributing agents for this superb and always dependable coffee, but as man to man—in perfect good faith, and as a pure matter of simple justice.

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.

Two dollars per year, payable in advance.

Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 22, 1911

GOULD INFLUENCE PASSING.

The retirement of George Gould from the presidency of the Missouri Pacific system, due to his loss of financial control of the properties, marks the passing of an influence that has played a most important and often spectacular part in the transportation history of the United States in the last half century, and which, in 1880, controlled one-ninth of the nation's railroad mileage.

Jay Gould, the father of the retiring President of the Missouri Pacific, was practically the founder of the school of high finance which has turned out so many notable graduates in the last decade. From a trader and editor, in 1859, he turned his attention to the brokerage business, took a hand in the fight between Drew and Vanderbilt for control of the Erie, wrested that road from their grasp, after a fight of eight years, loaded it with a debt of \$64,000,000, and then made it a dividend payer and unloaded it upon the stockholders at a profit which laid the real foundation of the Gould millions.

After his success with the Erie, Jay Gould started on a career of railroad speculation and manipulation that astonished the financiers of the world. He invented the plan, new at that time, of depressing the stock of a property, then neglecting its physical equipment, wrecking it, in short, until he could buy it on his own terms. In this manner he secured control of the Union Pacific, after the stock had been forced down to \$15 a share, and held it from 1873 to 1883, when he sold out at \$75 a share and turned his attention to the Missouri Pacific. He bought that road when it had but 287 miles of track, and, by manipulation, consolidation, construction and purchase built the system up until it owned or controlled over 6,000 miles of road when Jay Gould died in 1892. The presidency of the road and the control of the Gould millions then went to George Gould.

Railroad experts have never explained the failure of the Gould system of railroads to pay good dividends.

The lines cover the most productive regions of the Mississippi and Missouri Valleys, and have connections with both the Atlantic and Pacific seaboard. Yet, with the exception of 5 per cent. dividends from 1902 to 1907, the system has usually paid less than 2 per cent. a year, and much of the time has paid no dividends. The only reasonable explanation is that the road has been operated from Wall street rather than from the physical headquarters of the system, and has been used for stock jobbing purposes rather than as a profit-earner for its stockholders.

The new influence, which is identified with the interests that have rescued the Union Pacific and Southern Pacific and made them profitable, may be relied upon to make radical changes in the policies and operation of the Gould system.

TO SEE A REAL CZAR.

Speaker Joseph Cannon, who has lorded it over the National House of Representatives for so many years, will retire from the many cares that have engrossed his attention, on March 4, and will take advantage of his release from office to have a vacation in Europe. It is said that "Uncle Joe" has some curiosity to see a real czar and compare him with the so-called czar with which legislative Washington is so familiar. Whether the czar will be pleased to see Mr. Cannon is another question.

While many people have criticised Speaker Cannon for his apparently arbitrary methods, candid persons are willing to admit that the tyranny of the Speaker has been the result of the system in vogue and the rules of the House of Representatives, rather than of any desire on the part of Mr. Cannon himself to play the tyrant. There is much in the rugged Americanism of Uncle Joe Cannon, in his courage and nonchalance under fire which people must admire, and now that his rule in the speakership is about to expire there will be no disposition to wish him other than well. Mr. Cannon is one of the most picturesque characters in public life to-day, and, despite his age, he is sure to remain a force in the National Legislature for some time to come.

It is to be hoped that during his European tour Mr. Cannon will have an opportunity to see the real Czar and compare the appearance of that dull and shrinking personage with the rugged and sturdy old political gladiator who has played the role of Czar in Congress for so long a time. The Russian Czar's absolutism exists in name only, while that of the American Speaker has for many years been unquestioned in all matters of legislation. Americans can feel assured that "Uncle Joe" will lose nothing by the comparison.

With the surrender of the speakership by Mr. Cannon that historic and important office will lose much of its old-time power. Under the new dispensation the Speaker will be merely the presiding officer of the House of Representatives, with no greater control over legislation than the revis-

ed and modified rules of the House itself may give him. He will no longer be a Czar, nor even a dictator.

FASTING FOR AGE.

Since the first prophet lifted up his voice in lamentations for his lost years, men have sought the spring of everlasting youth. But in spite of all struggles and contrary to the sweet philosophy of Peter Pan and his fairy brethren, people do "grow up" and become old. In the wiser years of the world, age was compensated for by that universal respect which was paid to maturity, experience and knowledge. The white beard was an emblem of honor, as yellow curls were the aureole of adolescence. But within the minds and hearts of mankind there has ever been protesting rebellion against that "last scene of all—second childishness and mere oblivion."

The fight for prolongation of life is life's greatest tragedy. When the meridian is passed we turn to thoughts and efforts for keeping on earth as long as possible. This instinct drives men and women to curious and often ridiculous expedients. Ponce de Leon faced death in many forms in his search for the waters of life. Monarchs have abdicated their thrones in order to become ascetics that breath might be prolonged in tired bodies. Business in the manufacture and sale of philters, potions and charms to stop the ravages of the years has ever been good, while those practicing the mysteries of necromancy and administering magic spells and incantations have always been sought. Even in this enlightened age there are millions of people who have faith in such things. At every famous spa in Europe one may see countless old and bent men and women in pitiful search for that which will hold them for even a little more time on top of the ground.

Of late there has arisen a fad that is not new but that has been in abeyance for a number of years. Fasting for health is a venerable idea and practiced in moderation it may have merit. One of the most earnest devotees of the theory that abstinence from food will prolong life is a certain Dr. Tanner, of Los Angeles, who became celebrated years ago as a faster. Twice he went without food for periods of forty days, but about all he proved was the wonderful resistance of the human body to dubious treatment. Dr. Tanner, who is now over 80 years old, boasts that he will fast eighty days and that he will live to be more than a hundred years of age. Success to his efforts.

RETURN POSTAGE.

We Americans are prone to like asking questions. Many of us ask them of strangers, specialists in their own peculiar line of work, yet under no obligation whatever to observe our interrogation point. When they do so, it is through a courtesy which we are in honor bound to respect.

Yet the surprising feature is not so much what a variety of questions is asked, but that many forget to enclose a stamp for reply.

They not only ask a bit of valuable time, but show on the face of the matter the fact that while they may be interested to the amount of two cents, four cents is beyond the limit of the curiosity.

Now anyone who is able to answer hard questions has a right to value the time asked for to the amount of two cents. This they may be perfectly willing to donate; but when it comes to dipping down into their own stamp box,—it scarcely seems worth the while.

If you do not receive a reply to some question asked, the chances are that this is the reason. It is not so much the value of the two cents that the one interrogated regards. It is the principle involved. And the conditions show on the face of the thing that the one asking the questions does not really care so very much to know.

If you presume to intrude upon the time of a stranger, at least proceed in a businesslike way. The little portrait of Washington executed in red is a wonderful talisman in opening the interests of a stranger, and a busy one, very likely, to your wants. He feels that you are in earnest or you would not have gone to the trouble of writing. He recalls the time when he did not know many things which his wider knowledge has since made useful. He did not then know where or how to go after this knowledge except by the long, hard way of personal digging.

THE ONAWAY WAY.

An outside concern sent a salesman into Onaway to solicit trade, and this salesman had pretty good luck in getting orders until the local merchants discovered the game. Thereupon the local merchants sought the assistance of the Onaway Inter-Lake, and the newspaper generously devoted two columns to an appeal to trade in Onaway. The article published was not merely an appeal but figures were produced to show that prices were just as low in Onaway as anywhere else, and quality as good and the service better. The article closes as follows:

"The merchant is here, and you and we want him to stay here. We want him to prosper, to add to his stock, and when sickness comes to our homes, or death robs us of loved ones, accidents happen or we want to spend our money to go on an excursion or take a trip who is it that fills our baskets with the necessaries of life and waits until we can pay—the home merchant every time and never, no, never, any outside concern.

"Perhaps we have taken more space than necessary, but let that go, let us all try and cultivate a better feeling for loyalty to home, and cut out to a much greater extent the outside concern and the mail order house. At least let us investigate the merits of the home merchant first, be honest with him and wherever possible give him the benefit of the doubt, and from it will spring a greater feeling of fraternalism between both buyer and seller. Let us do it for Onaway.

THE OPEN GATES.

Once more the Beautiful Gates have swung open, this time to admit the one who has so thoroughly familiarized the public with her broad views concerning the entrance to the Beyond.

Elizabeth Stuart Phelps was the daughter of an Andover professor, and her first contribution to literature was a story to the Youth's Companion when she was 13, for which she received in payment a subscription to the paper for a year.

For a number of years her literary genius then remained dormant so far as the world knew, but really gaining in strength by well directed study and training. Then came the horror of Pemberton Mill, and with it her opportunity. She did not take this opportunity purely as it came to her. The recital of the story of the catastrophe, three miles and a half away, as it was reported through others or the press was not enough. When it came to her to write a story based on the tragedy she spent the best part of a month investigating. She visited the rebuilt mills, studied the machinery, talked with those who were familiar with the old conditions and had been through the conflagration, ransacked the files of old papers and accumulated much information which could not be compressed within the limits of a short story. She wanted the cream of it. She gained the sure foundation for her story. When it duly appeared in the columns of the Atlantic Monthly, Whit-

tier, Higginson and others of note were quick to discover the new star in their field.

She was bright and original in her way of treating old subjects. Her "Gates Ajar," inspired by the returning troops and the vacant chairs of those never to return, at once found a receptive public. She had written it with the hope that it might comfort some few, but was totally unprepared for the immense success which it attained. She did a vast amount of literary work in the forty years afterwards, taking up the part that came to her cheerfully and handling it with a simplicity and genuineness which won the respect of all.

SERVING PECULIAR PATRON.

A successful educator will tell you that any one can teach the good pupil. It is the mischief, the dull pupil, or the vicious one, who needs special care in handling. It is much the same in trade life. There are customers whom any one can please—if they happen to have good goods—while others can never be trusted to any but the most tactful clerk with any assurance of an amicable transaction.

There is the woman who is always looking for flaws, moth holes in cloth and mouse holes in sugar. She may never find them, but she seems to take an immense pleasure in noting any possible indication of trouble. It takes patience to deal with her, yet she is likely to be one of your best customers. So be patient and strive

to assuage her suspicions as quietly as possible.

Then there is the one who prides herself on a definite ideal, and is bound not to be satisfied with a substitute. You must patiently tear down all the goods in the pile to get at that last piece, only to find that it is not just what she thought it was. Of course, this is all "no trouble." To insinuate anything else would be an unpardonable offense.

There is the man who thinks any old thing will answer the purpose on the bill ordered by his wife. He is in a hurry to get home and whether it is brown cambric or brown crash matters little to him. You know, if you have seen the order. His wife will know, too. It is for you to furnish the right thing even if you do have to invent a story to hold him. Right is right; and he should observe the Golden Rule in his shopping.

Although you are kept as busy pacifying the temperaments and peculiarities of your patrons as you are in measuring off goods, take it patiently, remembering that it is a part of the business, and the more completely you can perfect your power to read character the more proficient will you become as a salesman.

TWO WAYS.

An irate subscriber came into a newspaper office and demanded his account. This being given, he at once paid it, with no evident good feeling. "Have you received one of our new calendars?" asked the man in charge as he was about to leave, and receiv-

ing a negative answer, he said: "Wait, and I will get you one."

Carefully he rolled the beautifully printed sheet into the stout protecting tube, and as the man departed it was evident that he was in a trifle better humor. "He'll be back and renew in less than six months," was the mental observation of a bystander.

After he had gone out a partner remarked, "You were a fool for your trouble. He must be half insane. Did you know what made him so wrathful?"

"No," was the reply; "I asked him no questions."

"Well, he was in a day or two ago with a mess of ideas so extremely radical that no sane editor would print them. I told him the situation and—you know the rest. Those calendars are too expensive to waste in that manner."

Still, we can not but think that Mr. By-Stander, a disinterested party, was right; that the man who so carefully rolled up the calendar was right also, even if he were doing it right on top of an intended insult.

It does not always pay to look too carefully as to which has the right side in a disagreement of this sort. The man got his pay for the paper to date. He was recompensed. It was the wise thing to treat the matter as purely business, adding a gentle piece of courtesy for good measure. Resentment is a very poor kind of material upon which to keep an establishment in a flourishing condition.

Highest Grade Canned Goods

PACKED BY

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

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

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

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

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

Factories at HART, KENT and LEXINGTON—All Model Plants

Judson Grocer Co., Distributors, Grand Rapids, Mich.

BE OF BOLD SPIRIT.

Do Not Let Obstacles Daunt or Mistakes Hold You Back.

Written for the Tradesman.

The real personality of an individual, let him be a business man or a laborer, depends altogether upon the weakness or boldness of his activities. There is no use in a weak spirited person trying to make a success in business or anything else. There is no use in any one being weak spirited. Weakness, backwardness, infirmity and declension are matters of habit in most of our young men and women who are in the business world and they should be taught that there is nothing to fear so long as they know they are doing the best they can.

Every person has many great opportunities springing up before him every day, but too many of us are afraid to reach out and gather them; we feel that we want some one else to attempt the work first.

A continual and everlasting effort to put new thoughts into action raises applause and causes comment on all sides and there is always great courage developed in each action.

A weak, backward spirit is not worth much to this busy business world; we should try to do something to give strength to the weak ones among us. Let us see—what is a weak, backward spirit? Is it not caused by weak, backward thoughts? We can teach others to have faith in themselves by giving them something to do; we should give each one in our employ some personal responsibility. If they seem timid about taking the task upon themselves, encourage them to go ahead, promising them that we will stand behind them and in this way we can teach the child to walk.

The quality of our brains is about equal, all depends upon what is running through them, and this force can be changed from one thought to another—from weak, backward thoughts to thoughts of courage. Cultivation of courage can be had and taught the same as anything else. We have to take a chance at everything that comes up in this busy and progressive world and the sooner all of us know this the better it will be for all concerned.

We need encouragement all along the line. Every child ought to be useful—many men, women and children are a burden just because some one has not offered them a hand that could teach them to walk by themselves.

Let us make our business grow by putting faithful forces to work in each department. Let us build up so much courage within ourselves that we will have enough left to make every one in our employ have faith in themselves. If we can do this we will have eliminated a great deal of our personal labor.

You have no right to start out in the business world if you have not built up for yourself enough courage to pull through anything that may happen. We have too many failures

now, and every one added, helps to pull every other fellow down. We do not want any more failures; we want every man to be successful, and the only way to have them so is to educate them by faithful thoughts. When we think we are strong half of the battle is won. We must not say, "You can not do that." We should say, "Go ahead and do the best you can; if you do not succeed at first, try again."

Freedom, independence and self-government planted in the mind of any individual will make him a powerful man. Such a person will build a world of his own, as it were, and he will make an honest, hard-working fellow, one who will inspire others to become likewise.

The individual freedom, liberty and independence of personal action given to man by the All-Wise Intelligence is the best power in the human mind. This influence pushes one along and makes him do things in all walks of life, but, of course, we in our ignorant state make many mistakes. If it were not for our many mistakes in the business world we would not have the great things we now enjoy.

Mistakes are inevitable, but too many of us are not brave enough to get up after we have been knocked down. The men who have succeeded in this world are those who would not stay down.

Our greatest men are those who have learned not to make the same mistake the second time, and to watch the mistakes of others and avoid making them in their business.

Life was given to us to be well employed, to learn all that may be learned and none of us can hope to get our lessons without making mistakes.

We have many merchants in this country who are making mistakes and some of them get down hearted, and we see them giving up the ship, which is wrong.

The greatest instructors in our learning are the mistakes we make. Life consists in cultivating our own intellect; by the force of our thoughts we live and have our being, and our business either grows or goes back by and through a mixture of good and bad experiences.

Your business, my fellow merchant, is built upon the mistakes you made in your earlier career. You are reminded of them every time you act, and by trying to remember them you grow strong.

We grow great, not through never making mistakes but by profiting by those we make, by continuous performance, by building gloriously each day on the ruins of the past and by rising with renewed force and fresh courage.

Do not paralyze your hopes and purposes, ruin your business and happiness by weakening that bold spirit that started you a few years ago.

We all realize on our investments if care is taken, why not realize a great profit on the investments we have made in the mistakes that were inevitable?

There is not anything in your way; the road is just as wide as it was when you were young; your weakened, backward spirit is only a habit.

We can not be ready for great action in a minute; it takes time to build a business worth having. Stimulate yourself with the fire of ambition and the dangerous habit of falling back will leave you and you will become a new man with a new business, as it were.

We are too often unprepared when trials overtake us and that is why we lose our strength. Keep posted as to what is going on in and around your business and you will find plenty of power to carry you on to a glorious ending.

Let us talk and think about courage, bravery, confidence, self-reliance, mental nerve, pluck, firmness and achievements, then boldly strike out and venture to the front and success will be ours.

Edward Miller, Jr.

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.

Sawyer's 50 Years the People's Choice.
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, laces and goods that are worn and faded.
It goes twice as far as other Blues.
Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

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.**



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.



Plum Pudding of England.

"The roast beef of old England" has become the roast beef of America, North and South, so far as concerns the raw product, but English plum pudding remains a distinctly English product and promises to become of sufficient importance in the foreign trade of the Kingdom as to be specifically named in official reports.

For many years, and until quite recently, the English housewife compounded and baked the plum pudding for home consumption, and a Christmas dinner without a plum pudding would have been incomplete with a former generation.

This national confection still occupies the personal attention of the thoughtful housewife, but not to the extent of former years, and for the reason that science has intruded upon the domestic economies and ingenious mechanism has displaced the dough trough and other kitchen utensils that were essential to cooks of a few decades ago. It is not alone that with the use of machinery the pudding has been, as a rule, improved in quality and digestibility, but the cost of production has been reduced, the best hygienic and sanitary conditions are assured and the power to produce is equal to supplying a world-wide demand.

The manufacture of plum pudding is an infant industry of much promise. It is mainly confined to London and is carried on by all the principal bakeries, delicatessen and other establishments that purvey to the public wants and cater to the popular taste in these lines. The industry was given a great boom by the Boer war. In the opening days of that struggle the Yuletide season increased the natural solicitude for the fathers and sons and husbands in far-away Africa, and the plum pudding was requisitioned in large quantities to express the feeling at home and carry at least a spark of Christmas cheer to enliven the soldiers' camp. Thousands of pounds of plum pudding were sent out, but the demand was far in excess of the supply, a fact which gave greater urgency to the demand, and by concentrating general interest in the pudding, added immensely to its popularity, and especially as the soldier called loudly for more. This was the opportunity for intelligent and bold enterprise, and it was immediately improved, with the result that to-day the bulk of plum pudding consumed in the United Kingdom is supplied by public purveyors and hundreds of thousands of pounds are shipped abroad, shipments being made in season to reach every country to which consignments are made before Christmas day.

In order to be prepared to meet the demand for their product, manufacturers begin active operations as soon as the new crops of raisins, currants and other required fruits appear in September. All the constituents of plum pudding, which do not include plums, are prepared and manipulated by elaborate and expensive machinery. Currants are washed and stems

removed, raisins are stoned, nuts are shelled and ground, oranges and lemons are peeled, the peel pared by machinery. One firm last season used 620,140 pounds of materials. In supplying plum pudding to meet the demands of the Christmas season of 1910, the number of puddings furnished aggregated 250,000. There are three or four other London manufacturers each of whose output perhaps equals that described, and there are quite a large number of smaller establishments in which plum pudding was supplied for home and foreign consumption.

The pudding is put up in packages weighing one to five pounds each and securely packed to insure preservation and safe transportation. Properly prepared and packed the plum pudding of England, with ordinary care on the part of the housewife, will retain its virtues for a year or more.

Gold in the Dough.

It is always there and in paying quantity. No miner's pick ever opened a vein surer of pay ore than is open all the time in every grocery. Unfortunately the gold in the dough is lost sight of in the hurry, bustle and glitter of business. Its value is under-estimated, although dough worked in the right way earns the biggest sort of dividend. The dough or cracker department is inconspicuous because it lacks the enthusiastic and continuous intent of the storekeeper. He imagines crackers sell themselves, which notion is as erroneous as to believe the mine yields metal without miner, shaft or smelter.

In these modern days, in the cities, mother is not given to having a baking day in order to keep the jar filled with jumbles, doughnuts, cookies and ginger snaps for the children to run to at will. She finds it more convenient to go to the store and join the army that is waiting to be drilled in the cracker buying habit. Short-sighted is the grocer who fails to develop and push crackers. He will find more profit in \$100 worth of biscuits and crackers than in \$100 worth of flour, butter or other of many staples that grocers distribute at less profit than covers the cost of the service.

In seeking a big volume of sales do not lose sight of the hundreds of little things that afford a liberal profit, but of them all, remember none are in such favor and open to expanding demand as crackers. They are nutritious, cheap, meet the insatiable demand of children for a bite between meals, are indispensable at the 4 o'clock tea and are the one article of food acceptable at all hours, night or day.

Beyond that is the absolute necessity for grocers to bring up their profits to a higher average or else be forced to be content with meager dividends on capital. The gold to pay them lies in the dough. Mine it. The supply is inexhaustible. — American Grocer.

It takes a wise one to cut expenses without cutting profits.

Covering for Bread.

It is generally accepted that a fine covering leads one to expect fine goods within. Prepared foods are no exception to this rule. The tastefully designed, elegantly printed wrapper on a well-made carton leads the would-be purchaser to look for goods of a superior quality within, and he resents it if what he finds is no better than something that is offered in a plain wrapper. The purchaser is warranted in this expectation, and justified in his resentment if the cover deceives him. Has this matter any bearing on the question of wrapping bread? Surely it has. Is it best, then, for a baker to say, "I will put no wrapper on my bread; then those who buy it will never be disappointed?" Surely not. The far better course is for him to make the best loaf possible, put it in a wrapper such as the best loaf deserves, and continually strive for a still better loaf. There has been quite a sufficiency of the "good enough" policy in regard to breadmaking. No bread but the best is good enough for eating purposes. Some bakers make bread for paper-hangers to use in cleaning wall paper; and that calls for the best of its kind. But the bread that is best for cleaning walls is no criterion

for bread for human consumption. The only bread that builds a baker's business is "better bread." That never fails. Better bread deserves better treatment than the average baker has been in the habit of giving his bread.—The Bakers' Helper.

Horses and the Bakery.

Now comes the Mayor of a city in Kansas and says the hitching of horses in the alley close to a bakery is not to be tolerated. The line of argument is simple: Bakeries make food for public use; it is the business of a city to see that the food made and sold is as free as possible from taint or contamination of any sort; the hitching of horses near the windows and doors of a bakery is liable to taint the bread; therefore the horses must go. How is that for advanced regulation? It will be laughed at, of course; but as an indication of a trend in the public thought concerning foodmaking, it is significant.

Just because you have arranged a pretty, good-looking window, do not think you can leave it there indefinitely. People do not stop to look at the same old display time after time, even if it is a good one. Change your display at least once a week.—Seattle Trade Register.

Shelf and Counter Display

In these days of progressive merchandising it isn't necessary to preach the advantage of a well-ordered, attractive store. But have you realized the effectiveness of the Uneeda Biscuit package for shelf and counter display?

The purple and white moisture-proof package is attractive in color and design. It lends itself to many novel display figures. It is suggestive and promising of good things within.

NATIONAL BISCUIT COMPANY

Michigan Dairy men's Association and Its Growth.

Nearly fifteen years ago, it was the writer's pleasure to be present at the twelfth annual meeting of the Michigan Dairy men's Association, and I confess it was a proud moment of my life as a young buttermaker to win a number of coveted prizes.

This particular meeting was held at Charlotte, Eaton Co., then a city of about 4,000 inhabitants. If my recollections serve me right, two hotels were the long and short of accommodations, which seemed adequate to furnish plenty of bed and board for all the members and visitors in attendance.

For some unavoidable reason, the mayor could not be present to give the usual welcome address, in which case the President of the Association performed this important function. In the course of his remarks, he took the opportunity of scoring the surrounding farmers (that were not there) for showing so little interest in turning out to a meeting of this kind. But on the second day, the farmers turned out in reasonably good numbers, which at the close was altogether a very satisfactory meeting. The paramount question at that time among buttermakers was, the best methods to use in ripening cream, and whether starters were beneficial or detrimental in the process of ripening. Prof. C. D. Smith of the Agricultural College in his convincing talks on how to make fine flavored butter, so impressed one good farmer's wife of his ability as

a judge of butter, that she brought forward a small roll and urged him to pass judgment as to its quality. Professor Smith was noted for his ability in proving his position on any subject in a very frank and forceful manner. In this instance, however, he demurred from passing judgment, but was overheard to say, that lined-back cows sometimes made streaked butter.

The exhibition of dairy machinery was held in a vacant store building, the size of the room being about 20x30. The exhibit of butter and cheese was also in the same room. Gathered cream plants were an unknown quantity in the state at that time, but the years that have elapsed since that meeting, have wrought many changes, both in the manufacture and producing of dairy products. The once silent monuments of the creamery promoters' greed scattered in all parts of the State, have taken on new life, and but few dead ones can be found about the State at the present time.

The Association has kept pace with the progress of time for which its past officers are entitled to much credit, and especially Secretary Wilson with a record of 20 years of untiring efforts in making each meeting bigger and better.

The rapid growth of creamery and cheese factory interest has become so great in the past few years that a good portion of the annual meeting program has been devoted to their special interests. The experience has been that the number of farmers

that attend these annual meetings is comparatively small, in comparison to butter and cheese manufacturers. For this reason auxiliary meetings were instituted consisting of a program relative to farm and dairy management and held in different parts of the State with beneficial results.

The 27th annual meeting is to be held in Bay City, February 21st to 24th. And if work counts for anything it will be a hummer, as no efforts are being spared by its officers in making it one of the most educational meetings ever held. Some of the features will comprise stock judging, a butter and cheesemakers' scoring contest, market milk producers' contest. Beautiful trophy cups are to be awarded to the winners in these contests. The Association has nearly 500 members; it has outgrown the possibilities of holding its annual meetings in only the largest cities in the State. It requires something over 6,000 square feet of floor space to accommodate exhibitors of dairy and factory supplies, and machinery. With new officers come new inspirations. Who therefore will question the success of the 27th Annual Meeting of the Michigan Dairy men's Association?

E. S. Powers, Sec.-Treas.

When a man makes himself conspicuous by sitting around complaining, telling how hard it is for an honest man to succeed and that merit never is recognized, you will be listening to one of the biggest failures in the world.

Breaking an Egg With One Hand.

The trick of breaking an egg with one hand is something that you should learn how to do. It not only gives you speed, but shows that you are a workman thoroughly familiar with your business. The trick can be acquired with a little practice. To do it nicely the hand should be a little moist. Hold the egg in the right hand between the forefinger and the second finger with the thumb on top. Strike the egg once sharply on the rim of the glass to crack the shell, then holding it over the glass, press down slightly with the thumb and the egg drops out, leaving the shell in the hand. While learning to do this the glass should be allowed to stand on the counter, so that if you fail the left hand can come to the assistance of the right; but just as soon as you know that you can break the egg with one hand, then you can hold the glass in the other. This saves time, especially when you have two or three to prepare at once. When you have become proficient with the right hand, try the left until you can use either or both.

Did you ever notice that courtesy and a good hotel usually go hand in hand?

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

Common Sense Says===Save the Cents

Modern methods successfully meet competition—pennies saved make the Store pay dollars.

Here is some more common sense—use

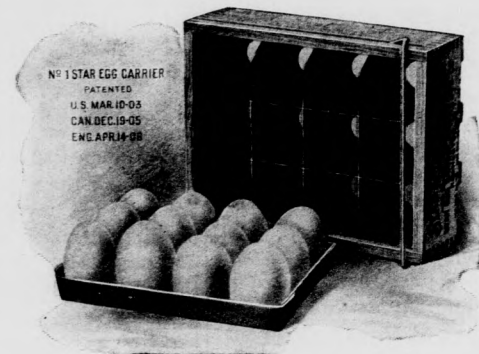
Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

They are designed especially to protect eggs delivered by vehicle. Absolutely **stop breakage, prevent miscounts and satisfy customers.**

They will save you more than a cent on every dozen eggs delivered—soon pay for themselves and then **show a profit.** Ask your jobber or our specialty salesman, and write for our booklets, "No Broken Eggs" and "Advertising Suggestions for Star Egg Trays."

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.

Plan Huge Produce Center.

The wholesale produce dealers of Chicago plan to segregate their business. This fact is announced by a committee of South Water street merchants who have had the matter under consideration for some time.

The move is intended to perfect a system whereby the business of these firms may be centralized and a produce center be established which is compared in effect with the plan whereby the packing interests have established the Union Stock Yards.

The tract considered for this purpose consists of about 100 acres bounded by Ashland and Western avenues and Thirty-fifth and Forty-fifth streets. The project contemplates the erection of enormous warehouses and exchange buildings as well as retail markets and the building of miles of railroad yards to accommodate between 2,000 and 3,000 cars.

The plan, which involves the expenditure of several millions of dollars and at least two years of time, is still in its early stage. However, leading merchants of South Water street say it has been under discussion for the last eighteen months. So carefully have the secrets of the project been kept, however, that the story of the proposed move did not leak out until the merchants made the inspection.

The proposed site is in the heart of the central manufacturing district on the Southwest Side, and is favored by the South Water street merchants because of the railroad track facilities which are offered by the Chicago Junction Railroad which would bring freight and refrigerator cars from every road entering Chicago into the market district, as into the Stock Yards at the present time.

The project does not contemplate the abandonment of South Water street, where the produce commission business of Chicago has been carried on for the last forty-five years. According to the leaders in the new plan, most of the houses now on South Water street will retain branches there for the retail business.

Selling Eggs by the Case.

Philadelphia, Feb. 20.—At a recent special meeting of the Butter and Egg Board of the Produce Exchange, a resolution was passed to radically change the method of selling and quoting eggs in this city. The new idea is to sell eggs by the case instead of by the dozen, and it is by the case that they will be quoted on the Board and in the official publication of the Board. It is believed that in this way it will be possible to escape the law which makes it impossible for a wholesaler to do business in this State without violating the law. Under the new rule the wholesalers will not sell any given quantities of eggs, but they will sell only the good eggs in a case for so much. If the case contains any rots and spots, these are given to the buyer.

The new method will be of bene-

fit to wholesalers if it accomplishes its purpose, and on the face of it it looks plausible. It will not be possible to know whether it will stand the test of the courts. Perhaps the one drawback to this method will be the opportunity given to shade prices. In the sale of eggs by the dozen it was rare for dealers to talk about smaller sums than a quarter of a cent a dozen, but with the present method, 5 cents a case and even smaller sums will be considered. It is possible that it will be a means of cutting profits, although if it is, it will be the fault of the dealers and not the method.

Experiments With Cheese.

The American Department of Agriculture, which recently issued a cookery-book compiled under Government auspices, showing how to make use of cheap cuts of meat, is now preparing a supplementary volume on cheese. The new book will defend Welsh rarebit, and will destroy the superstition that it is a producer of nightmare, besides publishing recipes showing the best way of preparing the midnight dainty—with and without beer. The Department has been experimenting with cheese for a year. Volunteer subjects have been fed on cheese alone for days at a time, and one person, under the direction of the Department, lived on bread and cheese for a year, and suffered no ill-effects. Dozens of methods of preparing cheese are being compiled for the new publication, for the Department of Agriculture is convinced that cheese is a splendid food and is easily digested.

A wonderful respiration calorimeter has been used by the Government to determine the effects of a cheese diet. It is a chamber within a chamber, a room double-walled, heat-proof, and big enough to contain a chair, a bed, and a small table enclosed in another room. So delicate is the calorimeter that a person enclosed therein for purposes of experiment can not so much as move a finger without an electrical apparatus registering the resultant expenditure of energy.

The Varieties in Cheese.

The difference in cheeses is sometimes confusing to those who have not access to a large market. Edam, pineapple, Parmesan and Roquefort are hard cheeses; Neufchatel, cream and cottage cheeses are soft. Genuine cream cheese is made from rich cream thickened by souring, or sweet cream thickened by rennet. Neufchatel is a soft rennet cheese made from cow's milk either whole or skimmed. Roquefort is a hard rennet cheese made from the milk of sheep, the name being derived from the village of Roquefort in the southeastern part of France, where the cheese is ripened in caves or natural caverns.

Edam is a hard rennet cheese produced in Holland and is made of unskimmed cow's milk.

Parmesan is an Italian cheese, known for centuries in that country as Grana, the term referring to the granular condition of the cheese. It is so hard, cutting is practically impossible, and we get it in this coun-

try grated in bottles. This cheese is made from skimmed milk.

The pineapple cheese is said to have originated in Litchfield county, Connecticut, and is a hard rennet cheese made from cow's milk. The flavor is given by the method of ripening due to the action of bacteria.

Hard and soft cheeses differ mainly in the fat constituents and methods of manufacture, but most of all in their keeping quality, the hard cheese keeping for a protracted time.

It is not desirable that a man work like a horse, but rather that a man work like a man.



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

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 Quickly FRESH EGGS

Moseley Bros.

Wholesale Dealers and Shippers of Beans, Seeds and Potatoes. Office and Warehouse Second Ave. and Railroad. Grand Rapids, Mich. Both Phones 1217

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

W. C. Rea

REA & WITZIG

J. A. Witzig

PRODUCE COMMISSION

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

"Buffalo Means Business"

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

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

REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers. Established 1873

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building Grand Rapids, Mich.

A. T. Pearson Produce Co.

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

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

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

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

Ship us your Hides to be made into Robes Prices Satisfactory



Ground Feeds None Better

WYKES & CO. GRAND RAPIDS



How To Handle the Customer Who Is Hard To Suit.

How many times have you had your customer say, "Oh, I am so hard to suit." The clerk who gets such a customer is up against a difficult proposition; for in the first place, she gives warning that she is going to be very particular and is going to use her privilege of finding fault; and in the second place, you are given notice that many others have tried to please her and have failed.

Did you ever notice that these "hard to please" customers usually have a friend or two with them and the clerk so many times is led to think that the customer is trying to show off before her friend? We would suggest that the clerk had better not argue the case with the customer any more than to agree with her that a person should be particular about what she buys, and she should give the customer the impression that her store rather prides itself on being able to suit the particular people.

We will suppose the scene is in the garment department. The customer wants a coat. The clerk has had warning, so she knows a great many garments must be shown and that she might as well get busy.

No use to ask about color and size and all those things—just show her the goods.

Begin with a coat of a medium price and a staple color and first get it on the customer. She will soon give you all the objectionable features and you can make a note of them and go to the stock to rectify them.

Now, you will know her size and the color she does not want and the style that must be different here or there. The next coat shown will rectify some of these objectionable features. When the customer is well fitted, you will call upon her friend to corroborate you in that assertion.

Now, the size once discovered, bring out a dozen or more coats and put them on the woman—just about as fast as you can show them. There will be objections here and there. If the objection can not be overcome, put such a coat aside. But when you have shown enough so that the customer is convinced that you have plenty of coats, and has made up her mind that one certainly must be over-particular who can not be suited in such a showing, then it is time to settle her on some particular garment.

Your real work now begins. For all this preliminary work has been done to convince the customer that you have the goods that should suit her. Begin again on the coats that you

have laid aside as probabilities, get the coats on her again and give her sensible, convincing coat talk (but, of course, we assume that the clerk is regularly stationed in this department and knows the stock and the points in which individual garments excel).

If you have a coat from a well known maker on the customer, call her attention to the name in the collar. She will recognize it as the name she has seen in her magazines at home. Tell her what the name stands for, or if it is some other make that is branded, tell her why the store has pinned its faith to this make and what the garments have proved to be to the women that have bought them.

Go into details. The new style collars and the new shaped pockets and the extra shield in the armholes. Lead her on carefully and surely until you have convinced her that the coat she has pictured in her mind as she sat at home is not made up this season, but the new styles that are worth while are right before her on exhibition. In short, lead her away from herself and her hard-to-suit ideas, out into the large field of what they are all wearing.

Never stop showing her so long as she will keep interested. She is going to buy a coat somewhere, and you have as good a chance to sell as any one.

But suppose you do not sell her; just the same, your conscience will be clear, for you will know that the goods were shown intelligently. A saleswoman said to a manager the other day, when she had failed to sell, "What more could I do?" and the manager responded promptly, "Not anything. You did everything there was to be done. Your customer was a hard one and you could not sell."

There should not be anything but kind words for the clerk who does her level best whether she sells or not. If she lets the customer bluff her out or discourage her by saying she is very hard to suit and does not try, she should be called down. If she is not capable, then you know what to do. W. E. I.

Cheaper Cotton.

Enough has been said and written in regard to the state of affairs in the cotton yarn market to obviate any necessity for going into too complete details, and the most pressing need of the entire market, including the cloth market as well, is cheaper cotton and nothing else. No one is expecting that cotton will sell down to 8 or even 10 cents. The bullish

element is trying to make out that this is what the bearishly inclined really do expect, but they know well enough that this is not so. It is simply one of their pink tea arguments to support what should be an untenable position. What the spinners, the manufacturers and all those who would like to see cotton on a commercial basis once more expect is not unreasonable, but simply a fair deal. This is what they have not had for a long time, nor are they able to get it at present.

The present cotton situation means profit for the speculator alone. It may mean a little extra something for the farmer, but the speculator is getting the lion's share. All the spinners and the manufacturers are getting out of it is a balance on the wrong side of their ledgers.—American Cotton and Wool Reporter.

Samples as an Excuse.

The modern customer for dress goods, unless she sees just what she wants at the start, looks for an excuse to get away without buying. The general excuse offered is for a sample, possibly to show to some one else before deciding. In many cases the real reason is simply to get away and look somewhere else. At this point the transaction rests entirely with the clerk. He must solve it at once, and it is no easy task, for there are many sides to be considered. Experience is the only teacher who can show the right way.

We are manufacturers of

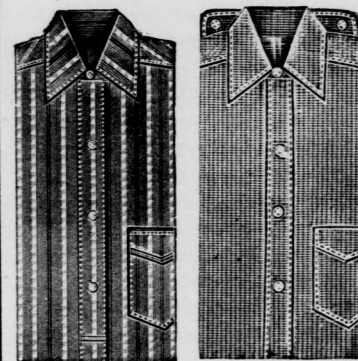
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.



SHIRTS

A line of men's and youths' in dress and work shirts. A range of styles and patterns and the way our garments are made cannot fail to interest the most critical buyer. Prices range from \$2.25 up to \$15 per dozen. Your inspection is invited.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

BECKER MAYER & COMPANY CHICAGO
VIRKING OGRADUATE VIRKING SYSTEM
EST. 1848 MADE CLASSY CLOTHING

SWATCHES ON REQUEST

The Man Who Knows Wears "Miller-Made" Clothes

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

Miller, Watt & Company
Fine Clothes for Men Chicago

30 Dozen Jumpers To Close Out

We have one lot of odd patterns (no overalls to match) "Empire" Jumpers which we are closing out at \$4.50 and \$4.75 per dozen.

These are all in first class condition and worth at present prices of cloth \$5 to \$6.

Sizes are 34 to 44, assorted in bundle. Mail orders receive prompt attention.



Grand Rapids Dry Goods Co.
Wholesale Only Grand Rapids, Mich.

History of Hosiery.

The use of stockings originated in the cold country of the North, and probably the first were made of skins, and subsequently of cloth. They were also, until a comparatively late period, made all in one piece, with the trousers constituting the trunk hose of our ancestors.

By the separation of these garments, the art of knitting originated, in the first place, because of the warmth afforded by this style of leg covering, and, secondly, because of the better shaping of the hose made possible by this process of construction.

The first name given to hosiery in France was chaussees, which term meant the close fitting covering for the leg, generally worn by men of nearly all classes from a very early period down to the sixteenth century, not only in France, but in other countries on the continent and England as well. They were what are now called tights, and seem to have had an Oriental origin, as they appear in Phrygian costumes. The Amazons are depicted in the tight leg coverings and effected male attire. The name chaussees was also applied to mail armor fastened below the knee.

The term "hose" was first given to leg coverings by the Saxons, and, as stated in documents of this race, were of buckskin, or in reality, leather. Long hose with feet to them first came into notice in the fourteenth century, when short jackets, doublets and other similar garments with "horrible disordinate scant" awakened the wrath of Chaucer, who declared that "the wearers of hose, which are deported in two colors, made the wearer seem as though the fire of St. Anthony or other such mischance, had cankered and consumed one-half of the body."

However, this style of hose continued to brave the anger and satire of poets and chroniclers for upwards of one hundred years, after which it suddenly disappeared entirely, about the middle of the sixteenth century. At that time the materials used were velvet and cloth, but these modes of covering were soon destined to become extinct, giving way to a knitted fabric. The term "stocking" first presented itself as meaning that part below the knee or "nether" socks. After this came silk hose, which were regarded as much of a luxury throughout the sixteenth century. The year 1564 saw the manufacture of the first pair of knit worsted stockings, and nine years afterwards stockings of silk, worsteds and other materials were very common. This hose was very curiously knit with open seams down the leg and with quirks and clocks about the ankles.

During the year 1859 William Lee, master of arts, and a fellow of St. Johns, at Cambridge, invented the stocking frame, which completely altered the hosiery trade. Up until that time hand knitting had flourished, and with the advent of a knitting frame, many persons were made idle by the termination of their means of

livelihood. Owing to the great opposition brought to bear on him and his invention, Lee finally settled in Normandy, and until his death, several years later, made many improvements in his original invention. Other equally important inventions were made at short periods, but the next one of importance was that of J. Strutt, who got up a ribbing apparatus in 1758, which enabled a ribbed web to be produced, which process was never before possible, even on Lee's machine. During the several years following many difficult problems were overcome by various inventors, such as the shaping and fashioning of the fabric by automatic means without cessation of the machine's action. However, even with these many improvements, there was much else to be desired: but it was many years afterward that ideas were put into operation to make many pairs of hose at one time.

Widening on one machine was first put into practice by William Cotton in 1860, and was closely followed by improvements which allowed of the tightening of threads. The last most important invention of the nineteenth century was made in 1865, by the introduction of a machine capable of making stripes and plain designs or in any combination. Since that time new ideas have been put into practical use from time to time, with which we are all well acquainted, including machines for plaiting, color striping and other modern improvements. The best machines on the market at the present time, for the construction of full-fashioned hosiery, are built on the Cotton principle, and the knitting industry is very much indebted to this originator of such useful means of manufacturing all kinds of hosiery.

How the Small Town Merchant May Meet City Competition.

In spite of the fact that the stores of a big city almost invariably are able to provide goods asked for by the shopper, their comparative slowness of action is a sore trial to people who are in a hurry and especially to people of a nervous disposition and those who are far enough along in life to become easily irritated and easily exhausted.

This offers something of capital for advertising to the retailer who has to contend with the competition of a large city near enough to permit frequent shopping trips of people in his locality.

Those who have been accustomed to trading in general stores or in the smaller department stores are not readily pleased with the service of the city stores where there is so much red tape and the stocks of goods are on so many floors and so far from each other that it takes an interminable time to do a small amount of shopping, pay for the goods and get out. Such persons may be appealed to directly to do more of their buying at home where the goods are easily at hand and the delays are reduced to a minimum of time, especially when the boss him-

self is the director of merchandising.

It is not infrequent that people in small cities and towns complain of the fatigue of going to the big city to shop, yet they continue such trips largely because the stores of the big city see to it that advertising matter of an enticing sort is placed before their eyes. A campaign of advertising similarly persisted in and reasonably carried on by the local retailers would keep three-quarters of that trade at home.

The frequent expression, "I did not know you kept this," which comes from customer after customer ought to indicate the necessity of better information as to the goods kept in stores at home. The other frequent expression, "I'll not go to the city again, if I can find anything near what I want here," ought to carry still farther into the mind of the local retailer the necessity of inducing such customers to make their wants freely known and, if the goods are not on hand, to quickly obtain them.

If a clerk has the authority to say to a customer unable to get what she wants, "Let us order it for you and save you a trip to the city," the store and the town will have less cause to complain of the amount of money

that is spent in the city for goods that ought to be bought at home. The customer disappointed and compelled to resort to her own means of purchase may go to the city for the present need and when another comes she will go again without investigating home sources of supply. Nothing is more natural and nothing is more easily headed off and broken up if the local retailer is awake and disposed to action.

The bugaboo of the big city department store competition may be made less of a bugaboo by any retailer disposed to act on the tips he can gather from the conversation of customers and their reports of why they went to the city and what they brought back.

When you announce a special sale for a certain length of time, hold it for that length of time and then call it off unless you have a reason for continuing it that will seem good to the public.



H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF



BOYS' CLOTHES

"The Crowning Attribute of Lovely Woman is Cleanliness"



Unseen—Naiad Protects

NAIAD DRESS SHIELD

ODORLESS HYGIENIC

SUPREME IN

BEAUTY! QUALITY! CLEANLINESS!

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

The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Wenich McLaren & Company, Toronto—Sole Agents for Canada



Trend of Spring Shoe Buying—Fabrics Taken Freely.

Style tendencies are no nearer settlement than two months ago. Fabrics are sure to sell in quantities, but the shrewdest buyers are unable to decide on any particular kind.

Will it be velvets? Many merchants thought the demand for this cloth was over. The pushing of these shoes on bargain counters and at ridiculous prices surely condemned them as "has beens." But the call for velvets in button boots to-day is larger than at any time since the fad came in. All opinions of smart buyers have been upset and these managers now refuse to take any chances with spring footwear.

It was generally thought that velvet cloth was too heavy for warm-weather shoes, but the merchants who were free with such statements as the above have velvet pumps coming for early spring showing. They have also ordered some button boots as they look for a big call for high shoes. These are made with short vamps and high heels. Velvets now look mighty good to the average buyer and the situation demonstrates how uncertain the opinions of even the best managers are concerning spring styles.

Cravenettes have been bought in identical styles with velvets. This material is conceded to be one of the best fabrics for summer. It is hardy, thus meeting all the wearing requirements and in addition is cool and comfortable. The cloth is soft and quickly sets to the foot, but will not stretch out of shape and result in the shoe looking shabby. The texture of the cloth permits of a nice finish and it can be easily cleaned. Ordinary soil can be removed and will not become permanent and ruin the shoe as is the case of many other fabrics.

Silks are made up into handsome and showy footwear. Their claim for popularity is based principally on this feature and any buyer will readily admit that this is sufficient reason for stocking up on silks.

Any number of women will purchase shoes that are attractive and which meet their views regardless of how well the shoes may wear. Service, with such buyers, is a secondary consideration but complaints have been registered despite the signs posted in the stores announcing that shoes made of fabrics are not warranted.

Silks, however, are more than likely to have a big demand and nearly all large merchants are stocking them, although some of them merely as a

precaution. They have been ordered in pumps and button boots. Short vamps again carry off the major portion of orders.

With all this talk about fabrics it would seem that leather shoes are being neglected. Much attention has been paid to upper leathers and it would not be surprising to see a large and steady call for colored shoes come up late in the spring. At this writing many button boots made up in a semi-dark russet calfskin are selling freely. Pumps of this leather were bought for early spring delivery, but the number of orders was much smaller than would have been the case had not fabrics cut in and demoralized the shoe style outlook for spring.

Dull leathers in calf and kid skin have a large following. This following is not confined to the class of trade demanding service alone but also extends to women who appreciate a neat plain shoe that fits well and which attracts through the excellence of the leather and workmanship. In other words, the trade wearing custom shoes or footwear having a custom appearance is calling for dulls and buyers are laying in a liberal supply of them for spring. Patterns and lasts are more varied in this line than in any other.

Short vamps, with high heels and moderate long vamps with $1\frac{1}{4}$ to 2 inch heels have been ordered. Lasts also range from the flat to the extremely high-arched and toes in freak and to the narrow. Some firms have bought shoes with very narrow toes as this seems to be necessary when the vamps are long.

In glazed kid, buying has been somewhat lighter. Styles are mostly of the staple kind varied here and there with a new last or pattern. The call for shoes of this material is from a certain class of buyers who put comfort and convenience above any other consideration. Occasionally new customers are attracted to this good wearing and handsome leather, but its chief sale is to an old and established trade.

Patent leathers have been hit hard. The call for shiny footwear is very small and will be smaller the coming spring than for many past seasons. The usual buyer of patents has gone over to fabrics; however, some good-looking pumps have been bought in patents although the outlook for this leather is not bright.

Whites are looked upon as an absolutely sure thing. In high-priced lines, buckskins were ordered, while canvas was bought in medium grades.

Strange as it may seem, button boots were purchased for midsummer sale. It is doubtful whether shoes or pumps will carry off the bigger business.

In connection with whites a curious and new development is making itself known. Whether it will become permanent is a question. It is dividing spring and summer into two seasons. Very few white shoes are expected to sell before July 1. Fabrics and other novelties will have the spring to themselves, but July 1 will see the start of a big white season with tans also having a good call. This is according to the figuring of some shrewd buyers who have usually struck it right in the past. Of course, until consumers have their say, style matters will be uncertain. If, however, spring and summer should be divided into separate buying seasons many more shoes will be sold and retailers will not need to feature bargain shoes to tide over the former dull months. This, in itself, is not to be regarded lightly for the reason that all shoes maybe sold at a reasonable profit and more money will be made without materially increasing the investment.

With whites and tans likely to be big sellers all through the summer and late into the fall, most buyers are feeling their way carefully on black novelties. While orders for fabrics have been numerous they were not large. Nor have merchants been willing to anticipate beyond the call up to Easter. This, no doubt, is caused

by a desire to try out styles on consumers. Should one fabric stand out in demand above all others, that cloth will receive many duplicate orders and be carried right through the spring and summer regardless of the white and tan fad.

Ornaments are being used with great freedom on pumps. These are mostly small and they set off the throat of the pump nicely. In many instances they are buckles set with brilliants. The designs vary but most of them are small. In high-priced pumps the Colonial effect will be shown. The tongues are much smaller, from one-half to a third, than during the former fad. Buckles to match the color are attached. These ornaments are somewhat larger than those fastened to regular pumps and are also set with brilliants.

Combinations of dull leathers, making a sort of collar effect are expected to be popular. A velvet pump having a dull leather trimming around the top and carrying a small ornament set with brilliants at the throat demonstrates one of the effects that is likely to sell.

Strap oxfords have been bought in large numbers. How these will sell is a problem, however, some of the

It Pays
To Handle

WORK SHOES

A Live Indian

So you will find

Rouge Rex



He has made himself popular in the best stores, and because of the sterling quality he represents in the shoe world his friends are increasing daily.

Write today for samples (others are doing it) and get in line for a busy season in footwear.

Your customers who want good shoes will buy Rouge Rex shoes—and they'll buy them again.

Hirth-Krause Company

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

smart buyers are playing straps as one of the spring's good sellers. They figure that many women will refuse to buy pumps because of the possibilities of slipping. Still they want a low effect and a one or two-strap style will fill the bill nicely. Some firms have bought novelties in fabrics made up with three and four straps.

This coming spring and summer certainly will tax the buying ability of shoe merchants. Fabrics, leathers, colors and patterns must be considered. To refuse to stock all styles may mean missing the best seller, but on the other hand, an oversupply of shoes will result in a loss of money when cleaning out time comes. Having a limited amount of novelties on the shelves early in the season, so as to try them out on customers, and re-ordering on the good sellers, is a method used by many successful merchants. There never was a better time to try this plan than at present.—Dry Goods Reporter.

Shoe Salesmen's Thoughts.

The New England Shoe and Leather Association recently dined the traveling salesmen in Boston and naturally speechmaking followed the menu. Here are some of the bright thoughts dropped by different speakers, which may have a general application:

"I venture to say that there is no one problem, the solution of which will be of so much success to the industry, as the one which will give to the shoe retailer a percentage of profit which he is so justly entitled to. Retailers must have a fair profit, first, last and all the time."

"The bane of the retailer next to small profits is extreme sizes and multiplicity of styles. Salesmen when taking orders should exercise care to prevent retailers from becoming a victim of these evils."

"It should be every traveling man's duty to find out not only what his house can make, but also what his house can not make, and the reasons why certain things can not be done. This knowledge saves trouble and friction, and makes the salesman stronger with his customers."

"The salesman must be the medium through which the demands of each particular locality as to styles, lasts, patterns and quality of leather reach the manufacturer."

"When once the name of a desirable customer finds a place on the books of the manufacturer, every department should co-operate to keep it there. What is right is not always expedient, and to hold an account it may sometimes be necessary to strain a point in favor of the customer. It is much less expensive to retain him by the pursuit of a liberal policy than to get a new customer."

"Any contract, written or verbal, between a manufacturer and salesman carries with it moral obligations for both which should be fulfilled to the letter."

We live in a progressive age and we must keep step with progress if we would achieve success.

A Merchant's Resolutions.

Written for the Tradesman.

I will not mourn over money losses.

I will try to avoid the mistakes of the past.

I will treat all competitors with fairness.

I will rectify mistakes at the first opportunity.

I will not delay ordering goods when the need is known.

I will not encourage extravagance in a customer.

I will not sacrifice good will or friendship for financial gain.

I will endeavor to avoid argument and dispute in selling goods.

I will not favor the rich or well-to-do in preference to the poor or ignorant.

I will not deny that others sell better goods or give better values than I, unless I can prove what I contend.

I will not attempt to deceive any one in order to make a sale.

I will not urge a customer to buy what he does not need.

Whenever practicable I will try to persuade the customer to buy the goods which will be most economical in the long run.

I will thank any customer for calling my attention to a mistake and will rectify all such in a cheerful manner.

I will not take sides in any dispute between patrons or in the community unless I believe it my duty to do so.

I will guard against stinginess on one hand and prodigality for the sake of popularity on the other hand.

I will watch for opportunities to give extras to the needy and deserving.

I will remember the old customer who moves away from town, not only with thanks and good wishes but with a valuable present.

I will not let business or money-making become my god. I will check such tendencies by taking time to consider my obligations to my family, the community, the world in general and my own highest good.

"Give me neither poverty nor riches;" give me friends: then all my needs shall be supplied.

Any calling is noble in which one ministers directly or indirectly to humanity's needs. Beside the financial returns one should receive satisfaction in knowing that his work results in good to others. To forget this is to love a part of the enjoyment—we may say, a part of the rightful proceeds—of one's work. When one works not alone to supply his own needs but to bless others he will strive more and more to do his best. The finished product is an evidence not only of skill and knowledge but of character and may be an incentive to others to do better and be better. E. E. Whitney.

Be progressive in the mercantile world. Never be a standpatter when improvement is at stake. Rather than that, better take a scout off the reservation occasionally as an insurgent.



Thorough Comfort For Tender Feet



This is a vici kid specialty in our Pentagon Welt line called our "Corn Cure." It represents all that good shoemaking can do in giving relief to the foot from corns, bunions, crossed toes and enlarged joints. It is the acme of foot-comfort and wear quality.

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

Stock the Profit Makers Now

H. B. Hard Pan and Elkskin Shoes

You cannot possibly make a mistake by adding the above lines to your stock. They represent the tanners' best efforts to produce service giving leather combined with the shoemakers' best efforts to produce sturdy, strong, wear-resisting shoes that are comfortable to wear.

Your trade will soon be asking for this class of shoes, and you better stock them now so you can supply the demand which is sure to come.

Our salesman will show you, or we will gladly send a run of sizes in our best sellers on receipt of your request. Send a card today.

Herold-Bertsch Shoe Co.

Makers of the "Bertsch" and "H. B. Hard Pan" Shoes
Grand Rapids, Mich.

STOVES AND HARDWARE

Hardware Conventions—Their Educational Value.

The annual meeting of the Michigan Hardware Dealers' Association will be held at Bay City March 7, 8 and 9. An interesting programme is being arranged, the attendance will be large and the indications are that the meeting will be of great importance to the trade and of great educational worth. The value of these trade conventions is discussed very interestingly and intelligently in the current issue of Iron Age-Hardware. The article is pertinent at this time to the Michigan trade and in part follows:

At this season the meetings of the various state organizations will command the general attention of the trade, as jobbers and manufacturers who will not attend the gatherings at all generally will watch the proceedings with interest to discover the drift of things in the retail hardware organization movement, to determine the estimation in which they will hold it and the attitude they will maintain toward it. There is, it may be, something of an apprehension on their part that the retail merchants in looking after their own interests will take positions and inaugurate policies not entirely to the liking of those from whom they are in the habit of purchasing goods. Each class in the trade is naturally vigilant and insistent in standing up for its own interests. Retail organization in the strength it has attained is in itself an impressive fact, and the questions with which retail merchants have to do are so important, and some of them have so direct a bearing on the relations of the retail trade to both manufacturers and jobbers that the coming conventions will be regarded with peculiar interest.

In some ways this is a critical time for the retail hardware organization movement. For its own sake, that it may be worthily representative of the great retail interests and that it may hold its own in the presence of covert, if not open opposition from other interests, it is necessary that the retail associations should see to it that the coming conventions may be guided by right principles, take the proper attitude for the protection of their own branch of trade, and so conduct themselves that they shall command the respect of both manufacturers and jobbers. As bearing on this matter we point out some principles which should be recognized and some lines of policy which should be pursued.

It is fundamentally important that the members of the various associations should come to their annual convention for the purpose of learning what they can in regard to business methods, opportunities and problems and taking such action as may be called for, instead of attending merely for the pleasure of an outing or the enjoyment of friendly intercourse. Incidentally there will be both of these benefits, but the chief end must be the work of the Association and the advancement of trade interests along business lines.

New problems are constantly coming up in view of the progress of the trade and the changes in various directions which are taking place. In three directions at least these associations should let their position be known in clear and unmistakable terms: (1) They should oppose the encroachment of manufacturers and jobbers on their trade, and, if necessary, take measures to prevent it; (2) they should again put themselves on record in opposition to the establishment of a parcel post, especially in view of the fact that some of the advocates of the parcel post have the hardihood to assert that retail merchants are not opposed to it, and (3) they should consider measures to protect themselves against the mail order competition of the catalogue houses, whether by endeavoring to secure the co-operation of jobbers and manufacturers in opposing them or by educating local merchants in regard to the best methods of meeting such competition. These great trade problems should have consideration in every convention, even although they are so well understood that they call for little discussion, and should call out clear cut statements of the retailer's attitude in regard to them.

Associations have done a splendid work in stimulating and uplifting the trade. They have imparted to it an earnest spirit, an appreciation of its dignity and to some extent an appreciation of its rights and opportunities. They have been influential in introducing better methods in the conduct of business and in giving a multitude of valuable practical suggestions to merchants who are on the lookout for pointers which will enable them to be better merchants and to make more money. Work along these lines must be continued with unabated resourcefulness and vigor. Herein lies a large part of the associations' usefulness. In order to

secure this continued usefulness and to increase it—for the associations have done only a small part of what they may do in these directions—it is needful that this educating and helpful influence be borne in mind in all the plans and in all the workings of the organizations. There is danger that those active in the associations will aim at the building up of the organization rather than the benefiting of the trade. The individual members, too, should not forget that the main responsibility for the usefulness and the success of the associations rests with them. It is their duty, loyally,

Grand Rapids Electrotype Co.

1 Lyon St., Grand Rapids, Mich.

Makers of Highest Grade Electrotypes by all modern methods. Thousands of satisfied customers is our best advertisement. Also a complete line of Printing Machinery, Type and Printers' Supplies.



TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

Mica Axle Grease

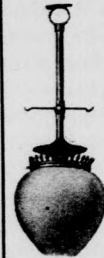
Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

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 IRONINGBOARD

For \$1.90

I will ship you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Bracc, De Witr, 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. 251. 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.

to carry out the plans which are made for them, and to give to their fellow merchants the benefit of their experiences, so that in the discussions and in the interchange of opinions there may be brought out suggestions, information and counsel from a large number of merchants. This would be of great interest and much practical value.

The hardware exhibitions, which are an important part of so many conventions, present a serious problem which the associations must consider in a broadminded and practical spirit. It is not enough that the exhibitions as at present be a source of revenue. This is but a small part of the usefulness which is within reach. We have pointed out already that efforts should constantly be made to have the exhibits educational, so that even well posted hardwaremen may learn something from them, while those who are not so well posted will have an opportunity of learning much. We repeat the suggestion, even although some who are in management of the conventions are apparently satisfied with things as they are. We put before the trade a high standard to which we believe the conventions must at least strive to attain. They must be carried on, too, for the purpose of bringing retail merchants and the manufacturers into close relations, and be made the basis of direct business between the two.

In nearly all the associations there are houses doing something of a jobbing business in connection with their retail trade. There are delicate questions in regard to these houses and their relations to their fellow merchants. The associations have generally and very wisely given them the privileges of membership, and in nearly all cases they are among the most interested and influential of the members. They enter heartily into the spirit of retail hardware association work. Unless, however, they are careful their greater facilities in buying will make them troublesome competitors to their fellow merchants. The association spirit should, however, be so potent, and these larger houses so reasonable and considerate, that interference of this kind will be avoided. The securing of harmony between the different grades of retail merchants is one of the happy results which should be accomplished by their being associated together in a spirit of fraternity. How best to promote this is one of the questions which calls for considerations in at least some of the associations.

Build Up Your Town.

The growth of your town is a very important factor in the growth of your business.

Unless your town and the surrounding community increase their population and purchasing power you can not expect your business to grow—unless it is at the expense of some other merchant.

Instead of fighting him in the en-

deavor to take away from him his business, why not join with him in the endeavor to bring in new business?

Why not get all the progressive citizens of the community to join with you—the bankers, the lawyers, the real estate owners, the farmers of the surrounding country—and say, "We are going to push this town and this community; we are going to advertise it. We know that advertising pays: it calls attention to what we have."

If your store, which has a capital of \$10,000, finds it profitable to spend money for advertising in the local papers, in issuing circulars, price lists, etc., should not your town and community, which has a capital of \$1,000,000 or more—its capital is the value of all the property in it—spend money advertising that it may get the public interested in what it has to offer?

Not only will this get the outside public impressed with the opportunities which your town and community have, but it will increase the knowledge of your own citizens concerning their community and make them take a new pride and confidence in it.

If the population of your town were cut half in two to-morrow, you and other business men would feel that it was a public calamity and a woeful disaster.

Suppose the population were doubled to-morrow, how much would it be worth to you?

If you understood there was some movement on foot to get one-half of the people in your town to leave it, you and other business men would quickly get together and endeavor to head off this movement. Why not, then, get together and start a movement to do just the other thing—to increase your population?

Many of the great and progressive cities of the country have awakened to and realize keenly the value of this community advertising. If it is a good thing for a big city it is equally a good thing for a small one.

Make a beginning by getting your local papers to agree to print something about the advantages of your community in each issue.

Start the "Get-Together Movement," and make your town grow; you will find that it will help your business more than anything you have ever done.

Man's Possibilities.

That the first-class man can do in most cases from two to four times as much as is done on an average is known to but few and is fully realized by those only who have made a thorough and scientific study of the possibilities of men.

This enormous difference exists in all of the trades and branches of labor investigated, and this covers a large field, as the writer, together with several of his friends, have been engaged, with more than usual opportunities, for twenty years past, in carefully and systematically studying this subject. It must be distinctly understood that in referring to possibilities, the writer does not mean

what a first-class man can do on a spurt or when overexerting himself, but what a good man can keep up for a long term of years without injury to his health, and become happier and thrive under.

F. W. Taylor.

If your newspaper advertisement contains a mis-statement of price, live up to that mis-statement unless it might cause you a loss you positively can not afford.

This is What the Royal System Is Doing for Retailers

Macomb, Ill. June 6, 1910.
The A. J. Deer Co., Hornell, N. Y.
Gentlemen—Yours of the 30 inst. at hand and in reply will say that we have the best of success in using our ROYAL. Have never burned my coffee yet, and it is a great advertisement.
Yours truly,
(Signed) R. Isaac Emper.

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

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

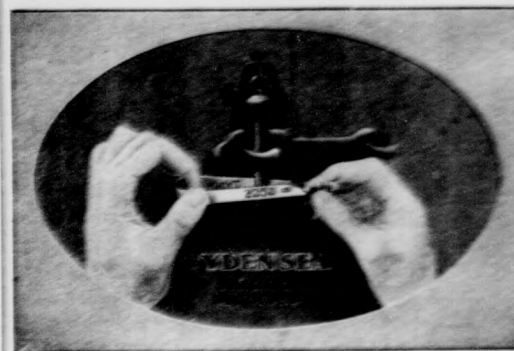
Oakland Runabouts and Touring Cars, 30 and 40 H. P.—4 cylinders—\$3,000 to \$3,600.

Franklin Runabouts, Touring Cars, Taxicabs, Closed Cars, Trucks, 28 to 48 H. P.—4 and 6 cylinders—\$1,950 to \$4,300.

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

We always have a few good bargains in secondhand cars

ADAMS & HART
47-49 N. Division St. Grand Rapids, Mich.



Reasons Why You Should Use the Tyden Self-Locking Seal

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

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

INTERNATIONAL SEAL & LOCK CO., Hastings, Michigan

THE "PERCHERON" HORSE COLLAR

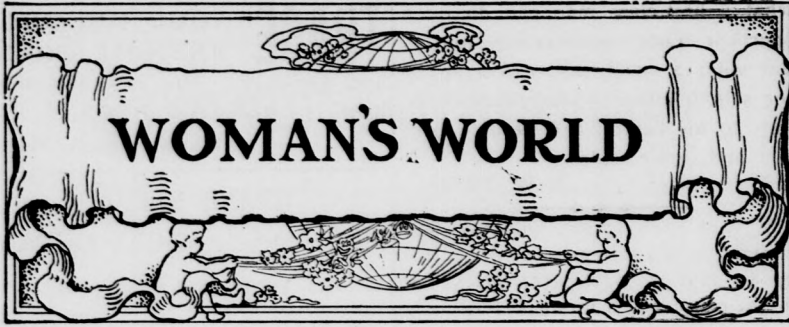
Besides being PRACTICAL and DURABLE is made to FIT the HORSE'S SHOULDERS

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.**



Women and Business.

Written for the Tradesman.

This is to treat, not of business women, nor of business as an occupation for women who must earn their own living, but of the financial affairs of home women.

There are two theories as to what is a woman's proper place in the world—two ideals of what she ought to be. The adherents of one theory maintain that the independent, self-reliant type, she who stands on her own feet, looks after her own affairs and asks no odds of anybody is the best sort of woman. The adherents of the other theory assert with equal positiveness that the kind of woman who is most charming, most beautiful and confers the greatest largeness of grace and benefit upon the race is the clinging vine.

Strange as it may seem, both parties to this time-worn dispute are able to back their contentions by convincing arguments.

Stranger yet, considering that the two positions taken are so diametrically opposite, is the fact that individual women easily can be pointed to by the supporters of either side, that seem to be successful walking embodiments, veritable living examples of the two antagonistic theories.

Here is a little girl for whom a toy savings bank has a greater charm than a French doll. At 8 years she is a shrewd capitalist, ready to work all her acquaintances for nickels and dimes to swell her accumulations, which increase with astonishing rapidity. As she grows up she takes to financial things as a duck takes to water. She may not make any money herself, her father may be wealthy or she may marry a husband whose income is so large as to render it unnecessary for her ever to earn a dollar; but still, unconsciously to herself perhaps, all the common usages of business, of banking and of the management of affairs become familiar to her. If she makes an investment she is not likely to lose on it. If she is left a widow and has no men relatives to advise her, still she can take care of what she has. A woman of this type usually has a strong will and can summon considerable self-assertion when it is needed, but still she is not necessarily lacking in the quality of personal agreeableness. She may not be at all masculine in character, although she is not apt to be typically and excessively feminine. It is entirely possible for a woman of this kind to

fill a useful place in the world, and lead a very happy and contented life.

Here is the other type of woman, the kind who from babyhood up seems predestined to be the graceful ivy for some sturdy oak. All business is as so much Greek to her, she never knows nor wants to know anything about it. She is naturally dependent, never really decides anything for herself, but always relies upon others in times of stress and emergency. She is so facile, so yielding, so childlike that no one expects her ever to act with judgment and decision. This kind of woman holds a wonderful fascination for a strong and self-reliant nature and is apt to marry a man who will so carefully protect and baby her that, as the years pass over her thoughtless little head she will become less and less capable of taking care of herself.

Between these two extreme types are the great body of women, most of whom do not care very much about business, do not take to it very naturally, but still can learn something about it if they begin when young and give it some attention. They have somewhat of a dual nature, and the sort of woman any individual becomes depends largely on what set of faculties is stimulated and developed. Education and environment will determine with most of these whether they become fairly self-reliant or the reverse.

The problem of the proper education of a girl would be far simpler if parents could tell what they are educating her for. If only with the advent of a girl baby there came some sort of authoritative forecast of what she would do and be, some authentic sailing chart of the tiny voyager's course over the sea of life, then we should know which faculties to make grow strong and which might better be repressed.

We are forced to acknowledge that we can not tell anything about it.

If Fate were so considerate as always to grant a lot in life adapted to the individual nature and development, then there would be no trouble. The dependent, childlike woman never would lack for ample protection and her helplessness never would cause her any difficulty.

Unfortunately things do not come out so. Fate guarantees no immunity from misfortune to the woman whose tendril-like nature seems of necessity to require some one to cling to. A sudden death, an unforeseen loss of property, and the life that hitherto has known nothing but luxurious

shelter is exposed to the fiercest blasts of adversity.

Most sensible people have come to believe that it is necessary and best for women to learn something about doing business.

Some women won't acquire this knowledge because they consider ignorance of all such matters an added feminine charm. They regard any financial capability as unwomanly. There is no help for such.

Then there are some women who can not learn about business. Their minds will not take hold of it. Nature seems to have exempted them from ever bothering their brains about money matters, but by some slip in her calculations has failed to exempt them from the need of understanding such things.

I knew one woman, the wife of a banker and money lender, who utterly failed to grasp even the simplest principles of the calling in which her husband was so successful. After his death, when she came into possession of property, she did not understand what had to be looked into before

Post Toasties

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

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

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Enlarged and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 100 Sheets of Carbon Paper, 2 Pleasant Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as always for itself in forgotten charges alone. For descriptive circular, samples and special prices on large quantities, address The OEDER-THOMSEN Co., 1928 Webster Ave., Chicago. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of print as desired. It takes from 10 days to 2 weeks to execute orders.



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



S—sh,

I've got a NIBBLE!

Watch This Space
for a
Good Story

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

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.

making an ordinary loan on real estate; she did not even know just how to open a bank account. Yet she was intellectually inclined, and was regarded as a very bright light in the local woman's club; but for learning financial things her head was not shaped right.

Some women will look after trifling details with painful accuracy and exactness; they will see to it that the milkman never beats them out of a single pint ticket and that the grocery bill is properly docked if one can of corn or tomatoes has gone wrong. Then they will entrust their very all to some smooth-tongued promoter and receive in exchange worthless mining stock or high-priced lots in a town that is being extravagantly boomed, but which never emerges from its chrysalis state.

The idea frequently held that a woman never can get a square deal from any one is erroneous. Some women, on getting let down a few times, become suspicious of everybody. This is most unfortunate. The great body of men are more scrupulous in dealing with a woman than with one of their own sex. No honorable man wants to take advantage of any woman's ignorance of common commercial usages. There are enough sharks—of both sexes—without conscience or scruple, who are only too ready to fleece any credulous and gullible woman of every cent she may have.

So let all women who can do so learn something about business. There are enough who can not or will not learn anything of the kind to keep busy the charitable organizations and all such individuals as are willing to undertake the hard task of standing between the unscrupulous and their natural victims. Quillo.

The Girl Who Succeeds.

The girl who insists upon regular meal hours, no matter what happens, and whose last hour of the morning and afternoon is spent looking at the clock to see if stopping time has not come, is of no use these days.

Unfortunately if not of use she is as common as the backbiter in women's clubs or the rabbit of New Zealand and nearly as great a nuisance.

The girl who is always on the lookout for her rights and has no use for overflowing measure save in her pay envelope is bound to make a failure, whatever her gifts. There is many a time in business when a coveted engagement must be given up, the hours of sleep curtailed for an emergency. The girl who does this freely, smilingly, is the girl who is in line when promotion comes.

The girl who succeeds is she who knows the value of trifles. She does not think the petty details of an office not worth bothering with; she does not waste her minutes thinking they do not matter; she does not shirk in little things.

She has no false notion of trifles either; she realizes that trifling her employer's time is no trifle, that careless, uninterested work must be reckoned with, that talking shop, gossip,

mischiefmaking and office anarchy all loom big in the road to failure.

The girl who succeeds keeps up to date. She makes herself conversant with anything that may help her, so does not get into a rut or become a back number. It is much more profitable to be ahead of the business game than a laggard.

The girl who succeeds minds her manners. She is agreeable all the time, not just when the notion strikes her or she has had a letter from him. There is no surer path to failure than a sullen, grouchy disposition that shows itself in rudeness and sarcasm.

The girl who succeeds does not gauge her manners by appearances. Many a girl has learned too late that shabby clothes do not always mean a customer not worth while. She is as attentive to one patron as to another and does not give indifferent attention to the small buyer and gush over the lavish one.

The girl who succeeds never is heard whining about pull. She forges ahead as hard as she can, not expecting to be dragged into place by her looks or her influence. Pull does count in business, but to a much more limited extent than the uninitiated imagine.

It is well to learn that pull is not to be relied upon early in one's business career. A girl once went into an office in which her uncle was a heavy stockholder. She was clever and did good work, but her ambitions ran away with her. At the end of the first month she counted on a raise, and when it did not come she took to wirepulling.

The uncle interviewed the manager and insisted on his niece being promoted above the heads of those who

had been in the office for years. The manager, being a man of spirit, refused. Secretly he had his eyes on the newcomer and had slated her for a new office to be created. The use of influence so disgusted him that he gave it to another and the girl plodded along months longer than she would had she trusted to her own merits.

The girl who succeeds knows how to guard her physical strength. She works hard, but does not overwork, for that way lie shattered nerves and bad breakdowns. She is ambitious, but not ambition ridden.

The girl who would succeed gets in the right groove. The woman without a business head will never make a good clerk, but she may be a star as a designer; she who detests children should no more go in for kindergartening than should the girl who is stone deaf aspire to be a virtuoso.

The succeeder does not lose her sand easily. When the bumps come she may moan a little, but she does not count herself invalidated for life thereby. When one thing goes wrong she is up and at it again, or, finding it hopeless, turns quickly to something else.

Nor does the succeeder whine about over-crowding in business and feel that there is no longer a chance save for a few. She knows that that boasted room at the top is no myth, so sets herself to the task of getting up there as soon as she can.

There is no more fatal bunker in the success course than the belief that one's particular profession is overcrowded; that nothing more or newer can be done.

For those who have the qualifications and are willing to use them,

for those who are daunted by no toil and no difficulty, for those who give themselves without reserve to the work they have in hand, for those who have grit, patience, conscience, and the will to succeed there is always an abundance of room.

Alice Marion.

If you would enjoy the fruits of your eventual success do not use up every bit of physical strength you possess in achieving that success.

Boosting is a form of personal advertising that never fails to get results when properly done.

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.



You have had calls for
HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.

ANN ARBOR DELIVERIES.**Merchants Have a Co-operative Plan and It Works Well.**

Written for the Tradesman.

Up to about four years ago the old expensive, unsatisfactory, hit-or-miss ways of delivering goods prevailed in Ann Arbor as elsewhere. Every grocer and every butcher ran his own delivery wagon; and this, in most cases, was a worn and rickety affair, a humiliation to its owner whenever he stopped to think about it, and certainly not calculated to impress the buying public with the idea that his store was a busy, prosperous establishment, in which business was carried on by modern, up-to-date methods.

If the rigs were shabby and dilapidated, what should be said of the poor nags that, urged on by those most irresponsible of all Jehus, the grocers and butchers' delivery boys, rattled the wagons around in their devious ways throughout the city?

When each concern ran its own wagon, the grocer or the butcher himself, with all the rest he had to attend to, could not personally see to the horse. It goes without saying that the average delivery boy would not give it proper care and attention. So, under the old regime, the Ann Arbor delivery horses were all of a piece with the old rickety delivery wagons which they drew.

Every fellow for himself, these unhandy rigs traversed and retraversed the city, constantly crossing one another's paths, several often covering the same territory at the same time, each going hither and yon wherever its particular store had an order to be left.

How much did a single delivery cost? No one could answer that question with any exactness. Every dealer could tell you that it cost too much, but how much too much no one could say. A methodical man would charge up the wages of the boy, the cost of the horse, wagon, harness, blacksmith and repair bills, and the like, to "delivery," or to "incidentals," or to "running expenses," and so be able to state quite closely how much his delivering had cost him for any given number of years back. But just how many deliveries he had made in the same length of time, not one dealer in twenty-five could tell anything about it. If a woman living two miles from his store phoned in on a Monday morning and asked to have a dozen clothespins sent out, the groceryman could not for the life of him tell just how much he would be set back by complying with the absurd request.

This, roughly sketched, was the state of things in Ann Arbor up to about four years ago, when a wave of uncommon good sense seemed to strike the dealers of that city and the Merchants' Delivery Company, a stock concern of twenty-three grocers and butchers, was organized there. When you think of it, the wonder is, not that this company was organized four years ago, but that it, or something similar, was not organ-

ized forty years ago; and not that this one delivery system on co-operative principles is in operation in Ann Arbor, but that something like it is not in operation in every place large enough to make necessary the delivering of goods at all.

At the time of organization each dealer that went into it turned in the horses and wagons he had on hand and was credited the amount of their value on his subscription for stock in the company. The horses and rigs thus originally turned in are not now in use by the company. These were disposed of, and good, durable, smart-appearing wagons and fine horses, not one of which can be bought for less than \$200, substituted.

Under the old way forty wagons and as many horses were required to do the work. Under the new system sixteen are found to be all that are needed.

The actual workings of the plan may be thus described: The city is divided into routes very much as it is for mail delivery. Five deliveries are made daily. Each grocery store or meat market puts up its own orders and routes them. The orders are placed in uniform baskets. At 6:45 in the morning a delivery wagon is due at the stores to pick up these baskets. Thirty minutes later the orders from the twenty-three stores and markets all have been taken to the central warehouse, sorted so that the wagon for each route has its own orders and no others, and at 7:15 sharp every rig is ready to start out. By 8:30 they are back again at the stores, and at 9 o'clock the second lot of orders go out from the warehouse. The drivers pride themselves on their punctuality. The last delivery in the forenoon starts from the stores at 10:15 and from the warehouse at 11:15. Two deliveries are made in the afternoon, starting from the warehouse at 2 and at 4:30.

The system suits the customers, every mother's daughter of them, because of its frequency of delivery and its absolute dependability. The housekeeper places her order by telephone at a given time in the morning. She can tell to a certainty whether it will catch the first, second or third delivery. No nervous strain, no suspense, no calling up her butcher to know when her roast that should have been in the oven half an hour before will reach her; no getting her pie crust rolled out and hysterically demanding to know where that delivery man is with her canned pumpkin. The Ann Arbor housewife or boarding house keeper rests on the assurance, warranted by all her past experience with the Merchants' Delivery Company, that her order will get to her in due season, and so she is tranquil and serene.

It is needless to say that this continuous frame of mind on the part of their customers lessens the wear and tear on grocerymen and meat dealers very perceptibly. No matter how well a store is conducted in every other respect, careless, blundering, unreliable delivering will cause the loss of the most loyal and best

paying patrons. Under the Ann Arbor system the merchant knows that the delivering will be done all right anyway, and so can give his whole mind to the other parts of his business. He is not distracted by hurry-up enquiries from irate customers, nor worried lest his goods shall not reach their destinations in good time and in good order.

The men employed like the work, because the company pays them good wages, they have regular hours, a systematic management and good rigs and good horses to drive. There is a fine esprit de corps among them. A position with the Merchants' Delivery Company is far more desirable than being the one solitary boy driving a battered-up old nag and a dilapidated wagon for a single grocery or meat shop.

The horses like the system, because they have a good stable and are well cared for. No creature in the whole animal kingdom is more responsive to good treatment than a horse. Neglected, he soon takes on a bum appearance. On the other hand, the results of good feed and proper grooming are just as readily manifested.

Two barn men are employed by the Merchants' Delivery Company, one for daytime and the other for night. The day man does all the feeding. Even in Ann Arbor, where illiteracy is unknown and all ranks and classes exhibit culture and intellectuality in a remarkable degree, it is not made imperative that a barn man shall be a university graduate; but it is required that he shall know something about horses. This is really more essential and pleases the horses much better.

Last, but not least, does this co-operative delivery system suit the merchants themselves? It does, because it gives satisfaction to their customers and is saving them a good deal of money. Some dealers who hung out against the plan and would not become members when the company was organized now are eager to join.

A few facts and figures as to cost: This Merchants' Delivery Company at Ann Arbor has an investment of \$20,000; \$13,000 of this is in their warehouse, which is of red brick with cement floor. "Nothing to

MUNICIPAL BONDS

TAX EXEMPT

Yielding About 4%

E. B. CADWELL & COMPANY

Write for Circular

Penobscot Bldg.

Detroit, Mich.

Kent State BankMain Office Fountain St.
Facing MonroeCapital - - - \$500,000
Surplus and Profits - - 225,000Deposits
6 Million DollarsHENRY 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**
BondsCity, 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

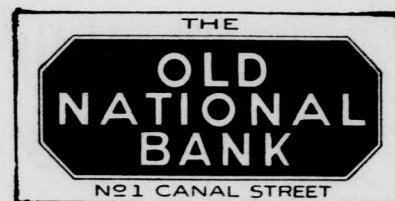
Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids**Grand Rapids**
National City
Bank

Capital \$1,000,000

Surplus and
Undivided Profits
\$350,000

Solicits Your Business

Capital
\$800,000Surplus
\$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.

decay in the whole structure," says Mr. Kyer, the Secretary of the company. The barn is in the rear of this same building; \$7,000 is invested in horses, wagons, harnesses and other equipment.

Instead of its taking forty men or boys for the work, which was about the number required under the old individual method, now sixteen drivers are all that are needed, while two barn men and one stenographer, who also acts as book-keeper, complete the force. All the work is under one superintendent.

Each merchant pays in cash for the actual number of deliveries he has made. Each grocery order of whatever size, up to 100 pounds, is delivered for 3 3/4 cents. If an order overruns 100 pounds, then it must take two tickets instead of one and costs 6 1/4 cents to deliver. A butcher's order up to 100 pounds is delivered for 2 3/4 cents. If it overruns, then 4 3/4 cents. The lower rate is made to the meat dealers, because their orders average considerably less in weight than the grocery orders.

It has been found that with paying all the help, keeping up repairs, equipment, etc., and paying the salary of the Superintendent, that delivering actually can be done under this system at the prices named.

The question very naturally arises in the mind, if delivering, when brought down to a system, when dealers combine and co-operate in doing it and use the greatest economy possible, still costs as much as these figures indicate, what must it cost under the haphazard, individual, each dealer keep his own horse and delivery man system that generally prevails? The answer to this enquiry, if the truth really could be gotten at, sometimes would be truly appalling. Perhaps it may be conducive to the average dealer's peace of mind, if not to the fullness of his pocket-book, that, as a rule, he can not tell at all closely what his delivering does cost him.

Another thought comes up. Now Ann Arbor, with its great student population, has very many fraternities and boarding houses. Grocery and meat orders average much larger there than in towns made up almost entirely of private families. So one would naturally reason that dealers there could afford the old manner of delivering better than they can in the average town, where the orders run smaller and so make delivery more expensive. In other words, if Ann Arbor has found advantage in combining and co-operating in delivering goods, some such system as they employ is needed even more in other towns.

There can be no doubt that it is a good thing for a merchant and a good thing for his patrons to know to a fraction of a cent just how much it costs in cold hard cash to deliver an order of goods. It can not help but set going a campaign of education. The shrewd and tactful dealer will naturally instruct his patron somewhat in this wise: "My dear Mrs. Surepay, you know I appreciate your

patronage, every dollar of it, and if sometimes you should want a single article in a great hurry, do not hesitate to order it, even if the profit on that particular item is not enough to cover the cost of delivery. I will see that you get what you want; but you understand just how it is: Every delivery, large or small (within 100 pounds), costs us just so much. We are unable to make it less. Now if, by a little forethought, you can bunch your orders together somewhat, then the lessened cost of delivery makes it possible to sell on a low margin of profit and tends to keep down prices, in which we are mutually interested."

Perhaps a slight reduction in price on cash orders of a certain amount might be feasible.

Certain it is that many women, if they knew that every delivery cost their grocer or butcher just so much would not needlessly ask to have a tiny order sent to the house. It usually seems to them that the dealer can have his delivery boy drive round their way and leave the pound of crackers and the package of starch with but little trouble, and no expense at all. When the dealer keeps his rig and does his own delivering there is some truth in this line of reasoning.

Finally, if the grocers and butchers of a city can profitably co-operate in the delivering of goods, does it not go to prove that in many other respects in which their interests are identical, dealers may best secure profit and advancement by organizing and working amicably together?
G. G. A.

By President of the N. C. R. C.

The annual round-up of the National Cash Register Company, at Dayton, this year was a great affair, abounding in entertainment and full of things to think about. President Patterson made his annual address at one of the sessions and here are some of his pungent and pointed remarks:

It is lack of decision that loses big battles and ruins many businesses.

I would rather have a man steal money from me than have him steal a good resolution from me.

To attract attention, do something unusual.

Money is not all there is to success.

If you plant potatoes you will get potatoes. If we plant things in our selves that make for unhappiness, we will get unhappiness.

It is the things that are preventable that worry me.

The man who has the greatest number of testimonials is the man who needs them most.

I would rather tear up ten dollars than to lose an opportunity to make ten dollars when I could.

I prefer to keep all my own eggs in one basket, especially if I have to carry the basket.

What is the secret of success? Specializing.

It is just as hard to keep a thing after we get it as it is to get it.

Powder is not any good until it goes off; money is not any good unless you can use it.

Is it better to take 10 per cent. more dividends and put in into a building in New York or in railroad stock, or is it better to take the open cash drawer away from the temptation of clerks and of everybody all over the world?

When you send your children or your servants to a store you do not want to question their honesty; you do not want to tell them they are not

honest. Have your children and servants deal with a store that gives receipts.

Wilmarth Show Case Co.
Show Cases
And Store Fixtures
Jefferson and Cottage Grove Avenues
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

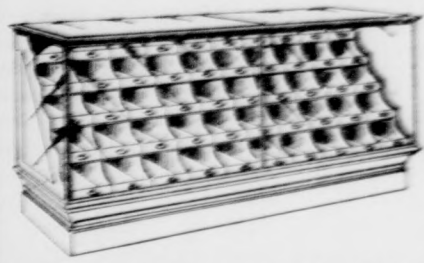
Klingman's Sample Furniture Co.

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 interiors elsewhere.

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

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



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

Dimensions: 42 inches high, 26 inches wide. Fitted with 5 rows of drawers usually 5 inches deep and from 7 1/4 inches to 9 1/4 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



Relations of Traveling Salesman To Retail Merchant.*

The orders of the Knights of the Grip and the United Commercial Travelers of Port Huron have notified me that I was selected to appear before you on this occasion, partly for the purpose of extending to you a hearty welcome to our city and partly to attempt to point out to you the relations of the traveling salesman to the retail merchant.

We are sorry that this convention did not visit our city at the time of the year when Port Huron appears to best advantage. We know that in the summertime you would have enjoyed our beautiful parks, our summer resorts, a trolley ride through the beautiful surrounding country, an auto ride to many points of interest, a boat ride down the peerless St. Clair River, or a moonlight excursion on Lake Huron.

On a sultry summer day you who come from inland towns would have enjoyed the cool breezes from the lake, and when you had recounted the numerous advantages which Port Huron has as a convention city you would have left us, to carry with you to other friends and associations our motto, "You'll Like Port Huron."

We are pleased, nevertheless, to welcome you at any time of the year. We regret that this meeting is held in the middle of the week, when the great majority of our traveling salesmen are on duty and unable to be present. We hope, however, that your sojourn in Port Huron will be pleasant. We have numerous hostels which compare favorably with the best in the State, at which you may find accommodation. We have amusements and means of entertainment even at this time of the year, and in behalf of the traveling salesmen who have the opportunity to remain in the city at this time I can assure you that no pains will be spared in extending to you such a welcome as will be abiding, and we hope will cause you to visit us again.

The relation of the traveling salesman to the retail merchant is a subject in which I am much interested. To discuss such a subject, however, is hardly in my line. Since youth my time has been so occupied with commercial pursuits that I have given little thought or attention to public speaking. For some years I was connected with a jobbing house through which I developed into a traveling

salesman. The jobbing house, the traveling salesman and the retail merchant are each necessary for the best success of the other. Every few years we hear the cry from some quarter, "Do away with the middleman in the mercantile business." It is urged that a great deal of unnecessary expense can be avoided by having the retail merchant deal directly with the manufacturer and the producer. For years the Grange, an organization of farmers, advocated this method of doing business. They even went so far as to open retail stores, where all were to purchase goods at first cost. So far as I know every such business proved a failure. The patrons themselves could not understand why, after shutting out the middlemen, the business did not prove to be a success. At another time labor organizations in some of our cities undertook to establish business houses along the same lines. They, too, hoped to save money by obtaining goods at first cost. Nearly every instance of this kind found the shutters on the windows and the doors closed at the end of from three to twelve months and the Grange and the laboring men doing business in the same old natural way.

The jobbing house is necessary in every district in order that goods be furnished to the consumer at the lowest possible cost. It has a duty to perform which can be performed by neither the consumer himself nor the retailer. The jobbing house assembles a goodly supply of goods of various descriptions from all parts of the country; in fact, from all parts of the world. Should the retailer undertake to do this he would find that the small consignments which he would require would so enhance the price by way of freight and other expenses that he could not supply his customers so cheaply as when he purchased from the jobber. By purchasing in carlots the jobber saves nearly the amount of his profit in reduced buying prices, reduction in freights and less waste.

Mail order houses find the same difficulty that the retailer does in shipping small quantities of goods long distances. The jobber thus becomes a very essential branch of the trade. Now the jobber can not deal directly with the consumer. There must be distributing points. This is the business of the retailer, who is just as essential as the jobber.

In some instances an effort has been made to connect the jobber and retailer, eliminating the traveling salesman. Lengthy catalogues are

provided showing class and character of goods and prices, and the retailer orders by mail. He thus hopes to save the expenses of the intermediate traveling salesman. Such a method has never proved to be a success. The inaccuracy of the orders sent in, the inability to inspect samples of the goods and many other details mark this system as a failure. The traveling salesman is a necessary link between the jobber and the retailer. He makes his weekly or bi-monthly calls and is always up-to-date on prices and quality of goods. He has everything systematized. He can often tell the retailer just what goods he wants better than the retailer himself knows. He meets the retailer face to face to answer for the quality of the goods sold.

In dealing through the traveling salesman the retailer is never tempted to buy unnecessary or unsalable goods. His store rooms are seldom stocked with large quantities of dead goods. He buys in such quantity as his trade calls for. The element of waste which causes the greatest loss in every business is practically eliminated. What is saved in this direction alone doubly repays the expenses of the salesman.

The retailer should learn to look upon the traveling salesman as his best business friend. He should extend to him such courtesies as he can, for in so doing he is adding to his own profits. The present day traveling man necessarily makes long trips. He must therefore accommodate himself to railway time tables and trolley cars, making such drives only as are absolutely necessary. He is more important to the retailer than any customer and should receive first attention when he visits your place of business. A fifteen minutes' delay at your store may cause him a five hours' delay waiting for the next train. A surly greeting may cause you to miss seeing the most salable goods on the market. Look upon him, then, as an essential part of your business. As he comes periodically into your store he will meet you with a smile and a new story. He is prepared to do business in the shortest space of time. He does not want to waste your time and you should not cause him to waste his. A few words, a survey of his samples, and you soon learn the orders you want sent in. Sent by him they go promptly. Although his hand-writing may not be legible to you, the house can understand it, and you always get the goods ordered and in nearly every case they come as promptly as required.

How different, should you be too busy to interview the traveling man and two days later find that you are short in certain kinds of staple goods. You hustle around and look up the catalogue. You have difficulty in se-

G. J. Johnson Cigar Co.

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

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.

If You Go Fishing

and don't catch anything,
just remember that

Hotel Livingston

Grand Rapids, Mich.

has an exceptionally appetizing way of cooking FISH that someone with better luck just caught.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

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.

*Address by E. J. Courtney, traveling salesman for the Port Huron branch of the National Grocer Company, before the Michigan Retail Grocers and General Merchants' Association convention at Port Huron.

lecting the goods wanted from the many varieties. You spend the next day making up your mind just what to order. You send your order in form and writing that puzzles the house. You are getting out of your line of business. You watch the mail, the express and the freight train, and can not understand why your order has been delayed. In the meantime your best customers have gone to deal with some one who has on hand the goods which you failed to order at the proper time.

Some few retailers seem inclined to look upon the "drummer" as the source of all their ills. Like the small boy who, when his teacher said, "Willie, you have a new brother at your house," began to cry. His teacher, wishing to console him, said, "I think you should be pleased to have a brother to play with." Willie answered, "Taint that. Pa will blame me. He blames me for everything." They blame the drummer for everything. They meet him with a frown. They suspect that he is trying to "do them." They are surly when he calls. They know all the bad points of the goods they have purchased from him, the good qualities are never mentioned. Some one eventually comes along who does "do them" good and plenty. They invariably invest in a "gold brick," which lands them in the bankrupt court. Suspicious of everyone they become a prey to some smooth shark who sells them an order of staple goods far below cost in order to get them to bite; and they do bite.

Now the true salesman does not wish to fill your shelves with dead, unsalable goods. That always injures his future success. He tries to keep in touch with the market in your vicinity. He has wide experience. He wants you to order such goods as you can readily dispose of. He wants increased business. He studies the popular will and in most cases talks to you frankly and truthfully. He wants your confidence. Having obtained that confidence he wants to retain it. This he must do in order to succeed. Your interests and the interests of the traveling salesman are identical. You must succeed together. Of course, it is to be expected that you will closely examine the goods purchased from him, that you will learn that the house from which you purchase always gives you a square deal, that there is no misrepresentation.

In order to do business promptly there must be confidence. You expect your customers to have confidence in you. You will soon retire from business unless they have confidence in you. Give to the salesman and the jobbing house your confidence. Let them know that you rely upon them. Should they deceive you, then turn them down hard and buy elsewhere.

It is true that errors and misunderstandings may occur. Should you order by mail from Chicago or New York, having advanced your money, and find that the goods are not as represented, you are loath to return

them and attempt to recover what you have paid. You send your next order somewhere else. The faulty goods remain upon your shelves and you lose more in the one transaction than all the profit you ever made by this manner of dealing.

Not so in case you deal with a traveling salesman. You find your order, when it reaches you, not as represented. You know he will return in a day or two. You call it to his attention. How frequently you have known him to untangle a difficulty that has arisen between you and the house. The faulty goods are returned or a proper discount is allowed you. You lose nothing by the transaction. How quickly in such cases the telephone is brought into play between the salesman and his house, and almost before you know it everything is fairly and squarely adjusted.

There is another matter over which the traveling salesman has no control, which sometimes causes unpleasantness to arise with the retailer. The present day jobbing houses throughout the country insist upon having their bills paid promptly. The vast majority of such bills are so paid and many of them are discounted, that is, paid before they become due. There are, however, still some who are dilatory in matters of this kind. They are financially responsible, it is true. They intend to pay everything they contract. They do pay it. They seem, however, to have acquired habits of delay. They are not prompt. Every business today is conducted upon such a narrow margin that the funds invested must be kept active in order to be able to continue modern business methods. Every dealer should acquire the habit of paying promptly. It is a mere habit. Once acquired he would never turn back to the old worn out method of delaying from month to month as long as he can get accommodation, and then finding the accumulations too great to overcome. The retailer should train his customers likewise to pay bills promptly, but in any event should not lay the responsibility upon the salesman. He must perform his duty to the house he represents in this regard. Any unpleasantness of this kind should thus be avoided.

I well know that the vast majority of retailers have learned to work in conjunction with the salesman; that you are pleased to see him call, that you give him prompt attention. You learn what he has to offer that is new. In many cases you have your orders already prepared for him. You have mutual confidence in each other, but there are yet some among you who have the suspicions I have pointed out.

Gatherings of this kind bring us more closely together. We here learn to know each other better and oftentimes to know is to have confidence. It is true we must be on the alert at all times to cull out what is false and fraudulent. We must be progressive. We must keep abreast of the times and learn all that is new in our particular branch of business.

To do this the retailer must keep in touch with the jobbing houses, and this he can do only through the traveling salesman.

In conclusion: We are well aware that the traveling salesman has been the butt of all kinds of jokes, tending to show that he is erratic or irresponsible. His method of life, as he passes back and forth upon the road, seems to convince some people that he is a species of tramp. This is far from being true. When he has an hour's time he partakes of such amusements as are at hand, which sometimes gain for him a reputation that he does not deserve. As he wanders on his weekly trips through the country we would ask you, in the words of the poet, to

"Give him a kind word always
He'll give you back the same
For the doings of some black sheep
Don't give the whole tribe blame.
For down way down in Hades
Some so-called good men slip
While along the road to Heaven
Goes the drummer with his grip."

With the Salespeople.

Charlotte — Alderman Greenman has resigned as Manager of the John Tripp clothing store.

La Grange, Ind.—Charles U. Munger has returned to the Porterfield & Son shoe store as a salesman, and in the absence of R. L. Porterfield, who is on the road for the Mishawaka Woolen Company from January 1 to April 1 of each year, will be in charge of that place of business.

St. Joseph—H. P. Knudson has sold his interest in the Shepard & Benning Co. and will return to South Haven to take a position with M. Hale & Co., where he was formerly employed.

Harbor Springs—Ed. Mosier has returned from Fort Wayne and will again take his old position in the grocery store of W. C. Cramer.

Elgin Butter.

Elgin, Ill., Feb. 21—No change was made in our quotation to-day, the general idea being that the conditions obtaining in the principal centers warranted present values on fancy fresh goods. One bid on the Call at 26½c failed to bring out any goods over and above contracts.

If merchants in other cities will follow the methods of those in Onaway they will find their home people spending more of their money at home instead of sending it away. The local newspapers are always glad to do all they can to uphold and defend local trade and can be depended on to help whenever asked to do so, and often they do it without being asked.

The Grand Rapids Machine Tool Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$203.47 being paid in in cash and \$9,796.53 in property.

The "Schrouder's" has been incorporated to take over the drug business of Schrouder & Stonehouse in this city. The company is capitalized at \$31,500 common stock and \$18,500 preferred and Berand Schrouder holds the control.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 20—At this writing spot coffees seem in a fair way to recover the strength exhibited previous to the raid of the bears, and it is said that one roaster having the courage of his convictions took some 10,000 bags at a range of 12¾@13¼c. This took about all the offerings of lower grades. At the close Rio No. 7 is quoted at 12¾@13¼c. In store and afloat there are 2,515,775 bags of Brazil coffee, against 3,704,274 bags at the same time last year. In sympathy with Brazilian sorts the market for mild grades shows decided strength, with good Cucuta closing in an invoice way at 13¼c.

The general market for teas is well sustained and some very good business has been done, 5,000 packages of Formosas being reported as changing ownership. As no greens will come after May 1, how the consumer will take to the change remains to be seen. All prices are firmly held.

Buyers of refined sugar are taking the smallest possible lots and yet the market is well sustained; 4.60c less 1 per cent. seems to be established.

Not an item of interest can be gathered as to rice. Trading is of the usual midwinter character, and that is to say it is of small volume. Prime to choice domestic, 4¼@5¼c.

Pepper is well sustained and cloves are fairly steady. These two articles are about the only ones meeting with any call in the spice trade, but there is no weakness apparent in the whole line.

Buyers of molasses take the smallest possible quantities and quotations show no change so far as can be seen. Good to prime centrifugal, 25@32c. Syrups are quiet at 25@27c for fancy stock.

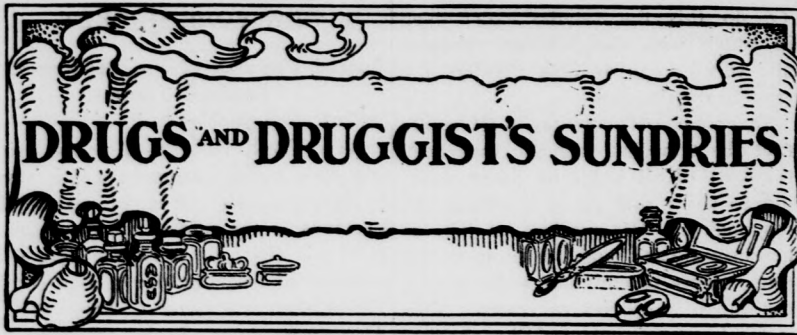
In the canned goods trade a fairly active business has been reported in future Maine corn. Some packers reduced the quotations 2½c—to 90c; and others "went them one better," making 87½c f. o. b. Portland. Spot Maine, \$1 here; New York State spot, 85c. Peas of the sort most wanted are in moderate supply and show no change. Tomatoes hang on at practically 92½c f. o. b. Baltimore, with the demand light. Other goods are unchanged.

Butter has been showing a supply exceeding the demand and creamery specials close at 28c; extras, 27½@28½c; firsts, 21½@23½c; imitation creamery, 18@19c; factory held, 16@17½c.

Cheese is unchanged. Whole milk, 15½@17c. The market is quiet and buyers take the smallest possible quantities.

Eggs are doing a little better, with best Western quoted at 23c; selected extras, 19@20c.

The man who delivers the goods is the one who never is turned down. This hits the boys behind the counter and those higher up, as well.



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

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

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

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

The Buying and Selling of Soap.

When we deal in soaps, brother pharmacists, we have something of more interest to the individual than we imagine. Nine times out of ten the purchaser "loves" the soap he buys, especially if he adheres to one kind.

As one of the cleanest and most profitable side-lines that a druggist can handle, soap takes its place among the things that become an actual pleasure to buy and sell.

When an agent comes into my store to sell me soaps I take time to give him full consideration. First of all, his line is undoubtedly new—and I take it for granted that this is the line we are to treat to-day, since to my mind every drug store ought to keep a supply of the standard, nationally advertised lines of soaps. By these I mean soaps that are advertised extensively in the greater publications that are really "national." First of all, let us say that this is a new line of soap and it is up to me to test it.

If cakes have been previously forwarded for trial use, I perhaps give it an immediate trial in water. It lathers freely or not; it tastes, yes, tastes of that peculiar almost almond flavor that denotes alkali, or it does not; it carries the scent of the flowers with it down to the last wafer—does it? Well, you can not tell then, but one infallible test is to cut the cake in two and then place the center of the cake to the nostrils. No amount of scent in the paper wrapper will help out here; the test is sure. Right here let me say that out-

side of the advertised lines, it is the wrapper that sells the soap.

If I were putting up a low-priced soap for toilet purposes, selling, say, at "3 for a quarter," I think I would lithograph my soap wrapper in every color of the rainbow, with lots of double dyed gold on top and then—sell the soap. Of course I mean this from the consumer's point of view.

Your fair-haired lady who enters your store, nicely dressed, modest, steps up to the counter. Your clerk approaches, meanwhile studying his customer, if he knows his business, to determine what grade will please her and make the sale quickly. He has the whole range of possibility before him. The game to him gets interesting; but to the prospective purchaser it is solely one of buying seriously, profitably, pleasurably and quickly.

Now from just one man's experience as a druggist the conversation runs something like this: "We have an excellent scented soap here at 3 for 25 cents," begins the clerk, handing out the line that is being pushed because of its merits for quality that satisfy the customer. If your store is in the fashionable shopping district and your customer is "one of the four hundred of your city," she will say: "No, I neglected to mention I wanted Blank's soap." The clerk: "We haven't Blank's soap, but here is an excellent soap of the same nature, recommended highly—"

He never gets any farther. Your fair lady elevates her head. "Oh, you haven't that kind. Very well, I will go elsewhere."

Some families have been known to cling to one kind of soap for years and years, perhaps something that their grandfathers and grandmothers used. If you want to please these people, your store being in their district, you must keep the goods they want.

It has been my experience that the better class of trade almost invariably know what they want. They ask for it by name; buy quickly and go out. The medium class of trade, the 3-for-a-quarter class, and sometimes the 3-for-fifty-cent class, rarely know what they want. They are influenced largely by the attractiveness of the package, never buy the same kind twice, or, to be more exact, order it so many times that you know their favorite. If your store is in the factory district your sales at times will run to grit soaps; and in all places a small proportion of medicated soaps. If your store is in the market district or the poorer home district, what will the good mother of six buy, who

comes in to your store in "calico wrapper" attire, with two little tots clinging to her dress on opposite sides? What will she buy? Castile? Yes. Six big bars of Ivory? Yes. No fancy wrappers; no perfumed products will enter into her purchase lists, for she has to adhere to the strictest form of economy; and she does so in spite of that present-day American spirit of extravagance which we are all more or less guilty of.

Then, too, I believe, from a somewhat superficial study, that women buy 50 per cent. of the soaps sold; that more soaps are sold in the summertime or under Southern skies than in winter or in Northern territories; that fancy packages sell best during the holidays; that in the better districts 50 per cent. know and ask for certain kinds of soap, this fact being due to the wonderful system of educational and sales creating advertising of recent years by manufacturers of soaps. I believe further that in the product itself, the price, the quality and the elegance of the package are the determining factors that go to create a demand; and that the really high priced goods of the very best quality, advertised extensively, sell best to the floating population, travelers and theatrical people; while the highest priced lines, unadvertised as well as advertised, sell to the wealthy people and the younger members of society.

No dealer who acquaints himself however slightly with the rules of successful retail advertising can fail to see the immense advantage of linking his advertising with that of the manufacturer by announcing that he has the goods. The newspaper, if your store is downtown, is of course the most excellent medium for quick returns and the winning of public confidence. Yet while spending several thousands of dollars each year in advertising in the newspapers myself, I can not help but feel that a big window display of attractive soaps makes the goods "move" surely as the sun sets. The window must be attractively arranged, of course, and must be confined to a display of one kind of soap: the prices must be stated; the goods shown to the best advantage; the great spirit of "creating the desire" must be breathed into the exhibit there and on the counters containing the same goods within the store. Surely a store that increases its business each year ought to show a proportionate increase in its soap department. If yours does not, study your locality, your trade and then—advertise soap that appeals to "your people." The field is ever widening. Shaving soaps in sticks, in powder and in paste tempt buyers; and tend to increase trade. More kinds are being nationally advertised as years go by—and advertising increases consumption. What is more, we druggists are beginning to see the good business sense of pushing a line that, as I figure it, pays on the average about 40 per cent. gross profit.

So, of the ten showcases in my store I devote one to soaps. I favor window displays for moving the

goods. I believe in the attractive package. I think that even if you do not agree with me that the buying of soap on the part of the consumer is three-quarters "love" for the product and one-quarter a matter of alkali and grease perfectly combined, that you will at least say that soap, as you know it, is a clean, profitable line to handle and is certainly not repellant as a product or as a buying or selling proposition to any one.—Grove B. Brewer in Bulletin of Pharmacy.

Meyer Brothers' Drug Co. Entertainment.

The annual entertainment and ball given by the employes of Meyer Brothers' Drug Co., of St. Louis, Mo., under the auspices of Meyer Brothers' Employes' Mutual Aid Association, took place on the evening of February 15 and was a great success, with an attendance of over 2,000. Stanley B. Simpson, Manager of the Meyer Brothers' Drug Co., made the opening address of welcome and a beautiful bouquet of flowers was handed to T. F. Meyer for his mother, the widow of the founder of the Meyer Brothers' Drug Co. Twelve leading acts in vaudeville were staged and all met with great applause. J. W. King, the "King" of Imperial Crown perfumes, added another laurel to his crown by convincing his fellow employes that he was a vocalist as well as a perfumed. His selections of "If I had a Thousand Lives to Live," followed by the encore of "Simon the Collarer," were the hit of the evening. Dancing followed the entertainment. Much credit is due the Entertainment Committee, consisting of J. Jos. Redmond, Chairman, A. C. Meyer, S. B. Simpson and Frank Decker.

Violet Shampoo for Hard Water.

A liquid shampoo which will lather freely with water heavily charged with carbonates and lime may be made by melting 250 grams of coconut-oil in a suitable vessel by the aid of a sand bath. Dissolve 65.5 grams of potassium hydroxide and 13.5 of sodium hydroxide in 350 c.c. of water and add the solution to the melted oil. Boil the mixture gently, scraping down the sides of the vessel occasionally, until it begins to sputter. Keep the vessel warm, stir the mixture with a paddle for fifteen minutes, then stir in about 150 c.c. of water and let the mixture boil as before, scraping down the sides of the vessel and stirring the mixture occasionally. When it has reached the sputtering point, stir it about ten minutes; add 300 c.c. of water, and bring to a boil, beating thoroughly. Remove from fire, add 400 c.c. of alcohol and stir briskly until homogeneous mixture is secured. Transfer to a suitable container and set aside to cool, agitating occasionally. Filter through a pledget of cotton; add perfume, color and water enough to make 1,000 c.c.

A man thinks he is in the political swim when he buys a drink for a politician.

WHOLESALE DRUG PRICE CURRENT

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

Continuation of the drug price list, including categories like Tinctures, Potassium, Radix, Semen, Spiritus, Sponges, and Syrupus.



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



Who Pays for Our Advertising? ANSWER: Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell. LOWNEY'S COCOA AND PREMIUM CHOCOLATE for BAKING

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, Bluing, Brooms, Butter Color, Candles, Carbon Oils, Cereals, 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, Swiss, Cheating Gum, American Flag Spruce, Beeman's Pepsin, Adams' Pepsin, Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Yucatan, Spearmint, Chicory, Chocolate, German's Sweet, Premium, Caracass, Walter M. Lowney Co., Cider, Sweet, Regular barrel, Trade barrel, Boiled, Hard, Cocoa, Baker's, Cleveland, Colonial, Jubilee, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Mottled Square, Oatmeal Crackers, Orange Gems, Orbit Cake, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzeltes, Hand Md., Pretzeltes, Mac. Md., Primrose Cake, Raisin Cookies, Raisin Gems, Revere, Assorted, Rittenhouse Fruit, Biscuit, Ruble, Scalloped Gems, Scotch Cookies, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Athena Lemon Cake, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Protana, Ginger Snaps, N. B. C., Graham Crackers, Red Label, Lemon Snaps, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzeltes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers, N. B. C., Soda Crackers Select, S. S. Butter Crackers, Uneda Biscuit, Uneda Jinjer Wafer, Uneda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, Sweet Goods, Animals, Apricot Gems, Atlantic, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Choc. Honey Fingers

Column 4: Market prices for items like Chocolate Tokens, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coconut Brittle Cake, Coconut Sugar Cake, Coconut Taffy Bar, Coconut Bar, Coconut Drops, Coconut Macarons, Coconut Hon. Fingers, Coconut Hon. Jumb's, Coffee Cake, Coffee Cake, iced, Crumpets, Dinner Biscuit, Dixie Sugar Cookies, Family Cookie, Fig Cake Assorted, Fig Newtons, Florabel Cake, Fluted Coconut Bar, Frosted Creams, Frosted Ginger Cookie, Fruit Lunch iced, Ginger Gems, Ginger Gems, iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C., Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers As. Ice, Honey Jumbles, Iced, Honey Flake, Household Cookies, Household Cookies Iced, Imperial, Jersey Lunch, Jubilee Mixed, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Mottled Square, Oatmeal Crackers, Orange Gems, Orbit Cake, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzeltes, Hand Md., Pretzeltes, Mac. Md., Primrose Cake, Raisin Cookies, Raisin Gems, Revere, Assorted, Rittenhouse Fruit, Biscuit, Ruble, Scalloped Gems, Scotch Cookies, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Athena Lemon Cake, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Protana, Ginger Snaps, N. B. C., Graham Crackers, Red Label, Lemon Snaps, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzeltes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers, N. B. C., Soda Crackers Select, S. S. Butter Crackers, Uneda Biscuit, Uneda Jinjer Wafer, Uneda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, Sweet Goods, Animals, Apricot Gems, Atlantic, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Choc. Honey Fingers

Column 5: Market prices for items like Nabisco, Festino, Bent's Water Crackers, Cream Tartar, Barrels or drums, Boxes, Square cans, Fancy caddies, Dried Fruits, Apples, Sundried, Evaporated, California, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Connosiar Cluster, Dessert Cluster, Loose Muscatels 3 Cr, Loose Muscatels 4 Cr, L. M. Seeded 1 lb., California Prunes, L. M. Seeded, bulk, Sultanas, Bleached, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 30-40 25lb. boxes, Farinaceous Goods, Beans, Dried Lima, Med. Hand Picked, Brown Holland, Farina, 25 1 lb. packages, Bulk, per 100 lbs., Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., Flavoring Extracts, Foote & Jenks, Coleman Vanilla, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Coleman 1/2 rp. Lemon, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Jaxon Mexican Vanilla, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jaxon Terp. Lemon, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jennings (D. C. Brand), Terpenless Extract Lemon, No. 2 Panel, per doz., No. 4 Panel, per doz., No. 6 Panel, per doz., No. 3 Taper, per doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., No. 2 Panel assorted, Crescent Mfg. Co., Mapleine, 2 oz. per doz., Michigan Maple Syrup Co., Kalkaska Brand, Maple, 2 oz. per doz., Grain Bags, Amoskeag, 100 in bale, Amoskeag, less than bl 19 1/2, Grain and Flour, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/2s cloth, Big Wonder 1/4s cloth, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse

Table with 6 columns (6-11) and multiple rows of commodity prices. Columns are labeled with numbers 6 through 11. Rows list various goods such as flour, sugar, oil, and other provisions with their respective prices and quantities.

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 cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail ..2 00
16 oz. tin bucket 90
11 oz. glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W. 1,000 lots ...31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand

Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case2 60

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute

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

Cotton Victor

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

Cotton Windsor

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

Cotton Braided

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

Galvanized Wire

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

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

Cotton Lines

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

Linen Lines

Small20
Medium26
Large34

Poles

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

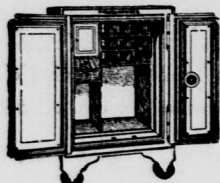


Small size, doz.40
Large size, doz.75

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's1 50
Knox's Acidu'd, doz. .1 25
Oxford 75
Plymouth Rock1 25

SAFES



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

SOAP

Beaver Soap Co.'s Brand



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

Tradesman Co.'s Brand



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

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

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

When in Doubt Telephone And Find Out

You can reach all points by long distance telephone, if you

Use The Bell



Hart Little Quaker Peas

Are Delicious



JUDSON GROCER CO.

Distributors

Grand Rapids, Mich.

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.

Wanted—To buy, at once, small stock of general merchandise in a small town or would like location for a new stock. Address Business, care Tradesman. 223

Good opening for two first-class stores. One grocery and one dry goods at Sturgis, Michigan. Suitable location available. Large business room with fine well lighted basement. Centrally located. Address R. S. Tracy. 222

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

For Sale—A good clean stock of dry goods, shoes, gents' furnishings and crockery in one of the best little towns in Michigan. Population 400, with excellent surrounding country. Stock will invoice about \$4,000. Have no bargain but a good clean stock. No competition. Strictly cash business. Doing nearly \$10,000 per year and chance to increase sales. Cash consideration only. Write G. W. Reuter, Onondaga, Mich. 219

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

There has been millions of money made in the mercantile business. You can do as well. We have the location, the building and the business for you. We have all we wish and want to get out. Write us for full information. Address No. 220, care Tradesman. 220

For Sale—To the trade only, 250 barrels Turpentine (substitute for turpentine), in lots to suit. Samples and prices mailed upon request. The Alcatraz Company, Dept. C., Richmond, Virginia. 218

For Sale—One of the best drug stores in best location in small town in State. New stock. Expenses very light. No cut prices. Cash business. Reasons for selling. If you want to buy, write. Address Drugs, care Tradesman. 217

Wanted—To rent store building in Grand Rapids or Southern Michigan, any good stand near running creamery, Holland or German town preferred. No dead town considered. Give full particulars, size of building, location, why for rent or vacant, terms, etc. Address R. A. Gouwens, South Holland, Ill. 216

For Sale—620 acre farm, 100 acres timber land that has been cleared several years in cultivation, 100 acres timber land not cleared, 420 acres prairie land, about 300 acres of which can be put in rice; good improvements, all fenced, five houses and large barn. Will accept \$10,000 of purchase price in other property. Price on the 620 acres, \$40 per acre. Address R. H. Woolfolk, Stuttgart, Ark. 215

Bring Something to Pass

Mr. Merchant! Turn over your "left overs." Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—A merchandise peddling wagon, built for carrying groceries, notions, shirts, overalls, oils, etc. For particulars address J. F. Schwitters, Prophetstown, Ill. 214

For Sale—New stock of general hardware in good town. Address No. 176, care Michigan Tradesman. 176

For Sale—Two automatic coin slot weighing scales, \$30; in good order; they are moneymakers; all profit. Our town now licenses these machines is my reason for selling. W. F. Ziegler, Salina, Kan. 213

For Sale—Only lunch room in village of 1,200, also handle candy, fruits, ice cream soda, cigars and tobaccos. New peanut and popcorn machine cost \$218. Doing good business. Building 15½x50, store 15½x30, three living rooms. \$1,500 if taken at once. Ill health only reason for selling. A. Holsapple, Wittenberg, Wis. 212

To Rent—An A No. 1 location for a dry goods and shoe store. Write for particulars. Address H. T. Poppen, Peoria, Ill. 224

TYPEWRITERS.

Typewriters of all makes. Fully guaranteed. Free trial anywhere. Send for catalogue and special prices. W. Whitehead, 30 LaSalle St., Chicago, Ill. 225

For sale—Splendidly equipped drug store, clean stock, doing good business. Growing agricultural district, splendid opportunity. Owner retiring from drug business. J. F. Holden, Marion, Mich. 226

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 \$2,000. Good opportunity for one wishing to continue the business. Address No. 210, care Tradesman. 210

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. 208

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

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

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

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

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

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

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. 163

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

For Sale—One of the oldest established general merchandise and milling businesses in Michigan, located at Comstock Park. Inventory taken January 5, shows groceries \$1,288.78; dry goods, \$2,247.16; boots, shoes and rubbers, \$1,531.28; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,073.63; 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. 984

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 condensery. Ill health, reason for selling. Enquire of C. L. Robertson, Adrian, Michigan, or Ryal P. Riggs, Sand Creek, Mich. 87

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

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

Safes Opened—W. L. Slocum, safe expert and locksmith, 32 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 travelling. 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. Marden, Pres. The National Co-Operative Real Estate Company, E. 371 Marden Bldg., Washington, D. C. 207

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. 242

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.

Canned Hominy.

The canned hominy industry was originated by a man by the name of Hopkins in 1894, in New York State. The firm that packed it placed it all over the country and for a time it was a great seller and seemed destined to develop into an enormous business; but the packers went wrong in the process and the hominy developed "sour." The industry was taken up by others with better success.

The method of preparing hominy for canning is similar to that used by our grandmothers in the making of the old-fashioned lye hominy, except that packers use caustic soda in removing the hulls instead of the old-fashioned wood lye used by our ancestors.

It is prepared from select white corn, and, as stated, the hull is removed by caustic soda and thoroughly washed and processed similar to other canned goods.

Hominy packers have been up against two serious propositions, to-wit: Sour hominy and black hominy.

Sour hominy is really a misnomer. It should be called sweet hominy, for when hominy is in this condition it is not sour but has a sickening sweetish taste. Not one person in ten detects it, and in nine times out of ten it is eaten for good hominy. Any hominy that has a sweetish taste is sour.

Black hominy has caused hominy packers more loss of sleep than any thing else, as no chemist has yet been able to ascertain the cause of it. The hominy turns black in the can after it is packed and no one has been able to find why it does it. The peculiarity of it is that, take a day's pack, it will not be found in the entire pack, but only in spots, and there may be months when none of it will develop and then it will suddenly show up.

Canned hominy is a wholesome article. It is fast establishing itself as a favorite dish with the American people. It is extensively used in the South and West and in the states of Illinois, Iowa and Ohio. It has never gained a foothold in Eastern States. The industry is growing by strides and bounds, and the day is not far distant, perhaps, when as much of it will be used as canned corn.

Canning Codfish.

A recent consular report points out that the cod taken from the Gulf of St. Lawrence and at once prepared for the table is a delicacy far superior in appetizing appearance and flavor to the dry cod of commerce. A method has been found to can this fish as it is taken from the water. The canned product, in appearance of whiteness and delicacy of flavor, comes very near the fresh cod. The cod may yet become a real aristocrat among fish. Experiments in the canning of cod have been carried on for some time in Prince Edward Island by an American firm of lobster packers which operates a number of canneries in that Province. The results are most encouraging, and a

market has been found for the output. The fish is first pickled, then steamed and put into cans of commercially convenient sizes. The method requires that the fish used be fresh from the water, at once thoroughly cleansed, and that the cans be absolutely pure and free from all deleterious matter. Unless the highest degree of cleanliness is observed the product will not keep. Properly done up the canned cod is a guaranty of absolute purity. The canned fish may soon drive the dried from the market. If the canning process proves as successful as it promises to be, it will open up a widening market for the cod and other food fish of the North Atlantic waters. An increased demand for canned fish will result in the expansion of the fisheries and in higher prices. The cod is the leading food fish caught in the North Atlantic. The value of this branch of the fisheries to the Dominion of Canada is now nearly \$4,000,000 annually. Since 1869 the cod has yielded Canada an income of \$150,000,000, leading salmon, lobsters and all other species.

Why Some People Do So.

The average merchant seems to feel that people patronize mail order houses simply because they have a grudge at the merchant.

This is by no means altogether true—it may possibly be in some instances, but not always. Many a man sends to the mail order house for goods when he has nothing but the warmest kind of friendship for his local merchants.

Then, you ask, why does he not patronize the merchant if he feels friendly toward him? Well, there are many reasons. Take, for instance, the farmer. He does not always buy all his goods from his home merchant for the same reason that you do not always buy all the goods you buy in a certain line at a certain store in your own town.

Farmer Jones may not feel any enmity toward merchant Johnson, still he may not do all his grocery trading at Johnson's. He does not do all his trading in the home town for some of the very same reasons. Perhaps while looking through the big catalogue he saw something there that he had not seen in the local stores, something that appealed to him. Now, the merchant may have had the same thing in stock—but he had failed to tell Mr. Farmer Jones about it. The mail order house did tell him that they handled the article and the mail order house got the business. You have no doubt done the same trick many and many a time when you have gone to market in the big city. You have seen a number of articles that struck your fancy and you bought them. Then when you got home your fellow merchant across the street said to you that he carried a full line of the same identical things—but then he had not told you about it, so you patronized the city merchant who, did tell you, though you were a close friend of your fellow merchant.

Now when the catalog house has caused the customer to take the first step it is easier to cause him to take the next. Here is where their powerful salesmanship comes into play. They make a point to get his interest, they show him something that appeals to him and arouses his interest in their goods and he buys without giving the local merchant the slightest thought.

So, Mr. Merchant, when you see one of your customers sending away for goods do not jump at the conclusion that the person has turned against you, but get busy and see if he is not doing it simply because your catalog house competitor is using a higher type of salesmanship than you are using in your business.

Select Oysters Scarce.

The present season in the oyster industry promises to surpass the demand of any previous year. While the Chesapeake Bay and its tributaries have furnished a fair supply of bivalves to meet the demands of local and out of town trade, select stock has been scarce. The supply of raw stock as a consequence has largely been drawn from the standard catch of dredge boats and tongers.

Notwithstanding these conditions, Maryland still maintains her position in the front rank of oyster-producing states, furnishing a grade unexcelled in quality and flavor far ahead of all competitors, says the American of Baltimore. Baltimore oysters especially, whether canned or in the raw state, need no further advertisement other than that they are from the waters of the Chesapeake Bay, where they do not need any artificially fattening process to place them among the most edible and wholesome food to be obtained.

Voicing the opinion of a well known packer, oysters, like all other food products, were given much undue notoriety during the "pure food agitation" of several years ago, but as most of the attacks were unwarrantable, the result was to bring the facts regarding oysters to the attention of the public.

Taken as a whole, the production of the oyster as a food article has been carried on under ideal conditions, but being alert and inclined toward every improvement which scientific investigation might suggest, the packers, instead of opposing the authorities, co-operated with them, and the result is that the public eats its favorite oyster with a full knowledge of its cleanliness, purity, absolute lack of adulteration, and the gradual return of confidence has stimulated an unprecedented demand.

Detroit—The Canfield Manufacturing Co., manufacturer and dealer in leather goods, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$500 being paid in cash and \$750 in property.

The brotherhood of man does mean better wages, but it also means better work.

Grand Rapids Grocers.

At the regular semi-monthly meeting of the Retail Grocers' Association of Grand Rapids, held Feb. 21, the President and Secretary gave their reports of the State convention held at Port Huron. Wm. Drueke gave his version of the convention from the traveling man's standpoint. The members were urged to keep in touch with the trade condition of the State by taking one or more trade papers.

It was decided to make a special campaign for new members and to try to have at least 200 members by the time the next State convention meets at Traverse City.

The annual banquet date was discussed and it was about decided to hold it in the Press building March 27. The date was not decided upon definitely.

The question of handling goods such as baking powder and other package goods which contain coupons or tickets, redeemable by the trading stamp companies, was discussed, and some action will be taken at the next meeting.

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

Buffalo, Feb. 22—Creamery, 25@28c; dairy, 18@22c; rolls, 16@18c; poor, all kinds, 12@14c.

Eggs—Strictly fresh, 19@20c; cold storage candled, 13@14c.

Live Poultry — Fowls, 16@17c; chickens, 16@17c; ducks, 17@18c; old cocks, 11@12c; geese, 15@16c; turkeys, 18@21c.

Dressed Poultry—Old cocks, 12c; fowls, 16@17c; chickens, 16@18c; turkeys, 20@25c; ducks, 18@20c; geese, 13@14c.

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.

Detroit—A new company has been incorporated to manufacture garments, millinery, etc., under the style of the American Girl Garment Co. The concern has an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$3,000 being paid in in cash and \$3,000 in property.

You can tell whether or not a man buys his own clothes or his wife buys them for him. If he buys them he says "trousers." If she buys them, he says "pants."

BUSINESS CHANCES.

Stockkeeper and receiving clerk for department store. Experienced at having charge of department. Can install up-to-date record system. Address A. W. Coates, G. D. Falls Sta., Niagara Falls, N. Y. 230

For Sale—Stock of general merchandise, invoicing \$6,000; good farming locality. Address P. O. Box 232, DeSoto, Ill. 229

Thompson, the Druggist, breeder of single comb Buff Orpingtons, America's leading fowl. Birds unsurpassed. Stock and eggs for sale. Write me your wants. Covert, Michigan. 228

Wanted—Lady clerk in general store with experience, knowledge of accounts and trustworthy in every way. Enclose testimonials as to character and ability in first letter and state salary. C. B. Mansfield & Co., Colling, Mich. 227



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCCER 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

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

*NO SQUARE DEAL POLICY

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

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

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

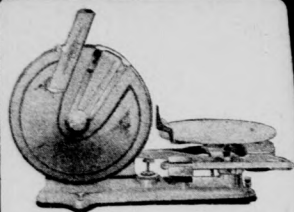


IT PAYS EVERYONE TO STICK TO

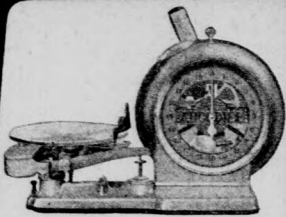
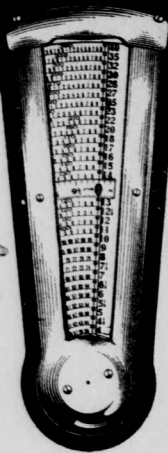
Kellogg's



This is the Scale that buys itself



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



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

It will pay you to install Angldile Scales now.

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

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

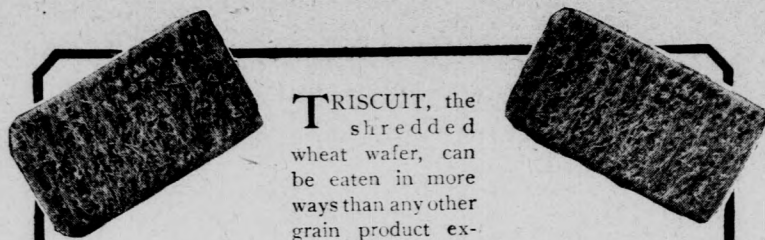
The Angldile's chart is the easiest read, because it stands at 45 degrees—the natural angle at which we hold books and papers.

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

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

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

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



TRISCUIT, the shredded wheat wafer, can be eaten in more ways than any other grain product except bread, consequently it is not only easy to sell, but because it takes part in so many meals a package is used quickly. You can depend on lively sales and a steady, constant all-year demand for

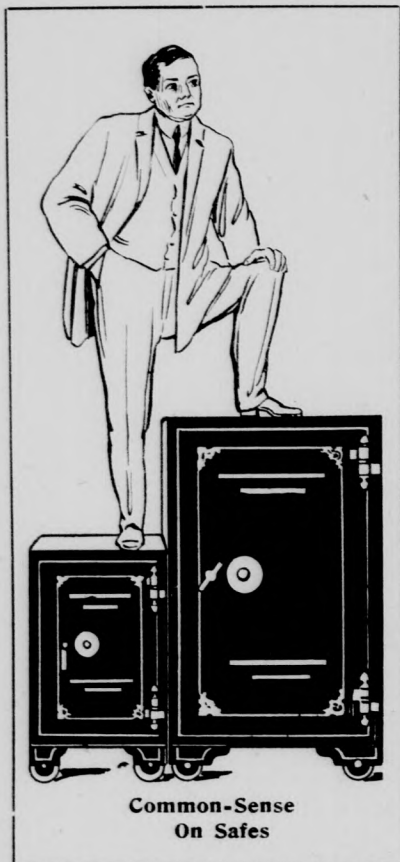
TRISCUIT

We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat**. It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.

The
**Shredded
Wheat
Company**



**Niagara
Falls
New
York**



Common-Sense
On Safes

We Employ No Salesmen We Have Only One Price

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

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

If You Want a Good Safe—

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

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.