

**SAM WALTER FOSS**

Born at Candia, New York.  
June 19, 1858

Died at Somerville, Mass.  
Feb. 26, 1911



Author of "Back Country Poems," "Whiffs from Wild Meadows," "Dreams in Homespun," "Song of the Average Man," and many others. His poems are poems of encouragement and good cheer; he helped and made the world happier and better.



## The Man From the Crowd



Men seem as alike as the leaves on the trees,  
As alike as the bees in a swarming of bees;  
And we look at the millions that make up the state,  
All equally little and equally great.  
And the pride of our courage is cowed.  
Then Fate calls for a man who is larger than men;  
There's a surge in the crowd, there's a movement, and then  
There arises the man who is larger than men.  
And the man comes up from the crowd.

The chasers of trifles run hither and yon,  
And the little, small days of small things still go on,  
And the world seems no better at sunset than dawn,  
And the race still increases its plentiful spawn,  
And the voice of our wailing is loud.  
Then the Great Deed calls out for the Great Man to come,  
And the crowd, unbelieving, sits sullen and dumb;  
But the Great Deed is done, for the Great Man is come—  
Aye, the man comes up from the crowd.

There's a dead hum of voices, all say the same thing,  
And our forefathers' songs are the songs that we sing,  
And the deeds by our fathers and grandfathers done  
Are done by the son of the son of the son,  
And our heads in contrition are bowed.  
Lo, a call for a man who shall make all things new  
Goes down through the throng. See, he rises in view!  
Make room for the man who shall make all things new!  
For the man who comes up from the crowd.

And where is the man who comes up from the throng,  
Who does the new deed and who sings the new song,  
And who makes the old world as a world that is new?  
And who is the man? It is You! It is You!  
And our praise is exultant and proud.  
We are waiting for you there—for you, the man!  
Come up from the jostle as soon as you can;  
Come up from the crowd there, for you are the man,  
The man who comes up from the crowd.

*Sam Walter Foss.*



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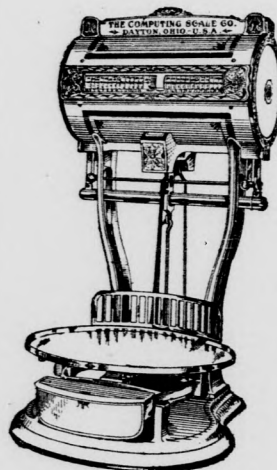
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Is the Same

## Fleischmann's



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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.

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

Ask your jobber's  
Salesman

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



# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 1, 1911

Number 1432

## SPECIAL FEATURES.

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## MONEY IN SELLING SEEDS.

### Profits in Handling a Well Advertised Line of Packet and Bulk Seeds.

In connection with the grocery or general merchandise business, there is no more profitable line than the handling of seeds. The wholesale seedsmen make it so easy for the merchant that with small space and only a portion of his time and attention, a large and profitable trade may be transacted during the spring season. The handling of seeds also attracts additional business in other lines.

Seeds in packages are now furnished to merchants to be sold on commission. Merchants are asked to make no investment; they have no freight to pay, as the shippers stand the charges both ways; the commission they are allowed leaves a handsome profit.

There are seed cabinets now offered which are extremely attractive. They occupy very little space on the counter and are so arranged that customers may easily make a selection. The packets are large and handsomely lithographed in colors true to nature. Assortments furnished are complete and cover the requirements of most customers. As varieties run short, the seedsman will forward, charges prepaid, additional quantities, so that the merchant may always have a complete stock on hand. This method of handling package seeds is the most desirable for the average merchant. In addition to packet seeds, the merchant can most profitably handle a line of bulk garden, flower, grass and field seeds.

In selecting his seeds there are several things for the merchant to bear in mind. The greatest satisfaction will come to him and to his customers if he handles only the best grades. Such seeds may be of greater initial cost, but in the end are much cheaper for the farmer to sow. High grade seeds, in addition to producing larger and better crops, are free from obnoxious and foul weed seeds, which depreciate the value of land on which they are sown.

The merchant should choose, also a line of seeds which is well and favorably known to his customers. Several hundred thousand dollars are

expended each year by prominent seedsmen. These advertisements are appearing in farm papers having a combined circulation of many millions of copies. This tremendous campaign has an enormous pulling power, and if the merchant handles a line of seeds which is well advertised, he will reap the benefit.

In addition to farm paper advertising, some seed houses issue a handsome catalog which accurately illustrates and describes those varieties of seeds and plants best adapted for the use of customers. These catalogs will aid the merchant in selling seeds; they create a demand which he may supply.

To receive the full benefit of the seedsmen's advertising, the merchant in turn, should use the methods at his command. The local newspaper should be well patronized. The merchant may obtain, without charge from the seedsmen, advertising cuts referring particularly to their line of goods. These may be used to advantage in connection with his own advertisements.

Display in a prominent position the posters, banners, etc., with which the seedsmen will furnish you. Inform your customers, and those in your locality who are not now trading with you, that you are intending to handle a line of seeds. This may be done by means of a postcard or letter, which should be addressed to every name on your books. Follow this up by personal solicitation.

Select one of your bright salesmen and give him charge of the seed business, provided you have not the time to give it your personal attention. By the study of the general seed catalogue issued by the seedsman, much valuable information may be acquired which will be of great service to those purchasing seeds.

Allow your salesman to solicit orders from your customers. The earlier you get after this trade the greater will be the results. Seed buyers, generally, are placing their orders earlier each season. Seeds usually advance in value as the seeding season approaches and stocks become short or exhausted. Then, too, the early purchasers have the choice of the best seeds. There is the added advantage of being able to test the seed before it is planted, if the purchaser so desires.

If possible, the seed department should be placed near the entrance to the store. Seeds in packets may be displayed in the cabinet furnished by the seedsman. Glass jars and cans should be utilized for displaying bulk garden seeds. Grass and field seeds may be shown in open containers, but when this method is followed, care should be exercised to avoid

mixing. If a show window can be spared, trade will be largely increased by making an attractive display to be seen from the street. Samples of various grades of grass seeds should be exhibited, side by side, and a magnifying glass used to demonstrate the superior value of the best grade over cheaper seeds. A box of earth should be planted with seed corn, timothy or other seeds to show their germination. There is nothing that so interests the farmer or gardener as a strong, healthy growth of seed. A living demonstration is of more value than a great deal of talk.

It would be wise for merchants to place their orders early for the packet seeds to be sold on commission, if they have not already done so, and for bulk garden, field and grass seeds. It is well to have them on hand when they are called for.

During the season, as your stocks run low, reorder; do not give your customers an opportunity to be disappointed, which will surely result in their sending away for their requirements. If you can estimate your needs for the entire season, you will thus avoid disappointment in case stocks in the hands of seedsmen are depleted later in the season.

If any wide-awake, hustling merchant will put these suggestions to practical use, he will be surprised at the handsome profit his sales will give him at the end of the seed selling season.

## Manufacturing Matters.

Holland — The Holland-Manistee Brick Co. has changed its name to the Holland Pressed Brick Co.

Manistee — The Manistee Planing Mill Co. has changed its name to the West Michigan Flooring Co.

Orion — The capital stock of the Universal Implement Co. has been increased from \$15,000 to \$25,000.

Port Huron — The Port Huron Construction Co. has increased its capital stock from \$10,000 to \$50,000.

Flint — The Standard Rule Co. has engaged in business to manufacture tools, with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and \$5,000 paid in in cash.

Litchfield — The Litchfield Dairy Association has been incorporated with an authorized capital stock of \$5,000, of which \$3,500 has been subscribed, \$500 being paid in in cash and \$3,000 in property.

Detroit — The Abbott Detroit Motor Sales Co. has engaged in business with an authorized capitalization of \$10,000, of which \$7,000 has been subscribed, \$2,120 being paid in in cash and \$4,880 in property.

Detroit — The Modern Machinery & Engineering Co. has engaged in business with an authorized capital stock of \$25,000, of which \$19,500 has been subscribed, \$1,750.52 being paid in in cash and \$17,740.48 in property.

Detroit — The Michigan Biscuit Co. has engaged in business to manufacture and deal in crackers and baked goods, with an authorized capital stock of \$10,000, of which \$6,300 has been subscribed and \$1,000 paid in in cash.

Detroit — The Mimmack Foundry Co. has been organized to manufacture stoves and to carry on a general foundry business, with an authorized capital stock of \$5,000, of which \$3,500 has been subscribed and \$500 paid in in cash.

Detroit — A new company has been organized under the style of the D. & S. Specialty Co. to manufacture paints, polish and oils, with an authorized capital stock of \$21,000, all of which has been subscribed and \$2,100 paid in in cash.

Detroit — The Curtiss & Reichhelm Co. has been organized to manufacture and sell mechanical devices, with an authorized capitalization of \$400,000, all of which has been subscribed, \$67,975.88 being paid in in cash and \$332,024.12 in property.

Detroit — The Dodge Chemical Co. has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, of which \$13,700 has been subscribed, \$7,000 being paid in in cash and \$6,700 in property.

Detroit — The De Luxe Co. has engaged in business to manufacture and sell soaps, toilet articles, drugs, etc., with an authorized capital stock of \$25,000, of which \$13,600 has been subscribed, \$1,000 being paid in in cash and \$2,190 in property.

St. Johns — A new company has been organized under the style of the T. C. Beach Co. to manufacture furniture and portable buildings, with an authorized capital stock of \$10,000, of which \$5,350 has been subscribed, \$500 being paid in in cash and \$4,850 in property.

Hillsdale — The Litchfield Dairy Association has bought out the Litchfield Butter Co. and its officers are: President, Geo. Hutchings; Secretary and Manager, W. E. Sheldon; Treasurer, J. D. Honks; Directors, Milan Wade, Fred Wade, C. E. Barnard and E. E. Linton.

Kalamazoo — At the annual meeting of the Kalamazoo Corset Company officers were elected as follows: J. H. Hatfield, President and General Manager; E. S. Roos, Vice-President; J. C. Hatfield, Secretary and Treasurer; Directors, the officers and Otto Ihling, W. O. Chamberlain, P. H. Oggel and L. E. Hart.



## GOSSIP FROM THE COAST.

## At. S. White Writes of Things That Will Interest Home Folks.

Written for the Tradesman.

Los Angeles, Cali., Feb. 21—Hon. Frank H. Gill, formerly a manufacturer of cigars in Grand Rapids, died recently at the Soldiers' Home at Sawtelle, Cali.

Mr. Osborn, the Vice-President of the Los Angeles Chamber of Commerce, who accompanied the Japanese Trade Commission on its tour of the United States, is a great admirer of Grand Rapids. In conversation with him yesterday he mentioned especially the cleanliness of our city, the magnitude of our factories and the generous and hearty welcome our business and social leaders extend to visitors. Our civic spirit and the work of our Board of Trade impressed him deeply.

Secretary Wiggins, the live wire of the Los Angeles Chamber of Commerce, informed me that in making up their list of manufacturing industries they had always included every individual, firm or corporation who employed two men. According to the Los Angeles plan the owner of a barber shop or of a shop for dyeing or repairing old clothes, is a manufacturer. He stated that the number of hands employed by the manufacturers of the city is 18,000. The membership of the Board is 3,000 and its business is handled by a small Executive Committee, who give the greater part of its time to the business.

Among our citizens whom I have met here are: Alderman John McNabb, L. T. McCrath and family and John R. Shelton. I am informed that C. B. Judd and family have arrived to spend the remainder of the winter. John P. Creque and family are spending the winter at their home in Hollywood.

In conversation with an apple grower of Oregon, whom I met a few days ago I learned how the Oregonians who have fruit lands for sale ascertain the average yield of the orchards per acre. Three or four of the best trees of an orchard are selected and given special attention and care. The buds are thinned, the soil cultivated, the supply of water is ample and the fruit protected during the development. The average yield of an orchard is based upon the quantity of fruit gathered from such trees.

The weather during the past month in Southern California has been cold and an unusual quantity of rain has fallen.

Arthur S. White.

## What Other Michigan Cities Are Doing.

Written for the Tradesman.

Norman Flowers, for the past two years Assistant Secretary of the Detroit Board of Commerce, has been elected as the new Secretary of the Jackson Chamber of Commerce and will assume his duties about Mar. 1.

Twenty suits have been started against subscribers to the industrial fund of the Port Huron Chamber of Commerce, who have not come fully "across" with their money.

The annual banquet of the Kalamazoo Commercial Club will be held March 28.

The Detroit Board of Commerce and other organizations of that city favor the adoption of Eastern standard time, not only by Detroit but by the entire State. More daylight for the working day is what is desired.

George A. Prugh, the new Secretary of the Bay City Board of Commerce, is taking hold of the work with an energetic hand. The Board has a membership of about 400 and this is to be largely increased in a warm campaign.

Ionia is considering the granting of a franchise for the proposed Detroit-Grand Rapids electric road. The franchise will be before the Council for third reading in March.

Jackson will entertain the Michigan Trotting Horse Breeders' Association March 7.

The State convention of Y. M. C. A. workers will be held in Battle Creek March 20 and 21.

Reports from Flint state that the Buick Company will have 5,000 men on the pay roll within ten days. The Weston-Mott Company is also getting back to normal conditions, having 1,000 mechanics on its pay roll.

Every Upper Peninsula county was represented at the recent meeting of the Development Association held in Menominee. A fund of \$50,000 will be raised, a publicity manager employed and the resources of the country beyond the Straits will be widely exploited.

New electric roads is the popular talk at Kalamazoo, the city hoping to be the hub soon of lines radiating to Coldwater, South Bend, St. Joe, Benton Harbor, Grand Rapids and other points.

Muskegon has been an open port all winter. The harbor is one of the best on the Great Lakes.

Petoskey will add a pickle station to its industries. Traverse City expects to do likewise.

The Manistee Board of Trade held its first annual meeting last week and elected the following officers for 1911: President, Joseph Kirster; Vice-President, F. A. Mitchell; Secretary, Frank Barnes; Treasurer, Harry Aarons. One of the important matters that the Board is now taking up is the development of Manistee's exceptional advantages as a summer resort. Aside from what the city itself has to offer there are the nearby attractions for summer visitors at Onkama, Arcadia and Bear Lake, as well as the fishing grounds on tributaries of the Manistee and the Little Manistee rivers.

Portland will dispense with its present arc lights for the streets, using Tungstens instead.

St. Joseph has been promised a new passenger station this year by Pere Marquette officials.

The Bureau of Social Service in Muskegon has closed a busy and successful year. In addition to its work of introducing system in charity work and preventing the overlapping of relief, the Bureau has assisted in

establishing a Board of Medical Examiners in the schools, the employment of a school nurse and an instructor for backward children.

The annual banquet of the Ludington Board of Trade was held last week and proved a decided success. Two of the speakers were Grand Rapids men, John I. Gibson, Secretary of the Western Michigan Development Bureau, and C. A. Disbrow, assistant Secretary of the Board of Trade.

Prisoners in the Detroit House of Correction have earned for the city the sum of \$399,000 in the past twelve years. The net earnings for the past year were \$25,000. Grand Rapids hopes to have an institution of this sort some day.

Union City held a Home-coming celebration in 1909 and will repeat it during three days this year. Invitations will be sent out to 2,000 former residents and their families.

Kalamazoo is fearful of losing its elm shade trees because of the scale.

Six acres of land lying along the lake in the downtown district of Muskegon have been presented to the Bureau of Public Service by L. P. Haight for use as gardens in helping to solve the idle boy problem.

Almond Griffen.

## Harold C. Sears, Manager.

Harold C. Sears has been promoted to Manager of the local branch of the National Biscuit Company to succeed Walter K. Plumb, who resigned to become Sales Manager and Secretary-Treasurer of the Fox Typewriter Company.

Mr. Sears has been with the company several years, starting as a clerk soon after leaving school. By strict application to business he won promotions to the responsible position of credit man, and his advancement to the local management is a well earned recognition of his ability. He is a young man well trained in business; energetic and success in his new position is assured.

Mr. Sears represents the third generation in the management of the business. His grandfather, William Sears, founded the old Sears' bakery upwards of half a century ago and associated with his brother, Samuel Sears, conducting the business with great success for many years. The Sears' bakery was eventually taken over by the United States, later the National Biscuit Company, and Stephen A. Sears, son of the founder, became manager. He continued as Manager until the company called him to more responsible duties in a larger field. Now his son takes his place at the head of the concern. Stephen A. Sears' earliest recollections as a boy are associated with cooky boxes and cracker barrels, and the same may be said of the new manager. There is no branch of the business with which he is not thoroughly familiar, both at the practical and the business end. He will be a worthy upholder of the family name in the conduct of the concern.

This is believed to be the only enterprise in the city, at least it is the

only one of consequence, which has passed from father to son to the third generation.

## West Michigan Development.

A nursery for berry stock is being established on twenty-three acres recently purchased by A. Mitting, in Hartwick township, Osceola county. The soil of Hartwick township is so well adapted to the growing of berries that the bushes on uncleared land often reach a height of 10 feet. This section is soon to be famous for its berry crops and the people foreseeing this have bonded themselves for \$8,000 to build stone roads so that the fruit may be moved to a shipping point with the least possible delay.

Nearly \$800 an acre from Windsor cherries was the good fortune of Gilbert L. Dressel, of Frankfort, Western Michigan, in 1910. The fruit from his 10-year-old trees sold to average 7.20 per tree. The trees were set 20 feet apart, which means 110 to the acre. The exact returns per acre were \$792.

Material is being gathered for an illustrated lecture entitled, "Road Building in Western Michigan." The territory covered by the Western Michigan Development Bureau is the most active section in the State in the matter of highway improvements. During the five years ending June 30, 1910, \$512,984.64 were expended in improving 199 miles of Western Michigan roads. Ten of the twenty Western Michigan counties are working under the county system and are improving their highways as a whole.

The Charlevoix County Fruit Growers' Association, with E. H. Clark, of East Jordan, as President, has been organized for the purpose of developing the fruit growing industry in the Charlevoix county section of Western Michigan.

## With the Salespeople.

Big Rapids—N. D. Mathewson, for over twenty years connected with Judson's hardware store, has accepted a position as traveling salesman for the Seymour Paint Company, of Grand Rapids.

Charlotte—Walter Holden, who has been a clerk for a number of years in the Tripp Clothing Company's store, will be the manager in place of James Greenman, resigned. James Saunders, who has been a clerk in Albert Murray's shoe store, has resigned and accepted a position in the Tripp store.

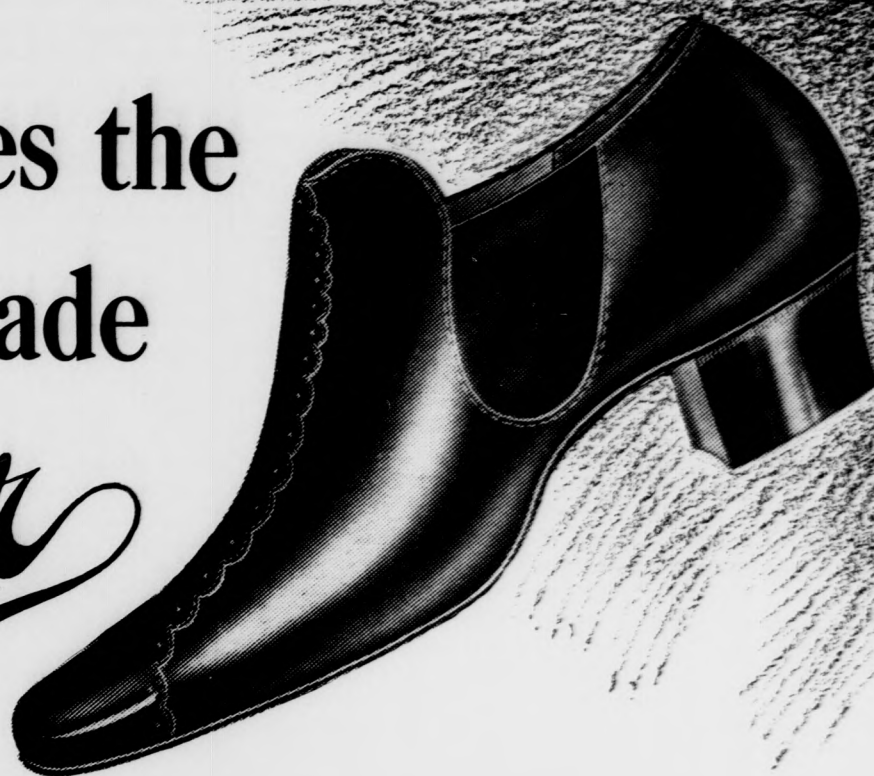
Northville—Wm. Taft, who has been with Schrader Bros. in the furniture and undertaking business, has resigned and Clifford Casterline, of Plymouth, a nephew of Mr. Schrader's, will take his place.

Petoskey—Floyd J. Griffen, for several years manager of the shoe department of S. Rosenthal & Sons' store, has resigned to accept a position as traveling salesman with the Diamond Rubber Co., of Akron, Ohio, with territory in Lower Michigan.



# The Shoe That Captures the Women's Trade

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## Martha Washington Comfort Shoes

No doubt you have had calls for Mayer Martha Washington Comfort Shoes. These are the shoes with the big demand. Martha Washington Comfort Shoes are the "leader" for thousands of merchants throughout the country who have discovered their value in securing and holding trade.

Their smooth, glove-like fit and extreme comfort make them indispensable, for once a woman wears the genuine Martha Washington Comfort Shoes, she will always wear them.

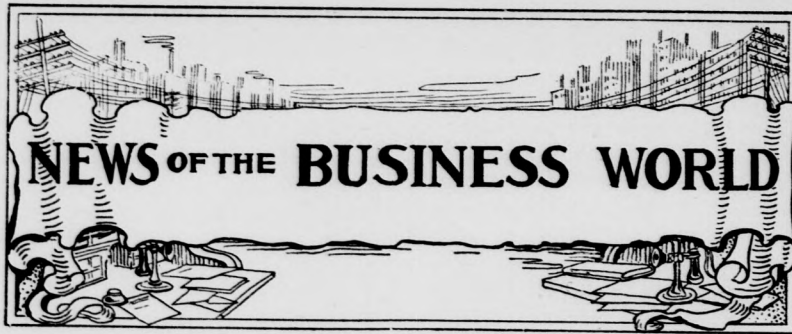
They are extensively advertised. The demand is large and rapidly increasing. They will win new trade for you and hold it. The *genuine* Martha Washington Comfort Shoes only have the qualities that give complete satisfaction. It will pay you to handle the genuine, for the women of the country know the difference and will reject imitations.

Write for full particulars and learn the big possibilities for you in handling Mayer Martha Washington Comfort Shoes

Largest Manufacturers of Full Vamp Shoes in the World



**F. Mayer Boot &  
Shoe Co.,** Milwaukee  
Wisconsin



### Movements of Merchants.

Yale—John Paxton has purchased the Wharton & Co. grocery.

Shelby—Karl Plumhoff has opened a jewelry store in the Twining building.

Middleville—W. A. Quinlan & Co. have sold to Nelson & Co., of Whitehall.

Kingsley—Peter Bratigan has purchased the A. B. Hockman general store.

Perry—A. H. Gunsolly is closing out his grocery business and will go to Lansing.

Kalamazoo—Van Ostrand & Mattison will open a drug store at 108 W. Main street.

Sherman—Peter Tindall has purchased the stock of groceries of O. Elya & Co.

South Haven—The Noud-Kean Coal Co. has changed its principal office to Owosso.

Battle Creek—Nichols & Coleman have opened a wall paper store on West Main street.

Owosso—Hunt & Martin have sold their millinery business to Miss Mae Everett, of Detroit.

Lake City—Fisher & Kibby have sold their stock and good will to R. G. Marvin, of Berlin.

Union City—Jas. C. Britton, of St. Clair, has purchased the jewelry store and stock of C. L. Stone.

Pinconning—Charles Sass has sold his creamery plant to Passolt Bros., who own several creameries.

Jackson—Miss Josephine Brokaw, of Battle Creek, will open a millinery store in the Otsego building.

Lyons—John Shoemaker is preparing to engage in the mercantile business in the Martin building.

Reed City—Chas. H. Smith will, about March 15, open a bakery in part of Sam T. Johnson's store.

Port Huron—Clarence Saylor will succeed Fred Marx as Manager of Swift & Co.'s local establishment.

East Jordan—Frank B. Hamilton has sold his cigar and confectionery store to Chas. Bacon, of Kalkaska.

Owosso—The Benkelman & Mulhall Co., dealer in lumber, has changed its name to the Mulhall-Erb Co.

Detroit—The Roger J. Sullivan Co., dealer in furniture, has increased its capital stock from \$50,000 to \$78,000.

Milan—C. R. Chapin and L. S. Camburn have entered into a copartnership to conduct a dry goods business.

Big Rapids—J. C. Hangstafer will soon open a meat market. He is now proprietor of the Big Rapids stockyards.

Houghton—Richard B. Lang will incorporate as the R. B. Lang Dry Goods Co. and will greatly enlarge his scope.

Adrian—Charles Richardson, proprietor of the Maple City laundry, has purchased the Troy laundry of C. M. Smith.

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

Grand Ledge—S. R. Cook, of South Oneida, has purchased the A. C. Davis grocery stock and will take possession April 1.

Rockford—J. R. Morrison, of Traverse City, has purchased the Neil McMillan drug store and will continue the business.

Ludington—Chas. Johnson has his new building on South James street so nearly completed he is moving his furniture stock into it.

Port Huron—Wm. Canham & Son, wholesale dealers in fruits and canned goods, have increased their capital stock from \$20,000 to \$25,000.

Ludington—David Gibbs has secured the lease of the Epworth store and will conduct it next summer in addition to his city business.

Mancelona—A. H. Gruber & Co. have dissolved. Mr. Gruber retains the undertaking business and Jesse Wisler will take the furniture store.

Albion—Miss Clara Esher has accepted the management of the millinery department of the Fred W. Austin store for the coming season.

Alpena—T. W. Stewart has admitted his son, Walter, to a partnership in his grocery business and will do business on a larger scale in a new location.

Thompsonville—Wareham & Son have purchased the hardware stock of Imerman & Hiverly at Homestead and it will be added to their stock here.

Pinconning—The People's State Bank has been organized with \$20,000 capital and John F. Varty, formerly of Deckerville, will be the active Manager.

Holland—A. Vroon and C. Koeiman will open a new bakery under the style of the City Confection Bakery. The partners learned their trade in the old country.

Saginaw—Dolson's drug store will soon move to larger quarters at 208 Genesee avenue, and the Atlantic and Pacific Tea Company will move to the Qualman block.

Saginaw—The Michigan Glass Co. has been organized with an authorized capitalization of \$50,000, of which

\$44,000 has been subscribed and \$5,000 paid in in cash.

Battle Creek—Jacob Weickgenant and Edward Coe will conduct a grocery store in connection with their new resort at Wauhascar Lake, six miles north of here.

Stanton—F. M. Strouse & Son are remodeling the interior of their store preparatory to putting in a stock of groceries in connection with their hardware business.

Kalamazoo—The Davison Baking Co. has opened a new retail store at 214 West Main street. The goods will be furnished by the company's plant on Edwards street.

Cadillac—George Tappe, for a number of years office man for Stewart & Anderson, has purchased of Gust Berquist the grocery store at 514 North Mitchell street.

Lansing—Hemond A. Simons has purchased the interest of his brother, B. F. Simons, in the Simons Dry Goods Co. The business was founded in 1860 by their father.

Evart—Mrs. C. A. Crane has sold her millinery stock to Miss Elsie Stram and Miss Hattie Jensen, of Ludington, who will take charge of the store about March 8.

Jackson—The Palmer Co. has engaged in the boot and shoe business, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Petoskey—The Fred Glass Drug Co. has disposed of its wall paper stock and will enlarge its manufacturing drug laboratory and put in a complete line of toilet goods.

Detroit—The Giant Mineral Water Co., Inc., has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

Pontiac—Miss Louise Knittle, who for the past five years has been with Boyd & Yeates, will open a millinery store in the Feneley block, under the name of Knittle & Knittle.

Chester—Jacob Summers has sold his general store to M. W. Amspacher, of Carmel township, Eaton county. Mr. Amspacher is an experienced business man, with ample capital.

Kalamazoo—M. Gunton & Co. dealers in agricultural implements, vehicles, etc., will be merged into a corporation and both M. Gunton and C. A. Reed, present partners, will retire.

Sturgis—B. Hermis, of Newark, N. J., has leased R. Balkan's building on North street and will open a new grocery therein on March 1. The store will be known as the Lake Shore Grocery.

Kalamazoo—F. B. Johnson, Manager, and C. R. Howard, Cashier, have purchased the Mershon-Barlett Company's feed store and will continue the business under the style of the Johnson-Howard feed store.

Kalamazoo—After an active and successful business career of forty years W. W. Olm has sold his dry goods store to Wm. Williams, Manager of the dress goods department at Herpolsheimer's in Grand Rapids.

Port Huron—John Schwickert, after an active business career of

eighteen years, has sold his interest in John Schwickert & Son to John Schwickert, Jr., a younger son, and the two boys will carry on the business.

Reed City—The M. M. Callaghan Company will be succeeded by the Callaghan Hardware Company, with Will Curtis as President, Mr. Callaghan Secretary and General Manager and W. E. Carrow and Fred Hemund, Jr., Directors.

Muskegon—The jobbers and wholesalers will give their annual banquet to the Muskegon Business Men's Protective Association at the Occidental Hotel March 15. A fine programme is being arranged.

Harbor Springs—J. Starr has purchased the C. W. Carr meat market and J. F. Stein, of Stein's department store, has purchased the residence property which Mr. Carr owned. Mr. Stein is not interested in the meat market, as has been reported.

Litchfield—H. N. Turrell, general merchandise dealer, has merged his business into a stock company under the style of H. N. Turrell & Co., with an authorized capital stock of \$15,000, of which \$12,000 has been subscribed and paid in in cash.

Beulah—B. G. Bennett has bought Vean Barber's interest in the furniture and undertaking business and also the double store building formerly owned by Barber. Mr. Barber has bought the furnishings and leased the Western Hotel at Empire.

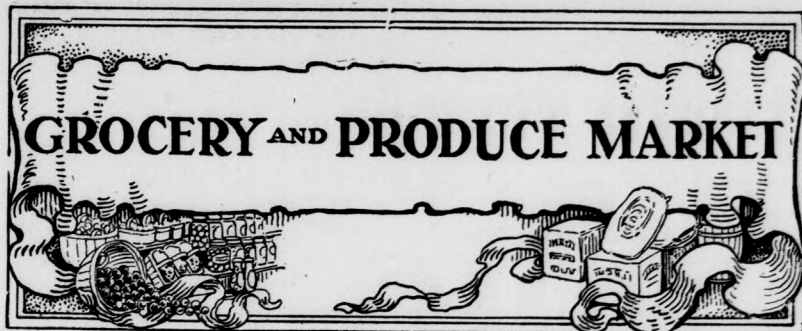
Holland—At the annual meeting of the Holland Merchants' Association Herman Van Tongeren, H. W. Hardie, Austin Harrington, Henry Vander Ploeg and Fred Beeuwkes were elected members of the Executive Committee and will nominate officers to be elected at the next meeting.

Marshall—The Wilcox Drug Co.'s store has reopened with Carl Seaman in charge of the stock. Some time ago W. T. Phelps, the executor of the Harry J. Hyde estate, foreclosed and the stock was subsequently sold to F. J. Seaman & Co., who intend to sell all that is possible in the next thirty days, and will take what is left to the Seaman store.

Manistee—Harry Aarons was given a very handsome dinner last week at the Briny Inn by the officers of the Buckley & Douglass Lumber Company and the M. and N. E. Railroad as a testimonial of appreciation of his success in carrying out his part of the rental contract covering their use of two floors of the Aarons building. In behalf of the company Mr. Mitchell presented Mr. Aarons with a beautiful loving cup.

Wexford—Edward Blackhurst and Edwin Connine have organized the Wexford Hardware Co. for the purpose of conducting a general hardware and implement store. They will be ready for business April 1. Both gentlemen are well known here. Mr. Blackhurst has been in the blacksmith and implement business for years in Wexford and Mr. Connine is the junior member of the banking and general merchandise firm of D. W. Connine & Son.





## GROCERY AND PRODUCE MARKET

### The Grocery Market.

**Sugar**—The price has taken a considerable jump this last week and is expected to go higher within the next ten days. The local brokers attribute this to the closing out of Michigan beet sugar. The Holland refinery cleaned up its work this week. Sugar is quoted: Michigan, 504; Eastern, 524, in the Grand Rapids market.

**Tea**—The market continues active, more especially in colored teas at firm prices. Some jobbers attempted to scare dealers into buying large stocks and loading up, threatening an advance of 2@3c after thirty days. Such actions are liable to turn out to be boomerangs, as the elimination of color from teas was bound to come and will adjust itself to meet the new requirement, no doubt, without difficulty, and probably the result will be after one season an increased consumption of tea. At present all teas, both black and green, feel the stimulated prices. Ceylon notes keen competition and prices are strong for all grades. The latest cable is: "Market very excited, quality and selection very good, with only limited supplies. Fancy prices are being paid for greens." The India market is practically closed for the season.

**Coffee**—There is little news to report about the market, except that it is very unsettled and options are very active, one day up and the next down. The last few days, however it has been showing a little more strength and a report was received from New York the first of the week to the effect that one of the large coffee houses bought all Santos coffee spot and afloat, which would indicate that coffees will not be much lower.

**Canned Fruits**—The situation of the market is about the same as when prices were issued two weeks ago. The demand is of a fair size. Stocks on the coast are well cleaned up, which is also true about Southern fruits, and prices are very firm. Gallon apples are holding just as firm as ever, at prices which are considered high and the demand is light as yet, as the supply of green apples is of a good size and many consumers will not use canned apples as long as green apples are available.

**Canned Vegetables**—The present situation of the market on tomatoes, corn and peas is about the same as a week ago. Prices are firm and the demand shows a little increase over the demand of a few weeks ago. Wholesalers state that packers are not anxious to sell, as stocks are

much smaller than were in the hands of the packer a year ago at this time. There has been much attention given to cheap peas by jobbers, but they find it impossible to obtain supplies at prices which would enable the retailer to sell anything below a 15c or perhaps two-for-a-quarter seller. Opening prices have been made by some packers on Maine future corn and they are a little higher than during 1910, as the packer has not been able to contract with the farmer for supplies at as low a price as during the season of 1910.

**Syrups and Molasses**—The market on syrups is unchanged and prices are very low. Some of the wholesalers are urging the trade to protect themselves by buying futures, as it is hardly possible that prices will be any lower than they are at present. The demand has been of a fair size during the past week. The market on molasses is unchanged since the last quotations and retailers are taking stocks very sparingly, as the demand is light.

**Rice**—There is an improvement shown in the demand and prices are firm on both Japans and Honduras. The market in the South is said to be very firm on rough rice and millers are not buying stocks very fast, as planters will not shade prices.

**Salmon**—The Seattle Trade Register says: "So far as relates to spot salmon, the only business being done is that between jobbers and retailers. With the small stocks on hand jobbers are not anxious sellers, nor are retailers active buyers, thus the trade is in a kind of I-don't-care condition. Even at the high prices the consuming demand continues steady. With the advent of the Lenten season the demand may be expected to increase somewhat, and perhaps this will infuse a little more life into the trade. It is said that future business shows about the same proportion of trading that is usually done a month or six weeks after opening prices have been named. Packers anticipate that the 1911 pack will be rapidly cleaned up at good prices."

**Provisions**—Have declined moderately in the last week, more on the prospect of a large run of hogs later than on any large increase in current arrivals. Moderate receipts have proved sufficient to supply all trade wants of consumers up to the last week, when the arrivals gained enough to give warning of what might be expected later. With hogs as high and corn as low as at present, it is reasonable to expect that the animals will be allowed to accu-

mulate all the fat possible before being marketed. This means that when the hog marketings once begin they will be large in numbers and unusually heavy in weight. In fact, the weight of the hogs arriving thus far has shown a liberal increase over that of recent years. Last week's receipts at Western centers showed a gain of about 25,000 over those of the preceding week and of about 92,000 over those of the corresponding week last year. Pork prices declined 25@30c last week, lard declined 22½@25c and ribs declined 5@15c. Last week's range of prices of the principal articles on the Chicago Board of Trade are as follows:

	High	Low	1911
<b>Wheat</b>			
May ....	\$.91¾	\$.88¾	\$.89s
July ....	.89½	.87¼	.87½
Sept. ...	.89	.86½	.86¾
<b>Corn</b>			
May ....	.49¾	.47¾	.47¾
July ....	.50¾	.48¾	.48¾
Sept. ...	.51¾	.49¾s	.49¾
<b>Oats</b>			
May ....	.32	.31¼s	.31¼
July ....	.31½	.30¾s	.30¾
Sept. ...	.31¾	.30¾s	.30¾s
<b>Pork</b>			
May ....	17.90	17.40	17.45
July ....	17.12½	16.67½	16.70
<b>Lard</b>			
May ....	9.45	9.15	9.15
July ....	9.40	9.12½	9.12½
<b>Ribs</b>			
May ....	9.72½	9.40	9.42½
July ....	9.35	9.12½	9.12½

### The Produce Market.

Although the prices of oranges have held steady, they are expected to advance soon. This is due to the necessity of repacking the fruit on arrival as the season is so far advanced. The dealers report that the nicest oranges of the year will be handled during the next month.

Lettuce is coming into the market more freely now and this has let down the price 3c.

The poultry market is a little shifty this week, but not enough to startle anybody. Springs, ducks and turkeys have gone up 1c and hens have dropped ½c.

The continued spring weather has brought in a good supply of strictly fresh eggs and prices have been low for this season. Butter has shown an upward tendency.

**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.

**Beets**—50c per bu.

**Butter**—Local handlers quote creamery at 26c for tubs and prints; 22c 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 16c delivered.

**Grapes**—Malagas, \$6@6.50 per keg.  
**Grape Fruit**—\$3.25@3.50 for all sizes.

**Honey**—18c per lb. for white clover and 14c for dark.

**Lemons**—Californias, \$3.50@4.25 per box.

**Lettuce**—15c 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 12c for hens; 13c for springs; 9c for old roosters; 16c for ducks; 12c for geese and 19c for turkeys.

**Radishes**—35c per doz.

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

**Veal**—Dealers pay 6@10½c.

### The Drug Market.

**Opium**—Is steady.

**Morphine**—Is unchanged.

**Codeine**—Has advanced 30c an ounce.

**Quicksilver**—Has advanced.

**Spermaceti**—Has declined.

**Norwegian Cod Liver Oil**—Has advanced and is very firm.

**Oil Lemon**—Has again advanced.

The Interchangeable Fixtures Co. has been organized to manufacture and deal in advertising novelties and store and office fixtures and furniture. The company has an authorized capital stock of \$40,000, of which \$28,000 has been subscribed, \$137.70 being paid in in cash and \$23,862.31 in property. Those interested are James S. Fisher, Louis J. King, J. W. and T. N. Goodspeed, all of this city.

The Kent Creamery Company has been incorporated to deal in milk, cream, butter, eggs, etc., with an authorized capital stock of \$25,000, of which \$14,000 has been subscribed and paid in in property. Operations will be carried on at Cedar Springs and Conklin. Those interested are Wm. H. Fowle and Georgia E. Fowle, city, and Sveril Vander Veen, Cedar Springs.

A new company has engaged in business under the style of the Grand Rapids Textile Machinery Co., with an authorized capital stock of \$30,000, all of which has been subscribed, \$15,000 being paid in in cash and \$15,000 in property. Among those interested are E. A. Clements and Harry A. Shields, of this city and Len W. Feighner, of Nashville.

The Sanitam Land & Timber Co. has engaged in business with an authorized capital stock of \$500,000, of which \$260,000 has been subscribed and \$75,000 paid in in cash. Those interested are Harry S. Jordan, Joseph S. Hart, Chas. R. Sligh, John D. Case and Norman McClave, all of this city. Operations will be carried on at Linn, Oregon.



## HOW HE SAVED MONEY.

## An Economical Manager Who Ruined the Firm.

Written for the Tradesman.

There was a notice in a country newspaper the other day that twenty-four of Wood's hens produced twenty eggs a day for twenty days. I noted the item with interest for the reason that, a long time ago, Wood posed as an up-to-date manager of department stores. He went back to the soil—an acre of land and a six-room house—a number of years ago. There is where he belongs.

It is a wonder how Wood's hens produced any eggs at all. They must live in a coop which produces food automatically, or they must be the hens of Mrs. Wood or some of the young Woods, if there are any. It is a sure thing that Wood never fed any hens into condition to lay eggs.

Wood is the kind of a man to fish without bait in order to save worms. I do not doubt that he would keep a horse so poor there would be no work in him in order to save hay and oats. No, it is a certainty that Wood never fed hens into an egg-producing condition. I do not believe they are his hens at all. If he owned hens he would let them freeze to death in order to save the lumber it would take to build a coop.

At least, that is the kind of a man Wood was a number of years ago, when he came to the Parrington Co. as manager. He was young and slender, and had a straight nose and sharp black eyes. He dressed well and wore cunning little fire-escape whiskers in front of his ears. He walked briskly and seemed forceful in speech.

He got the job at the Parrington store on his shape—on the shape of his shoulders, the shape of his nose, the shape of his ears—which were small and set tight to his head—on the shape of his eyeballs, on the shape of his nerve. He exuded the essence of youth, and the bosses mistook physical activity for mental action and gave him the job.

From the first day Wood went galloping down the aisles of the store, prying into the departments, sniffing out little petty things no real manager ever thought of. He is a small man, with a small soul and so he took to small things. He was going to double the sales, he was going to reduce the expenses, he was going to show the world that the only real thing in manager had arrived.

He cut wages here and there until the payroll showed a reduction of about \$60 a week. He gloated over that, and the bosses began to think he was the only real Christmas present they ever had. You have heard of the man whose horse died at the moment he had trained him to live without eating? Well, the minute Wood got the store force down to the maximum efficiency at the minimum cost something broke loose and there was great disorder in the selling departments. The really valuable clerks quit because they did not

have to take a reduction. They could get places at other stores—and, incidentally, take their personal customers with them.

There was trouble in getting good clerks, but Wood did not abandon his theory that a firm can gobble all the gross receipts of a business. He believed that the common clerk ought to sweeten up bricks and eat them for pie. He thought the man or woman who worked for wages demanded too much consideration. Keep them so they do not get too fat was his idea of handling the payroll.

Finally in cutting expenses he came to the buyer, who had been with the company a long time, although still a young man. The buyer was getting four thousand a year, and was honest, industrious and painstaking. He never let the other fellow slip one over on him. He had been offered bribes and had referred the briber to the head of the house. He had the confidence of the men he bought of as well as the respect of the bosses.

Well, Wood got after Ensley, the buyer. Four thousand a year was too much for one man to get. The buyer owned a fine horse and lived in a fine house. His daughter was just getting into the pink tea brigade and she moved in a crowd that Wood's folks could not touch.

"Eighty dollars a week!"

Of course four thousand is not quite eighty dollars a week, but Wood put it in that way.

"Eighty dollars a week, and he rides about the country in Pullman cars and dines at the best hotels on our money!"

Wood was one of the kind of men who call the company's things their own. He delighted his friends by talking as if he owned the store.

"The buyer," Wood argued with the bosses, "is no longer the loud noise he used to be. Manufacturers and jobbers bring standard goods to us, goods which have met with approval in the large cities, and it is folly to keep a high-priced man whose duty it is to keep account of stock. Two girls with two typewriters can do the work."

The bosses hung on to the idea of having a man at the head of the buying department. They agreed to letting Ensley go, but they were not willing to leave the buying to department heads and typewriter girls. Ensley was discharged and a young man who was a chum of Wood's got the job at two thousand a year.

"There is another two thousand to the good," said Wood. "You see, do you not, that I am saving money without injury to the service. Oh, it is a cinch that it will cost this firm nothing to have me around. I am saving more than my salary right now."

In the gladness of the hour the bosses boosted Wood's salary a thousand a year. He was the only real thing that ever happened, they thought. He was like a dream come true. So the business went on with cheaper men and women in every de-

partment, and Wood strutted like a new rooster on a fence.

Along about this time of the second year the bosses decided to take a sweeping inventory. They wanted to know what they had on hand and how much it was worth. Wood had a friend who would be glad to help. So the work was begun. But one day the real boss of the store went into the stock room, where the new man was working, and began looking over the goods.

"Here," he asked, presently, "where did we get these seconds?"

"What seconds?" asked the new man.

"All seconds," snarled the boss. "Here are seconds in all the lines. What does it mean?"

The new man said he was there to account for the goods and not to guarantee their quality.

"All right," said the boss. "You get out."

Then several bosses got busy looking over stock.

"Seconds!" howled the Vice-President.

"Thirds!" screamed the Secretary.

"Shoddy!" mourned the President.

Then they looked through the bills and asked Wood to show cause for stocking up with a lot of cheap stuff, whereas the store had always been noted for the quality of the goods handled. Wood said he did not know. "Where's the buyer?" asked the President.

"In New York," was the reply.

When Wood went out the bosses rejected a lot of goods which had just been shipped in but not unpacked, and there was commotion among traveling salesmen for a few days.

"Look here," one of them said to the boss, "if your buyer has no authority to contract for goods why does he stand in the door of his office with his hand out most of the time?"

"So he accepts bribes, does he?" asked the President, and the Secretary nearly had a fit.

"I've paid him a lot of money," was the reply.

"How much?" was the next question.

"Well, there are three of us who have given him ten thousand within the year," was the unblushing answer.

"Do you think that is right?"

"It is business."

"You will find that it is not business, for you will never do any more business with us," said the President.

"What do you hire thieves for?" asked the salesman.

"We didn't know," said the other.

"You might have known," was the reply. "When you hire a man to take a five thousand dollar job for two thousand dollars, you ought to know that in some way he will get what he thinks he ought to have."

The bosses looked at each other and grinned.

"Where is Wood?" one of them asked.

Wood had gone out to luncheon.

It took him so long to get what he wanted to eat that he did not get back at all. He found his letter of dismissal at his house the next morning.

Wood got other jobs but failed in them all because he had the economical bee in his head—which is a good bee to have, but not to the extent to which he nourished it. He would turn down lights after dark and drive customers out of the store to save on gas bills. He would keep his store cold to save fuel. He would employ the cheapest help he could find to keep the payroll down. He doesn't think that it takes money to operate business. So some one out on his truck farm is getting twenty eggs from twenty-four hens every day. That is not Wood. He would deprive the hens of a nest in order to save straw. It took the Parrington Co. two years to get back to where Wood dealt them that body blow.

Alfred B. Tozer.

## Business News From the Hoosier State.

Kendallville—Miss Mabel Treitch, of Toledo, has purchased the interest of Mrs. Trush in the millinery store and the new firm will be Treitch & Hosler.

Princeton — The Riggs department store has purchased the grocery store adjoining it, owned by Kerr Bros., Edward and Downey, and the Kerr brothers with Paul S. Brownlee have purchased from the latter's father, Charles Brownlee, the C. Brownlee dry goods store, one of the oldest business concerns in the city. Charles Brownlee, who retires, is the city's pioneer merchant.

Kendallville—Miller & Fish have sold their grocery store at East and Dowling streets to Joe Emerick, former proprietor of the place.

South Bend — Northern Indiana jewelers met here last week and effected an organization with Chas. M. Schnell as President, and will devise means to fight the mail order houses.

Monticello—Wm. E. and Jas. Goff have purchased the A. J. Beaver's five and ten cent store and Wm. Morris is in charge until they can close their affairs at Bluffton.

Decatur—M. Flox, of South Bend, has leased the Studebaker building and will open a shoe, dry goods and furnishing store.

Uniondale—H. W. Lepkey has sold his interest in the general store to his partner, Wm. Meeks, and will retire.

## Why Merchants Ought To Shave.

"Mamma," said little Elsie, "do men ever go to Heaven?"

"Why, of course, my dear. What makes you ask?"

"Because I never see any pictures of angels with whiskers."

"Well," said the mother, thoughtfully, "some men do go to Heaven; but they get there by a close shave."

Many a man's race prejudice is due to his having bet on the wrong horse.

Other people's manners worry most of us more than our own morals.



# A Big Display of Quaker Oats

Will Largely Increase Your Sales  
During March

We are doing a lot of extra work to make every one a QUAKER OATS BUYER for this period. Special advertising will be run during the month. We will furnish buttons with appropriate reading matter for the children. We will also furnish streamers for your windows on request.

March is

## “Quaker Oats Month”

Your Quaker Oats this year has been bought at an exceptionally low price.

The extra profit warrants a special effort.

A pile of Quaker Oats prominently displayed in your store—a suggestion from you—a word from your clerks—and your stock of Quaker Oats will melt into your cash drawer.

Make yours the best display in your neighborhood and draw the trade.

Be sure you have enough stock to display and sell.

## THE QUAKER OATS COMPANY

# MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
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E. A. STOWE, Editor.

March 1, 1911

## VALUE OF DECENCY.

The economic value of decency in one's treatment of the public is coming to be generally recognized by corporation managers, particularly by those who have to do with transportation. The world has moved far since the day of the "public be d—" doctrine. The "public be pleased" has more than an ethical significance; it has to do with economics as well.

One of the best expositions of this idea that a corporation which tries in all ways to satisfy and flatter its patrons will fare better than one which carries a perpetual grouch is made by W. G. McAdoo, the man who tunneled the Hudson, in a recent address made to the Chamber of Commerce at Boston. In New York McAdoo has come to be considered almost a personification of the new idea in transportation, that of endeavoring at all times to please the traveling public. The McAdoo doctrine has been widely indorsed, not only by transportation lines but by corporations generally.

"Public Opinion, Esq., must become a member, and a respected one, of every corporation board of directors in this country," says the builder of tunnels. "Public good will is a valuable asset."

This would have sounded strange a few years ago. Not only were corporations less considerate of public rights, but the public was less exacting and more easily pleased. All this has changed. Both the corporations and the people have altered their points of view. The public demands more and gets more. The corporations are willing to concede more.

## THE VALUE OF PLUCK.

The man who has survived the allotted three score and ten usually considers himself past making his fortune anew if adverse fate happens to leave him penniless. Yet a case is now reported from Kansas City in which a man 107 years old but with good health is starting out again with undaunted courage.

He comes from the old fighting stock, being a grandson of Red Jacket, the famous Seneca Chief, and is

making one last fight to recover a mining claim of which he says he has been swindled. The noteworthy feature of the story is that although he be defeated, he still retains an undaunted courage and will to re-establish himself financially in the world.

Some one has said that the disgrace rests not in falling, but in failing to rise every time you fall. There are too many who are willing to let some one else pull them up under such circumstances; yes, and perhaps carry them for a while. It is the one who scrambles to his feet and asks no favors who in the end wins. The one who slides to a place that looks firm misses the chance to gain power through effort. To rise to the feet and push is the manly way, the one which gains the confidence as well as the respect of others.

To find a man with the snows of winter heaped upon his head yet with the unbounded energies of spring stored in his heart is exceedingly refreshing. He evidently believes with Bulwer, that "there is no fate! Between the thought and the success God is the only agent." He is not despondent; not even discouraged by the reverses. He is bound to succeed again. He has faith in himself, and there rests one of his greatest powers. He has also the will to push. Would that more of our octogenarians had the pluck of this centenarian, who has seen both race and fortune fade away before the cupidity of the white man!

## TAKE OFF YOUR HAT.

This is the precept which has been sounded in the ears of the boy from his earliest remembrance, and he never escapes it until he reaches the end of the course. There are times when it may inconvenience him personally to observe the iron-clad rules of etiquette, but in deference to feminine companions he bravely and in silence submits to the customs of the day—or if he violates them there is danger that some one will feel insulted.

It is quite amusing, in the face of all this, to behold the freedom with which the fair sex persist in clinging to the mammoth hat in public entertainments, despite the polite hints as to its inconvenience to others. Recently a good illustration of it came to the personal observation of the writer. An impersonator prefaces his entertainment with a neat little verse in which the request to remove the hats was the theme. All readily responded but two, who sat immovable although their hats were of more than average size. Finally he added with a smile, "All but two." Of course the audience smiled, and equally, of course, the hats remained on for a time; although after attention was turned in another direction, he it said to the credit of the persistent two, their hats were quietly removed. The added thrust when the smile was directed to the pair of "I always pity the man behind the hat" doubtless served in no way to appease the wrath of the fair ones thus unexpectedly exposed to special prominence.

Yet how absurd not to respond gracefully to the first invitation, and thus avoid the unpleasant publicity which in this case followed. Common sense tells us that it is only a reasonable request. Personal vanity should never be allowed to interfere with the rights of others. There is reciprocity even in the little things of life; and there are times when the politeness of removing the hat is as obligatory upon woman as it ever can be upon man.

## MICROSCOPE IN TRADE.

There have been occasions when we justly felt that others were using the microscope upon our faults; when the little flaw became, under a series of scrutinies, a rent past excuse or repair. Yet people will see and they will talk. Why not anticipate the evil reports by giving a chance to see things in their proper light, magnified if it is deemed advisable?

There is perhaps no better place to show the proofs of your microscope than in grass seed, especially clover and alfalfa. With the high prices prevalent for the past few years, one does not feel justified in purchasing mere dross for the valued seed. Much less is he disposed to seed his farm down to dodder and other despised weeds.

Yet it is an open secret that much of the farm seed teems with dodder and other weeds. Note the appearance of any new weed on a farm and its origin may usually be traced to a seeded field. It is little wonder that farmers are getting awake to the fact that cheap seed may in the end prove very dear.

The seed of dodder is readily distinguished from the clover and alfalfa, for which it has so strong an affinity, but not by the unaided eye. A lens strong enough to show the difference can be purchased for a small sum. It is a pleasure to be able to prove to your patrons that yours is what you claim for it, pure seed.

There are many woven fabrics which may be examined with the lens to the satisfaction of your customers as well as yourself. The pure wool and linen can be the more surely identified and the power of the mischiefmaker effectively silenced. It is a small thing to furnish, and yet it is not only a voucher for the purity of your goods but for your own sincerity.

## THE SMALL PARK.

With all respect and love for the large park with its varied scenery and richness in detail, there is a mission for the smaller ones which is not fully appreciated. There are cities in which available space within reasonable distance from the center of population is not to be secured. In such cases the parks, excellent although they may be in every detail, are so far removed that many citizens, and the poorer classes who most need their refining and invigorating influence, are shut out.

"In any city," says Frederick Lew Olmstead, "closely built over a large area, public parks or recreation grounds become one of the most ur-

gent civic needs if the health and vigor of the people are to be maintained." While he does not advocate parks containing less than twenty acres, he is most emphatic in the declaration that there should be some recreation ground within one-quarter or, at the very most, one-half mile from every resident. Further, he considers, from 5 to 10 per cent. of the city precincts should be used for parks.

In looking over Pittsburg recently he suggested the utilizing of her steep hillsides, now unavailable for building of any other practical purpose and consequently waste ground, as adapted to ideal recreation grounds. Seats supplied liberally would give those who want to rest or read a most delightful view of the valley below, and at the same time entice people more into the open, life-giving air.

There are many other cities where conditions similar prevail, and with the transferring of eye-sores into spots of beauty there is at the same time a bringing of recreation grounds nearer to the masses who most need them. The thought is well worthy of elaboration to suit the municipal needs of each individual city. In none is perfection from the civic point attained.

## RESPECT FOR LAW.

An exchange tells of the arrest of two sophomores in one of our colleges for the offense of stealing the Washington's birthday costumes prepared for certain freshmen. Each was saved from going behind the bars by giving the necessary \$300 bail.

The first thought that comes is, Was this a wise step to thus drag into a criminal procedure boys who were doubtless executing what they considered a cute college prank? On the other hand comes the thought, Should the sewing woman who had taken the contract to make burlesque costumes in good faith be dragged into a war between classmen?

It seems only proper to remind college boys that they have no more civil privileges than are accorded to the average citizen. The fact that conduct which in others would be a justifiable excuse for appealing to the law has been for so long tolerated is no reason why lawlessness should be indefinitely winked at.

The college man is supposed to be fitting himself for the leadership in his community. If his aim is less than this, his ambition is lacking. With the superior advantages he should make more of himself than his brother with limited education. He is preparing himself for citizenship. With this in view the sooner he commences practicing the customs of the good citizen the fewer bad habits he will have to contend with in after life.

As he learns the laws of civil government let him understand that they are meant for the youth as well as for the man. There is an abundance of pure, harmless fun which can be evolved by any bright, energetic youth without rendering himself a culprit in the eyes of the law.



**THE VALUE OF A HOBBY.**

The hobby, as a wholesome relaxation from the strain of business, deserves the praise which is given to it by Doctor James M. Keniston, of Connecticut. Doctor Keniston is a member of the staff of physicians at the State Hospital for the Insane at Middletown, and has had opportunity to witness the efficacy of indulgence in hobbies as a curative or palliative in cases of mental alienation. He recognizes its value also as a preventive of intellectual overwork. Mental fatigue is to be avoided, and it is Dr. Keniston's opinion that some part of each day should be spent in perfect leisure from all intellectual toil. "The college professor who gives an hour or two daily to chicken-raising can do better work in his classes," the Doctor says, "than the professor who does not have a hobby to take his mind from his work."

What the hobby is does not greatly matter so far as hygienic benefit is concerned. Even if it be as frivolous as the collection of cigarette pictures, it is better than nothing. King George of England collects postage stamps. That is superior to collecting cigarette pictures, because while any hobby becomes fascinating to the person who pursues it, there is double advantage in hobbies that tend to increase the fund of general information at the command of those who pursue them and to supply intellectual culture at the same time that they afford recreation.

Men as diverse as Caleb Cushing, the lawyer and diplomat, and Charles Darwin, the scientist, have made fiction-reading their hobby, and have found it a source of profit as well as pleasure, for it served to keep them in touch with humanity as well as to impart flexibility to their imagination. The hobby of Charles the Great was clocks, and his experience with clocks tended to broaden his philosophy. "If I can not make all my clocks keep time together," he is said to have observed in his old age, "how can I expect to make all the people in my dominions think alike?"

Benjamin Franklin, a printer by trade, had different hobbies at different periods of his life. He combined them ingeniously, using his hobby of kite-flying, when he was a boy devoted to swimming, to draw him through the water, and when he was a man interested in scientific research employing a kite to bring down electricity from the clouds.

The successful business man who has no harmless hobby often deteriorates in later life, falling a victim to drudgery or the pleasures of the table. Andrew Carnegie and John D. Rockefeller are fortunate in their hobbies of education and general philanthropy, which confer benefits upon themselves as well as upon the community at large.

**THE "HAREM" SKIRT.**

There is quite a stir in a small way just now over the possibility of the "harem" skirt becoming the fashionable fad. But there is no cause for alarm. A certain number of those women who always seek the extreme

and conspicuous in dress will doubtless accept the "harem" skirt if it will lend itself to their requirements, and it may even become generally worn. The "harem" skirt need not be viewed as a national calamity. There was quite as much consternation over the "sheath" gown and later over the "hobble," and the republic survived.

It has been demonstrated that practically any sort of apparel that received the approval of the ultra fashionable set of Paris, London and New York will be adopted by the "lesser lights," whose ambitions are to follow the leader in these matters. The "sheath" gown was a monstrosity and the "hobble" was ridiculous and the "harem" may be silly; but the wearers thereof can never be made to believe it. They fondly imagine that by adorning themselves according to the styles laid down by the modish authorities they are adding to their attractiveness. Nothing of the sort, of course, but what is the use of arguing? They are going to do it anyway and really it does no harm, except to bring sorrow and jealousies to that faction of femininity that desires to be but can not always afford to be in the very height of fashion.

If the average woman—grown woman, that is—realized what an awkward and unpleasant spectacle she presents mincing along the street in a "hobble," she might be induced to abandon the thing in favor of sensible and attractive dress. But that realization can never come. One woman in a "hobble" will laugh at the appearance of another woman in one, but the first woman will not for a moment believe that she herself is quite so fantastic. That is one of the odd things about fashion. It often makes a whole company absurd, but no individual will admit the indictment in its personal application.

Let the "harem" skirt come. It will serve to occupy otherwise idle and unhappy minds of some women, just as some vain and grotesque men attired in gaudy and bizarre clothing misinterpret the smiles of those about them. Let us thank high heaven that there are still plenty of beautiful and attractive women who will continue to dress in good taste and simplicity. For them the "harem" skirt will remain a thing preposterous. There is really no need for worry.

**FARM MACHINERY.**

Incident to the reciprocity controversy, in which farmers and farming play so prominent a part, it is interesting to note the change which has been brought about in less than three-fourths of a century in farm management. Comparatively speaking, it is not very long ago that farm machinery was practically unknown. Hay was cut by hand, the mowers and their scythes working hard to do what a team with a moderate priced mowing machine would do in a quarter of the time. The truth about it is that there was very little farm machinery used previous to 1850. At that time the way of raising crops

was pretty much the same as it always had been. The corn and potatoes were hoed, not cultivated. Mowers, reapers, tedders, loaders, potato diggers, etc., were not in use. Farming was laborious business, and, by the way, farm products did not bring as much then as they do nowadays.

Now every thrifty farmer has a good deal of machinery and its use is constantly being extended. Moreover, farm machinery is growing cheaper. A mowing machine used to cost twice what it costs to-day. A statistician in the Department of Labor is the authority for the statement that the cereal crops collected in 1899 cost for their production about \$473,000,000, and if the methods of 1849 had been employed in their production, the cost would have been over \$880,000,000. If this estimate is correct it costs about half now what it would have cost if the methods of two-thirds of a century ago were still employed. A corresponding advance has been made in the dairying activities, where coolers and separators and various other appliances lighten the work and improve the product. The advance made in three score and ten years in methods and machinery are nowhere more marked than on the farm. Agricultural facilities have been improved. Steam, gasoline and electricity to run all manner of stationary machines are in regular use all over the country on the modern farms.

**1911 Motor Cars**

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

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

**Pierce Arrow** Runabouts, Touring Cars, Town Cars, 36-48-66 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.

**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.

**WORDEN GROCER COMPANY****The Prompt Shippers**

Grand Rapids, Mich.

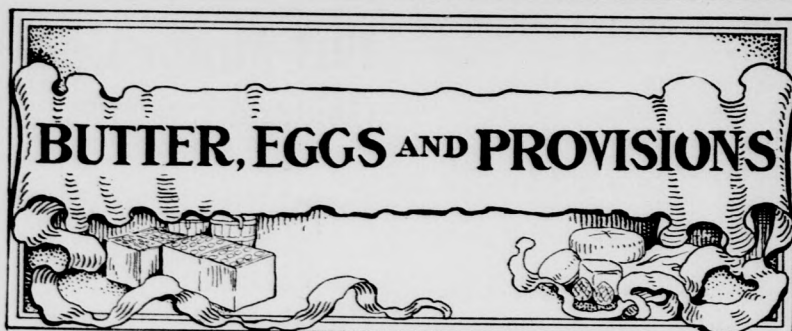
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The Largest Exclusive Retailers of  
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Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

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### THE PAPER BAG.

#### Its Use and Misuse—the Kinds Most Economical.

One of the little things to be watched in the grocery business is the paper bag, not so much the cost of it as the saving of it after you have it in the store.

I have seen clerks, and proprietors as well, take a six-pound bag for some small article where a three-pound bag would have held it just as well and would have made a much neater package.

Use as small a bag as will conveniently hold the article you wish it to contain, for one that is too large means a waste of money and an awkward looking package to hand to your customer. Most goods make a neater looking package if put into a bag that will just nicely lap at the top and be tied around with twine, while in a very few cases, such as putting eggs in a bag, it is better to have one large enough so that you can twist the top together so that

there will not be so much danger of breaking them. I find that a three-pound bag is a good size for one dozen eggs and six-pound for two dozen. Of course, the egg carriers are better and safer when the eggs are to be delivered, but when the customer comes to the store for them he would like to have them in a bag in which he can get them safely home.

Now there is no sense in using a twelve-pound bag for a half peck of potatoes, for an eight-pound is the proper size. The larger the bag the more money they cost, and on this one article alone, if twelve-pound bags were used instead of eight-pound the money wasted in a year's time would amount to a neat little sum.

We find for such things as potatoes, apples, crackers and all medium weight goods that we can get a yellow bag that is light and not expensive, but will give good satisfaction, and for eggs and a few other

heavy articles we get a medium weight bag that is a little more expensive than the yellow bag, but is much stronger and is hard to break or tear.

Some grocers consider it economy to use a medium weight bag for sugar, beans, rice and other goods that require a strong bag, but we think it best to use the heavy sugar bag, for when you use it you have a package that your customer is not afraid to pick up and he will appreciate the safety you have given him by putting the goods up in a good, durable bag.

If you will figure it out you will find you will be making a good profit on the heavy bag, for a good sugar bag can be bought for about four and a quarter cents per pound.

But do not use the heavy bag for any goods that are measured or counted.—W. D. Cole in Inter State Grocer.

### The First Creamery.

Answering an enquiry Hoard's Dairyman says: "The first creamery building in the world was erected April 1, 1872, at Spring Branch, three and one-half miles from Manchester, Ia. It was not a very pretentious building; containing only two rooms, one of which was utilized for storing milk in pans, the other containing a churn and Bennett's butter worker. In this building M. Van Deusen, the first creamery buttermaker in the world, manufactured butter which commanded the highest price on the New York market.

The real cream separator did not appear on the market until 1879. During that year two machines were perfected; one was known as the Danish Weston, invented in Denmark, the other, the De Laval, invented in Sweden. Both of these separators were hollow bowl machines. The cream separator originated in 1864 when Prandtl, of Munich, Germany, creamed milk by means of two cylindrical buckets revolving upon a spindle.

Cheese was made right after the war by C. W. Gould, of Elgin, Ill., and in 1866 he and David Hammond built a factory on Gould's farm. In 1868 they built one five and one-half miles east of Elgin in which A. Noltling took an interest and became the owner in 1870. Several others sprung up in these localities at about the same time. Butter was made at some of these cheese factories, but the exact date we can not give. The first cheesemakers sold cheese as high as 18 cents and not lower than 12½ cents. Creamery butter sold for 40 cents and over for several years.

There is no record that we are aware of that gives the time and the place where the first creamery was established in Wisconsin. Possibly some of our readers can give us some information on this subject.

Lenten window displays and some special circulars ought to make a difference in the amount of business you pile up during the forty days Lent will last. Show your enterprise.

# The Star Egg Delivery Service

Get the reputation of being up to the minute  
Your customers judge your store by your delivery methods

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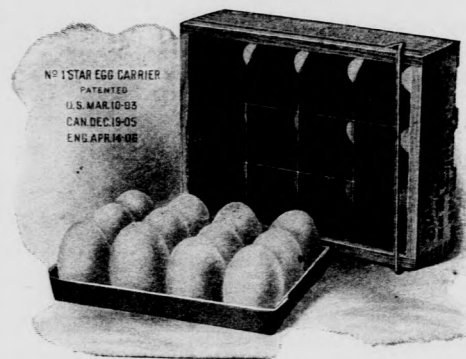
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FOR SAFE EGG DELIVERY

(The Sure, Safe, Sanitary Service)

They deliver full count dozens and no more without breakage—save your clerks' time and cost you less to use than paper bags or boxes. You can be up-to-date, satisfy your customers, and use Star Service for less money than you are spending now. Get your pen, ask your jobber and write for our booklets, "No Broken Eggs" and "Advertising Suggestions for Star Egg Trays." Both worth while.

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Made in One and Two Dozen Sizes

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



**Meat Market Book-keeping.**

The majority of butchers have some kind of a book-keeping system, so that at the end of a week or at the end of the month they can tell how their expenses compare with the receipts. As a rule, they believe this is sufficient. The butcher who is conducting his market on modern business principles, however, is not satisfied with such a method. He realizes that his business comprises different departments, and he wants to know the cost of each department and to have complete information about each one. In this way he is able to tell if he is spending in one direction more than he should, or if one department is not running smoothly and needs attention on his part. For instance, how many butchers are there who can tell what they are paying for ice during a month? And yet how can they tell whether there is a loss in that department or not unless they watch it closely? Then there are other things, such as rent, light, heat, delivery, help, advertising, etc. Any one of these departments may at times prove a drag upon the general success of the market unless the proprietor knows each week, or at least each month, what everything costs. Then when any cost seems out of proportion, steps can be taken to remedy the trouble. Many butchers are succeeding without doing this, we grant, but the measure of their success and the yearly profit derived from their business is smaller than it would be if they established their business on a more modern basis of book-keeping and counting cost. Only last week our attention was called to a market where the proprietor could state off hand what he was paying for the different departments of his market, and he was studying one department with a view to cutting down the expense at present incurred. Needless to say, this man is a type of the successful business man. His example can be followed to advantage by vast numbers of his contemporaries. No wonder some butchers say the business is not as good as it was. No business would be good for them. The trouble is they do not realize that they are to blame, and they do not look within for the reason which makes their business unprofitable, but rather they look without, and they never find the true answer.—Butcher's Advocate.

**Farmers' Moving Day.**

March 1 is moving day on the farm. Consequently at about that time there are large quantities of various kinds of stuff for sale by farmers. Business men of live towns will take advantage of the opportunity afforded by this circumstance and arrange a market day or days shortly before March 1. This will be arranged so that the farmers can bring in their surplus stock, implements, etc., and have them auctioned off at a big combination sale. Properly planned, this will bring larger crowds, and consequently more spirited bidding and better prices, than if each farmer

held an individual sale. This plan has been tried and proven good. The time to get busy arranging details is right now.

**Decay of Citrus Fruits.**

The Los Angeles Express says there appears to be more decay of citrus fruits in transit this season than has been usual since improved methods of handling have been inaugurated. Reports from destinations in the East show that there is a considerable percentage of decay in fruit that was supposed to be carefully handled.

G. Harold Powell, manager of the Citrus Protective League, attributes this condition to two main causes: One is the fact that the big crop causes haste in picking, and the other is that black rot is more prevalent than usual this year, and this is responsible for blue mold.

**Poultry and Egg Shippers.**

The annual meeting of the Michigan Egg, Poultry and Butter Car-load Shippers' Association is in session at Detroit, opening Tuesday and closing to-day, with headquarters at the Griswold House. President J. T. Ridley gives assurance of an interesting programme, and a large attendance is looked for. Secretary Williams writes that "we will have a jolly good time. And may we all take courage anew under the trying conditions as they now exist and trust that by co-operation we may face the future with lighter hearts." The motto of the Association is, "Better prices for better eggs."

**Cultivate the Farmers.**

With our country towns and small cities so directly dependent upon agriculture, it seems that the business men would exert themselves occasionally to help put agricultural pursuits upon a more profitable basis. They do here and there, it is true, by planning and holding corn shows, poultry shows, farmers' institutes, but there is need for a great deal more effort along this line. No work the business men can do will bring such profitable returns as that done to prove to the farmers that they are really interested in the latter's welfare.

**Frou Frou Litigation.**

The litigation instituted by the proprietors of the Biscuit Fabriek "De Lindeboom," of Mydrecht, Holland, in the United States Circuit Court of the Western District of Michigan, against the Holland Rusk Company, of Holland, Mich., has resulted in the issuance of an injunction to prevent the Holland Rusk Company from the unlawful use of the term "Frou Frou." This wafer, manufactured in Amsterdam, and for which Hamstra & Co., of this city, have the American agency, is gaining a strong hold on the American market, and protection of the name has become necessary as a safeguard against imitators.

It is said that high-priced foods caused the airship inventors to get busy.

The man who takes his wife into business with him generally becomes the silent partner.

**Roy Baker**

General Sales Agent  
Michigan, Indiana and Ohio  
Sparks Waxed Paper Bread Wrappers  
And Weaver's Perfection  
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Wm. Alden Smith Building  
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The Original Fly Paper

For 25 years the Standard  
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All Others Are Imitations

**Hart Brand Canned Goods**

Packed by  
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Michigan People Want Michigan Products

**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.

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

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

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

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

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

Ship us your Hides to be made into Robes  
Prices Satisfactory



Ground  
Feeds  
None Better

WYKES & CO.  
GRAND RAPIDS

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**Wanted****Clover, Beans, Fresh Eggs**

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

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**Orange Special This Week**

5 box lots Golden Flower Brand Redland Navels  
(the best orange grown) only \$2.65 per box.

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Write, phone or wire your order

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**REA & WITZIG**

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PRODUCE COMMISSION

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

"Buffalo Means Business"

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

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

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

Established 1873

**Clover Seed and Beans**

If any to offer write us

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

### MAPLE SUGAR.

#### Spring Confection Dates Back to Indians of New England.

Ranking prominently among the manufacturing and commercial industries of New England, yet sometimes classified as a farm industry, is the maple sugar business of Vermont.

Historically it dates from the time of the Indians, who were accustomed to make sugar from the sap of the maple, by whom the art was introduced, to the white settlers, not of Vermont, however, but of New Hampshire, for Vermont in the early Colonial times was a part of New Hampshire. The Indians valued highly the sugar of the maple, and they used it as an agreeable flavoring for the dishes made from maize or the Indian corn. The advent of the sugarmaking season, when the sap of the maple tree began to run, was celebrated by the Indians with a special ceremony, and a dance was given in its honor. The opening of this season in the spring was regarded with the same reverence and deference by the New England Indians as the harvest moon and the season of the wild rice by the Indians along the Western lakes.

The Indians tapped the maple trees by rudely gashing them with their tomahawks and collecting the sap in dishes of birch bark. The sap was reduced by the continuous introduction into it of hot stones until it became syrup and subsequently sugar. The product of the Indians was very dark, almost black, and of the texture of gum opium, and it was rather bitter, as well as sweet, the result of the smoke, foreign matter and scorching.

The Indians, however, secured another form of sweet from the maple tree which was quite different from the syrup and sugar, and much more attractive. It was in the form of wax, a maple wax, looking very much like honey. This maple wax was evaporated in the sun, and it was obtained in another way also. Late in the season, near the conclusion of the sap flow, the small quantity that still exudes from the tree is very heavy in sugar and very sweet. This late sap, as it slowly trickles down over the bark of the tree, is quickly transformed by the warm spring sunshine into wax, and even to civilized people this maple wax is a delicious confection. It is probably unknown in New England to-day, but if the visitor to Halifax, Nova Scotia, in the maple sugar season will visit the Green market and hunt up the Micmac Indians he will be very likely to find for sale by the women sitting on the curbstone little birch bark cornucopias filled with maple wax.

The early settlers in Northern New England were very grateful for the production of the maple, and they had no other sweetening material, for in those remote settlements such luxuries as sugar imported from England were all but unknown.

The industry of manufacturing maple sugar for the market has been one of very marked development. The

same progress in the way of perfection of methods from the tree to the commercial use in the city has prevailed in connection with the maple sugar business as with other industries.

The process begins with the tapping of the trees. The opening of the season, or the season when the sap flows freely, varies according to weather conditions, from early in February until some time in March, and whatever time the sap may begin to run it continues until about the first day of April, and but a few days later at the most. The conditions favorable to a good maple production season are plenty of snow, warm, springlike days and cold nights. The snow should thaw enough to make little rills of water here and there during the day, and it should freeze during the night hard enough to form a crust which will bear people, and often it will support ox teams. The running of the sap will continue as long as these conditions last, and not much longer.

There are three principal kinds of maple in the country where the industry flourishes. There is the rock maple, which is the true sugar maple, the white maple, which is an upland maple producing sap, but the sap carries a very small percentage of sugar, and the swamp maple, the sap of which also carries a small percentage of saccharine matter. Years ago, before modern methods were introduced in the maple sugar and syrup business, the trees were tapped in a very wasteful manner, and in a manner which permanently injured the trees. The farmers of those days apparently had an idea that the larger the hole bored in the tree the more sap would flow, so they bored holes with two-inch augers and nearly or quite to the heart of the tree. Such a thing as plugging the holes after the sap had stopped running did not occur to them and, of course, while the holes did in many cases heal over, a cavity was left in the interior of the trunk which began the process of decay, and many fine old rock maples of great age have come to their end as a result of the lack of knowledge of those who tapped them for their sap. As intelligence increased in connection with all industries, it was known that the sap which flows upward in the spring passed up between the outer wood of the trunk and the inner bark, and that all that is necessary to secure it is to bore through the bark and far enough into the wood to allow the spile to be driven in securely. The spile is the conductor of the sap from the tree to the receptacle placed to catch it. Nowadays the holes are bored with small augers or bits, and not very deep, so that the process of tapping trees as practiced at the present time injures them very little or none at all.

In the old days spiles were made of wood, sometimes of pine with holes burned through that portion driven into the tree, but usually they were made of the wood of the sumac, a beautiful golden yellow wood, having a straight grain, and through the



### Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO.  
GRAND RAPIDS, MICH.



### We Want Buckwheat

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

Watson-Higgins Milling Co.  
Grand Rapids, Mich.

## Evidence

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

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

### "Purity Patent" Flour

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

"Purity Patent"

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



## In Point of Fact

"WHITE HOUSE" is today probably the most **conspicuous** COFFEE on the market —for grim, uncompromising HONESTY.

That is just why it

## SELLS

Dwinell-Wright Co.

Principal Coffee Roasters

BOSTON—CHICAGO



center, no matter what the size of the branch or trunk, a core of pith which was easily pushed out. Instead of buckets and pails as used to-day for catching the sap, the old time farmers used troughs hollowed from the halved section of the trunk of poplar trees. The sap was gathered and either conveyed to the farmhouse, where, either in the farm kitchen or in an outbuilding, it was boiled down in open kettles, or it was collected and conveyed to a shanty built in the sugar grove, where it was boiled down, also in open kettles. The sugar made by the old time farmers showed a little more crystal than did that of the Indians, but it was always dark, perhaps we should say it was always dark, but different shades. The syrup was the chief product manufactured. The sugar was made into cakes by running it when hot into cups that had been lightly glazed with butter or lard. This, in brief, is the sum total of the process of making maple sugar and syrup in the old days by the farmers in New England.

We have mentioned the innovations in the methods of tapping, that is, of boring trees. To-day specially made metallic spiles are used, which can be driven in so firmly that the buckets for receiving the sap can be suspended from them if desirable. The same innovations have been adopted in the manufacture of syrup from the sugar cane. Instead of the open kettle of the old days in Vermont, sugarmakers now evaporate their sap in vacuum pans, which is not only economical but very much more expeditious, and which turns out sugar as light colored as the lightest so-called brown sugars of the sugar cane. Of course it is understood that the vacuum pan is just what its name implies. In it the sap is boiled in a vacuum, where it evaporates with great rapidity, and with a considerably less degree of heat than is required by the open kettle process. The superiority of the vacuum pan process is indicated by the appearance and quality of the finished product. On some of the sugar farms in Vermont there are many thousands of trees. These trees may be collected in groves standing near together, and they may be scattered over a wide area. On these large sugar farms there is somewhere conveniently located a sugar house where are installed the vacuum pans and such other apparatus as is necessary in the making of the sugar. The sap is collected once or twice a day, according to how freely the trees run. In a grove of trees where the maples stand near together, sometimes long spouts or pipe lines, as they might be described, are arranged on forked sticks or fastened from tree to tree leading from certain points in the grove to a vat in the sugar house. The sap is collected and poured into spouts or pipe lines, which greatly facilitates the collection of it. The sap is also collected in barrels and hauled to the sugar house on horse or ox sleds.

There is no more interesting or fascinating season in Northern New England than the season of maple sugarmaking.

In recent years the industry has become such a leading one that the manufacturing of maple products is carried on with the greatest intelligence and scientific knowledge. There are certain standards that have been adopted and that are generally recognized in the business, and there are certain conditions and rules regulating the business and the marketing of the product. Vermont has enacted wise laws applying to the purity of maple products, and the center of inspiration of everything applying to the maple sugar business, from the tree to the store and the city commission merchant, everything which tends to preserve the industry with all its high reputation in Vermont, is the Vermont Maple Sugar Exchange.

Maple sugar sold in the Boston market has a guarantee of purity, and the only reason worth considering for the difference in price is a slight difference in quality and color. The finest grades are in cakes and come packed in neat cartons. The lower grades of soft sugar are shipped in kegs. Syrup is shipped in tightly sealed screw top tin cans or cases.

We conclude this narrative by alluding to a favorite pastime or entertainment during the maple sugar season which may not be familiar to everybody. It is known as sugaring off, and it is very much in vogue in Vermont, New Hampshire and in Boston by the New Hampshire and Vermont associations. As practiced in the city it is a tame and a makeshift affair at best. Maple syrup which has been boiled down almost to the point of crystallization, just before it passes from syrup to sugar is placed over the fire. At this period the process is very interesting and very fascinating to those who have the privilege of participating in it. In the kitchen blocks of snow are placed on long tables, and from time to time the hot, thick syrup is taken from the kettle and poured upon the snow. It is quickly cooled, and at first it changes to soft wax. This is a very delicious form of confection and, of course, the flavor is incomparable. After a little time more syrup is dipped from the kettle, and this time perhaps on cooling it is a little harder. Again the process is repeated, and after cooling the product is found to be a soft sugar just at the stage of crystallization, yet scarcely beyond the syrup stage, and so the dipping and cooling goes on until the syrup has become real sugar, and until the company are satisfied or until the supply gives out.—New England Grocer and Tradesman.

Systematic work is about the only sure way to build up a permanently big business on coffees and teas. System must be employed and the work constantly kept up. Why not tackle this matter seriously?

Popularity may be largely a matter of employing a wise press agent.

# Hart Little Quaker Peas

Are Delicious



## JUDSON GROCER CO.

Distributors

Grand Rapids, Mich.

## Handsome Designs



In Show Cases  
Are a Feature of the

**Wilmarth**

Lines For 1911

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

**WILMARTH SHOW CASE CO.**

936 Jefferson Ave., Grand Rapids, Michigan

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



### Fashions for the Spring and Summer in Tabloid Form.

Medium sized bags in a number of leather and fabric novelties are shown and are selling successfully.

Long chains and fans will be good throughout the season and there probably will be a very large selling of bracelets on account of the vogue for short sleeves.

Hat pins will be shorter because of the smaller sizes of hats and many new collar pin novelties have been introduced.

The combination garments continue their lead in the selling.

Empire gowns with short sleeves, daintily trimmed with hand-embroideries or laces and ribbon beading, are favored.

The season is marked by the practical elimination of all cheap or trashy merchandise, and buyers are strongly in favor of taking well-made goods of fine fabrics.

Bordered foulards are creating a great deal of interest with the better class of buyers for use in the construction of garments for special wear. A number of new novelties have been introduced in veiling materials and a large sale of these fabrics is anticipated.

Wool back satins rubberized and rendered water-proof are likely to meet with large demand for utility and auto garments.

The season will develop a large demand for white serges and for white serges in combination with colors and black.

Mohairs in white and colors are likely to have a very large sale during the season and no material shown gives promise of receiving quite so much favor as mohairs with the exception of staple serges.

Mannish effects in worsteds for the wraps are finding favor in a number of different color mixtures.

Any number of handsome novelties in embroidered effects are out in the new wash goods.

Black and white effects and black in combination with colors are very much in vogue.

Silk and cotton fabrics in a hundred different weaves and designs, many of them rivaling the most beautiful silks, are selling.

A decided interest is being manifested in one-piece street dresses made of plain and fancy serges, panamas, satins, crepes and filmy fabrics.

A rather striking note is the use of brilliant red in combination with white or other colors as a part of the costume itself or as a trimming.

Deep wide collars prevail and three-quarter sleeves, while skirts show a more practical and comfortable width than did last season's.

Staple styles in children's dresses are by far the most successful sellers, but a number of novelties have been introduced, including narrow skirt effects similar to those in vogue for women.

Children's coats are modeled in nearly every detail very closely after the styles worn by women.

Lace and embroidery trimming is very much in demand, and there is a wide use of fine hand-made wide collars.

Lingerie waists more or less elaborately trimmed are at the present time the successful sellers.

There is extraordinary use this season of allover embroideries in match designs for the ornamentation of waists or for their entire construction and laces are finding more favor than ever before.

Peasant sleeves and veiled effects are as well liked as they were last season.

Small turban shapes will probably lead for street millinery, while roll brim sailor styles similar to those in favor during the past season are looked upon as correct for special wear.

Velvet is to be very much used for trimming in more brilliant colors than those accepted for dress ornamentations, and a feature of the new trimmings will be the use of butterfly wings made of chiffon or gold cloth or even of velvet.

### For Small Women.

What may well be described as an "unusual" store is to be opened in Chicago by Mrs. Flanders.

The distinguishing feature of this venture will be that the store will handle only garments for small women and misses, including gowns, frocks and fancy waists. In speaking of the new venture Mrs. Flanders said: "My long retail experience has taught me that small women have great difficulty in obtaining ready-to-wear dresses without extensive alterations, which, in my estimation, eliminate many, if not all, of the artistic lines originally brought out by the designer. It is an established fact that, while there are a greater number of small women than large, few manufacturers have made provision

for the small woman's needs, catering almost entirely to the women above the average size. In my opinion the only way for small women to obtain artistic effects and correct lines in ready-to-wear garments is to buy apparel especially designed for women of their size."

### Hat Pin Safety Device.

At the recent convention of the City Federation of Women's Clubs in New York, an exhibit of hat pins, including safety devices, was shown. One of these was the invention of a woman — little wire-cage arrangements on either side of the hat which prevent the pin from getting out of bounds. Another was the invention of Dr. Richard Fletcher Van Heusen, of Brooklyn. This was a small disk and screw arrangement which is inserted in the hat. Different dealers also sent hat pin tips of various kinds for the women to see.

Regarding these devices, Mrs. Cartwright, the chairman of the Committee, is quoted as saying: "I do not think that anything of the kind is necessary. The hat pin is a great source of danger, but it need not be if the women would use ordinary care. It is easy to have a hatpin that is too long cut off. For myself, I

sew a little loop of common woolen braid inside my hat, and with a long hatpin or short one through this my hat is firm and there is no danger to any one."

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

**Corl, Knott & Co., Ltd.**

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

Grand Rapids, Mich.

BECKER, MAYER & COMPANY CHICAGO  
VIRKING GRADUATE VIRKING SYSTEM  
EST. 1884 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

## LACE CURTAINS

Place a nice assortment of lace curtains in your stock and watch the results. We have them at 35c, 50c, 62½c, 75c, 90c, 95c, \$1.00, \$1.15, \$1.20, \$1.40, \$1.50, \$1.75, \$1.87½, \$2.00, \$2.25, \$2.50, \$3.00, \$3.50, etc., per pair. Order a few sample pairs and be convinced of the excellent qualities and patterns we carry.

## Paul Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

## 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.



### Tips on Spring and Summer Styles in Dry Goods.

The 24-inch straight cut jacket continues to meet with favor. Shorter lengths are shown in high-priced dressy suits. Etons are being taken in limited quantities. Skirts measuring two and one-quarter to two and one-half yards are particularly desirable.

Cotton voile and marquisette waists are extensively featured for spring and summer. Trimming effects in suit colorings have taken well with the trade. Jumpers of diaphanous materials are selling well, and filet net waists to be worn over the lingerie models have recently been placed on the market.

Wrist lengths are having the big end of the call now in both leather and fabric gloves, although there is every indication that the season will be a remarkably good one for long gloves on account of the strong vogue for short sleeves.

The vogue for filmy fabrics and for fancy dresses made of sheer materials will undoubtedly help towards the success of light weight gloves, principally in fabrics for the summer season.

Champagne and light mode shades are looked upon with considerable favor in glaces.

Lingerie and tailored waists in high and low Dutch neck styles are both selling successfully now.

Peasant and regular set-in sleeves are about evenly divided in popularity and three-quarter or elbow sleeves are by far the most successful.

Laces and embroideries are used very extensively as trimmings on both lingerie and tailored waists.

Jumpers are becoming increasingly good and doubtless will have a popular season.

The fancy wrap that is simply wound around the figure is likely to be good for special occasion wear or for evening wear throughout the spring and summer.

The great majority of successful selling street coats have sleeves of the man's overcoat type. The peasant, or the wide raglan sleeve are used for coats for special wear. Evening and afternoon coats have three-quarter length sleeves showing wide turn-back effects at the cuffs.

Braids, embroideries and laces are very much in vogue as trimmings.

Two-piece strictly tailored suits with short jackets cut straight and with three or four button fastenings are billed for the big end of the business for spring.

The retention of the walking skirt length is practically decided on in all classes of tailored garments, except very dressy models.

Skirts follow long narrow lines and the successful number are two and two and one-half yards wide in the high priced grades and somewhat wider in models for the popular trade.

Serges, panamas, satins, crepes, voiles, marquisesettes, challies and foulards are the materials evidently most popular for the new dresses.

One of the most pronounced color effects promises to be black and white in combination. Other colors are blues, grays, tans and soft shades of brown, violet and soft shades of green.

Foreign dressmakers are strongly endorsing boleros and the new lines contain several models with this effect simulated by manipulation of trimmings.

### Carpets and Rugs.

Rugs of all varieties are constantly growing in popularity, especially where new houses are taking the place of old ones. The growing use of hardwood floors greatly stimulates the sale of rugs. Nearly every modern home is constructed with hardwood floors and it is therefore necessary that a portion of the flooring must be covered with rugs.

A number of years ago the dry goods merchant sold carpets by the yard almost entirely, but to-day the carpet business is comparatively small to what it was. Of course, there are a great many merchants who are still selling wool ingrain, Wiltons, Axminsters and body Brussels by the yard, but the greatest portion of their business is transacted in rugs. It is generally conceded by department heads that carpets of the better grades are used principally in churches, clubs and hotels.

It is a known fact that wool, cotton and practically all other raw materials used in the manufacture of carpets and rugs have advanced, but prices of the finished products have advanced comparatively little.

Many retailers carry a full line of carpet samples so as to be able to show prospective customers who are interested in this kind of floor covering what styles and qualities are obtainable. This method of carpet selling is practiced almost entirely, and few retailers in smaller cities carry many goods in stock. Not only does this save the retailer from investing several hundred dollars in merchandise, but it also gives him an equal chance to compete with houses of greater size.

Green rugs are, of course, staple, while rose is used very extensively for drawing rooms in combination with champagne. Brown stands out as a high novelty and many pumpkin shades are also shown. French gray rugs of many qualities are used in bedrooms. These are very appropriate to go with white and cream enameled furniture.

Soft blue shades are rapidly gaining in popularity, this color being particularly good for halls, bedrooms, drawing rooms and dining rooms, but it must be admitted that this color of rug only shows up to good advantage in a room where there is plenty of light. This fact ought to make it a big seller in country towns. At the present time brown decorations seem to be extensively used and naturally brown shades in rugs are very much in demand.

The linoleum business is growing rapidly, owing to the fact that many fine floors are being covered with it, so that rugs may be used. Another fact which has an important bearing on the trade situation is the growing popularity of this class of goods owing to the sanitary and hygienic properties.

There are lots of clerks who think they know a whole lot more than the boss does—and a good many of them do.

It's funny somebody does not invent a collar that will fit a home-made shirt.

Collections must not be forgotten or even neglected. Watch them all the time, or you will be "in the hole" before you know it.

Buy what you believe your customers will want to buy, not merely what you want your customers to buy.

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

"The Crowning Attribute of Lovely Woman is Cleanliness"



Unseen—Naiad Protects

## NAIAD DRESS SHIELD

ODORLESS

HYGIENIC

SUPREME IN

BEAUTY! QUALITY! CLEANLINESS!

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

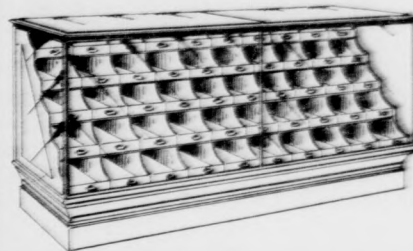
The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Wenich McLaren & Company, Toronto—Sole Agents for Canada



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

Dimension—42 inches high, 26 inches wide. Fitted with 5 rows of drawers usually 5 inches deep and from 7 1/2 inches to 9 1/2 inches

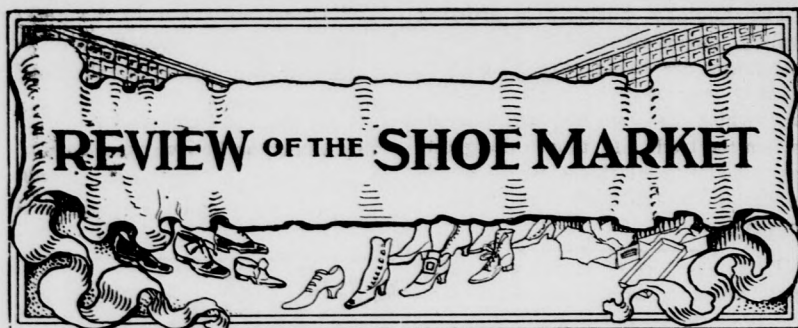
long. You can display to the best advantage all sorts of findings. If the customer wants to see an article, the tray is readily pulled out without disturbing any of the other trays and placed on top of show case, which makes an effective presentation of goods and they are protected from dust.

We have other styles of cases, strong and slightly. 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



### Dealer and Customer Should Have Something To Say.

Over and again there is heard the sound of mourning because of the whims of the public and the demand for infinite variety in shoes.

Just at present several branches of the trade are considering the question of reducing the number of styles of shoes, or at least getting to a more sensible style basis.

Why have not more retail dealers begun this sort of movement long ago, each in his own store?

Instead of being dominated by public whim, why do not more retail dealers do some "setting of fashion" in their own towns, and instead of waiting for whimsical demands, assert their own fashion authority and tell the public what to buy and why?

It is a curious fact that not above one shoe dealer in four seems to take any pains either in his advertising, his window displays or his instructions to his clerks as to their talk to customers, to give the public any real guidance or information in the matter of shoe styles.

Of course, when some new thing comes along like velvet in women's shoes, everybody soon knows about it and people grasp for it. But even in the most flourishing period of the vogue of a novelty like this the bulk of the shoe selling is done in the ordinary, average store on shoes that are not so extreme. The public has no technical, accurate, well defined knowledge of shoes; the proprietor of a store ought to have and mostly does have; and he by all means ought to give the public the benefit of this knowledge, to their enlightenment and his own profit. You can not compel fashion; but you can guide it.

The retail dealer should be able to point out the quality of the leather, whether it be the flexibility and softness of vici, or the smooth finish of calfskin, or the mellowness of genuine Russia, or the flexible finish of fine patent leather; to a new arrangement of eyelets or a new Blucher cut, or a new pattern of tip, or the height of tops or any feature of the edge trim; that the shoe has an English backstay; to any vital feature of the last, it affording ample room for the ball of an extra solid foot, or length for a long foot, or a close heel; about the good arch a well made shoe has, or the correct pitch of the heel; in short, he should make use of every opportunity to give the customer real instruction or useful knowledge, in the way of information that will lead him to appreciate that dealer's attention and strengthen

his confidence in the dealer's knowledge of footwear, and influence him toward becoming a permanent, regular and enthusiastic customer of that store!

One of the most successful shoe dealers made it a practice when new styles came in to call the entire sales force together and give them a little talk. He would begin: "Gentlemen, here is a shoe I think you will like for summer wear. It is of light-weight calfskin; it is cut with moderately roomy toe and will give you good wear and solid comfort," etc. He would do the same with women's shoes, addressing them much as if he were talking to a customer, and would place before them emphatically and clearly the points that he wanted them to impress upon customers.

He did not stop with once telling; a stenographer took down the talk as he gave it, and the main part of each description was written out and was posted up in the back of the store on a bulletin board, and they were all expected to refer to it. They were expected to thoroughly master and memorize the qualities and features of each style, and were expected uneffusively and unobtrusively to mention these qualities to an interested customer.

They were always to "tell the customer something interesting about the shoes sold here," always keeping in mind the general maxim that there is a time to talk and a time to keep still.

There are scores of useful things that a customer may be told which will be remembered with appreciation.

A store that makes a practice of giving out this instructive kind of talk will find it easy to direct the minds of customers in the matter of shoe styles, will find it easy to have something to say itself as to what the customer ought to wear, and will not be unendingly at the mercy of anybody's whims. The vogue of "freak" shoes never would have gone as far if all retail dealers had had the courage, or had been wide enough awake to gently smile and turn aside the demand for freaks by giving the customer the idea that such stuff was not in the front rank in the way of style and by confidently switching them to more sensible styles.

The chief reason why the public manifests whims is that the public does not know a good shoe style from a bad one. The informed dealer does; he ought to spread abroad the "shoe sense" which he too often

keeps canned up in his noddle.—Boot and Shoe Recorder.

### A British Estimate.

The Americans have tried the razor toe, the bull-dog toe and other strange devices, and latterly there has been a revival of woven fabrics for use in the uppers of footgear. Such materials as fancy vestings and even velvet, both black and colored, are being employed. These, however, have not sufficed to bring about the prosperity which was expected, and the latest monstrosity is that known as the rhinoceros toe.

It has sometimes been stated that the American shoe manufacturer has exhausted all the possible forms of ugliness, but those who uttered this declaration spoke too hastily. For the "rhino" toe, as it is called, easily beats anything else previously offered in the shape of footwear for sheer ugliness. It does not appear that it was evolved because the public demanded it, but simply because every other possibility of change had been tried without effect.

We are not especially concerned in this country with the vagaries of shoe manufacturers and wearers across the Atlantic, but we understand that those British boot manufacturers who are exporting goods to America have been requested to supply samples with the high or rhinoceros toe, more particularly in men's goods.

In this connection a word or two of warning is needed. It is stated that one shoe manufacturing concern

in New England has installed new lasts, with other accessories, for four new lines, at a cost of \$11,000! The principal of the concern states that they have no guarantee whatever that the style will run into a second season.

It will be a pity if any English manufacturer is persuaded to imitate folly of this kind. For the English-made goods will sell in America, not because of their eccentric pattern, but because of their intrinsic merit. If the trade can not be retained by adhering to common sense shapes in which good workmanship and sound material are embodied, we are quite certain that the attempt to follow the sudden and extreme changes which are customary in America will never succeed.—Shoe and Leather Record, London.

### Will Some Rash Genius Try It?

The stage often leads the way in style novelties. This is as noticeable in footwear as in anything else. In fact, one of the popular lasts of the day originated on the stage and is named for the stage. A recent theatrical venture in New York leads one to wonder whether feathers will be taken up as a shoe material or shoe trimming. A French barn-yard idyl, which has been imported largely to satisfy the insatiable American curiosity regardless of the fact that most of it is untranslatable and that the theme of it has a significance which applies only to the French, was recently produced in New York. A

## Everybody Makes a Profit on Our Shoes

You in an ever increasing number of quick sales, the wearer in a better and larger shoe value for his money than he can get in any other make. Ours is the live line for live merchants. Write us where you live.



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



well-known American actress who has won her way largely by the playing of parts in which she figures as a demure Little Brown Hen, has suddenly dashed into "Chantecler," as the Big Red Rooster. All the actors and actresses in the piece are clad in feathers—except the dog and a few toads.

The name "Chantecler" has been used as a trade name, and various ornamentation has been made to suggest the idea. Who will be the first inventive genius to spring a touch of real feathers upon an unwilling shoe world, already over-burdened by multiplicity of styles?

About everything else on the face of the earth has been used, from fur to bass-wood, and from snake-skin to gold leaf, in the making of shoes or their ornamentation. Who shall defend us against feathers?—Boot and Shoe Recorder.

#### Five and Ten Cent Shoes.

The five and ten cent stores have now gone into the shoe business and in many of the large cities they are selling certain kinds of footwear at ten cents a pair. The kinds most in evidence are soft soles for infants in various patterns in lace shoes and slippers.

Of course it is utterly impossible to make or sell any kind of a shoe for ten cents a pair except the smallest sizes, which are made up in the cheapest possible manner. When these shoes first made their appearance in these stores they were altogether different from the regular lines which had always been handled by the regular shoe retail stores. They were not stiffened in the outsole, which is necessary to make the sole stand up, nor were there any eyelets in the lace shoes, nothing but punched holes. Most of them had very small foxings, which gave the manufacturer a chance to use his little pieces. They also had the cheapest kind of a lace and they were thrown right in bulk, but tied up in pairs.

There has been an improvement in the manufacture of these shoes and now most of the bottoms appear to be stiffened, while the cloth top lace shoes have eyelets. Cloth seems to have been substituted for leather in all the lace shoes and in all parts except the vamp. The sandals, or slippers in most cases, are of leather, being cut from pieces of the same color although the shade of the color may vary more or less.

#### Making Velvets "Stick."

Complaint has been made that some dealers are overworking the returning of goods in the case of velvet shoes. There ought to be no misunderstanding about this matter. Velvet is not a new material. It has been made for years and everybody knows what it is and has some reasonable notion of what it will do and will not do. It should be handled accordingly in shoes. The dealer should see that his customers understand clearly that it is not a knock-about outdoor shoe, is not intended for mountain climbing or for wander-

ing through stone quarries or black-berry patches.

Dealers should insist that it be bought with an understanding of its qualities and that it is not recommended for hard wear; that it may get soiled, and that they will not be responsible for damage, any more than they are in the case of patent leather shoes. The patent leathers have long been sold without guarantee, and there should be no difficulty whatever about selling velvet in the same way.

The dealers, in their turn, should buy velvet shoes from manufacturers understandingly, and should not attempt to make the manufacturers carry the entire load of dissatisfaction, if any should arise.

#### Engraved Leather Tops.

Anyone who ever spent much time in inspecting the work of fine book binders, would wonder why some of the same methods were not adopted in the decoration of shoes. The hand tooling and carving exhibited is extremely artistic, although, of course, the methods used there would be rather expensive for use in shoes.

There are new methods of cutting leather, however, and engraved leather tops and vamps are being offered in the trade.

This is applied principally to suede leathers, although calfskin is capable of the same treatment. Ornamental and geometrical figures are laid out and a thin layer of leather is cut from the surface by machine cutters. A black suede top can be cut to imitate the fine welting shown in imported shoes, and ornamentations of various sorts can be carried around the top of a whole-vamp pump. This is a class of leather ornamentation that will be well worth watching, for it is being experimented with now by some of the best shoe manufacturing concerns in the country.

#### A Conservative.

In a local shoe store one day this week a stout man appeared to be having considerable difficulty in finding just what he wanted.

After showing him a dozen or more pairs the salesman blandly observed: "Now here is a pair that I think will suit you to perfection."

After examining the shoes the stout man exclaimed: "I do not like them. They are too narrow and too pointed."

"Ah," returned the clerk, "but they are wearing narrow, pointed shoes this season."

"Possibly," returned the stout man, "but I am still wearing my last season's feet."—Youngstown Telegram.

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.

It is vitally important to your business that your clerks feel tip-top all the time.

The prosperity of one man does not mean the poverty of another man.

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.

### 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.

## STOVES AND HARDWARE

### HARDWARE ASSOCIATION.

#### Splendid Programme Arranged For State Convention.

The annual meeting of the Michigan Retail Hardware Association will be held at Bay City March 7-9. One of the best balanced programmes ever arranged for the State convention will be presented, with addresses by men of national reputation, and there will be important topics for general discussion. The Bay City merchants will provide ample entertainment, but the entertainment will not be allowed to interfere with business. Members are urged to arrange to stay over Thursday night so as to participate in the traveling men's evening at Ridotto hall. The traveling men will make their own announcement in regard to their programme at the convention, as there will be some features which partake of the nature of a surprise. Following is the convention programme:

March 7.

Tuesday Morning.

9 a. m.

Official opening of the exhibits in the National Guard Armory.

Secretary's office and registration room is immediately at the left of the main entrance and will be open during the entire morning. All members and prospective members are urged to register and secure their badges and admission and entertainment tickets as soon as they arrive.

11 a. m.

Meeting of the Executive Committee in the committee room adjoining the Secretary's office.

12 m.

Exhibit hall will be closed.

Tuesday Afternoon.

(Open Session.)

1:30 p. m.

Meeting called to order in the council chamber of the City Hall by President O. H. Gale, Albion.

Song, "America," sung by the delegates, led by S. H. Hart.

Address of welcome by Hon. Gustave Hein, Mayor of Bay City.

Response to address of welcome by Charles A. Ireland, Ionia.

Reading of the minutes of the last annual meeting. Reception of communications.

Annual address of the President.

Address, "Creative Salesmanship," E. St. Elmo Lewis, Detroit, President Association of National Advertising Managers.

Question box.

Adjournment at 4:30.

CO CB5Q hrd rdl dl n nn  
(The exhibit hall will be open im-

mediately after each business session and will remain open until 6 p. m.)

Tuesday Evening.

7 to 8:30 p. m.

Reception in the lobby of Hotel Wenonah.

8:30 p. m.

Theater party at the Bijou vaudeville theater.

Wednesday Morning.

March 8.

8 a. m.

Special cars will leave the Wenonah Hotel for a trip through the plant of the Michigan Turpentine Company and return to arrive at the Armory at 9 o'clock.

9 a. m.

Exhibits will be open all the morning until 12 o'clock and this time can be very profitably employed by the delegates in inspecting the various lines of goods on display.

Wednesday Afternoon.

(Open Session.)

1:30 p. m.

Meeting called to order by the President.

"Just a Hardware Chat," by Saunders Norvell, editor of the Hardware Reporter, St. Louis, Mo.

Question box. Under this order of business it is hoped that every delegate will freely express his views on the different questions submitted.

Adjournment at 4:30 p. m.

The exhibits will be open from 4:30 until 6 o'clock and will be re-opened at 7:30 p. m., when the public will be admitted upon presentation of invitations extended by members of the Bay City Association.

Thursday Morning.

8 a. m.

Party will leave the Wenonah Hotel for a visit to the Industrial Works, largest manufacturers of locomotive cranes in the world, returning to the Armory at 9 a. m.

9 a. m.

The exhibits will again be open all the morning and delegates should improve this, their last opportunity, to place their orders for any goods they may require.

Thursday Afternoon.

(Closed Session for Hardware Dealers Only.)

1:30 p. m.

Meeting called to order by the President.

Reports of Committees on Auditing, Constitution and By-Laws and Resolutions.

Report of the Committee on Legislation.

Consideration of committee reports.

Annual report of Treasurer, Wm. Moore, Detroit.

Annual report of Secretary, Arthur J. Scott, Marine City.

Address by M. L. Corey, Argos, Ind., Secretary National Retail Hardware Association.

3 p. m.

(Special order of business.) Report of Committee on Nominations.

Election of officers.

Selection of next convention city.

Unfinished and new business.

Good of the order.

Question box.

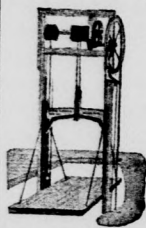
Adjournment.

Thursday Evening.

The traveling men will have entire charge of an entertainment at Ridotto hall. They have been working upon this feature for several months and the affair promises to be a fitting wind-up to the convention. Details will be furnished to the delegates by the traveling men's committee.

Do not try to get all your new ideas and business plans out of your own head. No one head can hold so much as that same head and a good trade journal beside.

## ELEVATORS



Hand and Power  
For All Purposes

Also Dumbwaiters  
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

## Grand Rapids Electrotpe Co.

1 Lyon St., Grand Rapids, Mich.

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

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

## SNAP YOURFINGERS



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

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

Walter Shankland & Co.  
Michigan State Agents  
66 N. Ottawa St. G. and Rapids, Mich.

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and  
Everything of Metal

PERFECTION  
FOLDING  
IRONING-BOARD

For \$1.90

I will ship

you com-

plete Ironing Board

and Clothes Rack. No

better selling articles

made. Address J. T.

Brace, De Witt, Mich.

## We Light Your Home

or Store—from cellar to garret—with 100 to 700  
Candle-Power brilliancy—at less than 1/4 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 Light-  
ing System or "Triumph" Inverted Indi-  
vidual Light you get the best known sub-  
stitute for daylight (and almost as cheap), can  
read or work in any part of room—light  
ready at a finger touch—don't have to move  
these Lights—the light comes to you. Write  
for Catalogue and Circulars (to Dept. 25).  
Brilliant Gas Lamp Co. 42 State St. Chicago

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.

## Foster, Stevens & Co.

### Wholesale Hardware

10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

## CLARK-WEAVER CO.

### WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received



### Store Arrangement That Speeds the Sales.

At the recent convention of the Missouri Hardware Association, at St. Louis, R. B. Myers delivered an able address full of valuable suggestions on "Store Arrangement." In part he said:

"The hardware merchant's problems are two-fold: buying and selling. Successful buying depends upon his knowledge of markets and his ability to forecast to-morrow's demands, but successful selling is a problem depending upon the attractiveness of the store, the convenience it affords, effective advertising, intelligent clerks, prompt deliveries, a reputation for honest merchandising—innumerable factors.

"The selling forces in turn divide themselves into two factors: personal and impersonal.

"The personal element embraces the shop service from the manager, who determines the policies of the establishment, to the porter, whose dillydallying with broom or mop may cost the trade of a belated shopper impatiently waiting to pass by him. The impersonal forces include the window decorations, the display of goods, the accessibility of departments and their convenience. 'Store arrangement,' testifies a successful retailer, 'is the greatest silent force in modern merchandising. It is a place maker for the salesman.' When asked what portion of his total sales he attributes to the arrangement, he answered, 'Fully 40 per cent.'

"The merchant who appreciates this—the possibility of selling goods that the visitor had not thought of buying, plans his store with details before him that would amaze the outsider, who does not realize that he can not buy a pound of nails without walking past counters, tables and show cases alluringly filled with novelties and accessories that will catch his eye, stimulate his interest and coax a piece of silver from his purse. To reach any department he has to run the gauntlet.

"Some retailers have worked out the problem without appreciating why certain arrangements speed up the sales more than other arrangements.

"The observing merchant has asked his department hands, 'Why,' until a number of principles are established and are applicable whenever the 'general store' of the village expands into the 'department store' of the city.

"The larger stores group their merchandise; one entire floor may be devoted to house furnishings; when the shopper is looking at refrigerators it is easier to interest him or her in ice cream freezers, if they are across the aisle.

"Take for example our large department stores.

"The woman who goes to a store to buy a gown may not realize how cunningly the department is located so that she must pass both the millinery and shoe sections, but after she has purchased her suit, the season's latest hats beckon to her with their plumes and flowers all along her

way; in fact, bargains are lying in wait to make it easy to buy and hard to leave the store without making purchases other than she had intended. With an equal appreciation of the ways of man this store has its shirts, ties, underwear and furnishings near the entrance on the street that is most frequented by men; they realize that the busy business man finds no enjoyment in elbowing his way through crowds of women; accordingly, the men's wear is made accessible and every effort is centered on making this display so attractive that the customer who hurries in for a collar will end up by buying a shirt and tie—so conveniently arranged and so attractively shown that they really sold themselves, the assistant merely took the order.

"The same plan holds good with the modern hardware store of to-day in the display of goods, in the arrangement of departments, every detail being worked out with deliberation to catch the eye.

"The experienced decorator will tell you that the customer's attention is most easily caught by displaying goods thirty-six inches up from the counter, and if he is disposed to part with his trade secrets he will go on to say that goods should be draped two ways, one yard and one and one-half yards high, on the ledge back of the counter. The question of lights is no less important, and department heads must make it their first duty to see that the proper number of lights is turned on and that a strong contrast is brought out. The most brilliant lights are provided for china and cut glass departments, while the furniture room calls for subdued lights that emphasize general lines and effects rather than details.

"There is your builders' hardware department, with its beautiful architectural sample rooms of to-day, where provision has been made for a degree of privacy—the customer is flattered while seated at a table by having samples brought out and spread before him.

"Many stores literally fill the main aisle with tables piled high with bargains—job lots or season's ends clean up of goods marked at prices that are certain to make a quick turnover. The large stores sometimes change this arrangement in the middle of the day.

"When certain goods are not selling fast enough the manager brings them down from the upper floors or moves them up from the rear—moves them into the spot light where the price, conspicuously cut down (it says so on the cards) insures their ready sale.

"A general store in a small suburban town cleverly arranged its wares to get the most sales; groceries were the store's main stock; staples were placed in the rear except for fruits or seasonable goods, which were displayed in front. With the groceries in the rear the average customer by habit would go the length of the store. The counters and tables between were used to display mucilage,

all kinds of stationery and writing materials, waste paper baskets, fancy goods, cooking utensils and everything that the housewife might use or like but otherwise would not think of or forget to buy. This plan materially built up sales outside the grocery trade. The massing of merchandise is in itself a great selling factor, for the appearance of bigness in display and arrangement holds as well as induces the buyer, but the bigness is confined to the eye's ordinary vision. That limits the height of shelves containing sampled boxes, show cases, pedestals and sample boards to a point on a level with the eye.

"The point is to impress the customer so that he will return to examine it. If the display can be fastened in his mind the merchant is confident of his return.

"The big merchant has tabooed talk by the salespeople, only when absolutely necessary; he reasons that if display is to sell, the customers must not be disturbed by idle talk from the selling force. More sales are lost than gained by over-persistence.

"Store arrangement is a selling factor in any business that a merchant can no more neglect than he can his delivery service. It costs money to get a customer into a store, and when this is accomplished the merchant has to make the most of his chances. To store arrangement is attributed 40 per cent. of the sales—sales that would be lost without considering the problem in all its subtle details, and economically considered it is cheaper than advertising, cheaper than clerk hire, and hence it follows that it is the most profitable of all the selling forces."



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

**DON'T FAIL!**  
To send for catalog showing our line of  
**PEANUT ROASTERS,  
CORN POPPERS, &c.**  
**LIBERAL TERMS.**

## The Diamond Match Company PRICE LIST

### BIRD'S-EYE.

#### Safety Heads. Protected Tips.

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

### BLACK DIAMOND.

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

### BULL'S-EYE.

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

### SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 10 boxes in package, 20 packages in case, per case 20 gr. lots. \$3.35  
Lesser quantities. \$3.50

### BARBER'S RED DIAMOND.

5 size—In slide box, 1 doz. boxes in package, 20 boxes in 2 gr. case, per case in 20 gr. lots. \$3.40  
Lesser quantities. \$3.70

### BLACK AND WHITE.

5 size—1 doz. boxes in package, 20 packages in 2 gr. case, per case in 20 gr. lots. \$3.40  
Lesser quantities. \$3.70

### THE GROCER'S MATCH.

5 size—Grocers 6 gr. 3 boxes in package, 20 packages in 2 gross case, per case in 20 gr. lots. \$3.40  
Lesser quantities. \$3.70  
Grocers 4 1/2 gr. 3 box package, 20 packages in 4 1/2 gr. case, per case in 20 gr. lots. \$3.50  
Lesser quantities. \$3.65

### ANCHOR PARLOR MATCHES.

5 size—In slide box, 1 doz. boxes in package, 20 boxes in two gross case in 20 gr. lots. \$3.40  
Lesser quantities. \$3.50

### BEST AND CHEAPEST PARLOR MATCHES.

5 size—In slide box, 1 doz. boxes in package, 20 boxes in 2 gr. case, in 20 gr. lots. \$3.40  
Lesser quantities. \$3.70  
5 size—In slide box, 1 doz. boxes in package, 20 boxes in 3 gr. case, in 20 gr. lots. \$3.40  
Lesser quantities. \$3.65

### SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz. boxes in package, 20 packages in 5 gr. case, in 20 gr. lots. \$3.35  
Lesser quantities. \$3.50

### UNCLE SAM.

5 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat package, 20 packages (200 boxes) in a 5 1/2 gr. case, per case in 20 gr. lots. \$3.35  
Lesser quantities. \$3.40

### SAFETY MATCHES.

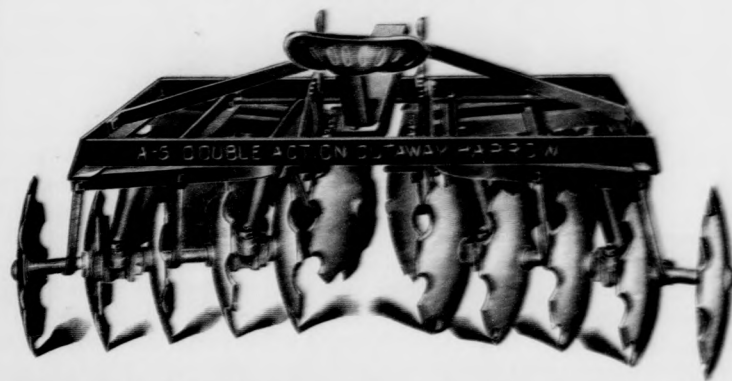
#### Light only on box.

Red Top Safety—5 size—1 doz. boxes in package 20 packages (200 boxes) in 5 gr. case, per case in 20 gr. lots. \$3.35  
Lesser quantities. \$3.70  
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 20 packages (200 boxes) in 5 gr. case, per case in 20 gr. lots. \$3.35  
Lesser quantities. \$3.50

HEAR YE, MR. DEALER—We are jobbers for the largest and most complete lines of farm implements in Michigan

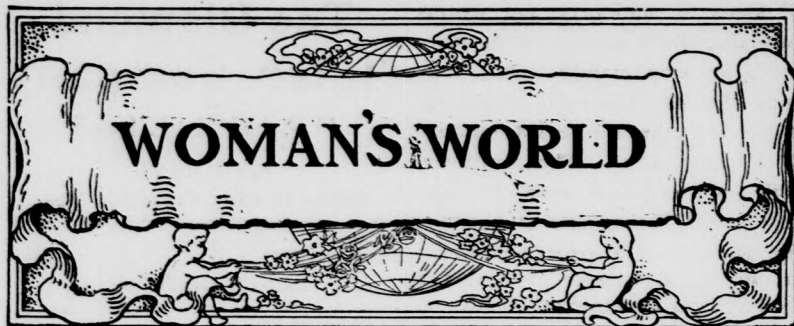
## Our 1911 Implement Catalog

Has just been completed and will be forwarded to any dealer upon request



BROWN & SEHLER CO. Grand Rapids, Mich.





### Parental Objections To Prospective Sons-in-Law.

Written for the Tradesman.

The objections which parents are wont to raise against the suitors who ask the hands of their daughters may readily be divided into two classes, valid and invalid.

No sane person questions that there are perfectly valid parental objections. To supply wisdom and judgment where the child lacks is what parents are for, and there is no time when a daughter needs the guidance of father and mother more than when her own inclinations would lead her to contract an unwise marriage. Parents do right in breaking off, if possible, the kind of match that can result only in life-long disappointment and sorrow, or which will be wound up in a divorce court.

The principal grounds for valid objections may be briefly stated: If he is not a gentleman; if he is lacking in good principles and firmness of character; if he is lazy or incompetent—parents surely can not expect a daughter will be happy wedded to such a man, and they are remiss in their duties if they do not make a stern protest against their girl throwing herself away because of a brief and quickly-to-be-disillusionized infatuation.

It may be said right here that if you are going to object at all, do not wait until the last day in the afternoon. If there is one way more than another in which parents can show a lack of ordinary common sense and feeling it is in apathetically letting a courtship go on for months or even years and then at the last try to prevent a wedding. Size up the young man at once, and if he is found lacking in the essential attributes of character, then get in your work before Cupid gets in too much of his.

A certain wise and delicate supervision of her daughters' admirers offers a fine field for maternal tact and finesse. A shrewd mother will see to it that the objectionable man shall find the atmosphere of the house a little frosty when he calls, while she will exert herself to make the good and steady, although perhaps less fascinating fellow, feel happy and at home.

Extreme youth of the lovers is a valid objection. It is not unreasonable to ask them to wait until they shall have arrived at years of judgment and discretion.

If the two are not temperamentally suited to each other, that is a valid objection. Whether or not this is actually the case with two young

people who think otherwise is a difficult matter for even those who stand in the close relation of parents to determine.

What shall be said regarding any marked inequality in age, education, social standing or lineage? Now we are on debatable ground. It is proverbial that birds of a feather flock together, and, generally speaking, it is better that they should. The blue-blooded damsel hardly can expect to find satisfaction in the companionship of a man of lowly birth, unless he be one who, by virtue of his own aspirations and energies, has risen far above his humble origin. Where there is any great disparity between the two in any one of the important respects just mentioned the marriage is quite apt to prove unhappy and in most instances should be discouraged, although it must be admitted that a small proportion of such unions turn out very fortunately, even when the reverse has freely been predicted.

As has been said, a brief list comprises all valid parental objections. Invalid objections, on the other hand, or what in common parlance may be termed fool objections, would fill a volume. It would be a delightful task gathering the material for such a book, prying into the private history of several households and unearthing delectable old family rows, delicious bits of gossip of by-gone times, and nearly forgotten scrapings and rackets of one, two or three generations ago. Written up in good style this work would be spicy and entertaining reading. Here only a brief survey is possible. There are some parents who object on general principles to every admirer their daughter ever has. They do not want her to marry at all. Usually they do not repudiate the institution of matrimony as a whole; but only as it may apply specifically to this girl whom they want to keep at home. It hardly need be said that this objection is unreasonable and unjust in theory, and not likely to work well in practice.

Some mothers are born despots. Not content with dictating what their daughters shall wear, how they shall dress their hair and a thousand other details in which a little liberty is so dear to the feminine heart, they must have the "say" of whom the daughters shall marry. A girl is not allowed to encourage the beau she herself likes, she must favor the man her mother has picked out for her.

Scores and scores of parental objections have no better grounds than

mere caprice and personal dislike. The objection of temperamental uncongeniality, already alluded to, may simply be that the young man is uncongenial to the father or the mother, and it does not necessarily follow that he will prove so to the daughter.

In view of the fact that most families are ambitious that their daughters shall advance in the social scale when they marry, and are apt to frown upon suitors of inferior address or appearance, the case of the Chicago parents reported some time ago in the newspapers is unique. Their daughter married a man named Jones, and was declared by her family to be dead to them ever afterward. "Mr. Jones is a good man," this mother is reported to have said, "but he is not our kind. He is too swell. He looks as if he never ate anywhere but in a big hotel and was born in a full dress suit. He does not fit in, and our family is broken up. It never will be the same again."

As this woman frankly admitted she did not want her daughter ever to marry, it is likely that if Mr. Jones had been less swell in appearance, they could easily have trumped up some other whimsical objection against him.

This Chicago girl took her own head for it and married against her father's and mother's wishes. When parents debase their high prerogative of giving wise and considerate counsel and, instead, on account of mere prejudice or from reasons of pure self-interest, raise childish and unreasonable objections, it can hardly be expected that the young people will defer to their wishes. Quillo.

If you would be certain that your advertisement will appear as you wrote it, and as you want it to appear, see a proof before it is printed.

If we pension soldiers for destroying life, why not pension all mothers for creating life?

People of excessive culture soon lose their point of contact.

### 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, Reproduced and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges alone. For descriptive circular, samples and special prices on large quantities, address The OEDER-THOMSEN Co., 1325 W. Chicago Ave., Chicago, Ill. 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.



## Sawyer's

CRYSTAL

See that Top & **Blue.**

For the Laundry.

**DOUBLE STRENGTH.**

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, 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.

### 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.**



## Who Pays for Our Advertising?

**ANSWER:**  
Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell

**LOWNEY'S COCOA**  
AND  
**PREMIUM CHOCOLATE for BAKING**

All LOWNEY'S products are superfine,  
pay a good profit and are easy to sell.





**CANNED GOODS ARE CHEAP.****Not a Factor in the Increased Cost of Living.**

John A. Lee, of the Lee Brokerage Company, of Chicago, in an address before the Cannery Supply Association and brokers in convention at Milwaukee, discussed the high cost of living and denied that canned goods entered into this. In part he said:

"What did the farmer or gardener do with the surplus products before the era of tin cans, of heat sterilized food products? He allowed them to rot or fed them to the pigs and cattle, being without a method to preserve them until they were needed. Yet I am asked to defend the industry so potent in these magnificent economies from the idle charge that it has contributed to the advance in the cost of living.

"From a study of retail prices of canned foods I find that they average no higher than two or three years ago; they are about 10 per cent. cheaper than ten years ago and about 20 per cent. cheaper than twenty-five years ago.

"Ten million cases of canned corn, containing twenty-four No. 2 cans each, were packed last year in the United States and added to the world's food supply, when twenty years ago there were only about four and one-half million cases packed. Last year canned goods packers added to the world's food supply in the United States four and one-half million cases of canned peas, when twenty years ago the packing in the United States probably did not aggregate one million cases and ten years ago did not exceed two million cases.

"What unthinking and uninvestigating minds are these that so charge when the average annual pack of canned tomatoes in the United States for five years past has been eleven million cases of twenty-four No. 3 cans each, when the pack twenty years ago was scarcely four million cases and the pack ten years ago was only four and one-quarter million cases.

"How unjust and stupid such a charge seems when the salmon packers are annually adding to the world's food supply about five million cases of four dozen No. 1 cans each, when twenty years ago that industry was in its infancy and its output insignificant.

"The packers of canned food in the United States alone contributed last year to the world's food supply a grand aggregate or total of more than one hundred million cases of canned foods, as compared with an estimated pack of not to exceed twenty-five million cases twenty years ago.

"The preservation of fruit and vegetables has undoubtedly increased their production far beyond the extent to which it has absorbed the supply, and prices of such products average all during the season as cheap as formerly.

"On the contrary, wheat, field corn, potatoes and other articles I could mention, none of which are used for

canning purposes, are much higher than formerly."

**Lobsters.**

Lovers of the succulent lobster remember with regret and almost with tears how easily procurable they were a few years ago and how cheap they were. Only a short time ago in a good and reputable market in Boston, in several such markets, in fact, one could buy for 25 cents two and three fair sized lobsters, perfectly fresh and sweet. Now, except during the short period once or twice a year, perhaps, and perhaps not at all, lobsters are a luxury only for the wealthy or for those who will have them at any price. It looks as though they were passing through the experience which the terrapin passed through, and as everybody knows, terrapins are now almost extinct, being so scarce that the source of supply is now carefully conserved, and they are an extreme luxury, entirely beyond the means of even a moderately well-to-do person. At the time of the Revolution, and until well into the nineteenth century, terrapins were as plentiful as fresh water turtles in New England, and almost as plentiful as crabs along our coast. They were so plentiful that they formed a common diet. Lobsters are fast passing; that is quite evident from the fact that they are no longer taken in quantities anywhere off the New England shore; even off the coast of Maine, where they were once plentiful, they are now comparatively scarce and are getting scarcer every day.

The gay and festive vacationist no longer reports, as he did once, that the waters along the Maine coast are red with lobsters. Our chief supply comes from provincial waters, from along the coast of Nova Scotia, Cape

Breton, Prince Edward Island, and at certain seasons of the year, if luck is with the lobster fishermen, the steamers from Halifax and St. John bring great numbers of crates of lobsters.

As plentiful as lobsters once were, when New England waters literally swarmed with them, they are very easily subject to extinction. The female lobsters lay prolifically, and great numbers of the lobster fry hatch, but about everything that swims and crawls in the salt water seems to be making a particular and special search for the young lobsters. They are the food for countless fishes, and other crustaceans, and only a very small percentage of them survive until they are able to look out for themselves; and were it not for the fact that the female lobsters produce such vast quantities of eggs they would be entirely extinct to-day.—New England Grocer.

Some storekeepers treat their help as if the milk of human kindness were controlled by the condensed milk trust.



The Popular Flavor

**MAPLEINE**


Better Than Maple

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Costs the dealer the same as regular SAPOLIO, but should be sold at 16 cents per cake.

## IN THE DECLINE OF LIFE.

## The Mind Well Stored Makes Old Age Happy.\*

In thinking of a resourceful life the mind naturally fixes itself upon the epoch of vigor and virility; the time when a person is said to be at the height of his activity and usefulness. It is then he can utilize to the utmost his storage battery of resources in the accomplishment of his ambition. Shakespeare in his Seven Ages has minimized the value of infancy and old age in rather uncomplimentary terms when he says: "At first the infant mewling and puking in the nurse's arms," and again: "Last scene of all that ends this strange, eventful history is second childishness and mere oblivion. Sans teeth, sans eyes, sans taste, sans everything."

But you and I know that pent up in a small child are power and resources of inestimable value. In the voice of a child is a contagion that will convulse a crowd or sway a multitude.

"I love it, I love it, the laugh of a child; Now rippling and gentle, now merry and wild; It floats on the air with its innocent gush Like the trill of a bird at twilight's last hush, It floats on the breeze like the tones of a bell Or the music that dwells in the heart of a shell."

In the early days of a Cincinnati pottery, which has since become famous, was a workman who had one small invalid child at home. He worked hard, was faithful and was always at his post. He managed, however, each day to bear to the bedside of his "wee lad" a flower, a bit of ribbon or a fragment of crimson glass. He never told a living soul how he loved the boy. Still he went on loving and sacrificing, and by and by the whole shop was moved into unconscious fellowship with him. First one, then another and still another would fashion some diminutive forms in clay with bright colors, burning them, and place them in the father's pocket against his home-going—all for the sick boy. Now and then a pretty picture, or a delicate fruit or a few flowers, or a scrap book, or a pretty ornament, would find its way to the father's hat so he could have something new for the dear invalid. Not one word was said, not one whisper accompanied the gifts. It was too solemn for converse. But he understood all about it, and in time the entire pottery, full of coarse, calloused men, grew more quiet in the presence of this hallowed love. They stopped swearing, were more careful of their language in the presence of the weary look on the face of their patient fellow workman, which indicated beyond mistake that the inevitable shadow was approaching.

Every day now, one by one, these men did a piece of work for their grieved comrade and for the love of a child so that the father and his boy could have a few more moments together. Finally, when the bell toll-

ed and the little coffin came out of the lowly door, right around the corner stood a hundred stalwart workingmen from the pottery, clad in their clean clothes, each giving his half day's time for the privilege of taking a place in the simple procession and following to the grave that little emaciated body that not one of them had ever seen.

In a modest cottage in Somerville, Mass., in the last century, an aged woman dwelt, keeping her own house. She was always busy with her household duties, doing something for the needy or cheering the despondent. It was a favorite calling place for some of the great men of that day. They were rested and cheered and inspired by the simple cultivated charm of this aged woman. One day Longfellow suddenly left his study and sauntered to this home. He found his friend paring apples for a dish of sauce and donning an apron joined her in the duty with an exquisite sense of pleasure while they chatted freely of many things near to their hearts. After an hour of pleasant converse the poet walked rapidly homeward and grasping his pencil wrote that notable verse of the series which constitutes his Psalm of Life:

"Not enjoyment and not sorrow  
Is our destined end and way;  
But to act that each to-morrow  
Find us farther than to-day."

Does not a sweet benediction follow the influence of such a wee child and the inspiration of such an aged woman?

It is not uncommon to be compelled to listen to biting satire in connection with old maids, grannies and mothers-in-law; but my experience leads me to frown severely upon utterances of this character, whether they be careless, thoughtless or willful. The sweetest friends of my childhood belonged to the class of old maids and I revere their memories because they knew the way to the heart of a child and their tender ministrations and protecting care put many pleasing memories away for me to draw upon at will during my after life. The grandmothers of my boyhood are connected with the most cherished associations. There was a dear one, who, with the greatest regularity, knit my mittens, selecting the color that satisfied my childish heart, and always had a sweet word of cheer or admonition connected with my play. To her I went with my troubles as with my joys, and always found sympathy. Because of this awakened affection I have always felt a responsibility for the well being of her children, grandchildren and great grandchildren, even without the obligation of kinship. Then there was the dear grandmother on my father's side, who was the invalid to be thoughtful for, beginning almost in my babyhood and extending for some years. She was to me a hallowed person, and through her helplessness she touched and molded my life. My mother's mother was no less treasured. I believed she knew everything and could do anything. The strong

character with a rich experience of joy, sorrow and service, deeply reverential, but wonderfully resourceful; active in command but always under the mellowing influence of a gentle humility. She was my ideal of woman.

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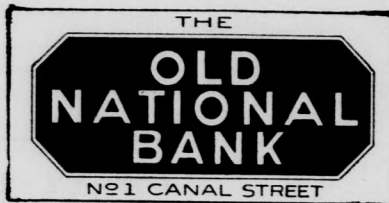
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**Schools** The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices,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

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CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

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\*Address by Chas. W. Garfield, at the Old Settlers' Reunion, Grand Rapids, February 24.



anly character and feminine influence. Blessed is the family with grandparents in it. If the spirit of the child receives the proper impress with regard to its attitude toward the aged in a household, a life is shaping for the building of a succeeding household in beauty and harmony.

Then there is the much abused mother-in-law. Shame upon the literature which fosters the unkindly and unworthy references. A mother-in-law is always a mother and is entitled to all the respect and affection and thoughtful consideration accounted to a mother. We whose lives have been enriched and sweetened by this hallowed relationship can not do a better service than to show our disapprobation of any slur or extravagance indulged in at the expense of the mother-in-law.

It is certainly a great thing to be able to do things with one's hands as a resource of age. Uncle Ben Winchell, although he lived to be an old man, could always mend a shoe, and we children marveled at the curious tools in his kit and the manifold uses to which he could put them. He was never weary of fashioning things to please children and to any who coveted his tools he promised to give them when he should die. One of the youngest of his nephews, who had this promise and saw no prospect of its fulfillment, confided in his mother the query: "Is Uncle Ben never going to die so I can have his tools?"

A member of this gathering for whom I have always had an affectionate regard, has commanded my admiration in utilizing as a resource his blacksmith tools in fashioning useful adjuncts of the household. His lovable qualities and continual interest in the affairs of the day endear him to us, and while we ought, out of respect, to address him as Grandfather Cook, our affectionate regard finds expression that he understands and does not resent when we call him "Newt."

I call occasionally upon a feeble man, who has lived to a great age but who retains an interest in all that goes on, and although hampered by impairment of sight and hearing maintains his ability to analyze conditions and crystallize opinions upon the questions of the day. He acquired a love of the best fiction in earlier years and now finds his keenest pleasure in the newest novels.

A member of this Society, who has lived four score years of usefulness, finds the keenest pleasure in books and needle work and largely because of their resources and her simple desires says she is now spending the happiest days of her life.

I sometimes talk to aggregations of children about the importance of preparing for the decline of life, and they open their eyes in wonder that I should make this pronouncement, until I explain that the very things they like to do best make the most proper basis for a happy old age. When I point out the beautiful old people they know who always take an interest in their plays and who

like to play games themselves that comport with a retarded vitality, they admit that I am right in asking them to store up resources for old age.

The saddest experience I ever had was in the case of an aged man, for whom, because of his neighborly relation to our family, I felt a responsibility. As a boy he was compelled to work and was under the command of parents who had no sympathy for boyish enjoyments. He carried the sober cares of life into his active manhood. He never took any recreation. He always made the excuse of work to do when invited to join his fellows in any plan for diversion. He worked so hard and long that he had no time to develop a love for reading, and finally, when he became an old man, unable to longer work, he had absolutely no resource except the conversation with friends, to which he could contribute but little. The importance of stored resource was impressed upon me as never before.

Greatly in contrast to this is the example of an aged lady in whom I take a deep interest. Hers has been a life of toil and sacrifice and anxiety. She has experienced privation, great physical pain and anguish of soul. Her diversion during her active life was largely in giving assistance to the needy and comforting the afflicted. But through it all she preserved her sweet optimism. She kept up her interest in current events and if opportunity offered she danced with young people and entered into the spirit of their games. She has maintained her keen interest in the progress of religion and statecraft, and in her ninety-first year her eyes sparkle over a bright newspaper item concerning politics or social life. She read the whole of Governor Osborne's striking inaugural message

and commended his fearless honesty and persistent purpose. It is a treat to exchange views with her, for her resources are abundant and her delight is to watch the growing things and the changes in landscape wrought by the growth of trees and shrubs and vines. As she travels down "the home stretch" she has a clear vision of the goal, but is not unmindful of the blessings and opportunities afforded by her sojourn in this beautiful world. This woman is my mother and every day I am thankful for the bright outlook upon life that she has passed on to me, and my richest joy is in maintaining conditions that stimulate the reflection of her radiant personality.

A dear friend of mine in losing his mother the other day confided in me the fact that his mother's sterling worth had always made a deep impression upon him, but until he looked upon her calm face after the spirit had fled and all lines of care were smoothed away, he had never thought of her as beautiful. It was a revelation to him. How sweet this supplementary impression will be to go with him all his days in the memory of the mother who was to him the embodiment of strength and usefulness in her character and life.

How beneficently Providence has arranged for life's transition. The doubts and questionings that often arise in spite of faith gradually sink into oblivion. Logic with its conclusions, which loomed so large in middle

life, gradually gives away to simple, clearminded faith, which in the calmness of expectation can be properly translated as knowledge.

Days of our youth, they pass away  
Like fancy's fleeting dream,  
While pleasure's constant smiles appear  
And joys around us beam.

Days of our youth, tho' years may pass,  
Life's hallowed cup to fill,  
Yet memory's pure, undying joy  
Shall hover o'er you still.

We hasten on with rapid strides  
To life's appointed goal,  
But strive with wisdom's holy light  
To animate the soul.

To seek the fount whose limpid stream  
Our thirsting mind invites,  
Where knowledge swells this crystal flood  
And kindred hearts unite.

'Tis virtue's calm, unchanging ray,  
That sweetens life below,  
Which makes the distant future bright  
And softens hours of woe.

Then let it shine, a brilliant star,  
O'er life's perplexing way,  
And guide us thro' this darksome night  
To Heaven's eternal day.

Wealth is merely a matter of making more money. Success is a question of the manner of making more money.

### Reasons Why You Should Use the Tyden Self-Locking Seal

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It is the only self-locking seal which has stood the reliability test that the railroad companies give a seal.

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Places the blame for loss where the loss really is.

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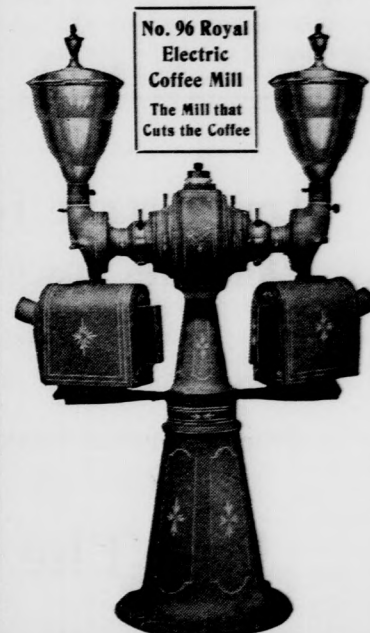
THE McBAIN AGENCY

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

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



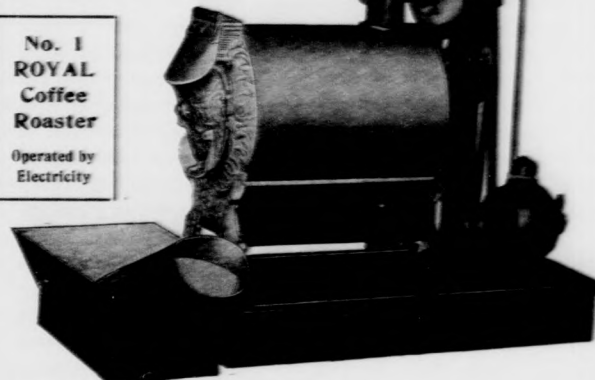
No. 96 Royal  
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Coffee Mill  
The Mill that  
Cuts the Coffee

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

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

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

We also manufacture Electric Meat Choppers and Meat Slicing Machines.



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### Pins in the Map Mark the Salesman's Route.

Too many houses throw a new salesman into his territory and just let him sink or swim. This delays success and causes many troubles which, by ordinary care and foresight, could be avoided.

Where a number of salesmen travel in one state it is a common practice to have a map of that state mounted on a board, and to indicate the towns assigned to each salesman by a tack of a different color or size. The names of the salesmen and their different tacks are entered in a corner of the map. As changes in towns are made from time to time these tacks are also changed.

A map of this kind carefully tacked up to date is of great assistance to the sales manager in going over salesmen's routes and in posting him as to their geographical location. When enquiries are received it is also of value in looking up the salesman who should be advised.

These maps are also of use in making up new territories and in following the trips of the salesmen from town to town. Often a common pin may be driven into the map to indicate that in certain towns no business is being obtained. This system will show at a glance those cases where salesmen are neglecting their small towns or the places off the railroad. From these neglected towns new routes or training grounds may be marked out for some promising young men in stock.

In addition to these maps a sales manager will keep properly filed a list of each salesman's towns with the population entered after each town. New salesmen are supplied with such lists and instructed as to the best manner of working the route. Such information can be obtained from the expense reports of the previous salesman, and in the case of a young fellow who has never traveled before it would be wise to write out the trip in detail, otherwise he will lose much time. Be careful to explain to the novice how several towns may be worked in a day by "doubling" back and forth on a train.

The new salesman must be minutely instructed in the keeping of his expense account. A weekly expense book has proved to be the most satisfactory. It should be mailed in every Saturday evening after supper. These books should have the house rules printed in them and should also have a route list for the following week. Many houses also have elab-

orate weekly reports, not only of orders sold, but names of dealers visited and reasons why sales were not made.

The extent to which salesmen are to fill out such reports depends upon the character of the business. The drift of the times is towards very complete and full reports. These reports keep the sales manager posted and are a check on the salesman. The "old line" salesmen oppose such innovations but some of the most successful houses claim the right to have a comprehensive report of the salesman's work every week and many houses insist on having these reports daily.

The old-time extravagant and lavish entertaining on the part of salesmen is almost a thing of the past. The leading houses in the hardware line allow no "treating" or entertaining expenses and as a result salesmen are more sober and industrious and the best trade do not expect salesmen to spend money on them in this way.

The high-grade salesman does not "stuff" his expense account and the dishonest salesman who endeavors to add to his income in this manner is soon found out and discharged. It is an interesting fact that as a general rule the best salesmen have moderate expense accounts. It is an evidence of light-weight and callow salesmanship when a man starts out to sell goods by "setting up" the drinks or pushing cigars at his customers.

It has also become a custom with the larger houses not to permit salesmen to charge up hotel bills at their headquarters towns nor when visiting the house. The larger houses as a rule are more careful in holding down the expense accounts of their salesmen than the smaller concerns and as a consequence their expenses are not so high relatively.

When plans are laid to work an entirely new route extra care and attention must be given the problem.

In my opinion it is a grave mistake to put a new man with the house on a new route (unless, of course, he has traveled the same route before for some other firm). In opening a new territory it is better to use a successful salesman from some old route. This is not generally done because usually the good man has an established trade and it is hard to move him to a new and untried field. A new salesman with a new house on a new territory is a hard combination to win with. It is better to "break in" a new territory with an experienced and successful

salesman even if, after a business is established, changes are made.

It is a good idea to have a number of bright young fellows in training on small nearby home routes and as they learn and show their mettle promote them to better routes, while you use your tried and true veterans to open new territories.

One who has never broken in a new route does not realize what a discouraging and heart-breaking game it is. The merchants all have their alliances made. Unless he represents some very well known house the newcomer receives scant courtesy. He may have the greatest bargain, but he can not get a hearing. He is turned down in store after store and at night goes to bed in some poor hotel utterly worn out in body and discouraged in mind. It takes a man of grit, nerve and will-power to stand the strain, but if he conquers there is no better training in the world. The college man on his vaunted gridiron never received such a schooling in stick-to-it-iveness, self-control and patience.—Hardware Reporter.

### Salesmanship.

On a recent trip I learned something from a traveling man who was selling goods to a racket store. I visited with him on the train and profited greatly by it. He told me what the three great rules of salesmanship were. Never put the customer on the defensive by saying, "Can you buy this, or will you buy that?" He immediately starts in to think of the reason why he does not want to buy. But, be positive. Say, "I have here an article I know you will be interested in and one that you want on your shelves, as it will make money for you." Never put a customer on the defensive—that applies to us as well as to the traveler. Screw up your courage and say, "I am going to." Why, a gentleman came in a year ago, and said to me, "I have come to sell you a carload of my goods. They are all right. Sign right here," and I signed the order before he gave me time to think.—Iron Age-Hardware.

One way to tell a "dead one" is by noticing how frequently he advertises himself as "a live wire" or some other sort of a "live" thing.

### What Are You Learning?

Just because you are grocery men, does not mean that you should confine your whole studies to the food business. Not so many years ago we worked from 6 in the morning until 8, 9 and 10 at night. Now you are all done at 6. What are you doing with that time? What are you learning?

Across the table from you tomorrow night there may be a little head deeply buried in the solution of a problem in fractions. Can papa solve it for her? Can you answer correctly a simple question that your boy asks you concerning the Civil War?

In a social way are you able to give your opinion of the commission form of municipal government? Do you know how to talk the issues that are pending in your own State legislation? What are you learning, boy? Papers and books are yours for the asking.

W. E. Sweeney.

### Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

### Hotel Livingston Grand Rapids, Mich.

the ideal place to spend Sunday.

### 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.

### Long Distance Telephone Service Eliminates Space

"Bell Lines" reach 50,000 Cities and Towns.

Prompt, efficient service at reasonable rates if you—

## Use The Bell





**Mourning a Brother.**

Traverse City Council, No. 361, U. C. T., at its regular meeting last week adopted the following resolutions:

With extreme regret it is our duty to chronicle the death of our worthy brother, Wm. D. Barnard.

Cut down by the grim reaper, Death, at the prime of life and in the midst of his usefulness, torn from the bosom of his family and loved ones without warning, called by the Supreme Ruler of all to enter upon his duties as a member of the Eternal City Council, he leaves a vacancy in the ranks of our Council and in the hearts of its members as individuals which never can be filled.

Brother Barnard was a most valuable member. While unable to attend many of the Council meetings, he showed a deep interest in its workings and had at all times its welfare at heart. He possessed an amiable disposition, was a man among men; beloved by all, and his life, stood out before us as the embodiment of all that is noblest and best. The influence radiating from his life was like a guiding hand beckoning us on to higher and better things. Therefore, be it

Resolved—That we, Traverse City Council, No. 361, U. C. T., wish forever recorded our deep bereavement of our beloved member, friend and fellow traveler, even although we possess the knowledge of his having arrived at that goal toward which we are all striving to attain, that position only to be gained by a life of nobility and purity, of which our deceased brother was a worthy representative.

Resolved—That it is the wish of this Council to extend to the immediate members of the bereaved family our sincere sympathy over their great loss, a loss which no words or human lips can express, but is only known in the deeper recesses of the heart life, and to remind them that each member of this order stands as a friend, always ready to comfort, assist or advise them.

Resolved—That a copy of these resolutions be enrolled on the minutes of this meeting, a copy sent to the immediate members of the family and to the official organ of this order, the Sample Case, and to the Michigan Tradesman for publication.

E. C. Knowlton,  
Harry Hurley,  
Adrian Oole,  
Committee.

**Plans for U. C. T. Annual.**

Muskegon, Feb. 28—With a general chairman and seven sub-committees appointed, all of which will be at work from now on, the Muskegon Council of the United Commercial Travelers is making earnest preparations for the coming State convention of their organization.

The convention, say the local men, will be one of the biggest things of its kind that this city has had in some time. It will bring here, it is expected, from 1,200 to 1,500 outsiders. The convention dates are June 9 and 10.

The programme has not been made out yet, but some of the principal features are decided upon. There will be a big ball on the evening of Friday, June 9. The following morning all the delegates will parade the business district.

Besides the ball and parade there is to be a boat ride on Lake Michigan and no fewer than six ball games, in which the United Commercial Travelers' State championship will be decided. There will also be automobile sight-seeing trips about the city and its environs, an inspection of the Hackley Manual Training School and similar features.

The local Council now has about forty members, W. A. White being Senior Counselor. Now that the State convention is coming here, it is expected that the membership can be largely increased. There are nearly 100 men in Muskegon, it is estimated, who are eligible to membership, and efforts will be made to get some or all of the missing brethren in.

John Castenholz is general chairman of the committee which is making plans for the event. A. R. Bliss is chairman of the Entertainment Committee, E. J. Hentschel is chairman of the Finance Committee, A. W. Stevenson is chairman of the Reception Committee, I. F. Hopkins is chairman of the Hotels and Publicity Committee; Ray Hamlin is chairman of the Committee on Souvenirs and Flags and Harold Foote is chairman of the Printing and Programmes Committee.

**Traverse City U. C. T.**

Traverse City Council, No. 361, U. C. T., held its fifth annual Saturday and the anniversary was fittingly observed. Grand Counselor C. A. Wheeler and Grand Secretary Fred C. Richter were present and also John D. Martin, of Grand Rapids, a member of the Executive Committee. The visiting grand officers were met at the station by a committee and escorted to the hall. The afternoon was occupied with work and buttons of the order were presented to the new members by Mr. Martin. In the evening occurred the annual ball. Grand Counselor C. A. Wheeler and Mrs. E. E. Wheaton led the grand march and about sixty couples were in line. The music was by H. E. Horst's full orchestra. At 11 o'clock a sumptuous banquet was served at the hotel. Ten pretty girls waited on the tables and the color scheme in the decorations, pink, blue and gold, was carried out even in the dresses of the waitresses. W. A. White was toastmaster, the invocation was by Chaplain E. E. Knowlton and addresses were made by Mayor Wilhelm, Grand Secretary Fred C. Richter, Grand Counselor Wheeler, John D. Martin, E. E. Ford and Scott Woodward. The banquet was a great success and much credit is due the Entertainment Committee, of which W. S. Godfrey was chairman, for the perfection with which every detail of the enjoyable programme was carried out.

**The Drummer.**

I have been a good deal interested in reading an article on the experiences of the drummer, by A. S. Atkinson. I always have been interested in drummers, anyway. When I was a little boy I used to be greatly interested in a traveling salesman who made the little towns round about that part of Ohio. He had to drive from town to town most of the time, on account of limited railroad facilities, and I had the impression that he had a wonderfully soft snap. I thought if I had nothing to do but just ride round the country and swap stories with the storekeepers in the various towns I would be entirely happy. The wearisome side of the business did not appear to me until later. It has seemed to me that traveling men have improved considerably since those days, although this particular salesman I have mentioned was a splendid gentleman, who would be a credit to his profession if he were still alive. With a good many traveling men, however, it seemed to me to be different. They seemed to think that it was necessary for them to be tough, to drink and play cards and tell questionable stories in order to get trade. I think that at the present time the traveling men of that sort are the exception rather than the rule. The wholesale houses have learned that a sober man will do more business and is more reliable than the boozier, and, furthermore, it has been discovered that the gentleman is more acceptable to the average business man than the coarse and vulgar.

What has always surprised me is that traveling men as a rule are so stout and healthy. They are forced to live in such an irregular way that one would naturally suppose it would do them up. They have to sleep in strange beds, eat at all sorts of hotels, get up at all times of night, travel on all sorts of trains, make drives in all kinds of weather. In spite of all this, however, they are about the strongest, heartiest looking men you see.

The treatment a traveling man receives depends very much on himself. If he is a gentleman, genial, honest and accommodating, and well posted in his business, he will soon establish a great list of friends among the business men he visits, who look on him as a counselor and friend, and welcome his coming. If, on the other hand, he shows that he is not on the square, that he would take advantage of you if he could, his customers soon get onto him and he might as well quit the road. If the traveling man has judgment and tact he can be of vast advantage to his customers. He can give them suggestions about improvements in business methods without seeming to try to tell them how to run their business, that will be of great help to them and which they will appreciate.—Topeka Merchants' Journal.

**Petoskey Council at Hart.**

Petoskey Council, No. 235, U. C. T., gave a spread last Saturday evening at Lahadre hall, Petoskey, to

the clerks, and 107 of the latter attended, and until midnight had the time of their lives. The Petoskey Evening News says: "The entire evening's pleasure only exemplified the fact that all who travel with the U. C. T.'s on the road of pleasure are allowed a continuous passage with no stop-offs until the destination is reached, while the car used is a combined smoker, diner and parlor car, and no mileage is necessary."

**Campaign For New Members.**

Port Huron, Feb. 27—I have started the campaign for new associations and have already succeeded in having the Retail Merchants' Association of Merrill, affiliate with the State Association. The local Association comprises almost every business man and they are a good live bunch. The officers are P. L. Ryan, President, and A. E. Crosby, Secretary.

Just as soon as I can get my literature out I will make things move and hope to be able to report new associations every week.

J. T. Percival.

Secretary Retail Grocers' and General Merchants' Association.

**The Anti-Saloon League.**

Detroit, Feb. 27—The Anti-Saloon League of Michigan held its annual meeting at the Y. M. C. A. Tuesday, Feb. 21. Practically a full Board was present. J. L. Hudson, of this city, was elected President; Rev. S. T. Morris, Grand Rapids, Vice-President; Rev. C. J. Tanner, Detroit, Secretary; Frank H. West, Treasurer. The Treasurer's report showed the receipts of the year were \$41,262. The Board urged a tremendously aggressive campaign to hold Jackson, Calhoun and Genesee counties in the dry column and to win in the seven wet counties where the League is forcing the vote this season.

G. W. Morrow, Supt.

If you want to sell something in the place of the thing asked for, at least be fair and above board about it. Never attempt to substitute in an underhand way. It only means the eventual loss of prestige and business.

A good book or a good trade journal that will increase the energy of the clerks or the proprietor may pay a dividend of a 100 or a 1,000 per cent. on its cost almost any day.

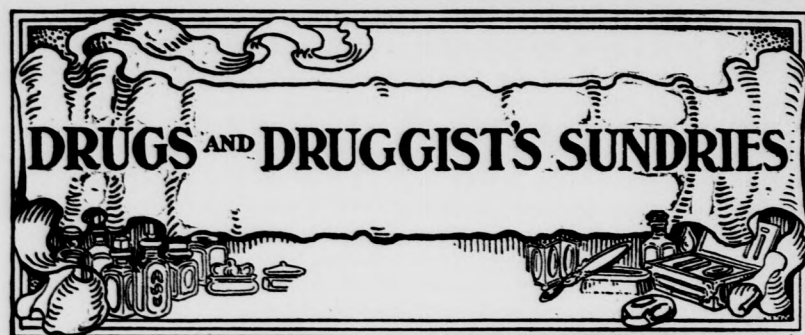
What would you do to a customer who dared to treat you the way you treat the traveling salesman whose customer you are?

**The Clover Leaf Sells**

Office 424 Houseman Bldg.

If you wish to locate in Grand Rapids write us before you come. We can sell you property of all kinds. Write for an investment blank.





**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. Jongejans, 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. Fancboner.  
Secretary—Wm. H. Tibbs.  
Treasurer—Rolland Clark.  
Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

### Greaseless Cream and How To Make the Same.

In a thesis Edwin B. Curtiss, of the Massachusetts College of Pharmacy, discusses greaseless cream, and as the season is at hand when such preparations will be in demand for chapped skin, sunburn and other afflictions the trade will be interested in how to make them.

"For years cold creams of various descriptions have been used as cooling applications for sunburn, chapped skin and such afflictions," he writes. "In recent years, however, there has been an ever-increasing demand for a skin cream which would be free from the greasiness of the usual type of cold cream, and many such preparations have been put upon the market which are claimed to be free from this characteristic greasy or fatty feature. As a rule the creams so constructed present a pearly appearance. Some are good 'rolling creams' and many are called 'whipped' or 'foamed' creams, alluding to the physical appearance of the particular cream.

"Creams may be divided into three groups, (a) ordinary cold cream, of which the U. S. P. Ung. Aq. Rosae is an example, a greasy cream. (b) Casein type. (c) Sodium Stearate type, the greaseless variety, the kind considered here.

"Greaseless Sodium Stearate Cream. This cream seems to be the most prevalent in the market, being the least expensive and the easiest to manufacture. The base of this cream is sodium stearate, which is produced in the reaction between stearic acid and sodium carbonate, the car-

bon dioxide liberated aiding in the division of the mass. Different kinds of stearic acid may be used, but greased stearin or the commercial acid of the market is very satisfactory. Monohydrated sodium carbonate is better to use than potassium carbonate, which is sometimes recommended.

"Sodium stearate is a soap and is produced in making a cream of this kind, therefore in analyzing a greaseless cream the method must follow that of a soap analysis. Besides true soap there may be present water, glycerine, borax, unsaponified matter and alkali. The five market creams that I examined agreed with each other fairly closely as to the amount of water, combined alkali and glycerine. As a result of this analysis and experimental work I wish to submit the following formulas, with directions for compounding:

1.  
Stearic acid ..... 180 grs.  
Sodium carbonate ..... 48 grs.  
Borax ..... 3.5 grs.  
Glycerine ..... 6 drs.  
Lilac oil ..... 8 mins  
Alcohol ..... 1 dr.  
Water ..... 8 ozs.

"Put the acid, carbonate, borax, glycerine and water in a capsule on water-bath, heat until effervescence ceases. Then add perfume dissolved in the alcohol and beat with an egg beater until cold. This gives a light, fluffy, pearly white cream.

2.  
Stearic acid ..... 10 grs.  
Cocoa butter ..... 1 gm.  
Sodium carbonate ..... 4 grs.  
Borax ..... 4 grs.  
Glycerine ..... 8 cc.  
Oil bitter almond ..... 1 drp.  
Oil rose ..... 5 drps.  
Alcohol ..... 6 cc.  
Water ..... 80 cc.

"Heat the acid, carbonate, cocoa butter, borax and glycerine on water-bath until effervescence ceases, discontinue heat and as mixture congeals add alcohol in which oils have been dissolved, warm again and while cooling beat vigorously.

"Hydrogen peroxide may be added for its bleaching effect, also a trace of castor oil may be used to produce a pearly effect.

"A disadvantage of this type of cream is its proneness to fall or shrink on keeping. This may be overcome by the addition of a small amount of grease, such as cocoa butter, almond oil or paraffin. Another substance used to overcome this fault is mucilage of tragacanth, the idea being to coat the particles, thus keeping them from contact with the

air. If the cream is kept in jars a coating of paraffin on top will prevent evaporation."

### The Evil of Long Hours.

If we were asked to point out the one particular thing which does more than any other one thing to prevent the practice of pharmacy from becoming the agreeable, respectable and fairly profitable calling that it by right ought to be, we would without hesitation name the almost universal long week-day and Sunday hours which those who follow that calling seem to find it necessary to put in.

The "theory" upon which the practice of keeping the pharmacy open at unseasonable hours and times is based is that it is necessary in order to supply medicines for the sick; but there is not a pharmacist in the entire country who does not know this to be untrue, or who would not be compelled to admit if "put to it" that all of the legitimate dispensing of drugs and medicines done by a score of average stores on Sunday and after the usual business hours on other days could be done by a single establishment without unreasonably working the employees thereof.

The theory does not fit the facts, and we should either change the practice to correspond, or get another theory.

No other calling, no matter how important to life and health, finds it necessary to prolong its hours of daily and weekly service to the extent that they are prolonged in the drug business. The theory that it is necessary for the druggist to do so is a fiction and a fraud.

The real reason why the druggist works while other people are either sleeping or recreating is partly the force of long established custom, and partly the desire to capture the trade for other things than drugs and medicines which he fears might go elsewhere if his store were not open at such times.

What follows to the bow always bent, to the spring always upon the stretch, inevitably results to the brain and nervous system always upon duty; all alike lose their elasticity, and the ability to render efficient service in the time of need.

Here and there some adventurous spirits have broken away from their bondage, but their example and unanimous testimony to the effect that they are better off financially has had but little effect upon those who are still in slavery. The latter still holds the nickels that come from soda and cigar sales so close to their optics that they can not see the dollars that might be gained by the possession of an intellect reinvigorated and a physical system restored by the proper amount of rest and recreation.

Is it really worth while? Does it pay to give up health, family, companionship and the joy of living in return for the meager receipts from later hours and Sunday business?

Why not give up the Sunday business and be your own man one day

in seven? Why not one day in the week exchange the close smell of the drug shop for the breath of God's out of doors in the fields and parks, and have some of the life, liberty and pursuit of happiness said to be yours by the Declaration of Independence?

You will live longer, enjoy a broader horizon while living and die both richer and happier.

If your fellow druggist can not be persuaded to join with you, then leave him to his bondage, but do not be a slave yourself because he declines to be free.—Midland Druggist.

### Drugs in General Stores.

The Kansas State Pharmaceutical Board proposes to begin warfare on department stores in the large towns of Kansas which sell chemicals and patent medicines without employing registered pharmacists.

The first test case will come probably in Lawrence on peroxide of hydrogen. Mr. Dick, of that place, representing the Pharmaceutical Board, submitted the matter to the Attorney General and got an opinion that it was a violation of law for any one but a registered pharmacist to sell that chemical. Most of the department stores handle the article, and the Attorney General authorized Mr. Dick to arrest some storekeeper to make a test. He felt sure the Board would be upheld by the courts.

"We propose to make the department stores either hire registered pharmacists to handle their chemicals, patent medicines and drugs, or else quit selling them," said Mr. Dick. "The law requires a pharmacist to have four years' experience in order to equip himself. Now, after he does go to that expense, he should be protected. The State Board will do it."

This effort to limit the sale of hydrogen peroxide to registered pharmacists may possibly succeed in Kansas, but the Bulletin of Pharmacy says it is quite significant that the same issue has just been decided in the courts of New York State adversely to this contention. There the courts have decided that hydrogen peroxide in original packages is not a drug within the meaning of the law, and that it can therefore be sold by general dealers.

### Little Willie Again.

"Pa!" came little Willie's voice from the darkness of the nursery.

Pa gave a bad imitation of a snore. He was tired and did not wish to be disturbed.

"Pa!" came the little voice again.

"What is it, Willie?" replied his father, sleepily.

"Tum in here; I want to ast you sumpin'," said the little voice.

So pa rose up from his downy and, putting on his bath-robe and slippers, marched into the nursery.

"Well, what is it now?" he asked.

"Say, pa," said little Willie, "if you was to feed the cow on soap would she give shaving-cream?"—Harper's Weekly.

The best bosses were once the best workmen.



## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>	<b>Copaiba</b> .....1 75@1 85	<b>Scillae</b> .....@ 50	<b>Macis</b> .....65@ 70	<b>Salicin</b> .....50@ 55	<b>Oil</b> .....bbl. gal.
Aceticum.....6@ 8	<b>Cubebae</b> .....4 00@4 10	<b>Scillae Co.</b> .....@ 50	<b>Magnesia, Sulph.</b> 3@ 5	<b>Sanguis Drae's</b> .....40@ 50	<b>Lard, extra</b> .....30@1 00
Benzoicum, Ger.....70@ 75	<b>Erigeron</b> .....2 35@2 50	<b>Tolutan</b> .....@ 50	<b>Mannia S. F.</b> .....75@ 85	<b>Sapo, G</b> .....@ 15	<b>Lard, No. 1</b> .....85@ 90
Boracie.....@ 12	<b>Evechthitos</b> .....1 00@1 10	<b>Prunus virg.</b> .....@ 50	<b>Menthol</b> .....4 50@5 00	<b>Sapo, M</b> .....10@ 12	<b>Linseed, pure p/w</b> 1 00@1 15
Carbolicum.....16@ 20	<b>Gaultheria</b> .....4 80@5 00	<b>Zingiber</b> .....@ 50	<b>Morphia, SP&amp;W</b> 3 35@3 50	<b>Sapo, W</b> .....15@ 18	<b>Linseed, boiled</b> 1 00@1 15
Citricum.....45@ 50	<b>Geranium</b> .....oz 75	<b>Tinctures</b>	<b>Morphia, SNYQ</b> 3 35@3 50	<b>Selditz Mixture</b> 25@ 28	<b>Neat's-foot, w str</b> 45@ 50
Hydrochlor.....3@ 5	<b>Gossypil Sem gal</b> 70@ 75	<b>Aloes</b> .....@ 50	<b>Morphia, Mal.</b> 3 35@3 50	<b>Sinapis</b> .....@ 18	<b>Turpentine, bbl</b> 30@ 35
Nitrosum.....8@ 10	<b>Hedeoma</b> .....2 50@2 75	<b>Aloes &amp; Myrrh</b> ..	<b>Moschus Canton</b> .....@ 40	<b>Sinapis, opt.</b> .....@ 30	<b>Turpentine, less</b> 7@ 8
Oxalicum.....14@ 15	<b>Junipera</b> .....40@1 20	<b>Anconitum Nap's F</b>	<b>Myristica, No. 1</b> 25@ 40	<b>Snuff, Maccaboy</b> ..	<b>Whale, winter</b> 50@ 75
Phosphorium, dil. ....@ 15	<b>Lavendula</b> .....90@3 60	<b>Anconitum Nap's R</b>	<b>Nux Vomica po 15</b> @ 10	<b>De Voes</b> .....@ 54	<b>Paints</b>
Salicylicum.....44@ 47	<b>Limons</b> .....1 15@1 25	<b>Castor</b> .....1 00	<b>Os Sepia</b> .....30@ 35	<b>Snuff, S'n DeVos's</b> @ 54	<b>Green, Paris</b> .....10@ 12
Sulphuricum.....13@ 15	<b>Mentha Piper</b> .. 2 75@3 00	<b>Catechu</b> .....50	<b>Pepsin Saac, H &amp; P D Co.</b> @ 1 00	<b>Soda, Boras</b> .....5@ 10	<b>Green, Peninsular</b> 10@ 14
Tannicum.....75@ 85	<b>Mentha Verid</b> .. 3 80@4 00	<b>Cinchona</b> .....50	<b>Picis Liq N N 1/2 gal. doz.</b> @ 2 00	<b>Soda, Boras, po</b> 5@ 10	<b>Lead, red</b> .....10@ 12
Tartaricum.....38@ 40	<b>Morruhae, gal.</b> .. 2 00@2 75	<b>Cinchona Co.</b> ..	<b>Picis Liq pints</b> .....@ 60	<b>Soda, et Pot's Tart</b> 25@ 28	<b>Lead, white</b> .....10@ 12
<b>Ammonia</b>	<b>Myrcia</b> .....3 00@3 50	<b>Columbia</b> .....50	<b>Pil Hydrarg po 30</b> @ 2 00	<b>Soda, Carb</b> .....10@ 12	<b>Ochre, yel Bar</b> 10@ 12
Aqua, 18 deg. .... 4@ 6	<b>Olive</b> .....1 00@3 00	<b>Cubebae</b> .....50	<b>Piper Alba po 35</b> @ 2 00	<b>Soda, Bi-Carb</b> .....5@ 10	<b>Ochre, yel Mars</b> 10@ 12
Aqua, 20 deg. .... 6@ 8	<b>Picis Liquida</b> ... 10@ 12	<b>Digitalis</b> .....50	<b>Piper Nigra po 22</b> @ 13	<b>Soda, Ash</b> .....10@ 12	<b>Patty, comm'l</b> 10@ 12
Carbonas.....13@ 15	<b>Picis Liquida gal.</b> @ 4	<b>Ergot</b> .....50	<b>Pix Burgum</b> .....10@ 12	<b>Soda, Sulphas</b> .....5@ 10	<b>Patty, str't pr</b> 10@ 12
Chloridum.....12@ 14	<b>Ricina</b> .....34@1 00	<b>Ferri Chloridum</b> 35	<b>Plumbi Acet</b> .....12@ 15	<b>Spts, Cologne</b> .....5@ 10	<b>Red Venetian</b> 10@ 12
<b>Aniline</b>	<b>Rosae oz.</b> .....8 00@8 50	<b>Gentian</b> .....50	<b>Pulvis Ip'cut Opil 1 30@1 50</b>	<b>Spts, Ether Co.</b> 50@ 55	<b>Shaker Prep's</b> 10@ 12
Black.....2 00@2 25	<b>Rosmarini</b> .....@ 1 00	<b>Gentian Co.</b> .....50	<b>Pyrenthrum, bxs. H &amp; P D Co. doz</b> @ 75	<b>Spts, Myrcia</b> .....@ 2 50	<b>Vermillion Prime</b> 50@ 55
Brown.....80@1 00	<b>Sabina</b> .....90@1 00	<b>Cinchona Co.</b> ..	<b>Quassia</b> .....50	<b>Spts, Vini Rect bbl</b> @ 6	<b>Vermillion Eng.</b> 50@ 55
Red.....45@ 50	<b>Santal</b> .....@ 4 50	<b>Columbia</b> .....50	<b>Quina, N. Y.</b> .....17@ 20	<b>Spts, Vini Rect 1/2 b</b> @ 6	<b>American</b> .....10@ 12
Yellow.....2 50@3 00	<b>Sassafras</b> .....90@1 00	<b>Cubebae</b> .....50	<b>Quina, S. Ger.</b> .....17@ 20	<b>Spts, Vini Rect 10 g</b> @ 6	<b>Whiting, Children's</b> @ 15
<b>Bacca</b>	<b>Sinapis, ess. oz.</b> .. @ 65	<b>Digitalis</b> .....50	<b>Quina, S. P &amp; W</b> 17@ 20	<b>Strychnia Crystl 1 10@1 30</b>	<b>Whiting, Paris Ann's</b> @ 15
Cubebae.....70@ 75	<b>Succini</b> .....40@ 45	<b>Ergot</b> .....50		<b>Sulphur, Roll</b> .....10@ 12	<b>Varnishes</b>
Junipers.....6@ 8	<b>Thyme</b> .....40@ 50	<b>Ferri Chloridum</b> 35		<b>Sulphur Subl.</b> .....10@ 12	<b>Extra Turp</b> .....1 00@1 10
Xanthoxylum.....1 00@1 10	<b>Thyme, opt.</b> .....@ 1 60	<b>Gentian</b> .....50		<b>Tamarinds</b> .....3@ 10	<b>No. 1 Turp Coach</b> 1 00@1 10
<b>Balsamum</b>	<b>Theobromas</b> .....15@ 20	<b>Gentian Co.</b> .....50		<b>Terebenth Venice</b> 40@ 50	
Copaiba.....60@ 65	<b>Tigilil</b> .....90@1 00	<b>Columbia</b> .....50		<b>Thebromiae</b> .....42@ 47	
Peru.....2 00@2 30	<b>Potassium</b>	<b>Cubebae</b> .....50			
Terabin, Canad. .... 70@ 80	<b>Bi-Carb</b> .....15@ 18	<b>Digitalis</b> .....50			
<b>Tolutan</b> .....40@ 45	<b>Bichromate</b> .....13@ 15	<b>Ferri Chloridum</b> 35			
<b>Cortex</b>	<b>Bromide</b> .....30@ 35	<b>Gentian</b> .....50			
Abies, Canadian. .... 18	<b>Carb</b> .....12@ 15	<b>Gentian Co.</b> .....50			
Cassia.....20	<b>Chlorate po.</b> ..... 12@ 14	<b>Guaiaca</b> .....50			
Cinchona Flava ..... 18	<b>Cyanide</b> .....30@ 40	<b>Guaiaca ammon</b> ..			
Buonymus atro. .... 60	<b>Iodide</b> .....2 25@2 30	<b>Hyoscymus</b> .....50			
Myrica Cerifera. .... 20	<b>Iodide</b> .....2 25@2 30	<b>Iodine</b> .....75			
Prunus Virgin. .... 15	<b>Potassa, Bitart pr</b> 30@ 32	<b>Iodine, colorless</b> 75			
Quillaja, gr'd. .... 15	<b>Potass Nitras opt</b> 7@ 10	<b>Kino</b> .....50			
Sassafras, po 30 ..... 26	<b>Potass Nitras</b> ..... 6@ 8	<b>Lobelia</b> .....50			
<b>Ulmus</b> .....20	<b>Prussiate</b> .....23@ 26	<b>Myrrh</b> .....50			
<b>Extractum</b>	<b>Sulphate po</b> ..... 15@ 18	<b>Nux Vomica</b> ..... 50			
Glycyrrhiza, Gla. .... 24@ 30	<b>Radix</b>	<b>Opil</b> .....1 50			
Glycyrrhiza, po ..... 28@ 30	<b>Aconitum</b> .....20@ 25	<b>Opil, camphorated</b> 1 00			
Haematox ..... 11@ 12	<b>Althae</b> .....30@ 35	<b>Opil, deodorized</b> 2 00			
Haematox, 1s ..... 13@ 14	<b>Anchusa</b> .....10@ 12	<b>Quassia</b> .....50			
Haematox, 1/2s ..... 14@ 15	<b>Arum po</b> ..... @ 25	<b>Rhatany</b> .....50			
Haematox, 1/4s ..... 16@ 17	<b>Calamus</b> .....20@ 40	<b>Rhei</b> .....50			
<b>Ferru</b>	<b>Gentiana po 15</b> ..... 12@ 1	<b>Sanguinaria</b> ..... 50			
Carbonate Precip. .... 15	<b>Glycyrrhiza, po 15</b> 16@ 18	<b>Serpentaria</b> ..... 50			
Citrate and Quina ..... 2 00	<b>Helidore, Alba</b> ..... 12@ 15	<b>Stromonium</b> ..... 60			
Ferrocyanidum S ..... 40	<b>Hydrastis, Canada</b> @ 3 00	<b>Tolutan</b> .....50			
Solut. Chloride ..... 15	<b>Hydrastis, Can. po</b> @ 2 60	<b>Valerian</b> .....50			
Sulphate, com'l ..... 2	<b>Inula, po</b> ..... 20@ 25	<b>Veratrum Veride</b> 50			
Sulphate, com'l, by bbl. per cwt. .... 70	<b>Ipecac, po</b> ..... 25@ 25	<b>Zingiber</b> .....60			
Sulphate, pure ..... 7	<b>Iris plox</b> .....35@ 40	<b>Miscellaneous</b>			
<b>Flora</b>	<b>lalapa, pr.</b> .....70@ 75	<b>Aether, Spts Nit 3f 30@ 35</b>			
Arnica.....20@ 25	<b>Maranta, 1/4s</b> ..... @ 35	<b>Aether, Spts Nit 4f 34@ 38</b>			
Anthemis.....50@ 60	<b>Podophyllum po</b> 15@ 18	<b>Alumen, grd po 7 3@ 4</b>			
Matricaria.....30@ 35	<b>Rhei</b> .....75@1 00	<b>Annatto</b> .....40@ 50			
<b>Folia</b>	<b>Rhei, cut</b> .....1 00@1 25	<b>Antimoni, po</b> .....4@ 5			
Barosma.....1 75@2 00	<b>Rhei, pv.</b> .....75@1 00	<b>Antimoni, po T</b> 40@ 50			
Cassia Acutifol. .... 15@ 20	<b>Sanguinari, po 18</b> @ 15	<b>Antifebrin</b> .....@ 20			
Cassia, Acutifol. .... 25@ 30	<b>Scillae, po 45</b> ..... 20@ 25	<b>Antipyrin</b> .....@ 25			
Salvia officinalis, .. 18@ 20	<b>Senega</b> .....85@ 90	<b>Argenti Nitras oz</b> @ 62			
1/4s and 1/2s ..... 8@ 10	<b>Serpentaria</b> ..... 50@ 55	<b>Arsenicum</b> .....10@ 12			
<b>Gummi</b>	<b>Smilax, M.</b> .....@ 25	<b>Balm Gilead buds</b> 60@ 65			
Acacia, 1st pkd. .... @ 65	<b>Smilax, off's H.</b> @ 48	<b>Bismuth S N</b> .....2 20@2 30			
Acacia, 2nd pkd. .... @ 45	<b>Spigella</b> .....1 45@1 50	<b>Calcium Chlor, 1s</b> @ 9			
Acacia, 3rd pkd. .... @ 35	<b>Symplocarpus</b> .. @ 25	<b>Calcium Chlor, 1/2s</b> @ 10			
Acacia, sifted sts. .... @ 18	<b>Valeriana Eng</b> .. @ 25	<b>Calcium Chlor, 1/4s</b> @ 12			
Acacia, po ..... 45@ 65	<b>Valeriana, Ger.</b> 15@ 20	<b>Cantharides, Rus.</b> @ 90			
Aloe, Barb ..... 22@ 25	<b>Zingiber a</b> .....12@ 16	<b>Capsici Fruc's af</b> @ 20			
Aloe, Cape ..... @ 25	<b>Zingiber j</b> .....25@ 28	<b>Capsici Fruc's B po</b> @ 15			
Aloe, Socotri ..... @ 45	<b>Semen</b>	<b>Carmine, No. 40</b> @ 4 25			
Ammoniac ..... 55@ 60	<b>Anisum po 22</b> ..... @ 18	<b>Carphyllus</b> .....20@ 25			
Asafoetida ..... 00@2 20	<b>Apium (gravel's)</b> 13@ 15	<b>Cassia Fructus</b> .. @ 35			
Benzoinum ..... 50@ 55	<b>Bird, 1s</b> .....4@ 6	<b>Cataceum</b> .....@ 35			
Catechu, 1s ..... @ 13	<b>Cannabis Sativa</b> 7@ 8	<b>Centraria</b> .....@ 10			
Catechu, 1/2s ..... @ 14	<b>Cardamon</b> .....70@ 90	<b>Cera Alba</b> .....50@ 55			
Catechu, 1/4s ..... @ 16	<b>Carul po 15</b> ..... 12@ 15	<b>Cera Flava</b> .....40@ 42			
<b>Camphorae</b> .....60@ 65	<b>Chenopodium</b> ..... 25@ 30	<b>Crocus</b> .....45@ 50			
Euphorbium ..... @ 40	<b>Cinchochodum</b> ..... 12@ 14	<b>Chloroform</b> .....34@ 54			
Galbanum ..... @ 100	<b>Cydonium</b> .....75@1 00	<b>Chloral Hyd Crss 1 25@1 45</b>			
Gamboge, po.1 25@1 35	<b>Dipterix Odorate</b> 50@4 00	<b>Chloro'm Squibbs</b> @ 90			
Gaucaicum po 35 ..... @ 35	<b>Foeniculum</b> .....@ 20	<b>Chondrus</b> .....20@ 25			
Kino ..... po 45c ..... @ 45	<b>Lini</b> .....6@ 8	<b>Chinonid'e Germ</b> 38@ 48			
Mastic ..... @ 75	<b>Lini, grd. bbl. 5 1/2</b> 75@ 80	<b>Cinchonidine P-W</b> 38@ 48			
Myrrh ..... po 50 ..... @ 45	<b>Lobelia</b> .....75@ 80	<b>Cocaine</b> .....3 05@3 25			
Opium ..... 5 50@5 60	<b>Pharlaris Cana'n</b> 9@ 10	<b>Corks list, less 70%</b> @ 45			
Shellac ..... 45@ 55	<b>Rapa</b> .....5@ 6	<b>Creta</b> .....bbl. 75 @ 2			
Shellac, bleached ..... 60@ 65	<b>Sinapis Alba</b> .....8@ 10	<b>Creta, prep.</b> .....@ 5			
Tragacanth ..... 90@1 00	<b>Sinapis Nigra</b> .. 9@ 10	<b>Creta, precip.</b> .. 9@ 11			
<b>Herba</b>	<b>Spiritus</b>	<b>Creta, Rubra</b> .....@ 8			
Absinthium.....4 50@7 00	<b>Frumenti W. D.</b> 2 00@2 50	<b>Cudbear</b> .....@ 24			
Eupatorium oz pk ..... 20	<b>Frumenti</b> .....1 25@1 50	<b>Cupri Sulph.</b> .....3@ 10			
Lobelia ..... oz pk ..... 28	<b>Junipers Co.</b> .....1 75@2 50	<b>Dextrine</b> .....7@ 10			
Majorana ..... oz pk ..... 28	<b>Junipers Co O T</b> 1 65@2 00	<b>Emery, all Nos.</b> .....@ 8			
Mentra Pip. .... oz pk ..... 22	<b>Saccharum N E</b> 1 90@2 10	<b>Emery, po.</b> .....@ 6			
Mentra Ver. .... oz pk ..... 25	<b>Spt Vini Galli</b> .. 1 75@2 50	<b>Ergota</b> .....po 1 60 1 50@1 60			
Rue ..... oz pk ..... 39	<b>Vini Alba</b> .....1 25@2 00	<b>Ether Sulph</b> .....35@ 40			
Tanacetum ..... V. .... 22	<b>Vini Oporto</b> .....1 25@2 00	<b>Flake White</b> .....12@ 15			
Thymus V oz pk ..... 25	<b>Sponges</b>	<b>Galla</b> .....@ 30			
<b>Magnesia</b>	<b>Extra yellow sheeps' wool carriage</b> @ 1 25	<b>Gambler</b> .....3@ 9			
Calcined, Pat. .... 55@ 60	<b>Florida sheeps' wool carriage</b> 3 00@3 50	<b>Gelatin, Cooper</b> @ 60			
Carbonate, Pat. .... 18@ 20	<b>Grass sheeps' wool carriage</b> @ 1 25	<b>Gelatin, French</b> 35@ 60			
Carbonate, K-M. .... 18@ 20	<b>Hard, slate use</b> ..... @ 1 00	<b>Glassware, fit boo 75%</b>			
<b>Oleum</b>	<b>Nassau sheeps' wool carriage</b> .....3 50@3 75	<b>Glue, brown</b> .....11@ 13			
Absinthium.....7 50@8 00	<b>Velvet extra sheeps' wool carriage</b> @ 2 00	<b>Glue, white</b> .....15@ 25			
Amygdalae Dule. .... 75@ 85	<b>Yellow Reef, for slate use</b> ..... @ 1 40	<b>Glycerina</b> .....28@ 35			
Amygdalae, 8 oz 8 25	<b>Syrups</b>	<b>Grana Paradisi</b> .....@ 25			
Anisi.....1 90@2 00	<b>Acacia</b> .....@ 50	<b>Humulus</b> .....35@ 60			
Aurant Cortex ..... 2 75@2 85	<b>Aurant Cortex</b> ..... @ 50	<b>Hydrarg Amm'l</b> @ 1 10			
Bergamii ..... 5 50@5 60	<b>Ferri lod</b> .....@ 50	<b>Hydrarg Ch. Mt</b> @ 85			
Calicuti ..... 85@ 90	<b>Ipecac</b> .....@ 50	<b>Hydrarg Ch. Cor</b> @ 85			
Caryophilli ..... 1 40@1 50	<b>Rhei Arom</b> .....@ 50	<b>Hydrarg Ox Ru'm</b> @ 95			
Cedar ..... 85@ 90	<b>Smilax Off's</b> ..... 50@ 60	<b>Hydrarg Ungue'm</b> 45@ 50			
Chenopadi ..... 4 50@5 00	<b>Senega</b> .....@ 50	<b>Hydrargyrum</b> .....@ 50			
Cinnamon ..... 1 75@1 85		<b>Ichthyobolla, Am.</b> 90@1 00			
Conium Mae ..... 80@ 90		<b>Indigo</b> .....75@1 00			
Citronella ..... 40@ 70		<b>Iodine, Resubi</b> .. 3 00@3 25			
		<b>Iodoform</b> .....3 90@4 00			
		<b>Liquor Arsen et Hydrarg Iod.</b> @ 25			
		<b>Liq. Potass Arsenit</b> 10@ 12			



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.



S—sh,  
I've got a NIBBLE!

Watch This Space  
for a  
Good Story

PUTNAM FACTORY  
National Candy Co.  
GRAND RAPIDS, MICH.



## 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

Col	1	2
<b>A</b>	<b>Ammonia</b>	<b>Ammonia</b>
1	1	1
<b>B</b>	<b>Baked Beans</b>	<b>Baked Beans</b>
1	1	1
<b>C</b>	<b>Canned Goods</b>	<b>Canned Goods</b>
1	1	1
<b>D</b>	<b>Dried Fruits</b>	<b>Dried Fruits</b>
5	5	5
<b>F</b>	<b>Farinaceous Goods</b>	<b>Farinaceous Goods</b>
5	5	5
<b>G</b>	<b>Gelatine</b>	<b>Gelatine</b>
5	5	5
<b>H</b>	<b>Herbs</b>	<b>Herbs</b>
6	6	6
<b>J</b>	<b>Jelly</b>	<b>Jelly</b>
6	6	6
<b>L</b>	<b>Licorice</b>	<b>Licorice</b>
6	6	6
<b>M</b>	<b>Matches</b>	<b>Matches</b>
6	6	6
<b>N</b>	<b>Nuts</b>	<b>Nuts</b>
11	11	11
<b>O</b>	<b>Olives</b>	<b>Olives</b>
6	6	6
<b>P</b>	<b>Pipes</b>	<b>Pipes</b>
6	6	6
<b>R</b>	<b>Rice</b>	<b>Rice</b>
7	7	7
<b>S</b>	<b>Salad Dressing</b>	<b>Salad Dressing</b>
7	7	7
<b>T</b>	<b>Tea</b>	<b>Tea</b>
8	8	8
<b>V</b>	<b>Vinegar</b>	<b>Vinegar</b>
9	9	9
<b>W</b>	<b>Wrapping Paper</b>	<b>Wrapping Paper</b>
10	10	10
<b>Y</b>	<b>Yeast Cake</b>	<b>Yeast Cake</b>
10	10	10

Col	1	2
<b>1</b>	<b>ARCTIC AMMONIA</b>	<b>Oysters</b>
12 oz. ovals 2 doz. box	75	Cove, 1lb. 85@ 90
<b>AXLE GREASE</b>		Cove, 2lb. 1 65@1 75
1lb. wood boxes, 4 doz. 3 00		<b>Plums</b>
1lb. tin boxes, 3 doz. 2 35		Plums 1 00@2 50
3 1/2 lb. tin boxes, 2 doz. 4 25		<b>Peas</b>
15lb. pails, per doz. 6 00		Marrowfat 95@1 25
15lb. pails, per doz. 7 20		Early June 95@1 25
15lb. pails, per doz. 12 00		Early June sifted 1 15@1 80
<b>BAKED BEANS</b>		<b>Peaches</b>
1lb. can. per doz. 90		Pie 90@1 25
2lb. can. per doz. 1 40		No. 10 size can pie @3 00
3lb. can. per doz. 1 80		<b>Pineapple</b>
<b>BATH BRICK</b>		Grated 1 85@2 50
English 95		Sliced 95@2 40
<b>BLUING</b>		<b>Pumpkin</b>
Sawyer's Pepper Box		Fair 85
Per Gross 90		Good 90
No. 3, 3 doz. wood bxs 4 0		Fancy 1 00
No. 5, 3 doz. wood bxs 7 00		Gallon 2 50
Sawyer Crystal Bag		<b>Raspberries</b>
Blue 4 00		Standard @
<b>BROOMS</b>		<b>Salmon</b>
No. 1 Carpet 4 sew 4 00		Col'a River, tails 2 25
No. 2 Carpet 4 sew 3 75		Col'a River, flats 2 40
No. 3 Carpet 3 sew 3 50		Red Alaska 1 60@1 75
No. 4 Carpet 3 sew 3 25		Pink Alaska 1 20@1 30
Parlor Gem 4 50		<b>Sardines</b>
Common Whisk 1 40		Domestic, 1/4s 3 75
Fancy Whisk 1 50		Domestic, 1/4 Mus. 3 50
Warehouse 4 50		Domestic, 3/4 Mus. @7 14
<b>BRUSHES</b>		French, 1/4s 7@14
Scrub		French, 1/2s 18@23
Solid Back, 8 in. 75		<b>Shrimps</b>
Solid Back, 11 in. 85		Standard 90@1 40
Pointed Ends 95		<b>Succotash</b>
<b>Stove</b>		Fair 85
No. 3 90		Good 85
No. 2 1 25		Fancy 1 00
No. 1 1 75		Fancy 1 25@1 40
<b>Shoe</b>		<b>Strawberries</b>
No. 8 1 00		Standard
No. 7 1 30		Fancy
No. 6 1 70		<b>Tomatoes</b>
No. 5 1 50		Good 95@1 10
No. 4 1 30		Fair 85@ 90
No. 3 1 10		Fancy @1 40
<b>BUTTER COLOR</b>		No. 10 @3 25
Dandelion, 25c size 2 00		<b>CARBON OILS</b>
<b>CANDLES</b>		Perfection @ 9 1/2
Paraffine, 6s 8		D. S. Gasoline @13 1/2
Paraffine, 12s 8 1/2		Gas Machine @23 1/2
Wicking 20		Deodor'd Nap'a @12 1/2
<b>CANNED GOODS</b>		Cylinder 29 @34 1/2
Apples		Engine 16 @22
3lb. Standards @1 00		Black, winter 8 1/4@10
Gallon 3 20@3 50		<b>CEREALS</b>
<b>Blackberries</b>		Breakfast Foods
2 lb. 1 50@1 90		Bear Food Pettijohns 1 90
Standards gallons @5 00		Cream of Wheat 36 2lb 4 50
<b>Beans</b>		Egg-O-See, 36 pkgs. 2 85
Baked 85@1 30		Post Toasties T No. 2
Red Kidney 85@9 1		24 pkgs. 2 80
String 70@1 15		Post Toasties T No. 3
Wax 75@1 25		36 pkgs. 2 80
<b>Blueberries</b>		Apetiao Biscuit, 24 pk 3 00
Standard 1 30		18 pkgs. 1 95
Gallon 6 50		Grape Nuts, 2 doz. 2 70
<b>Clams</b>		Malta Vita, 36 1lb. 2 85
Little Neck, 1lb. 1 00@1 25		Mapl-Flake, 24 1lb. 2 70
Little Neck, 2lb. @1 50		Pillsbury's Vitos, 3 dz. 4 25
<b>Clam Bouillon</b>		Ralston Health Food
Burnham's 1/4 pt. 2 25		36 2lb. 4 50
Burnham's pts. 3 75		Saxon Wheat Food, 24
Burnham's qts. 7 50		pkgs. 3 00
<b>Cherries</b>		Shred Wheat Biscuit,
Red Standards 1 40		36 pkgs. 3 60
White 1 40		Kellogg's Toasted Corn
<b>Corn</b>		Flakes, 36 pkgs in cs 2 80
Fair 90@1 00		Vigor, 36 pkgs. 2 75
Good 1 00@1 10		Voigt Cream Flakes 2 80
Fancy @1 45		Zest, 20 5lb. 4 10
<b>French Peas</b>		<b>Rolled Oats</b>
Monbadon (Natural)		Rolled Avena, bbls. 4 25
per doz. 2 45		Steel Cut, 100 lb. sks 2 10
<b>Gooseberries</b>		Monarch bbl. 3 90
No. 10 6 00		Monarch, 90 lb. sacks 1 80
<b>Hominy</b>		Quaker, 18 Regular 1 38
Standard 85		Quaker, 20 Family 3 90
<b>Lobster</b>		<b>Cracked Wheat</b>
1 1/2 lb. 2 40		Bulk 3 1/4
1lb. 4 25		24 2lb. pkgs. 2 50
Picnic Tails 2 75		<b>CATSUP</b>
<b>Mackerel</b>		Columbia, 25 pts. 4 15
Mustard, 1lb. 1 80		Snider's pints 2 35
Mustard, 2lb. 2 80		Snider's 1/2 pints 1 35
Soused, 1 1/2 lb. 1 80		<b>CHEESE</b>
Soused, 2lb. 2 75		Acme @15 1/2
Tomato, 1lb. 1 50		Bloomdale @15
Tomato, 2lb. 2 80		Jersey @16
<b>Mushrooms</b>		Warner @14 1/2
Hotels @17		Riverside @14 1/2
Buttons, 1/4s @14		Brick @15
Buttons, 1s @23		Leiden @15

3	4	5
Limburger ..... @16	Chocolate Tokens ..... 2 50	Festino ..... 1 50
Pineapple ..... 40 @60	Circle Honey Cookies 12	Bent's Water Crackers 1 40
Sap Sago ..... @20	Curant Fruit Biscuits 12	<b>CREAM TARTAR</b>
Swiss, domestic @13	Cracknels ..... 16	Barrels or drums ..... 33
<b>CHEWING GUM</b>	Cocoanut Brittle Cake 12	Boxes ..... 34
American Flag Spruce 55	Cocoanut Sugar Cake 11	Square cans ..... 36
Beeman's Pepsin ..... 55	Cocoanut Taffy Bar 12	Fancy caddies ..... 41
Adams' Pepsin ..... 55	Cocoanut Bar ..... 10	<b>DRIED FRUITS</b>
Best Pepsin ..... 45	Cocoanut Drops ..... 12	Apples
Best Pepsin, 5 boxes 2 00	Cocoanut Macaroons 18	Sundried ..... 10 1/2@11 1/2
Black Jack ..... 55	Cocoanut Hon. Fingers 12	Evaporated ..... 10 1/2@11 1/2
Largest Gum Made ..... 55	Cocoanut Hon. Jumb's 12	California ..... 12 1/2@14 1/2
Sen Sen ..... 55	Coffee Cake ..... 10	Citron ..... @15
Sen Sen Breath Perf 1 00	Coffee Cake, iced ..... 11	Imp'd 1 lb. pkg. @10
Yucatan ..... 55	Crumpets ..... 10	Imported bulk @9 1/2
Spearmint ..... 55	Dinner Biscuit ..... 25	Peel
<b>CHICORY</b>	Dixie Sugar Cookies 9	Lemon American ... 13
Bulk ..... 5	Family Cookie ..... 9	Orange American .. 13
Red ..... 5	Fig Cake Assorted 12	<b>Raisins</b>
Eagle ..... 5	Fig Newtons ..... 12	Connosiar Cluster .... 3 25
Frank's ..... 7	Floral Cake ..... 12 1/2	Dessert Cluster ..... 4 00
Schener's ..... 6	Fluted Cocoanut Bar 10	Loose Muscatels 3 Cr 5 1/2
<b>CHOCOLATE</b>	Frosted Creams ..... 8	Loose Muscatels 4 Cr 6 1/2
Walter Baker & Co.'s	Frosted Ginger Cookie 8	L. M. Seeded 1 lb. 7 1/2@8
German's Sweet ..... 22	Fruit Lunch iced ..... 10	<b>California Prunes</b>
Premium ..... 31	Ginger Gems ..... 8	L. M. Seeded, bulk ..... 7 1/2
Caracas ..... 31	Ginger Gems, iced ..... 9	Dessert 25lb. boxes... @8 1/2
Walter M. Lowney Co.	Graham Crackers ..... 8	90-100 25lb. boxes... @9
Premium, 1/4s ..... 30	Ginger Snaps Family 8	80-90 25lb. boxes... @9 1/2
Premium, 1/2s ..... 30	Ginger Snaps N. B. C. 7 1/2	70-80 25lb. boxes... @10
<b>CIDER, SWEET</b>	Ginger Snaps N. B. C. 8	60-70 25lb. boxes... @10 1/2
"Morgan's"	Square ..... 8	50-60 25lb. boxes... @11
Regular barrel 50 gal 10 00	Hippodrome Bar ..... 12	30-40 25lb. boxes... @12 1/2
Trade barrel, 28 gals 5 50	Honey Cake, N. B. C. 12	1/4c less in 50lb. cases
1/2 Trade barrel, 14 gal 3 50	Honey Fingers As. Ice 12	<b>FARINACEOUS GOODS</b>
Boiled, per gal. 60	Honey Jumbles, Iced 12	Beans
Hard, per gal. 25	Honey Flake ..... 12 1/2	Dried Lima ..... 7
<b>COCOA</b>	Household Cookies 8	Med. Hand Picked ... 2 35
Baker's ..... 37	Household Cookies Iced 9	Brown Holland ..... 2 85
Cleveland ..... 41	Imperial ..... 9	<b>Farina</b>
Colonial, 1/4s ..... 35	Jersey Lunch ..... 9	25 1 lb. packages ... 1 50
Colonial, 1/2s ..... 33	Jubilee Mixed ..... 10	Bulk, per 100 lbs. ... 3 50
Epps ..... 42	Kream Klips ..... 25	<b>Hominy</b>
Huyler ..... 45	Ladle ..... 9	Pearl, 100 lb. sack ... 1 75
Lowney, 1/4s ..... 36	Lemon Gems ..... 10	Maccaroni and Vermicelli
Lowney, 1/2s ..... 36	Lemon Biscuit Square 8	Domestic, 10 lb. box. 60
Lowney, 1/2s ..... 36	Lemon Wafer ..... 17	Imported, 25 lb. box 2 50
Lowney, 1s ..... 40	Lemona ..... 9	<b>Pearl Barley</b>
Van Houten, 1/4s ..... 12	Mary Ann ..... 9	Chester ..... 3 75
Van Houten, 1/2s ..... 20	Marshmallow Walnuts 17	Empire ..... 4 75
Van Houten, 1s ..... 40	Molasses Cakes ..... 8	<b>Peas</b>
Webb ..... 33	Molasses Cakes, Iced 9	Green, Wisconsin, bu. 3 00
Wilber, 1/4s ..... 33	Molasses Fruit Cookies 11	Green, Scotch, bu. ... 3 00
Wilber, 1/2s ..... 32	Iced ..... 11	Split, lb. .... 04
<b>COCOANUT</b>	Mottled Square ..... 10	<b>Sage</b>
Dunham's ..... per lb.	Oatmeal Crackers ..... 8	East India ..... 5
1/4s, 5lb. case ..... 29	Orange Gems ..... 9	German, sacks ..... 5
1/4s, 5lb. case ..... 28	Orbit Cake ..... 14	German, broken pkg. ..
1/4s, 15lb. case ..... 27	Penny Assorted ..... 9	<b>Tapioa</b>
1/4s, 15lb. case ..... 26	Peanut Gems ..... 9	Flake, 100 lb. sacks .. 6
1s, 15lb. case ..... 25	Pretzels, Hand Md. 9	Pearl, 130 lb. sacks ... 4 1/4
1/4s & 1/2s, 15lb. case 26 1/2	Pretzellettes, Hand Md. 8	Pearl, 36 pkgs. .... 2 25
Scalloped Gems ..... 10	Pretzellettes, Mac. Md. 8	Minute, 36 pkgs. .... 2 75
1/4s & 1/2s, pails ..... 14 1/2	Primrose Cake ..... 10	<b>FLAVORING EXTRACTS</b>
Bulk, pails ..... 13	Raisin Cookies ..... 10	Foot & Jenks
Bulk, barrels ..... 12	Raisin Gems ..... 11	Coleman Vanilla
<b>COFFEE</b>	Revere Assorted ..... 14	No. 2 size ..... 14 00
Rio	Rittenhouse Fruit	No. 4 size ..... 24 00
Common ..... 10@13 1/2	Biscuit ..... 10	No. 3 size ..... 36 00
Fair ..... 14 1/2	Rube ..... 9	No. 8 size ..... 48 00
Choice ..... 16 1/2	Scalloped Gems ..... 10	Coleman r p. Lemon
Fancy ..... 20	Scotch Cookies ..... 10	No. 2 size ..... 9 60
<b>Santos</b>	Spiced Currant Cake 10	No. 4 size ..... 18 00
Common ..... 12@13 1/2	Sugar Fingers ..... 12	No. 3 size ..... 21 00
Fair ..... 19	Sultana Fruit Biscuit 16	No. 8 size ..... 36 00
Choice ..... 19 1/2	Spiced Ginger Cake 9	Jaxon Mexican Vanilla
Fancy ..... 20	Spiced Ginger Cake Iced 10	1 oz. oval ..... 15 00
Peaberry ..... 20	Sugar Cakes ..... 9	2 oz. oval ..... 28 20
<b>Maracalbo</b>	Sugar Squares, large	4 oz. flat ..... 55 20
Fair ..... 16	or small ..... 9	8 oz. flat ..... 108 00
Choice ..... 19	Sunnyside Jumbles ..... 10	Jaxon Terp. Lemon
<b>Mexican</b>	Superba ..... 8	1 oz. oval ..... 10 20
Choice ..... 16 1/2	Sponge Lady Fingers 25	2 oz. oval ..... 16 80
Fancy ..... 19	Sugar Crimp ..... 9	4 oz. flat ..... 33 00
<b>Guatemala</b>	Vanilla Wafers ..... 17	8 oz. flat ..... 63 00
Choice ..... 15	Waverly ..... 10	<b>Jennings (D. C. Brand)</b>
<b>Java</b>	<b>In-er Seal Goods</b>	Terpeness Extract Lemon
African ..... 12	Albert Biscuit ..... 1 00	No. 2 Panel, per doz. 75
Fancy African ..... 17	Animals ..... 1 00	No. 4 Panel, per doz. 1 50
O. G. ..... 25	Arrowroot Biscuit ..... 50	No. 6 Panel, per doz. 2 00
P. G. ..... 31	Athena Lemon Cake ..... 50	No. 3 Taper, per doz. 1 50
<b>Mocha</b>	Baronet Biscuit ..... 1 00	2 oz. Full Measure doz. 1 25
Arabian ..... 21	Bremmer's Butter	4 oz. Full Measure doz. 2 40
<b>Package</b>	Wafers ..... 1 00	<b>Jannings (D. C. Brand)</b>
New York Basis	Cameo Biscuit ..... 1 50	No. 2 Panel, per doz. 1 25
Arbuckle Biscuit ..... 21 50	Cheese Sandwich ..... 1 00	No. 4 Panel, per doz. 2 00
Lion ..... 21 50	Chocolate Wafers ..... 1 00	No. 6 Panel, per doz. 3 00
<b>McLaughlin's XXXX</b>	Cocoanut Dainties ..... 1 00	No. 3 Taper, per doz. 2 00
McLaughlin's XXXX sold	Faust Oyster ..... 1 00	1 oz. Full Measure doz. 90
to retailers only. Mail all	Fig Newton ..... 1 00	2 oz. Full Measure doz. 2 00
orders direct to W. F.	Five O'clock Tea ..... 1 00	4 oz. Full Measure doz. 4 00
McLaughlin & Co., Chicag-	Frotana ..... 1 00	No. 2 Panel assorted 1 00
go.	Ginger Snaps, N. B. C. 1 00	<b>Crecent Mfg. Co.</b>
<b>Extract</b>	Graham Crackers, Red 1 00	Mapleine
Holland, 1/2 gro boxes 95	Label ..... 1 00	2 oz. per doz. .... 3 00
Felix, 1/2 gross ..... 1 15	Lemon Snaps ..... 50	<b>Michigan Maple Syrup Co.</b>
Hummel's foil, 1/2 gro. 85	Oatmeal Crackers ..... 1 00	Kalkaska Brand
Hummel's tin, 1/2 gro. 1 43	Old Time Sugar Cook 1 00	Maple, 2 oz., per doz. 2 25
<b>CRACKERS</b>	Oval Salt Biscuit ..... 1 00	<b>GRAIN BAGS</b>
National Biscuit Company	Oysterettes, Hd. Md. 1 00	Amoskeag, 100 in bale 19
Brand	Royal Toast ..... 1 00	Amoskeag, less than bl 19 1/2
Butter	Saltine Biscuit ..... 1 00	<b>GRAIN AND FLOUR</b>
N. B. C. Sq. bbl. 6 1/2 bx 6	Saratoga Flakes ..... 1 50	Wheat
Seymour, Rd. bbl 6 1/2 bx 6	Social Tea Biscuit ..... 1 00	Red ..... 85
<b>Soda</b>	Soda Crackers N. B. C. 1 00	White ..... 83
Select ..... 9	Soda Crackers Select 1 00	<b>Winter Wheat Flour</b>
Saratoga Flakes ..... 13	S. S. Butter Crackers 1 50	Local Brands
Zephyrette ..... 13	Unedea Biscuit ..... 50	Patents ..... 5 20
<b>Oyster</b>	Unedea Jinjer Wayfer 1 00	Second Patents ..... 5 00
N. B. C. Rd. bbl 6 1/2 bx 6	Unedea Lunch Biscuit 50	Straight ..... 4 60
Gem. bbl. 6 1/2 boxes 6	Vanilla Wafers ..... 1 00	Second Straight ..... 4 40
Faust ..... 8	Water Thin Biscuit 1 00	Clear ..... 4 00
<b>Sweet Goods</b>	Zu Zu Ginger Snaps 50	Flour in barrels, 25c per
Animals ..... 10	Zwieback ..... 1 00	barrel additional.
Apricot Gems ..... 12	<b>In Special Tin Packages.</b>	Lemon & Wheeler Cloth 4 50
Atlantics ..... 12	Per doz.	Big Wonder 1/4s cloth 4 50
Atlantic, Assorted ..... 12	Festino ..... 2 50	Big Wonder 1/4s cloth 4 50
Avena Fruit Cake ..... 12	Nabisco, 25c ..... 2 50	Worden Grocer Co.'s Brand
Brittle ..... 11	Nabisco, 10c ..... 1 00	Quaker, paper ..... 4 70
Bumble Bee ..... 10	Champagne wafer ..... 2 50	Quaker, cloth ..... 4 60
Cadets ..... 9	Per tin in bulk	Eclipse Wykes & Co. 4 60
Cartwheels Assorted 9	Sorbetto ..... 1 00	
Chocolate Drops ..... 16	Nabisco ..... 1 75	
Choc. Honey Fingers 16		



<p><b>6</b></p> <p>Lemon &amp; Wheeler Co. White Star, 1/2 cloth 5 50 White Star, 1/2 cloth 5 40 White Star, 1/2 cloth 5 30</p> <p>Worden Grocer Co. American Eagle, 1/2 cl 5 35</p> <p>Grand Rapids Grain &amp; Milling Co. Brands Purity, Patent 5 00 Seal of Minnesota 6 10 Wizard Flour 4 60 Wizard Graham 4 60 Wizard Gram. Meal 3 60 Wizard Buckwheat 6 00 Rye 4 40</p> <p><b>Spring Wheat Flour</b> Roy Baker's Brand Golden Horn, family 5 40 Golden Horn, bakers 5 30 Windsor Rye 4 50 Judson Grocer Co.'s Brand Ceresota, 1/2 6 10 Ceresota, 1/2 6 00 Ceresota, 1/2 5 90</p> <p><b>Lemon &amp; Wheeler's Brand</b> Wingold, 1/2 6 00 Wingold, 1/2 5 90 Wingold, 1/2 5 80</p> <p>Worden Grocer Co.'s Brand Laurel, 1/2 cloth 5 80 Laurel, 1/2 cloth 5 70 Laurel, 1/2 &amp; 1/2 paper 5 66 Laurel, 1/2 cloth 5 80 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic Graham 5 00 Voigt's Royal 5 80</p> <p><b>Wykes &amp; Co.</b> Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/2 cloth 5 90 Sleepy Eye, 1/2 cloth 5 80 Sleepy Eye, 1/2 paper 5 80 Sleepy Eye, 1/2 paper 5 80</p> <p>Watson-Higgins Milling Co. Perfection Flour 5 00 Tip Top Flour 4 60 Golden Sheaf Flour 4 20 Marshall's Best Flour 5 80 Perfection Buckwheat 3 00 Tip Top Buckwheat 2 80 Badger Dairy Feed 24 00 Alfalfa Horse Feed 26 00 Kafir Corn 1 30 Hoyle Scratch Feed 1 50</p> <p><b>Meal</b> Boiled 3 40 Golden Granulated 3 60 St. Car Feed screened 20 00 No. 1 Corn and Oats 20 00 Corn, cracked 19 00 Corn Meal, coarse 19 00 Winter Wheat Bran 26 00 Buffalo Gluten Feed 30 00</p> <p><b>Dairy Feeds</b> Wykes &amp; Co. O P Linseed Meal 37 50 O P Laxo-Cake-Meal 34 00 Cottonseed Meal 30 00 Gluten Feed 26 00 Brewers' Grains 26 00 Hammond Dairy Feed 24 00 Alfalfa Meal 26 00</p> <p><b>Oats</b> Michigan carlots 36 Less than carlots 38</p> <p><b>Corn</b> Carlots 48 Less than carlots 50</p> <p><b>Hay</b> Carlots 16 Less than carlots 17</p> <p><b>MAPPLEINE</b> 2 oz. bottles, per doz. 3 00</p> <p><b>MOLASSES</b> New Orleans Fancy Open Kettle 42 Choice 35 Good 32 Fair 20</p> <p><b>Half barrels 2c extra</b></p> <p><b>MINCE MEAT</b> Per case 2 85</p> <p><b>MUSTARD</b> 1/2 lb. 6 lb. box 18</p> <p><b>OLIVES</b> Bulk, 1 gal. kegs 10@1 20 Bulk, 2 gal. kegs 9@1 10 Bulk, 5 gal. kegs 9@1 0 Stuffed, 8 oz. 1 30 Stuffed, 8 oz. 1 35 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 10 oz. 1 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25</p> <p><b>Olive Chow, 2 doz. cs., per doz. 2 25</b></p> <p><b>TOOTH PICKS</b> Hardwood Tooth Picks 2 00 Ideal 85</p> <p><b>PICKLES</b> Medium Barrels, 1,200 count 7 75 Half bbls., 600 count 4 50 5 gallon kegs 2 25</p> <p><b>Small</b> Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90</p> <p><b>Gherkins</b> Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75</p> <p><b>Sweet Small</b> Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 80</p> <p><b>POTASH</b> Babbitt's 4 00</p>	<p><b>7</b></p> <p><b>PROVISIONS</b> Barreled Pork Clear Back 22 00 Short Cut 20 00 Short Cut Clear 20 50 Bean 20 00 Brisket, Clear 23 00 Pig 23 00 Clear Family 26 00</p> <p><b>Dry Salt Meats</b> S P Bellies 16</p> <p><b>Lard</b> Pure in tierces 11@11 1/2 Compound lard 9 80 lb. tubs, advance 1/4 50 lb. tubs, advance 1/4 50 lb. tins, advance 1/4 10 lb. pails, advance 1/4 20 lb. pails, advance 1/4 5 lb. pails, advance 1 8 lb. pails, advance 1</p> <p><b>Smoked Meats</b> Hams, 12 lb. average 14 1/2 Hams, 14 lb. average 14 1/2 Hams, 16 lb. aver 13 1/2@14 Hams, 18 lb. aver 12@14 Skinned Hams 14 1/2@15 Ham, dried beef sets 17 California Hams 11@11 1/2 Picnic Boiled Hams 20 Boiled Ham 20 Berlin Ham, pressed 11 1/2 Minced Ham 12 1/2 Bacon 16@16 1/2</p> <p><b>Sausages</b> Bologna 8 1/2 Liver 7 1/2@8 Frankfort 9 1/2@10 Pork 11 Veal 11 Tongue 11 Headcheese 9</p> <p><b>Beef</b> Boneless 14 00 Rump, new 14 00</p> <p><b>Pig's Feet</b> 1/4 bbls. 1 20 1/4 bbls., 40 lbs. 2 15 1/2 bbls. 4 00 1 bbl. 9 00</p> <p><b>Kits, 15 lbs. 90</b> 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00</p> <p><b>Casings</b> Hogs, per lb. 35 Beef, rounds, set 20 Beef, middles, set 70 Sheep, per bundle 80</p> <p><b>Uncolored Butterine</b> Solid dairy 10 @12 Country Rolls 11@13</p> <p><b>Canned Meats</b> Corned beef, 2 lb. 3 60 Corned beef, 1 lb. 1 95 Roast beef, 2 lb. 3 60 Roast beef, 1 lb. 1 95 Potted Ham, 1/2 50 Potted Ham, 1/4 90 Deviled Ham, 1/2 50 Deviled Ham, 1/4 90 Potted tongue, 1/2 50 Potted tongue, 1/4 90</p> <p><b>RICE</b> Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/4</p> <p><b>SALAD DRESSING</b> Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35</p> <p><b>SALERATUS</b> Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00</p> <p><b>SAL SODA</b> Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 20</p> <p><b>SALT</b> Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17</p> <p><b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20</p> <p><b>Solar Rock</b> 56 lb. sacks 24</p> <p><b>Common</b> Granulated, fine 90 Medium, fine 95</p> <p><b>SALT FISH</b> Cod Large whole 7 1/2 Small whole 7 Strips or bricks 7 1/2@10 1/2 Pollock 5</p> <p><b>Halibut</b> Strips 15 Chunks 16</p> <p><b>Holland Herring</b> Y. M. wh. hoop, bbls 11 50 Y. M. wh. hoop, 1/2 bbl. 5 75 Y. M. wh. hoops, kegs 75 Y. M. wh. hoop Milchers kegs 85 Queen, bbls. 10 75 Queen, 1/2 bbls. 5 50 Queen, kegs 65</p> <p><b>Trout</b> No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. gross 90 No. 1, 8 lbs. 75</p> <p><b>Mackerel</b> Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00</p>	<p><b>8</b></p> <p>Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 15 50 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 70 No. 1, 8 lbs. 1 40</p> <p><b>Whitefish</b> 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 8 lbs. 9 92 100 lbs. 4 65 40 lbs. 2 10 10 lbs. 75 8 lbs. 65</p> <p><b>SHOE BLACKING</b> Handy Box, large 3 dz 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85</p> <p><b>SNUFF</b> Scotch, in bladders 37 Macaboy, in jars 35 French Rattle in jars 43</p> <p><b>SOAP</b> J. S. Kirk &amp; Co. American Family 4 00 Dusky Diamond 50 8 oz 2 80 Dusky D'nd 100 8 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 60 White Russian 3 60 Lome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00</p> <p>Proctor &amp; Gamble Co. Lenox 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 85</p> <p>Lautz Bros. &amp; Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 3 80 Acme, 25 bars, 70 lbs. 3 25 Acme, 100 cakes 3 25 Big Master, 70 bars 3 85 German Mottled, 3 oxs 3 40 German Mottled, 10 bx 3 40 German Mottled</p>
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# Come to Market

A man can be a good general merchant without ever taking a trip to market, but he'll be many times a better one if he does.

A trip to market is like going to school again. It means new ideas, broader visions, a clearer insight into one's own business, a chance to size up the store.

More than that. A shrewd buyer usually pays his expenses several times over in savings made on special pick-ups.

You get in real touch with the world of merchandise. You see, feel and compare the goods.

We are represented by complete lines of samples in TWELVE MARKET CENTERS. You are invited to make any one of these houses your buying headquarters while in town.

Use us as a bureau of information. Plan your buying trip with our sample floors as the hub. Study our values and then compare with those of others.

But if you POSITIVELY CANNOT COME to market, we have a way to take the market to you. Our catalogue will place the world of general merchandise on your desk. Order a copy if you haven't one.

Ask for No. F. F. 864.

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## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

# Samples

## On Show In

### NEW YORK

495-497 Broadway

### CHICAGO

Randolph Bridge

### St. LOUIS

Butler Block

### MINNEAPOLIS

Butler Block

### BALTIMORE

Howard and German Sts.

### CINCINNATI

Third and Race Sts.

### DALLAS

218-220 Commerce St.

### KANSAS CITY

804-806 Broadway

### MILWAUKEE

353 E. Water St.

### OMAHA

1108-1110 Howard St.

### SAN FRANCISCO

Mission and Second Sts.

### SEATTLE

Main St. and  
Second Ave. So.



## Special Price Current

### AXLE GREASE



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

### BAKING POWDER



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

### YOUR OWN PRIVATE BRAND



### Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans .....3 75  
32 oz. tin cans .....1 50  
19 oz. tin cans .....85  
16 oz. tin cans .....75  
14 oz. tin cans .....65  
10 oz. tin cans .....55  
8 oz. tin cans .....45  
4 oz. tin cans .....35  
32 oz. tin milk pail .....2 00  
16 oz. tin bucket .....90  
11 oz. glass tumbler .....85  
6 oz. glass tumbler .....75  
16 oz. pint mason jar .....85

### CIGARS

#### Johnson Cigar Co.'s Brand



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

### Ben Hur

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

### COCOANUT

#### Baker's Brazil Shredded



10 5c pkgs., per case 2 60  
36 10c pkgs., per case 2 60  
16 10c and 35 5c pkgs., per case .....2 60

### CLOTHES LINES

#### Sisal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..1 59

### Jute

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

### Cotton Victor

70ft. ....1 10  
80ft. ....1 35  
90ft. ....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; Sym-  
mons Bros. & Co., Sagin-  
aw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fleibach Co.,  
Toledo.

### FISHING TACKLE

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

### Cotton Lines

No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....16  
No. 5, 15 feet .....11  
No. 6, 15 feet .....11  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

### Linen Lines

Small .....20  
Medium .....25  
Large .....34

### Poles

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

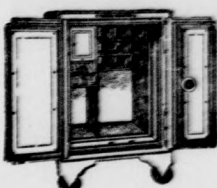


Small size, doz. ....40  
Large size, doz. ....75

### 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's .....1 50  
Nelson's Acidu'd. doz. 1 25  
Oxford .....75  
Plymouth Rock .....1 25

### SAFES



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

### SOAP

Reaver Soap Co.'s Brand



100 cakes, large size. 5 50  
50 cakes, large size. 3 25  
100 cakes, small size. 3 35  
50 cakes, small size. 1 95

Tradesman Co.'s Brand



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

### TABLE SAUCES

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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

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

### BUSINESS CHANCES

For Sale—Soda fountain complete, including two tanks, counters, marble slabs, stools, bowls and work board. Good condition. A bargain for cash. Address Bellaire Drug Co., Grand Rapids, Mich. 244

For Sale—An established insurance and real estate business in Grand Rapids, owner going West on account of ill health and will sell for \$1,000. Address Insurance & Real Estate, care Tradesman. 245

For Rent—A store building for general merchandise, groceries, hardware, dry goods, etc., in a good town surrounded by a rich farming community. Address Dr. Geo. Park, Varna, Ill. 246

For Sale Cheap—One McCray refrigerator, 6x17 1/2, nearly new. For further information enquire A. R. Hensler, Battle Creek, Mich. 247

### LISTEN, MR. MERCHANT

We are ready, right now, to conduct a business building, profit producing advertising campaign, that will increase your cash sales from three to six times, dispose of all goods, and leave your business in a stronger, healthier condition than before.

Comstock-Griser Advertising & Sales Co.  
407 Ohio Building Toledo, Ohio

Give your trade a sensational sale of enamel ware and crowd your store with eager customers. Special assortments of enamel ware direct from the factory. Secure exclusive sale for your town. Peerless Premium Plan Co., 907 Ohio Bldg., Toledo, O. 248

Could you use more money in your business? For plan to increase your working capital address Finance, care Michigan Tradesman. 249

Wanted—To buy stock of general merchandise in small or medium sized town. State size of stock, price and full particulars. Address C. & G., care Michigan Tradesman. 250

New and wonderfully effective premium plan for progressive merchants. Pleases customers. Builds business. Increases profits. Write us. Peerless Premium Plan Co., 907 Ohio Bldg., Toledo, Ohio. 251

SPECIAL SALES—Start a spring sale. Let people know you are alive. Oldest sale conductor in the business. Bar to one. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 252

Ext and Importers attention. Send your translating work to H. G. Scholtens, 202 So. Div. St., Grand Rapids, Mich. Low rates. Satisfaction guaranteed. 253

For Sale—First-class grocery stock and fixtures of about \$1,500 in the best town in Michigan. No old stock. Have other business. Lock Box 2043, Nashville, Mich. 254

### 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. 255

An up-to-date shoe stock for sale. Reasonable price if taken at once. Address No. 223, care Tradesman. 256

For Sale—Twentieth Century soda fountain. Nearly good as new. Can be seen in use. Hill Drug Store, Grand Rapids. 257

Unusually good general store opening, rapidly developing fruit valley, Southern Washington, population 1,300. Wealthy class of ranchers in valley. Magnificent scenery; delightful climate; splendid opportunity. Stock less than \$20,000. Address Wholesale, St. Paul, Minn. 258

For Sale—Stock of general merchandise, invoicing \$5,000; good farming locality. Address P. O. Box 332, DeSoto, Ill. 259

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. 260

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. 261

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. 262

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. 263

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 264

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 \$10,000. 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. Renter, Onondaga, Mich. 265

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. 266

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. 267

For Sale—420 acre farm, 100 acres timber land that has been cleared several years in cultivation, 100 acres timber land not cleared, 120 acres granite land, about 300 acres of which can be put in stock, good improvements all fenced, two houses and large barn. Will accept \$10,000 of purchase price in other property. Price on the 420 acres, \$40 per acre. Address R. H. Woodfield, Stuart, Ark. 268

For Sale—A merchandise peddling wagon, built for carrying groceries, notions, shirts, overalls, etc. For particulars address J. F. Schweitzer, Prophetstown, Ill. 269

For Sale—New stock of general hardware in good town. Address No. 174, care Michigan Tradesman. 270

For Sale—Two automatic coin slot weighing scales, \$50 in good order, they are money-makers, all profit. Our town now licenses these machines in my reason for selling. W. F. Ziegler, Salina, Kan. 271

For Sale—Only lunch room in village of 1,200, also handle candy, fruits, ice cream soda, cigars and tobacco. New peanut and popcorn machine cost \$225. Doing good business. Building \$2,500, store \$2,500, three living rooms, \$1,500 if taken at once. Ill health only reason for selling. A. Holsapple, Wittenberg, Wis. 272

To Rent—An A No 1 location for a dry goods and shoe store. Write for particulars. Address H. T. Puggen, Peoria, Ill. 273

### TYPEWRITERS

Typewriters of all makes. Fully guaranteed. Free trial anywhere. Send for catalogue and special prices. W. Whitehead, 20 LaSalle St., Chicago, Ill. 274

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. 275

For Sale—General hardware stock, Northwestern Ohio town, 1,500 population. An A1 business. Address Room 1, Wallace Theatre Bldg., Peru, Ind. 276

For Sale—Stock of bazaar goods in good Southern Michigan town of 1,500 inhabitants. Doing a paying business. Invoices about \$1,500 to \$1,500. Good opportunity for one wishing to continue the business. Address No. 124, care Tradesman. 277

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. 278

For Sale—Stock of grocery fixtures, Toledo Computing scale, American Slicing Machine, etc. Oscar Hesse, Howell, Mich. 279

For Sale—Bakery and restaurant. Must sell at once. P. W. Stears, Constantine, Mich. 280

Want ads. continued on next page.



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 27—The coffee market has regained something of its former steadiness and at this writing seems on a more stable foundation than for some time. Roasters from the interior take very small lots and seem to be willing to wait, but there is a feeling of more firmness in the general trade than has existed for some little time. At the close Rio No. 7 is quoted in an invoice way at 12 $\frac{3}{4}$ c. In store and afloat there are 2,499,755 bags, against 3,647,000 bags at the same time last year. Mild grades are dull and the volume of business is simply of an every-day character.

Teas are well sustained for country greens and Japans and quotations as a rule show no change. The fact that colored teas must "go" May 1 is naturally clearing up such stock, and supplies are becoming small by degrees and beautifully less.

Sugar shows some movement toward a higher basis and at the close refiners generally are quoting 4.70c, with one at 4.65c. No decline is looked for in the immediate future.

Small quantities of rice change hands from day to day, and the market as a rule is very quiet with prices on the level previously noted. The statistical position denotes strength, but the actual trading is of small amount. Prime to choice domestic, 4 $\frac{7}{8}$ @5 $\frac{1}{4}$ c.

Pepper, black, is well held, and this is about the only article in the list of spices that is receiving any attention.

Molasses is changing hands in lots sufficiently large to keep assortments in good shape, but this is all, and sales are not frequent. New Ponce is being awaited by the trade. Good to prime centrifugal, 25@32c; fancy Ponce, 39@41c. Syrups are in ample supply and unchanged in any respect. Fancy, 25@27c.

Canned goods move along in the usual channel. Buyers are not disposed to make purchases much, if any, ahead of current requirements and while tomatoes are in good shape—for tomatoes—there is room for improvement all around, and this improvement holders generally seem to believe will certainly soon set in. Maryland standard 3s tomatoes are quoted at 87 $\frac{1}{2}$ @90c. Future corn is firm. It is reported that a good many packers have withdrawn quotations. Other goods are well held, but the volume of actual business is light.

If there could be such a thing, we might say that the bottom had fallen out of the butter market. Goods from storage warehouses are selling at all sorts of prices and the new goods are also rather demoralized. Creamery specials can not be quoted at over 27c; extras, 25c; held specials, 21 $\frac{1}{2}$ @22 $\frac{1}{4}$ c; imitation creamery, 17 $\frac{1}{2}$ @18c; factory, 15@16 $\frac{1}{4}$ c.

High grade cheese is steady for colored. White is quiet and some

concession might be made. Full cream is quoted at 15 $\frac{1}{2}$ @17c.

Eggs are still lower. The very highest quotations, even for nearby stock, are 25@27c; best Western, 20@22@25c, and from this down to 13@19c, at which figure free sales have been made; but good eggs may be bought at 16 $\frac{1}{2}$ @17c.

## State Dairymen.

Bay City, Feb. 27—The annual convention of the State Dairymen's Association in this city last week was largely attended. The programme was of unusual interest, including many papers, addresses and discussions of timely topics. In connection with the convention was shown a large and interesting collection of dairy equipments. The election of officers resulted:

President—T. F. Marston, Bay City.

Vice-President—F. H. Vandenberg, Marquette.

Secretary-Treasurer—Edward S. Powers, Hart.

Executive Committee—Wm. Bechtel, Caro, chairman; R. A. Frary, Lapeer; C. R. Webb, Chesaning; Claude Grove, Litchfield; Henry Rozema, Fremont.

Resolutions were adopted:

To the memory of Ira O. Johnson.

Thanking Bay City for its cordial welcome and entertainment.

Favoring a law for the examining and licensing of every person operating a Babcock test in the purchase of cream or butter fat for commercial purposes.

Recommending that the State Dairy and Food Department be selected with strict regard for their experience and training in the dairy industry, in order that the long existing high standard of inspection be maintained and that the interests of both producer and consumer be thereby efficiently protected.

Opposing the removal of the 10 cent tax on colored oleomargarine.

Favoring the butter fat instead of the moisture standard in butter.

Opposing the reciprocity treaty with Canada.

Ellis L. Howland has resigned as special representative in New York of the Kellogg Toasted Corn Flake Co., of Battle Creek, to accept an editorial position with the Journal of Commerce of New York City, of which he was formerly Grocery Trade Editor. Although his new position will remove him from intimate connection with his old associates in the grocery trade in all parts of the country, he will still exercise a degree of supervision over the grocery department of the paper and invites the friendly co-operation of all trade workers.

A. W. Miller has withdrawn from the Yuille-Miller Company, although he retains his interest in the company. In the reorganization W. T. Yuille was elected President, E. R. McCoy Vice-President and W. P. Carroll Secretary-Treasurer. The name will remain the same for the present at least.

The Williams Gas Machine Co. has engaged in business with an authorized capital stock of \$25,000, of which \$14,000 has been subscribed, \$975 being paid in in cash and \$1,900 in property. Those interested are Charles O. Williams, Edwin D. Myers and Frank L. Baker.

Saginaw—The Henry W. Carr Co. has merged its business into a stock company under the style of the H. W. Carr Bean Co., with a capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash.

Benton Harbor—William E. Marsh has resigned as Cashier of the State Savings Bank, to take effect April 1, and George S. Avery, President of the clothing firm of Avery, Townsend & Prideaux, has been chosen his successor.

A. T. Pearson, the well known produce man who burned out on the night of Feb. 21, is doing business at 30 North Ionia street. This is only a temporary stand. He has not decided where he will locate permanently.

Charlotte—The Charlotte Lumber Co. has increased its capital stock from \$50,000 to \$150,000.

One good test of a young man's will power is living within his income.

## BUSINESS CHANCES.

For Sale—Only general merchandise store in Bedford, Iowa. Best business, best location, lowest rent in town. Best reasons for selling quick. If you have \$5,000 to \$10,000 cash and want a money maker from the start, look this up at once. Address E. S. Van Sickle, Bedford, Iowa. 249

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—Stock of shoes and men's furnishings in one of the best country towns in this State. Is a money maker. 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

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

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

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,600 if sold quick. Address W. C. P., care Tradesman. 163

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, \$1,531.26; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,078.68; flour, feed and grain, \$562; store fixtures, \$1,339.06; accounts receivable, \$346.15; horses, vehicles and harnesses, \$502.50. Come and look it over and make me an offer. Gilbert E. Carter, Receiver, Plumb-Hayes Mercantile Co., Mill Creek, Mich. 166

For Sale—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

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

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

## HELP WANTED.

Wanted—German lady clerk preferred, 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

Salesmen making small towns, write for order book to-day on A1 consignment line. Goods shipped and commissions paid promptly. Canfield Mfg. Co., 208 Sigel St., Chicago. 246

Wanted—At once for small town of 1,500, shoe and clothing salesman, married man preferred. Permanent position for right man. State experience and salary expected. Address X. Y. Z., care Tradesman. 245

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 371 Marden Bldg., Washington, D. C. 207

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

## SITUATIONS WANTED.

Wanted—Position as grocery clerk, young married man, five years' experience. Best of references. Address Box H, care Michigan Tradesman. 247

Young married man, sober, reliable, six years' office experience; two years book-keeper for wholesale house where now employed, desires change. Satisfactory references furnished. Address M. N., care Tradesman. 248

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## A Statement in Full

That is what the user of a McCaskey Account Register gives his customers after each purchase.

At the time of the sale the merchant who uses The McCaskey Gravity Account Register System posts and totals each account to date. He cuts out all useless book-keeping (posting and copying from one book to another), prevents errors in his accounts and disputes with customers, because each patron has the same record of his account and in the same handwriting as he has, prevents forgotten charges, that is, goods sold but never charged, collects his money automatically and faster than any human agency could collect it, has an automatic credit limit and is protected against loss of insurance in case of fire because with the McCaskey System proof of loss can be furnished in an hour's time to the satisfaction of any insurance adjuster.

Seventy thousand retail merchants are using The McCaskey System and tell us that it pays for itself several times in the course of the first year it is installed.

You don't have to wait until the man next door or on the corner has installed the McCaskey. Then it will be too late. Act now! Please your trade by giving them a statement in full with each purchase, cut out useless bookkeeping and get more information about your business with less expenditure of time, labor and money.

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The **MCCASKEY**  
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Without Any  
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A letter or postal card will bring you information without obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address and we'll know you want information.

**The McCaskey Register Company**

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Agencies in all principal cities

Manufacturers of McCaskey Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

## Here's The Proof Kellogg's "Square Deal" Policy Protects Both 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



### \*NO SQUARE DEAL POLICY

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

\*Names furnished on application.

### \*REPRINT FROM "UP-TO-DATE"

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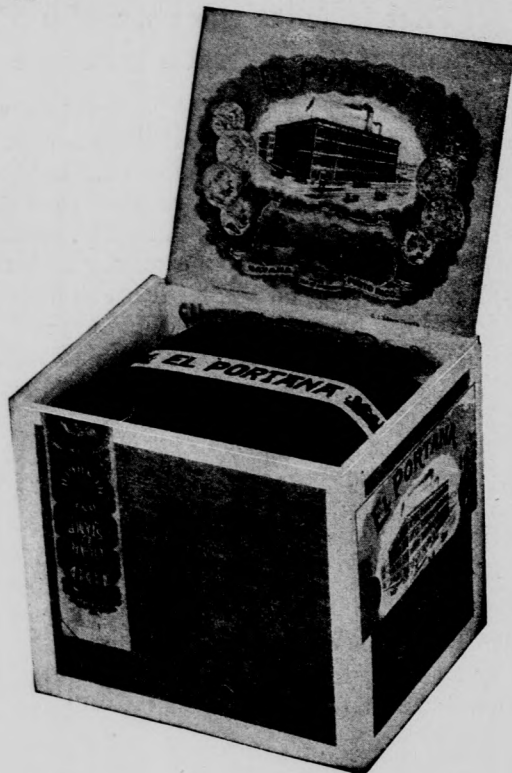
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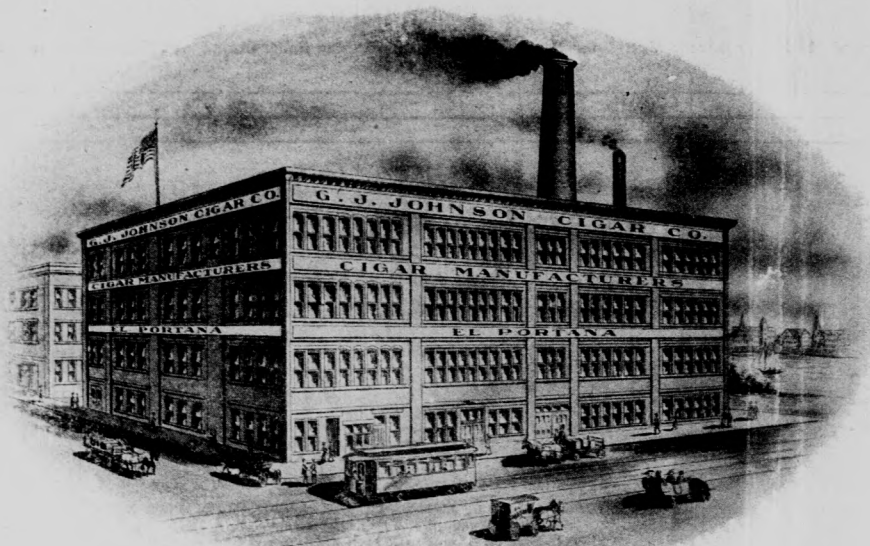
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Class by  
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Manufactured  
Under  
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