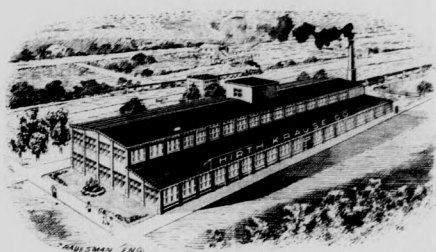


MICHIGAN TRADESMAN

Spring Number
1911

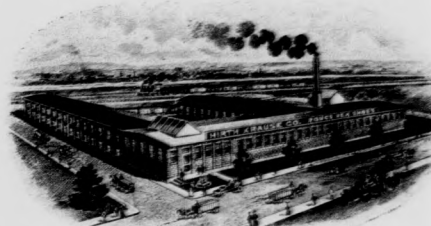


TANNERY

Where Rouge Rex Leather Is Made



OFFICE AND SALESROOMS



SHOE FACTORY

Where Rouge Rex Shoes Are Made

The Plant and the Product

The Mark
of
Quality
In High Grade
Footwear



The Guide to
Genuine
Foot Comfort
and
Serviceability

Write Today and Secure the Agency for Rouge Rex Shoes
Send for New Spring Catalog

Hirth-Krause Company

Hide to Shoe

Tanners and Shoe Manufacturers

::

Grand Rapids, Mich.

MARCH 8, 1911



BUY THE
IDEAL LINE

*of work
for Men
and you
values your
cannot equal*
WRITE FOR
*Clothes
and Boys
can show
customer
elsewhere.*
SAMPLES.

THE IDEAL CLOTHING CO.
GRAND RAPIDS, MICH.



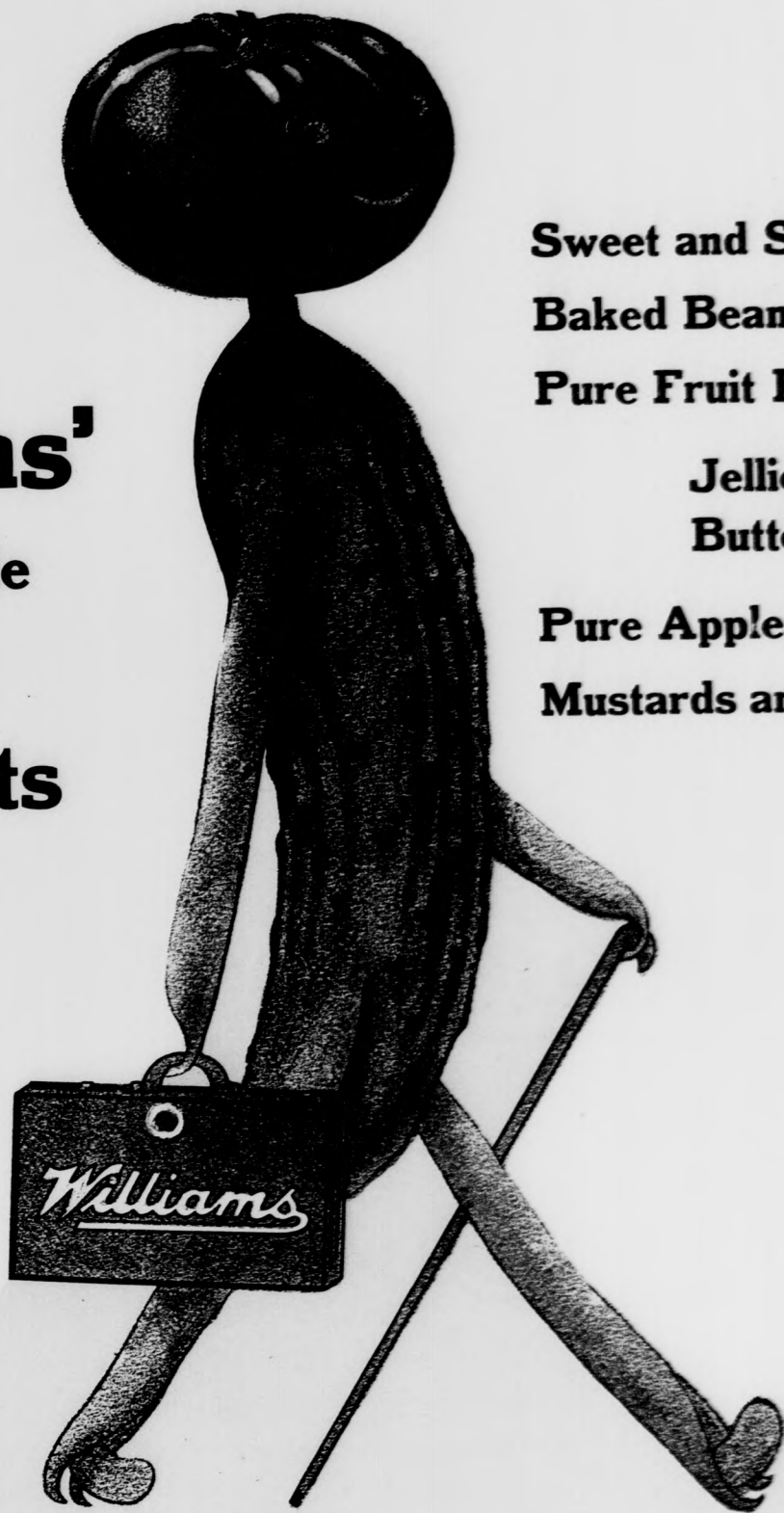
Pick the Pickle from Michigan

Williams'

High Grade

**Food
Products**

Detroit



Sweet and Sour Pickles

Baked Beans

Pure Fruit Preserves

Jellies and

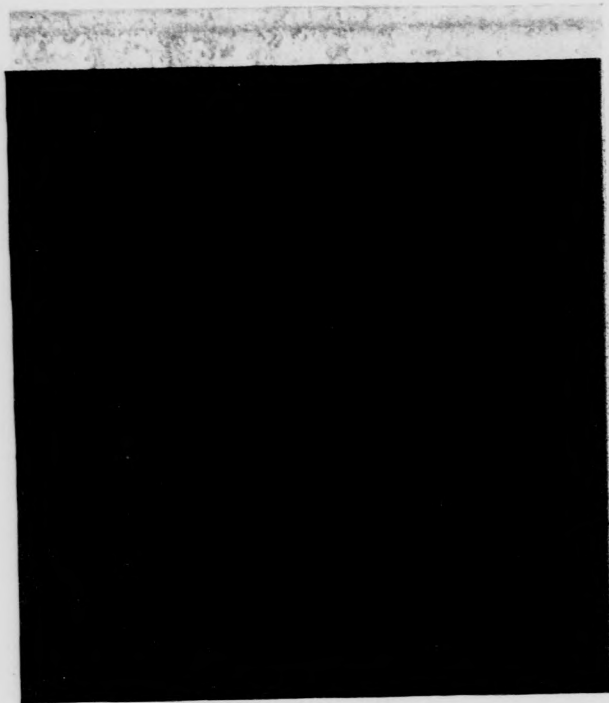
Butter

Pure Apple Cider Vinegar

Mustards and Condiments

Mr. Pickle of Michigan

**Prepared with the Greatest Care from Selected Materials in Modern and Sanitary
Kitchens**



No More Wood Shingles

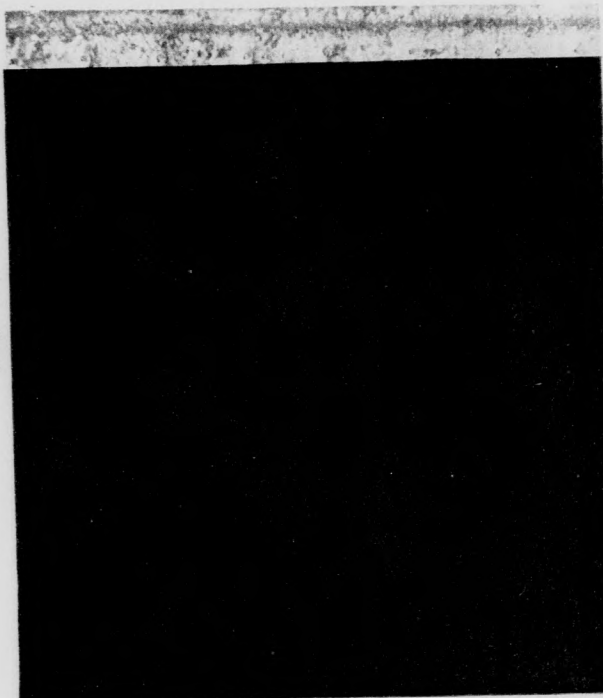
For those who
know about

Reynolds Flexible Asphalt Slate

IN COLORS

As an up-to-date
dealer or contractor
you should know
all about the

Latest Thing Out in
Roofing Slate



GUARANTEED FOR 20 YEARS

THE Reynolds Flexible Asphalt Slate is the best roofing material known today. Has a rich architectural appearance on a building and lasts a lifetime. Needs no paint or preservative and is fire and lightning proof. These slate are 8 x 13 inches in size and are laid 4 inches to the weather. Cost no more than best wood shingles but outlast them over and over. A descriptive booklet free for the asking. Write for it.

ESTABLISHED 1868

H. M. REYNOLDS ROOFING CO. :: Grand Rapids, Mich.

Feed Dealers! Are You "Next" to Our MIXED CARS?



State Agents

100 LBS.
17% PROTEIN 3% FAT
56% CARBOHYDRATES
"GUARANTEED"

MANUFACTURED
WESTERN GRAIN
HAMMOND

DO you know that we can ship you a mixed car load of all the well known feeds from our transfer house at Hammond, Ind., (Chicago) or through rates from the west and **SAVE YOU MONEY?** Our latest Delivered price list will give you the figures. Write for it.

Wykes & Co., Grand Rapids, Mich.

ANNOUNCEMENT

ON March 1st we acquired large additional floor space, which will enable us to carry all the stock of our different departments in the same block.

Owing to the changed conditions in the wholesale grocery business, there has grown up a disposition on the part of the retailer to expect the jobber to carry the surplus needs for business, and we have from time to time enlarged our floor space to meet these requirements.

The phenomenal growth of our Coffee Roasting department and Tea Department have necessitated large increased stocks in both of these departments.

Our growing trade has also compelled us to enlarge our stock and required further additions to our floor space.

With this last addition, however, we have acquired sufficient capacity to take care of a large increase of trade and to continue to carry one of the largest and most complete stocks in the state.

We are, therefore, better equipped than ever to continue our well established policy of the careful and prompt handling of all orders entrusted to our care.

WORDEN GROCER COMPANY

21, 23, 25, 27, 29 Ottawa St.

GRAND RAPIDS, MICHIGAN

The Prompt Shippers

The Coffee of Quality



For Sale by Most Retail Grocers



Roasted and Packed Daily by

WORDEN GROCER COMPANY

Wholesale Grocers

Tea Importers and Coffee Roasters



Mr. Merchant:

DOESN'T it make you feel good to have your customer say: "I want another pair of shoes just like the last pair I bought"? The more shoes you sell with this trademark, the oftener you will have this pleasant experience.

Our factory has been thoroughly overhauled and systematized by experts and is now one of the most up-to-date plants in the country.

We feel confident our customers will notice and appreciate the improved workmanship and service.

The high quality of our shoes will be maintained as we use only the best materials.

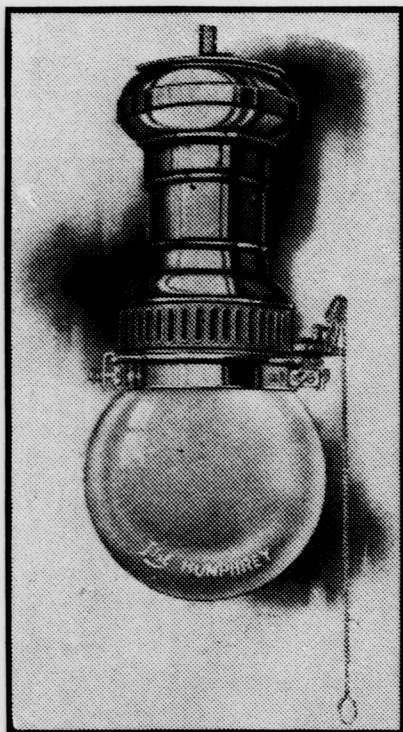
The fall line will be stronger than ever, many new features being added and old good sellers improved by new lasts and patterns.

Rindge, Kalmbach, Logie & Co., Ltd.

10-12-14-16-18-20-22 North Ionia Street Grand Rapids, Michigan

Manufacturers of
Men's and Boys'
shoes for hard wear
in Goodyear Welts
and Standard Screw.
Regular heights and
High Cuts.





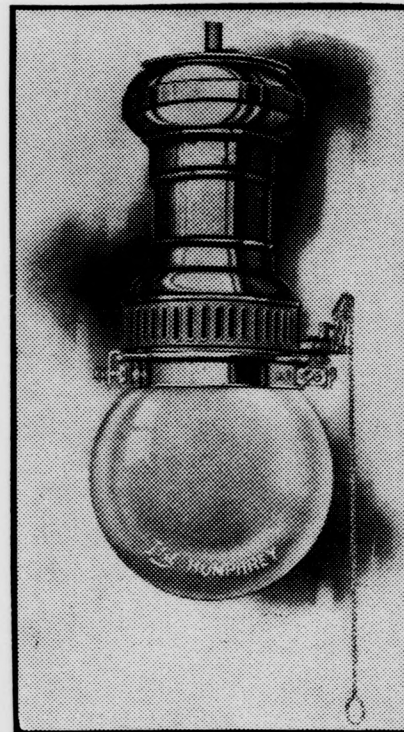
Why Should You Use Light?

Because—first—you need it—again—it pays well.

Time was—and that not so long ago—when but little attention was given the subject.

But—look back for an instant to those progressive and paying establishments you have yourself seen in the last couple years.

Yes—they were well lighted and had you asked—why?—you would have been told that light has been found quite as necessary as GOOD advertising or even good quality.



THE PUBLIC WILL NOT BE KEPT IN THE DARK!

Why Use Gas Light?

Because, with up-to-date appliance such as we can furnish—you can secure a greater amount of light and at lower cost, with gas than with any other illuminant. And the quality of light is such as is best suited to the eye,

Why Light With Gas Arc Lamps?

Because the large units are the most efficient and the most economical for large area lighting. Gas Arc Lamps are made in various sizes—300 to 500 candle power—to suit various requirements.

As to Smaller Units

Arcs cannot always be used. For some purposes single burner lamps are an advantage. Single burners are used exclusively in the home. Reflex Single Burner Inverted lamps typify what is best and most efficient in modern single burner lighting.

The Final Word

We don't theorize. If you are in the market for more and better light we will go so far, if necessary, as to make a practical demonstration on your premises—and convince you by fact and figure before we ask you for a penny.

GAS COMPANY

Citizens 4321
Bell M. 637

Pearl and
Ottawa Sts.

Bags Bags Bags Bags Bags Bags Bags

Bags

All Kinds of Bags

Bags

Bags

For Flour

But More Especially

Feed

Potato Bags

Bags

Bags

Grain

Bags

Beans

At This Particular Time of the Year


Cement

Bags

I can ship the same day I receive your order. This is one reason why my business has continued to grow. The other reason is I will treat you right.

Bags

Bags

Roy Baker 

Wm. Alden Smith Bldg.
Grand Rapids, Mich.

Bags

Bags Bags Bags Bags Bags Bags Bags

WE ARE PREPARED

THIS SPRING, AND OUR DEPARTMENTS ARE
LOADED WITH NEW DESIRABLE MERCHANDISE

The **WASH GOODS DEP'T** shows a handsome line of novelties in Pointed and Woven effects, all the way from 4c to 32½c per yard. Most of these in a large range of shades, such as Copenhagen, Ciel Pink, Lilac, Old Rose, Silver, Champagne, Brown, Reseda, Mulberry, Garnet, Jasper and Navy.

NOTIONS and **FANCY GOODS DEP'T** has for immediate delivery the most beautiful assortment of Ladies' Spring Neckwear, Dutch Collars, New Hosiery, New Laces, New Embroidery. A large line of Lace Curtains, Window Shades and Brass Rods.

The **WHITE GOODS DEP'T** offers a lot of choice patterns in Stripes, Checks, Plaids, Dotts and Figures from 7½c 18½c. Mostly sheer goods with the frosted finish. The plain fabrics such as India Linon, Nainsook, Persians and Longcloth are of the improved finish and better values than ever before.

In our **FURNISHING DEP'T** are to be found for the Spring trade a splendid new line of Ladies' Knit and Muslin Underwear. Special values in Men's Ribbed and Plain Balbriggan Union Suits.

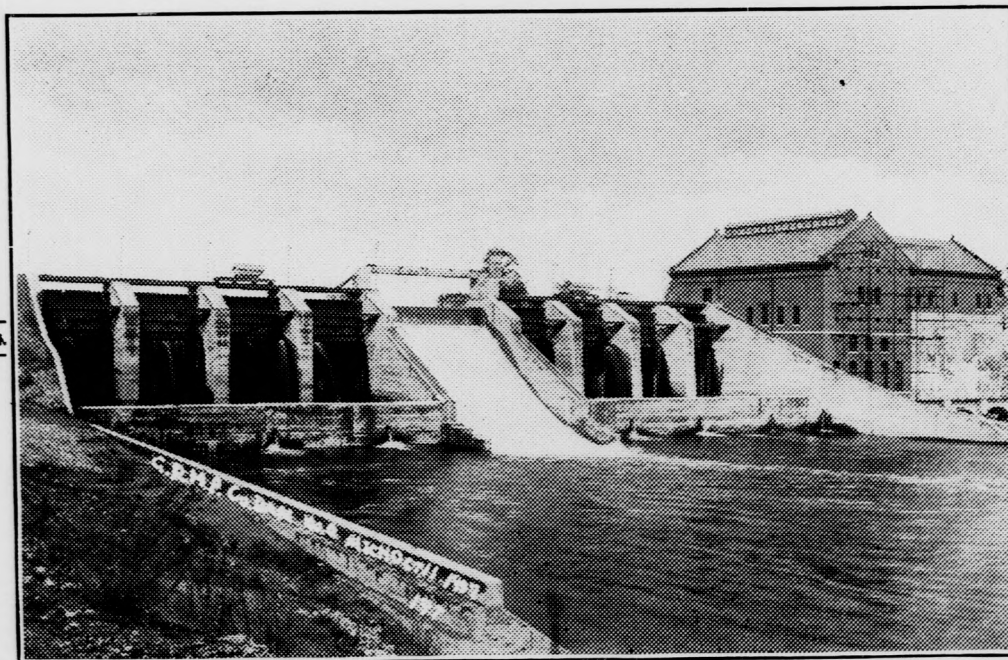
Men's Mercerized and Nainsook Union Suits, "Twintex," Imitation Linen Mesh Union Suits, New Negligee Shirts in all the new shades. New Negligee Shirts with attached and detached collars. Also a new choice line of Gentlemen's Neckwear.

Grand Rapids Dry Goods Company

WHOLESALE ONLY

GRAND RAPIDS, MICHIGAN

WATER POWER ELECTRICITY



This modern agent is today welcomed everywhere. It is promoting the prosperity and building up our cities and villages throughout the state.

The advantages of this force are too apparent, which is solving the power problems of the manufacturers, large and small.

It means money made and saved where this economical and efficient power is used, which is lowering the cost of production all over the world.

Electric service is at your command every hour of the day or night. No matter what time you need it, it responds instantly at the pressing of a button. You may have light, heat and power, one or all at the same time, at a cost that is today within the means of everyone.

Grand Rapids-Muskegon Power Co.

Citz. Phone 4261

47 Monroe St., Grand Rapids, Mich.

Bell Phone 2477



Some Views of Domestic and Dress Goods Departments

SPRING GOODS



WE are showing an exceptionally fine line of Dress Goods, Gingham, Percales, Silk and Mercerized Wash Goods, Laces, Embroideries, Ribbons, Hosiery, Underwear, Shirts, Shirt Waists, Muslin Underwear, Rugs, Linoleums, Floor Oilcloth, Lace Curtains, Draperies, Ladies' and Gents' Furnishings

We will appreciate a call so that we may have the opportunity to show our various lines.

PAUL STEKETEE & SONS
Wholesale Dry Goods : GRAND RAPIDS, MICH.

We Illustrate Two Articles That Should be in Every Hardware Store



**Alumino Oil Heaters
Meyer's Spray Pump**

We have these in four sizes:

- No. 01 Retails at \$3.00 Each
- No. 1 Retails at 3.50 Each
- No. 2 Retails at 4.50 Each
- No. 3 Retails at 6.00 Each



This is to be used on a pail or bucket
Retails at \$3.00

Foster, Stevens & Co.

10 and 12 Monroe St.

::

Grand Rapids, Mich.

You, Mr. Merchant, Make Two Profits on Fanchon Flour

You make an actual money profit on every sack of Fanchon. A profit that can be large or small according to your selling efforts. The quality of Fanchon will make good at a higher retail price than any flour sold in your community.

The other profit is good-will profit—business building profit.

The exceptional quality of Fanchon captivates the housewives. Like one merchant wrote, "There's a round trip in every sack of Fanchon."

Every sack sold really means two customers—the purchaser and her neighbor.

And the quality uniformity of Fanchon keeps the trade coming—gives permanence and gives continual growth.

Every Fanchon buyer purchases with a smile—takes as much delight in buying Fanchon as you do in selling.

Selling your trade merchandise that gives them greater satisfaction than do goods purchased at your competitors, is building business on a solid foundation.

That's the good-will profit you get from Fanchon sales.

A great many of our trade are having remarkable success with Fanchon. We shall be glad to tell you about Fanchon quality and the special selling and advertising service the manufacturers give all merchants selling Fanchon.

A guarantee of quality is printed on every sack of Fanchon.



Judson Grocer Co.
Grand Rapids, Michigan

The Fourth National Bank

UNITED STATES DEPOSITARY
GRAND RAPIDS, MICHIGAN



OFFICERS:

Wm. H. Anderson,
President
Jno. W. Blodgett,
Vice-President
L. Z. Caukin,
Cashier
J. Clinton Bishop,
Asst. Cashier

DIRECTORS:

Christian Bertsch John W. Blodgett Jacob Kleinfans
Samuel M. Lemon Amos S. Musselman Sidney F. Stevens William H. Gay
Robert D. Graham James L. Hamilton Robert E. Shanahan William H. Anderson

Savings Deposits

3 Per Cent Inter-
est paid on Savings
Deposits.

Compounded
Semi-Annually

Capital Stock
\$300,000.00

Commercial Deposits

3 1-2 Per Cent
Interest paid on Cer-
tificates of Deposit
left One Year.

Surplus and Undi-
vided Profits
\$240,000.00



SOMETHING

NEW

ALL

THE

TIME



SWEET

TEETH

FILLED

WITHOUT

PAIN



VISITORS WELCOME

One Block From Union Depot

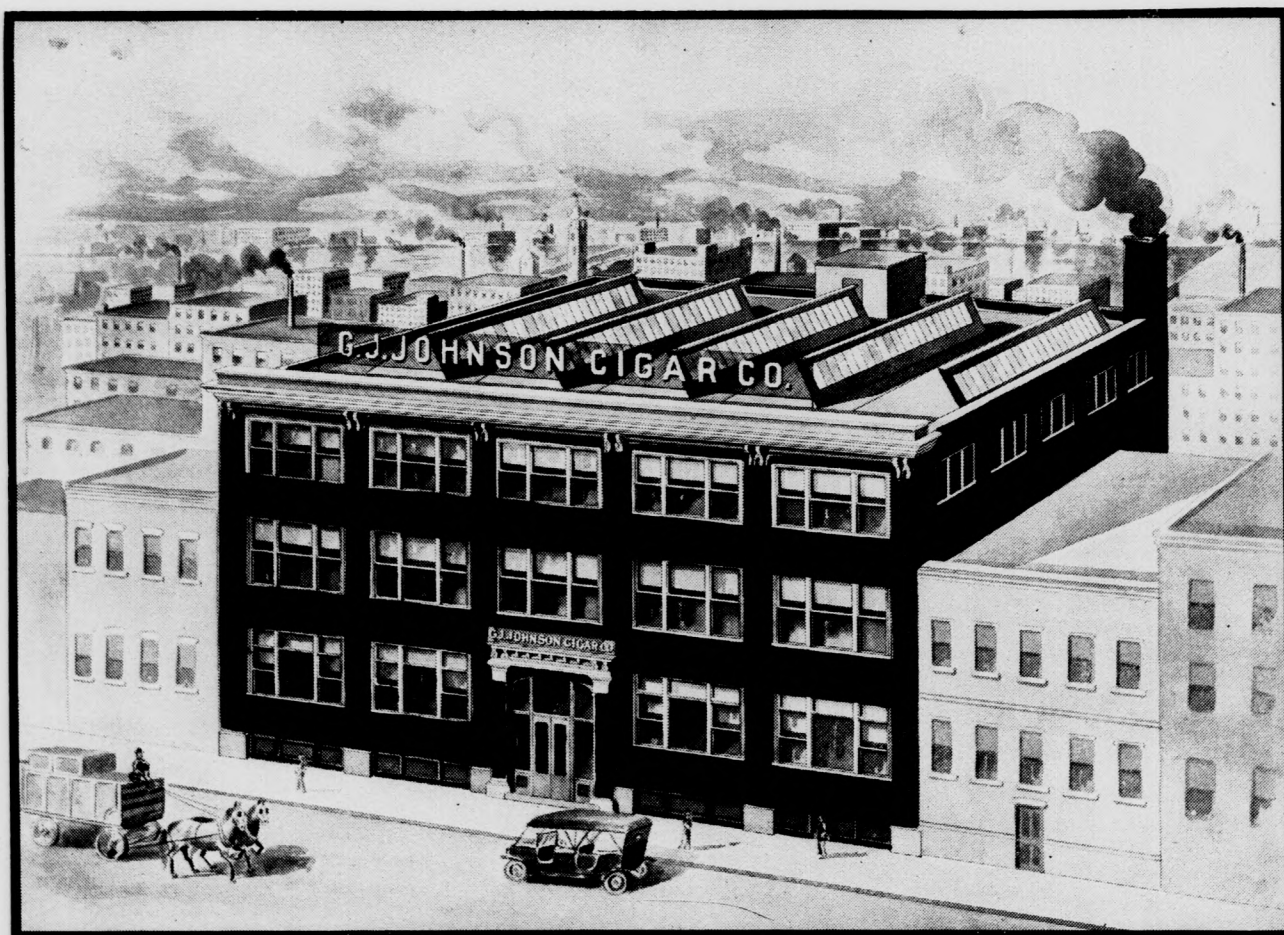
Grand Rapids, Michigan

The
New
Home
of the

EL PORTANA



The
Cigar of
High
Degree



Where Sanitation
is Featured

G.J. Johnson Cigar Co.

Grand Rapids,
Michigan

Rempis & Gallmeyer Foundry Co.

Manufacturers of All Kinds of

Iron, Brass and Aluminum

CASTINGS

Lawn and Park Settees, Vases, Roof Castings,
Carriage Steps, Hitching Posts
Street and Sewer Castings, Also Building Casting

And Sole Manufacturers of the

Rempis Patent Oscillating Sleigh Knee

And the

Rempis Cement Block Machine

Write for Prices.

Citizens Phone 1509

60-68 North Front Street

1,000 Penny Post Cards

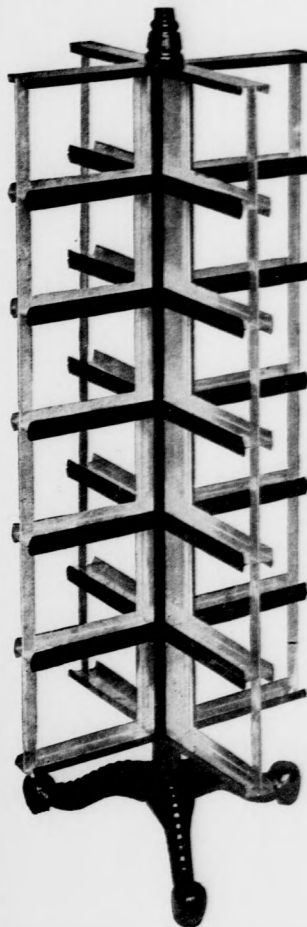
and a No. 4 Rack, Price
Cards, Etc.,

Complete for \$6

These cards will be all new
and up-to-date and will be
assorted as follows:

400 Easter
200 Comics
200 Birthday
200 assorted Views with
name of your town.

1,000 New, Quick Selling Post
Cards and a \$1.50 Post Card Rack
for \$6.00.



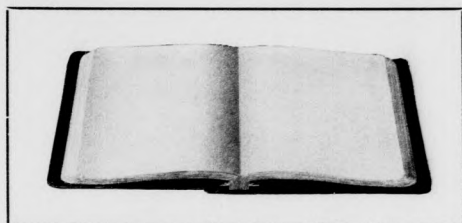
THE WILL P. CANAAN CO.

105 N. Ottawa St.

Grand Rapids,

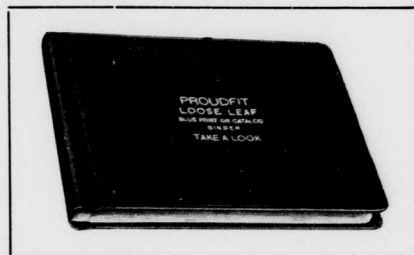
Michigan

You
Will Feel
Well Paid



When you have looked into the merits of

The Proudfit Loose Leaf Binders



For All Purposes
One Sheet
To Any Capacity
Any Size or
Ruling

WRITE US

The Proudfit Loose Leaf Co.

Grand Rapids, Mich.

Will Mr. Storekeeper Please Answer

1. IF I am not hitting the nail on the head it is because it is driven below the level by other millers who make good flour.
2. It is the old story of giving your customer just what they ask for, when the demand is created by honest methods and backed by an honest article—like "Purity Patent" Flour.
3. Your decision about carrying "Purity Patent" Flour is the last word, but it is your business to advise your customer just as it is to keep your stock free from inferior articles.
4. If you have any real honest reasons for not carrying "Purity Patent" Flour please tell your customers about it.
5. People will buy "Purity Patent" Flour. The sales are growing every day, every week and every month. We want you to reap the benefits in dollars and cents, as well as the good will of the customers that you supply with it.
6. When you drop out the back door to the store of the progressive fellow around the corner, and get a sack of "Purity Patent" Flour for your customer, you are playing "the dog in the manger" act with no credit or profit to yourself.
7. This is pretty plain talk, but the case demands it. I want your name added to the ninety-seven per cent of grocers that sell it now in Western Michigan.

Yours very truly,

L. FRED PEABODY, Mgr.

Grand Rapids Grain & Mill Co.

P. S. "Purity Patent" "ALWAYS RISES"

Wilmarth Show Cases Always Please

Because

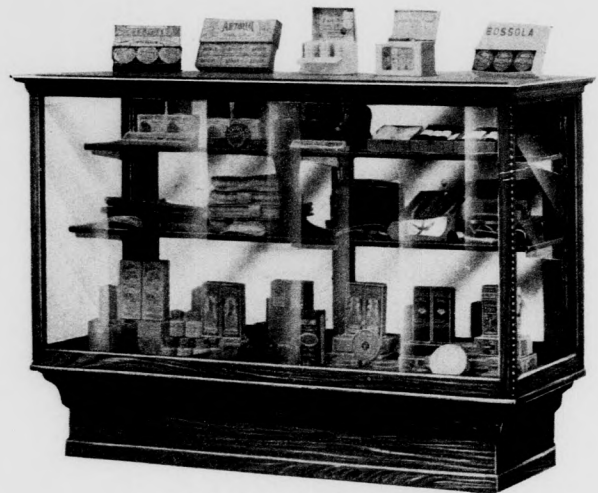
*They are built by skilled workmen
Only the best material is used in them
They are the result of 17 years of
experience in show case building*



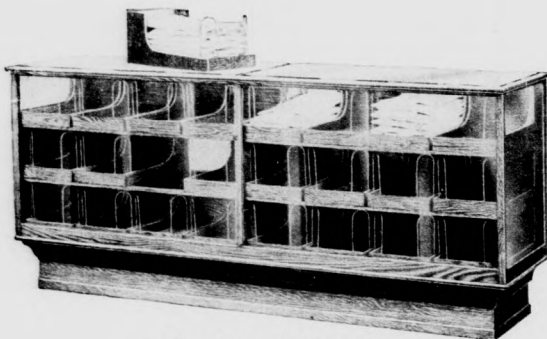
*Our Crystal show case
The finest all plate glass
show case on the
market*

*Made in many styles
and sizes*

*We have a Wilmarth show case for every
department need and any department can be
strengthened by the judicious use of up-to-
date show cases*



A Display of Shoe Findings



A Very Practical Shirt Case

*We carry 1500 cases in stock ready for
immediate shipment. Write for our latest cat-
alog. It will interest any merchant.*

*This trade mark **Wilmarth** is your guarantee of
High Quality, Excellence of Design and Moderate Price*


Wilmarth Show Case Co.

::

Grand Rapids, Mich.



Home of the "H. B. Hard Pan" and "Bertsch" Shoes.


The Bertsch Good-
year Welt and the H. B.
Hard Pan Standard
Screw Shoes for Men.



Shall we
 Send
 You
 a Run of
 Sizes
 in our new
 "CROWN"
 Toe
 "BERTSCH"
 Welt
 ?

MR. LIVE DEALER:

IF it is your desire to give to your trade the best the market affords, and you are not handling either one or both of the above lines, you are missing that something which spells the difference between a shoe that does passing well under ordinary wear and the shoe that has made good for years under the most severe service. They made good with the wearer and made friends for the merchant—and for us.

Our Spring Illustrated Catalogue is about ready. Are you on our list? If not, send a card and we will mail you one. **"THEY WEAR LIKE IRON"**

HEROLD-BERTSCH SHOE CO.

Makers of Shoes

:-:

Grand Rapids, Mich.

OLD NATIONAL BANK

Grand Rapids, Michigan

| | |
|--|-----------------------|
| Capital, Surplus and Und. Profits | \$1,462,582.44 |
| Deposits | 5,945,673.14 |
| Assets | 8,207,258.08 |

OFFICERS

WILLARD BARNHART, President
 CLAY H. HOLLISTER, Vice President
 WILLIAM JUDSON, Vice President
 GEORGE F. MACKENZIE, Cashier
 HERBERT A. WOODRUFF, Asst. Cashier

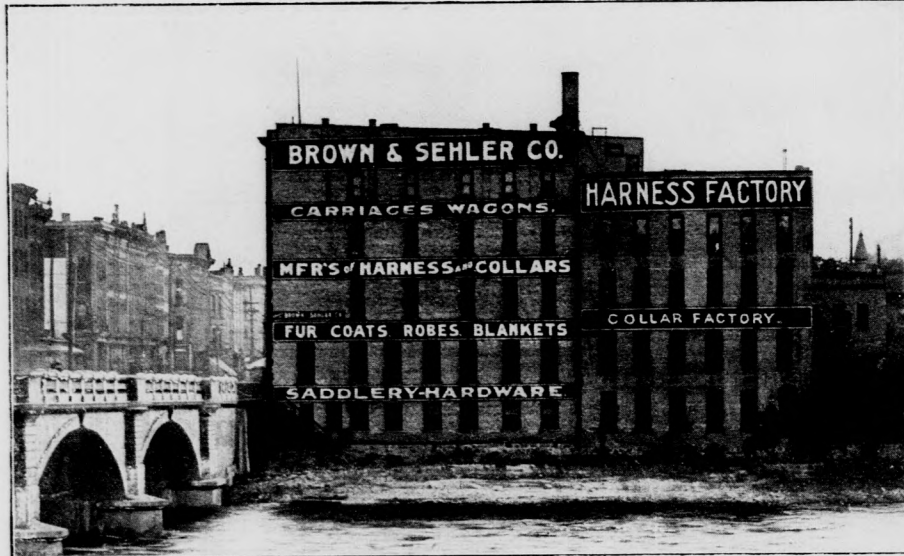
DIRECTORS

WILLARD BARNHART, Pres. Nelson Matter Furn. Co.
 JOSEPH W. MARTIN, Capitalist.
 W. R. SHELBY, V. P. & Treas. G. R. & Ind. Ry. Co.

L. H. WITHEY, Pres. Michigan Trust Co.
 WILLIAM JUDSON, Pres. Judson Grocer Co.
 CARROLL F. SWEET, Pres. Fuller & Rice Lbr. & Mfg. Co.
 W. D. STEVENS, Foster, Stevens & Co.
 CLAY H. HOLLISTER, Vice Pres. Old National Bank
 HENRY IDEMA, Pres. Kent State Bank
 JOHN C. HOLT, Vice Pres. Antrim Iron Co.
 EDWARD LOWE, Capitalist.
 FRANK JEWEL, Pres. Clark Iron Co.
 WM. ALDEN SMITH, United States Senator
 JAS. F. BARNETT, Capitalist.
 BENJ. S. HANCHETT, Pres. G. R. Railway Co.

NOW is the Logical time to Buy Goods for Your Spring Trade
And THIS is the Place to Buy

We are Manufacturers and Jobbers of the Largest and Most Up-to-date lines of...
**HARNESS,
 COLLARS,
 STABLE
 SHEETS,
 DUSTERS,
 FLY NETS,
 HAMMOCKS,
 RUBBER
 GOODS,
 CRAVENETTES,
 SADDLERY
 HARDWARE.**



We are Jobbers and carry a full line of....
**VEHICLES,
 FARM
 IMPLEMENTS,
 BRYAN PLOWS,
 LEROY PLOWS,
 BUCH'S
 ROLLERS,
 and CUTAWAY
 HARROWS.**

You take no risk when you handle our goods, because we guarantee every article we handle to be Equal, if not Superior, to any other of its kind.

Write us for our Catalog A

BROWN & SEHLER CO.

Grand Rapids, Michigan

The VINKEMULDER COMPANY
GRAND RAPIDS, MICHIGAN

We are distributors for



**Golden Flower Brand
 Redland Navels
 THE BEST ORANGES GROWN**

OUR Banana ripening rooms are working night and day and we always have plenty nice ripe, plump, yellow fruit on hand.

SEND US YOUR ORDERS

Established 1872

Lemon & Wheeler Company



Grand Rapids

Wholesale Grocers



Kalamazoo

Usefulness is the right by which business lives.

We believe that "as we serve, so shall we profit."

We aim to perform a double service to the community from whose patronage we thrive.

For WE believe that the Wholesale Grocer serves his Retail Grocers best who helps the retailer to serve the Public best.

On this principle we commend to the Retail Grocers of Michigan our

Yours truly
 • TRADE MARK •
PRODUCTS

Representing the highest value of quality

COFFEE

SOUPS

PORK AND BEANS

CHOCOLATE

SALAD DRESSING

MACARONI

COCOA

PICCALETTE

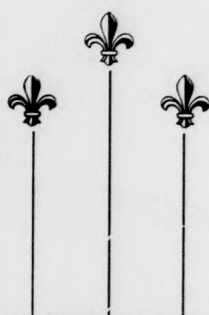
SPAGHETTI

Lemon & Wheeler Company

We are also distributors of "Plantista," that good Havana Cigar



Corl, Knott & Co., Ltd.
Importers and Jobbers of Millinery
Trimmed Hats a Specialty
20-26 N. Division Street, Grand Rapids, Mich.



La Flor de Michigan



They "Keep the Quality Up"
Distributed by Over FORTY Jobbers in The State



ROYAL **SALAD DRESSING**



For sale by the **BEST**
Grocers

Served in the **BEST**
Cafes

Used in the **BEST**
Homes

Because **IT IS** the
best

For Sale Only by the

HORTON-CATO MFG. CO.
DETROIT, MICHIGAN - WINDSOR, CANADA

ANNOUNCEMENT

Jennings Mfg. Co.

We are now located in our new home,
the Hopson Building, 25-27 Campau St.,
where we occupy 22,000 square feet of
space devoted to the manufacturing and
shipping of our well known lines

Jennings Flavoring Extracts Dorothy Vernon Perfume And Toilet Preparations

in connection with many other specialties.

We are largely increasing our capacity
and expect to do a larger volume of busi-
ness. Your inquiries will receive prompt
attention.

Jennings Mfg. Co.

25-27 Campau St. Grand Rapids, Mich.

ASSETS

\$10,000,000.00

Grand Rapids National City Bank

Corner Monroe and Ottawa Streets

City Trust and Savings Bank

Main Office, Campau Sq.—Branch, Monroe and Division

3⁰/₀ PAID ON
SAVINGS DEPOSITS

3½⁰/₀ PAID ON
SAVINGS CERTIFICATES

Why General Merchants Need Us

By General Merchant we mean every retailer who handles mixed stocks, whether his store be called a general store or a variety store.

We are specialists in General Merchandise.

Wholesaling General Merchandise IS our business—our only business.

Our catalogue contains the most extensive line of General Merchandise handled by any wholesale house on earth. Fifty-five complete departments appear herein.

The store our buyers keep everlastingly in mind when they pick out wares, is the general store.

We choose the goods and grades and styles that are wanted by the people who trade at general stores.

We appreciate that the prime need of the general merchant is large variety for small investment. Therefore our goods are put up in small packages, and wherever possible we assort styles in the package.

We do not press you to buy a quantity. You may buy one dozen or twenty dozen as you like. You are the judge. The price is the same.

In many lines we are by common consent "headquarters." We control the production and sale of a host of quick-selling, profit standing specialties which can be bought nowhere else.

In many lines we absorb entire factory outputs, thus saving the usual selling expense of 10 to 15 per cent.

In other lines we own or control our own mills so there is no profit save ours between first cost and you.

We do not sell no-profit "staples" like domestics, nails and sugar, which are commonly sold for glory.

Neither do we handle the slow selling items which appear in the "big" lines of the one-line jobbers. We do the sifting for you.

We specialize in popular priced goods—which are the fastest sellers and the best trade pullers in a general store or any other store. In goods to retail at 5, 10 and 25 cents and other popular prices, our lines are longest and strongest in the trade.

The price we print is our only price—the same in our catalogue and in our sample room. It is the same for all.

Our huge open stocks make it possible for the general merchant to buy in quantities as wanted, and be sure of getting goods by return shipment.

In seasonable goods we keep a full stock close up to the end of the general merchant's retail season.

We are factors for honest quality. We do not sell trash. We do not cheapen merchandise to make a bargain showing on paper.

We ask no favors. We ask no odds. But we respectfully submit, Mr. General Merchant, that you are not fair to yourself unless you take into account in every department and in every purchase the one big house which specializes in General Merchandise and in such wares sets the patterns for all America.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

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



Write for Prices and Booklet to

W. M. FINCK & CO., DETROIT

JAMES L. LEE, Treasurer.

THE IROQUOIS CIGAR FACTORY

The accompanying illustrations are of the factory of The Iroquois Co., one of Michigan's leading institutions in the cigar manufacturing industry.

This company, established in 1900, has earned an enviable reputation for the excellence of its product, a fact well evidenced by the wide distribution of

kind. Those who have visited the clean, well-ventilated workrooms, with their flood of light, and witnessed the care used on every hand to protect the product, realize that so-called "sanitary conditions" are not a myth in this instance, but a tangible fact. The building is supplied with spacious lavatories and a well-



its brands—the Oporto and the Iroquois—the output of which runs into the millions and are sold in every city and hamlet of Michigan and many other states from New York to California.

In point of cleanliness and sanitation this plant is an exemplary model of its

equipped dining hall for the benefit of the employees.

The business is under the able management of Mr. W. C. Wells, and his fine establishment betokens sincerity of purpose as it pertains to their motto: "Keep the Quality up."

Business Success

DEPENDS in a large measure upon a bank account--without money no business can prosper--with it the gateway to success is ever open--every day opportunities arise for safe and profitable investments.

Take your bank seriously—it is here for your good and your good means the good of the community—learn its personality well—many times you can turn to your bank in time of need.

We will welcome your account



Jobbers

Brooms
Brushes
Baskets
Pipes
Purses
Mantels

500 feet southwest of
Union Depot

Grand Rapids, Mich.



Machinists

WESTERN MICHIGAN AGENCY FOR

Brown & Sharpe Mfg. Co.

MILLING CUTTERS, REAMERS, ETC.

Drills, Taps, Dies, Lathe Tools and Chucks

ALDEN & JUDSON

39 Bridge Street

::

GRAND RAPIDS, MICHIGAN

"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

Flexibone
TRADE MARKMODEL
242

The Key Note of Spring Fashions is Flexibility

That is what a woman's figure attains when she wears **Flexibone** corsets.

Flexibone
TRADE MARK

boning is thin, flat, resilient, strong, durable, non-rustable. It will bend double without breaking.

Corsets boned with it are more comfortable. They have all the good points of other corsets, and besides—wear twice as long. That makes them double value.

Flexibone
TRADE MARK

Corsets are made of fine fabrics. There is a model for every type of figure.

Prices one to five dollars.

We also make Colonial accessories, brassieres, bust pads, back pads, ruffles, bustles, sanitary belts, one hundred and fifty items and the Crosby front-lacing corset.

Our booklets, catalogs, newspaper and magazine ads will be sent to any merchant on request.

Coronet Corset Company

Cor. Lyon and Campau Sts., Grand Rapids, Mich.

There is nothing in Safe Banking that
we cannot perform



Peoples Savings Bank of Grand Rapids, Mich.

March 4, 1911

RESOURCES

| | |
|---|-----------------------|
| Loans - - - - - | \$1,797,813.49 |
| Banking House - - - - - | 35,000.00 |
| Cash and Clearing House Items - - - - - | 129,816.28 |
| Deposits with Reserve Agents - - - - - | 266,001.43 |
| | \$2,228,631.20 |

LIABILITIES

| | |
|-----------------------------|-----------------------|
| Capital Stock - - - - - | \$ 100,000.00 |
| Surplus - - - - - | 100,000.00 |
| Undivided Profits - - - - - | 11,692.65 |
| Deposits - - - - - | 2,016,938.55 |
| | \$2,228,631.20 |

The Peoples Savings Bank of Grand Rapids, offers all the advantages of a safe, strong, conservative yet progressive institution. Its resources are sound to the core and its connections unquestionably the best.

In addition to Savings Accounts we solicit, and are prepared to receive accounts of Banks, Bankers, Corporations and Firms on favorable terms, and will be pleased to meet or correspond with those who contemplate opening new accounts.

THOMAS HEFFERAN,
President

EUGENE D. CONGER,
Cashier

The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw **Shredded Wheat** being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

Last year we demonstrated **Shredded Wheat** in many cities and towns and gave away, including house-to-house sampling, 20,000,000 **Shredded Wheat Biscuits**.

This Year We're Doing Even More Advertising

Is it any wonder that **Shredded Wheat** is the easiest-to-sell cereal food?

And it pays you a good profit.

THE SHREDDED WHEAT CO.
NIAGARA FALLS, N. Y.



*Shredded
Wheat*
THE EASIEST TO SELL CEREAL FOOD



Established 1885

Alfred J. Brown Seed Co.

Growers, Merchants and Importers



General Warehouse and Offices, Cor. Ottawa and Louis Sts.

Grass, Agricultural and Garden Seeds

Grand Rapids

::

Michigan

NATIONAL GROCER

Wholesale Grocers, Tea Importers
General Offices,
DISTRIBUTORS

"LIGHT HOUSE" and The Largest Jobber of Groceries

With its Houses so Located that a Retailer's Wants

One Hundred Salesmen Represented

Detroit,

C. Elliott & Co.

WM. R. SPENCER, Manager

Saginaw,

Phipps, Penoyer & Co.

W. C. PHIPPS, Manager

Bay City,

Gustin, Cook & Buckley

F. J. BUCKLEY, Manager

Jackson,

Jackson Grocer Co.

W. J. BUTTERFIELD, Manager

Lansing,

National Grocer Co.

F. E. ELLIOTT, Manager

Port Huron,

National Grocer Co.

H. S. ELLIOTT, Manager

Decatur,

National Grocer Co.

J. S. McCLELLAND, Manager

MILLS AND MANUFACTURING DEPT.

ROCER COMPANY

Importers, Coffee Roasters

, Detroit, Michigan

IMPORTERS OF

"RED CAP" Food Products

Groceries in Michigan

Can Be Intelligently and Promptly Supplied

represent the Following Houses:

| | |
|---------------|----------------------|
| Grand Rapids, | Musselman Grocer Co. |
|---------------|----------------------|

M. D. ELGIN, Manager

| | |
|----------------|----------------------|
| Traverse City, | Musselman Grocer Co. |
|----------------|----------------------|

H. A. MUSSELMAN, Manager

| | |
|-----------|---------------------|
| Cadillac, | National Grocer Co. |
|-----------|---------------------|

ED. KRUISENGA, Manager

| | |
|-----------|---------------------|
| Manistee, | National Grocer Co. |
|-----------|---------------------|

H. A. MUSSELMAN, Manager

| | |
|-------------|---------------------|
| South Bend, | National Grocer Co. |
|-------------|---------------------|

WM. H. SWINTZ, Manager

| | |
|------------------|----------------------|
| Sault St. Marie, | Musselman Grocer Co. |
|------------------|----------------------|

ED. STEVENS, Manager

| | |
|-----------|---------------------|
| Escanaba, | National Grocer Co. |
|-----------|---------------------|

M. J. RYAN, Manager

29-35 LARNED ST. WEST, DETROIT



Protect Your Profits

THE NATIONAL CASH REGISTER shown in this picture is known as a Drawer Operated Cash Register. It operates by pressing the amount keys, the operating button and closing the drawer.

Locked up inside the register is a strip of paper. Every time the register drawer is opened the reason why it was opened and the initial of the person opening it, is printed on this strip of paper. If a cash sale has been made, the printing tells how much it was and who made it, also of all received on account, charge and paid out transactions.

The amounts of all cash received are added into one grand total. The total is under lock and key and is accessible only to the proprietor. Every time the register is operated a count is kept on separate adding wheels. This tells you how many customers were waited on.

With a National Cash Register in your store you get more protection at a smaller cost than any other system will give you.

\$100 Without Autographic Attachment **\$115** With Autographic Attachment

Autographic Attachment is a Great Convenience

THIS MODEL, equipped with the autographic attachment, here shown, enables you to write at the side of the printed information any further details of the transaction.

You can write the person's name that had goods charged, or paid you money on account. You can tell to whom and what for, money was paid out.

These daily records furnish a complete history of each day's business, and can be filed away for future reference.



The Autographic Detail-Strip Gives You Full Information

Section of sales-strip, showing printed and written entries. The printed amounts are added up by the register

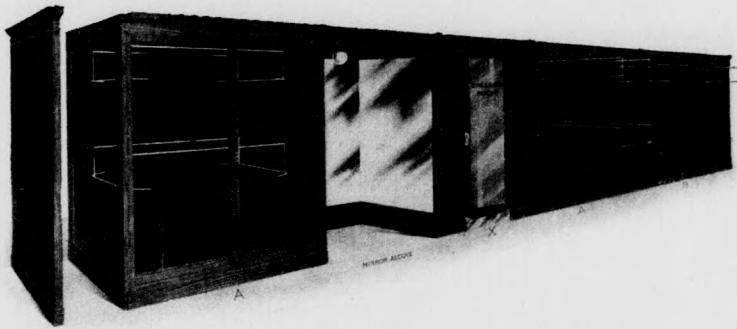
| | | | |
|----------------------------|------|--------|--|
| <i>Adams Exp. Co.</i> | A Pd | - 0.75 | —Proprietor paid out 75 cents for expressage. |
| <i>2 bu potatoes</i> | B Ca | - 2.00 | —Bert sold 2 bushels of potatoes for \$2.00 cash. |
| <i>Mrs. A. Meyer</i> | A Rc | 10.05 | —Proprietor collected balance on account, \$10.05, from Mrs. A. Meyer. |
| <i>Drayage</i> | A Pd | - 0.50 | —Proprietor paid out 50 cents for draying. |
| <i>1 Ham</i> | K Ca | - 1.73 | —Karl sold a ham for \$1.73 cash. |
| <i>2 lb. Coffee</i> | D Ca | - 0.72 | —David sold 2 lbs. of coffee for 72 cents, cash. |
| <i>Mrs. J. C. Williams</i> | E Ch | - 4.91 | —Edward made a charge sale \$4.91 to Mrs. J. C. Williams |

EVERY time the register is used, there is a printed record of that transaction made. This record is under lock and key—it can't be altered or destroyed. It not only shows the amount and kind of transaction, but the initial of the person who made it. This is the same as having every person who uses the register sign his name to each transaction.

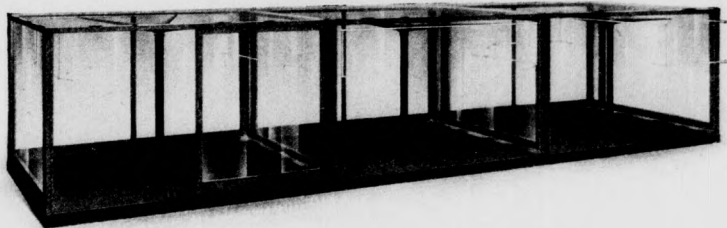
You can buy this style National Cash Registers from \$40 to \$135 according to size and what they do

The National Cash Register Company

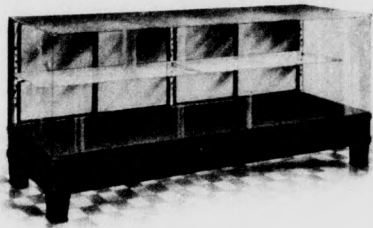
Dayton, Ohio



20th Century Double Deck Revolving Cabinet No. 200



20th Century Center Revolving Cabinet No. 101



American Beauty Display Case No. 412

Offices and Show Rooms under
Our Own Management:

233 Jackson Boulevard, Chicago
1329-1331 Washington Avenue,
St. Louis.

The largest manufacturers of
Store Fixtures in the World.

MERCHANTS

OF

Michigan, Indiana and Ohio:

A revolution has recently taken place in the display of Men's, Ladies' and Children's ready-to-wear garments. It is as practical and economical for the GENERAL STORE, as the Department and Clothing Stores.

THE REVOLVING WARDROBE SYSTEM is destined to supersede all others. The cost measured by rod capacity is but little more than the Old Style Wall Case or Telescoping Slide Cabinets. John Wanamaker, of New York and Philadelphia, and Jordan Marsh & Co., of Boston, have thrown out thousands of dollars of expensive fixtures to install the Revolving System.

Write for Folio D, giving full information.

Telescoping Slide Cabinets at low prices should you desire them. Show Cases and Fixtures of all kinds. Let us figure on your requirements—one case or an outfit.

Grand Rapids Show Case Co.

Branch Factory:
Lutke Mfg. Co., Portland, Ore.

Grand Rapids, Mich.

KENT STATE BANK

GRAND RAPIDS, MICHIGAN

Has the Largest Capital and Resources of any State or Savings Bank in Western Michigan

| | | | |
|-------------------------------------|---|---|--------------|
| Capital | - | - | \$500,000.00 |
| Surplus and Profits | | | 250,000.00 |
| ASSETS EXCEED SEVEN MILLION DOLLARS | | | |

HENRY IDEMA, President.

JOHN A. COVODE, Vice-President.

J. A. S. VERDIER, Cashier.

Savings Accounts draw interest at 3% if left three months or longer,
interest compounded semi-annually.

3% paid on Certificates of Deposit if left six months, or 3½% if left
one year.

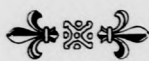
Bring or send us your Money, Draft, Post Office Order or Personal Check.

WE RESPECTFULLY SOLICIT YOUR PATRONAGE

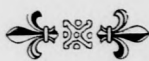


Corner Fort Street West and M. C. R. R. Take Fort Street Car. Five Minutes Ride from City Hall

LEE & CADY



Wholesale Grocers



Detroit,
Kalamazoo,

Saginaw,
Bay City.

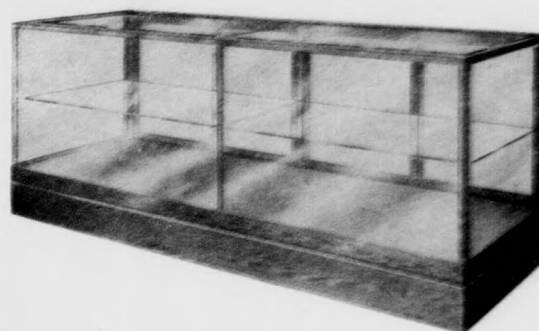


FINE COFFEE

That's what thousands upon thousands of enthusiastic users are saying about "WHITE HOUSE" COFFEE. The emphasis is always put on the word "fine," too; and enough of it to carry conviction to the minds of thousands more who will take it *on faith*—the faith promoted by a real desire to get hold a coffee that is **REALLY and TRULY FINE**. Some of your customers would like to get hold of "White House"—on Faith.

Distributed at Wholesale by
Worden Grocer Co., Grand Rapids, Mich.

"Gutmann's Special"



YOU DON'T buy cases every day, so you want good ones when you do buy. "Gutmann's Special" is not only a "necessity" but an "ornament." Frames are built (not just made) of oak or birch, any finish. Can be furnished with 6 inch oxydised legs if desired. Case fitted with R. plate shelves on adjustable nickel-plated key hole brackets. Glazed with bevel plate, glass top, inlaid; front, ends and sliding doors with D. S. A. glass.

Prices F. O. B. Chicago

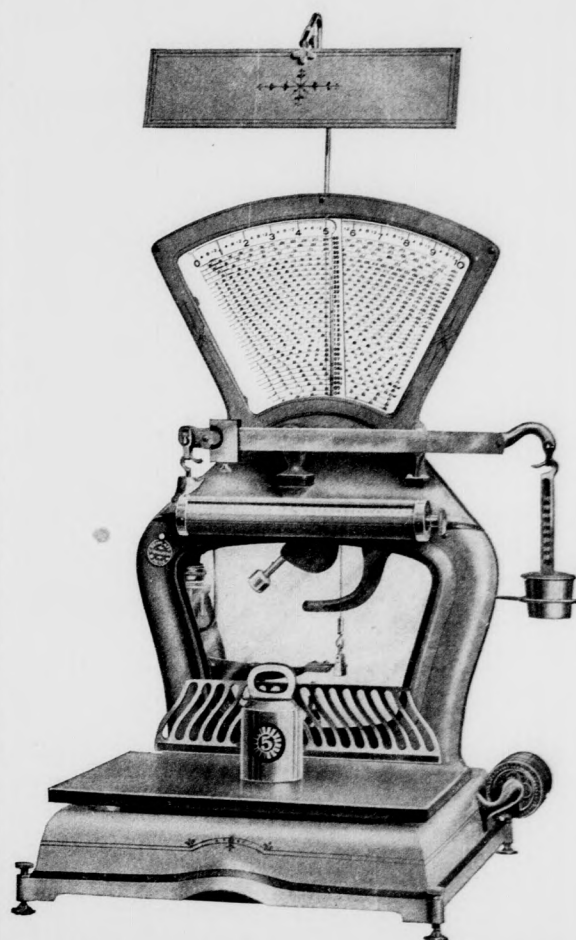
6 ft. long, 42 in. high, 26 in. wide, 1 piece top and front . . . \$28.50
8 ft. long, 42 in. high, 26 in. wide, 2 piece top and front . . . 38.00

Write for Catalogue

The Gutmann Store Fixture Co.

387-389 Wabash Ave.

Chicago, Ill.



Stimpson No. 75, Weighs and Computes to 100 lbs.

Thousands of Merchants in Michigan, Ohio and Indiana are Using

Stimpson Computing Scales

The Stimpson Automatic Scale is made in many styles and capacities, ranging in price up from \$40. There is a Stimpson adapted to the needs of every grocer, butcher, general merchant and confectioner.

The Stimpson is fully guaranteed and complies with the **Weights and Measures Laws** of the States of Michigan, Ohio and Indiana as well as those of all other states and the standards of the United States Government.

We have the only automatic counter scale with **one hundred pounds** capacity and the No. 75, shown herewith, is the only one in existence that weighs and computes one hundred pounds.

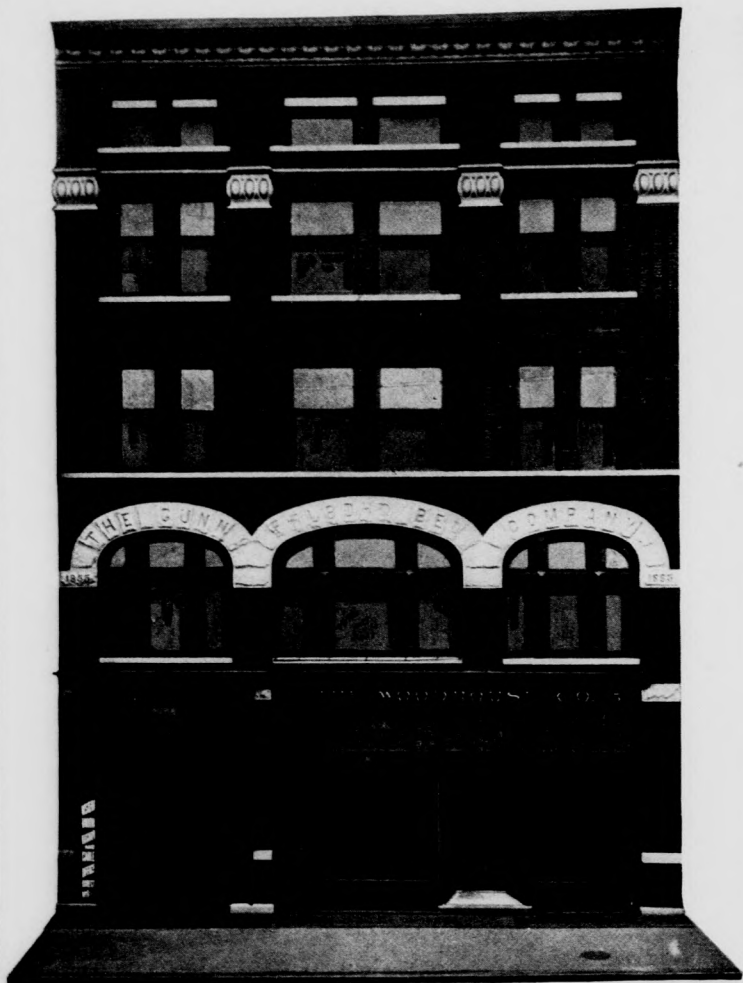
Stimpson Automatic Scales are sold on small monthly payments without interest or with a liberal discount for cash. If you are using an old computing scale or a new one that does not give satisfaction we will make you a liberal allowance for it.

Mail us a postcard TODAY. It will not obligate you to buy, but will bring you full particulars.

OVER FIFTEEN YEARS ON THE MARKET

Stimpson Computing Scale Co.

Detroit, - Michigan



The Woodhouse Co.

Moved to
5 and 7 So. Ionia St.



Exclusively
Wholesale

Cigars, Tobaccos
and
Cigarettes

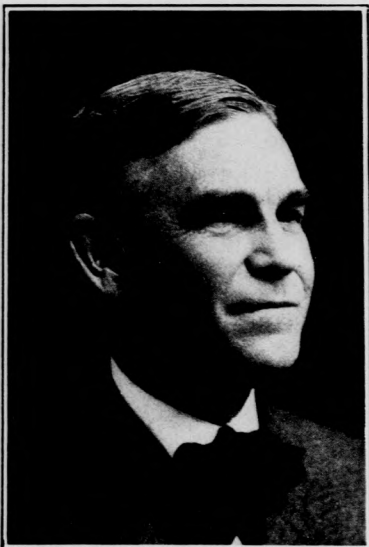


JOHN T. WOODHOUSE
President

CHAS. A. STELLMANN
Vice President

P. C. PAYETTE
Sec'y & Mgr.

We Are a Commercial and Savings Bank and Want Your Account



TO CARE for our rapidly increasing business we
have increased our capital stock to \$200,000,
Assets over \$3,000,000.

CHAS. W. GARFIELD, President
DANA B. SHEDD, Assistant to President
ORSON A. BALL, Vice President

OFFICERS

FRANK S. COLEMAN, Cashier

ARTHUR M. GODWIN, Assistant Cashier

DIRECTORS

N. FRED AVERY, Pres. Worden Grocer Co. WILLIAM H. GILBERT, Sec'y American Paper Box Co.
ORSON A. BALL, Vice-President, Vice-Pres. Judson Grocer Co. FRANK JEWELL, Clark Iron Co.
AARON BREWER, Capitalist and Farmer FRANK E. LEONARD, H. Leonard & Sons
ROGER W. BUTTERFIELD, Pres. G. R. Chair Co. LESTER J. RINDGE, Rindge-Kalmbach-Logie Co.
FRANK S. COLEMAN, Cashier WILLIAM ALDEN SMITH, United States Senator
GEO. M. EDISON, Capitalist GEORGE G. WHITWORTH, Treas. Berkey & Gay Furniture Co.
JOHN B. MARTIN, Capitalist ARTHUR H. VANDENBERG, Mgr. Grand Rapids Herald
CHARLES W. GARFIELD, President

You Will Enjoy Courteous Treatment at This Bank and We Will
Appreciate Your Patronage.

3% and 3½% Interest Paid on Deposits

GRAND RAPIDS SAVINGS BANK

Only bank north side Monroe St.—Corner Ionia St.



IF you were to have a fire to-night would your safe bring its contents through safely? The chances are 10 to 1 that it would not if you have an old style safe. As a good business man can you afford to take the chances? New safes are much cheaper than they use to be.

Get our Prices

Cor. Ionia and Louis Sts.

Grand Rapids Safe Company

Grand Rapids, Mich.

Consumers Are Wedded
to the
Hart Brand Canned Goods
Because Quality is Always Notable

All products packed at our five plants in west Michigan, in the finest fruit and vegetable belts in the Union, are grown on our own lands adjacent to the various plants; packed fresh from the fields and orchards, under best sanitary conditions, insuring exquisite flavor, fine texture, natural color. Every can is well filled.



The HART BRANDS Satisfy Consumers
They are Trade Winners and Trade Holders

Vegetables: Peas, Corn, Succotash, Stringless Beans,
Pork and Beans, Pumpkin, Red Kidney Beans,
Tomatoes, Spinach, Beets

Fruits: Cherries, Strawberries, Red Raspberries,
Black Raspberries, Blackberries,
Plums, Pears, Peaches



W. R. Roach & Company

HART

MICHIGAN

We Are the
Selling Agents

For the Celebrated

**Homer
Laughlin**

Dinner and Toilet
Wares

And Many Other
Famous

**American and
English
Potteries**

And Sell Their
Products at

Factory Prices

On a Strictly

**Commission
Basis**

We Save You
Money

We Are the Michigan Selling Agents for the Famous

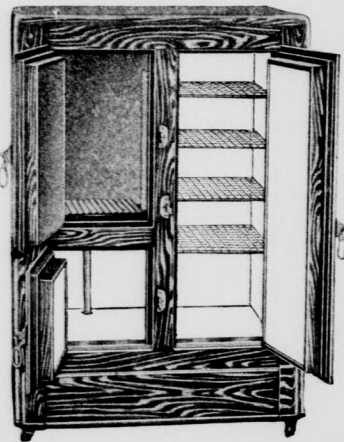
"LEONARD CLEANABLE" ONE-PIECE PORCELAIN LINED REFRIGERATORS

For the Home, Store, Hotel and Restaurant

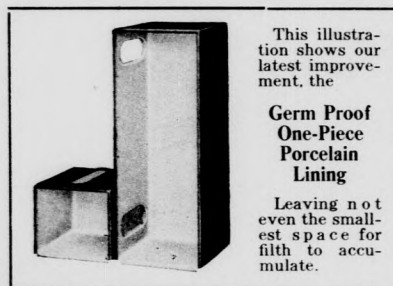
They Are
Handsome
and
Durably
Made

Are Easily
Kept Clean

Require But
Little Ice



The "Leonard Cleanable" Refrigerators have **Twelve Distinct Walls, the Best Insulating Material Air Tight Locks** and consequently are the most **Economical to Operate.**



THE "LEONARD CLEANABLE" REFRIGERATORS

Are backed by a 30 years' record of unprecedented success and continuous improvement. Our magnificent new plant is not only the best equipped in the world, but the largest as well, having a capacity of 30,000 refrigerators per year and is kept running full time the year around.

Secure Agency for Your Town. Ask Us for Catalog and Discount.
To Insure Prompt Service Address

H. Leonard & Sons, Grand Rapids, Mich.
Manufacturers, Agents, Importers and Jobbers

We Show Over
**Two Hundred
Patterns**

In Open Stock
Dinner Wares

Including the
Famous
product of

**Haviland &
Company**

And Other
Leading Makers
of

**French and
German China**

Also Complete
Lines of

**House Furnishing
Goods**

Enameled Wares

**Silver
Cut Glass, Etc.**



ORGANIZED 1875

BURNHAM, STOEPEL & CO.

INCORPORATED 1902

Wholesale Dry Goods and Carpets

19-41 LARNED ST. EAST

:-:

DETROIT, MICHIGAN



INDEX TO PRINCIPAL ARTICLES

| | Page |
|---|------|
| Annual Meeting and Banquet of U. C. T., No. 131 | 6 |
| As An Investment | 36 |
| A Song of Spring | 32 |
| A Wholesale District | 19 |
| Coast Surplus of Labor | 16 |
| Credit Problems | 33 |
| Clerks in a Trance | 38 |
| Development of Retailing | 34 |
| Editorial | 8 |
| Editorial | 9 |
| Fancy Striped Shirts | 28 |
| Grocery and Produce Market | 5 |
| Hat Styles for Spring | 29 |
| How to Know Toes | 22 |
| Immigrant to Importer | 10 |
| Improving Quality of Eggs | 12 |
| Make Your Own Forecast | 42 |
| Michigan Hardware Men's Convention | 2 |

| | Page |
|--|------|
| New York Market | 48 |
| Nature's Busy Season | 26 |
| News of the Business World | 4 |
| Our Grocery Topics | 15 |
| Spring Decorative Schemes | 17 |
| Spring Ideas in Women's Clothing | 20 |
| Spring and Summer Fabrics | 24 |
| Side Lights on Sales Success | 37 |
| Seed and Seed Prospects for New Season | 13 |
| Special Price Current | 47 |
| Storekeepers Personality | 30 |
| The Merchant Farmer | 14 |
| The Shoe Question | 44 |
| The New Millinery | 21 |
| Trade Paper Educators | 40 |
| The Special Edition | 1 |
| Then and Now | 27 |
| Velvets and Satins | 23 |

INDEX TO ADVERTISEMENTS

| | |
|------------------------------------|--------------------|
| Adams & Hart | a34 |
| Acorn Brass Manufacturing Co. | a36 |
| American Case & Register Co. | a43 |
| Alden & Judson | a23 |
| American Seating Co. | a16 |
| Angdile Computing Scale Co. | a33 |
| Alfred J. Brown Seed Co. | a25 |
| J. T. Brace | a36 |
| Barlow Bros. | a33 |
| Becker, Mayer & Co. | a16 |
| Brown & Schler Co. | a16 |
| Butler Bros. | a21 |
| Brilliant Gas Lamp Co. | a36 |
| Burnham, Stoepel & Co. | a34 |
| Business Wants Department | a47 |
| Will P. Canaan Co. | a13 |
| C. E. Conover Co. | a23 |
| Commercial Savings Bank | a23 |
| Clark Weaver Co. | a36 |
| Carl, Knott & Co. | a18 |
| Citizens' Telephone Co. | 3 |
| Chas. A. Coye | a42 |
| Coronet Corset Co. | a24 |
| Corn Products Refining Co. | a35 |
| E. B. Cadwell & Co. | a33 |
| Crescent Manufacturing Co. | a12 |
| Crohon & Roden Co. | a13 |
| A. J. Deer Co. | a36 |
| Detroit Rubber Co. | a12 |
| Fleischmann Yeast Co. | a13 |
| W. M. Finck & Co. | a22 |
| Foley & Co. | a33 |
| Foster, Stevens & Co. | a9 |
| Foot & Jenks | a36 |
| Fourth National Bank | a11 |
| Grand Rapids Electrotyping Co. | a12 |
| Grand Rapids Fire Insurance Agency | a33 |
| Grand Rapids Grain & Mill Co. | a13 |
| Grand Rapids Dry Goods Co. | a7 |
| Grand Rapids Gas Co. | a6 |
| Grand Rapids-Muskegon Power Co. | a8 |
| Grand Rapids National City Bank | a20 |
| Grand Rapids Real Estate Bureau | a33 |
| Grand Rapids Safe Co. | a32 |
| Grand Rapids Savings Bank | a32 |
| Gutmann Store Fixture Co. | a31 |
| Hand Sapolio | 9 |
| F. A. Hilton | a33 |
| Hazeltine & Perkins Drug Co. | Inside Back Cover |
| Herold-Bertsch Shoe Co. | a15 |
| Handy Press Co. | a43 |
| Hirth-Krause Co. | Front Cover |
| Horton-Cato Manufacturing Co. | a20 |
| Ideal Clothing Co. | Inside Front Cover |
| Iroquois Cigar Co. | a19 |
| Iroquois Cigar Co. | a22 |
| Jennings Manufacturing Co. | a20 |
| Judson Grocer Co. | a10 |
| G. J. Johnson Cigar Co. | a12 |
| Kingery Manufacturing Co. | a36 |

| | |
|-------------------------------------|------------|
| Kellogg's Toasted Corn Flakes | a40 |
| Kent State Bank | a29 |
| Klingman's Sample Furniture Co. | a16 |
| H. Leonard & Sons | a34 |
| Lautz Bros. & Co. | a37 |
| Lee & Cady | a30 |
| Lemon & Wheeler Co. | a17 |
| Lowney's Cocoa | 2 |
| Mayer Shoe Co. | a13 |
| Moneyweight Scale Co. | a45 |
| McCaskey Register Co. | a33 |
| Michigan Maple Syrup Co. | a12 |
| Michigan Trust Co. | a33 |
| Michigan State Telephone Co. | a42 |
| C. W. Mills Paper Co. | a23 |
| Miller, Watt & Co. | a16 |
| Moseley Bros. | a12 |
| National Biscuit Co. | 9 |
| National Candy Co. | a11 |
| National Cash Register Co. | a28 |
| National Grocer Co. | a26 |
| National Grocer Co. | a27 |
| Oakland Vinegar & Pickle Co. | a13 |
| Old National Bank | a15 |
| A. T. Pearson Produce Co. | a12 |
| Peoples' Savings Bank | a24 |
| Paul Steketee & Sons | a9 |
| Phelps & Bigelow Windmill Co. | a42 |
| Postum Cereal Co. | a11 |
| Proudfit Loose Leaf Co. | a13 |
| Rea & Witzig | a13 |
| H. M. Reynolds Roofing Co. | a2 |
| W. R. Roach & Co. | a33 |
| W. R. Roach & Co. | a13 |
| Rempis & Gallmeyer Foundry Co. | a13 |
| Rindge, Kalmbach, Logie & Co., Ltd. | a5 |
| Sidney Elevator Manufacturing Co. | a36 |
| Sawyer Crystal Blue Co. | a16 |
| Shredded Wheat Co. | a24 |
| Henry Smith | a34 |
| Standard Oil Co. | a13 |
| Stimpson Computing Scale Co. | a31 |
| Tradesman Company | a46 |
| Thomsen Co. | a37 |
| Tanglefoot | a37 |
| Valley City Milling Co. | Back Cover |
| Vinkemulder Co. | a16 |
| Voigt Milling Co. | a14 |
| Watson-Higgins Milling Co. | a15 |
| Wells & Richardson Co. | a13 |
| Williams Food Products | a1 |
| Wilmarth Show Case Co. | a14 |
| Woodhouse Co. | a32 |
| Worden Grocer Co. | a3 |
| Worden Grocer Co. | a4 |
| Worden Grocer Co. | a31 |
| Wykes & Co. | a2 |
| Walter Shankland & Co. | a36 |
| Weatherly Co. | a36 |
| Walter Baker & Co. | a37 |

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 8, 1911

Number 1433

The Special Edition The Advertising Is Its Most Interesting Feature

Written for the Tradesman.

If three men witness a dog fight or a runaway there will be three totally different descriptions of what took place when the three men come to relate the incident to their friends. Did you ever hear three men who had witnessed the burning of a building tell about it? If you have, you must know that no two men ever yet saw anything at all from the same angle.

The human brain seems to have a faculty of shaping and coloring every impression which comes to it so that it will harmonize with the old ideals or prejudices which have long dwelt in the funny little cells of which the gray matter is composed. If you state a proposition to three men and they chance to agree upon it, you will learn, by further enquiry, that they do not all adopt the idea for the same reason.

If the human family had not, centuries ago, formed the habit of being guided by precedent, the world would be in an awful plight just now. It is true that all human progress has been made in defiance of precedent, but what was law in England before there were any railroads, or telegraph lines, or trust companies, is law in the United States now, if you leave it to the supreme courts.

If you don't believe all the above Solomon, go into the business houses and ask the managers the following question:

"What is the good of a special edition of a trade paper?"

Provided you don't get thrown out before you have caught your breath, you will get just as many different ideas as you visit offices. These expressions of opinion will range all the way from forty below zero to two hundred above. You will get the best answers in the most successful houses. That is, the best from the viewpoint of the special edition maker.

Concerning the merits and demerits of the special edition, a jobber said not long ago:

"Oh, I don't know whether there is any merit in the special edition or not—that is, any special merit—but I do know that if there is any merit in advertising at all it is in keeping constantly at it. If a firm is

calling the attention of the public to a certain line of goods, it goes without saying that the attention of the public can not be too often called to the goods."

This is the principle upon which what is called publicity advertising is put out. Publicity advertising calls attention to the thing itself. It does not tell you where you may buy it. It just says that Sapolio, or Ivory Soap, or Grapenuts, or the Dayton Cash Register, or Toasted Corn Flakes, are the best ever and worth the money a dozen times over. The advertisement does not tell you where to buy, often does not give the price. It just tells you about the quality of the thing.

Now, the advertiser who buys space in a special edition because he wants to keep pounding at the public is something like the precedent man. He accepts the word of others. He knows that all the great fortunes which have ever been made in trade have been acquired by extending the circle of trade by means of advertising. He just keeps pounding away and usually wins out.

A man who advertises in everything was censured by a partner one day for paying a very large price to a traveling painter to put the name of one of his products on a rock in a desert somewhere on the west bank of the Nile. "It is money thrown away," howled the partner. The advertiser laughed at him.

"It is one of the best advertisements I ever had," he said. "If you see the name of that product in a home paper you think nothing of it. If you see it in a London paper you notice it especially because it looks like home. If you see it in Constantinople you write your friends about it and put it in your letter to your home paper. If you see it on a rock in an African desert you put it in your book and talk about it wherever you go. Now, I have seen notices of that rock advertisement in pure reading matter in papers which I could never have bribed to mention the article in such position. It has been talked of in hundreds of clubs and railway coaches and hotels. Fine business, that!"

There is another advertiser who uses special editions because he wants to tell his regular customers

who take the paper that he has something they ought to buy. This man does not believe what is said to him about the extended circle of influence. He might if he investigated, but he is only after his old customers with some new proposition. One of these men was trying to crowd three thousand words into a two-thousand-word space when a friend told him that he was getting too compact an advertisement, and that no one would read all that fine type.

"If they are interested in sugar," was the reply, "they will read it. If they are not interested in sugar I do not care whether they read it or not."

This was good sense, the kind of judgment the patent medicine men use when they jam a space full of agate type. If a man has the disease they are talking about he will read the notice if he has to get a glass to do it. All these ideas make the advertising in a special edition well worth reading. In fact, the advertising is always the best feature of such issues. But the real reason why the advertisements form the best part of an issue was stated nicely by an advertiser, and is worth reproducing here.

"I regard a special edition of a trade paper," he said, "not as a newspaper issue, but as a catalogue. That is just what it is, a catalogue of the things a retail dealer needs in his business. It is not the catalogue of one firm, but the catalogue of scores of firms in competition with each other, and that is why it is valuable. If there is anything new in the dry goods or provision, or drug or shoe, or any other line, you will find it in the catalogue."

"These catalogues are instructive and handy about a retail store. Look inside for anything you want is the rule. The special issue which has the most advertising is the most valuable. Such issues will be kept for months by merchants. I know what I am talking about, for I used to copy addresses from them when I was in the retail business."

"The catalogue business is what is making the mail order houses. People can not step over to Chicago or New York to look over the immense stock they carry, but there, right on the table in the evening, when there is nothing to do but to discuss possible purchases, lies the catalogue. There are things described in the book which the patron never heard of, and there are pictures which show just how they look. Is it any wonder that the mail order houses drew millions of dollars every year from the small towns and the country?"

"There is the catalogue, and there are the prices. Those who want one thing, say an overcoat, go to the catalogue just to see what it looks like, and before they get through with it they have selected a dozen things they wanted. They can all come together," they say, and so the local merchant loses a lot of trade. It is the catalogue that does this. It is like looking through one of those great stocks to look through a catalogue."

"It is just about the same with a special edition of a trade paper. I advertise in it because other men do. I wouldn't care to have my advertisement there if it was the only one. I want the man who is interested in sugar, in safes, in shoes, in dry goods, in drugs, in breakfast foods, in clothing, to read my advertisements. Do you see the point?"

"When a man who wants to know what is doing in shoes and the rest picks up the issue he is in a receptive frame of mind. When he gets through looking up the things he started in with he will glance through the advertising pages for something new. Then he will see my advertisement. He handles the goods I import. When he sees them mentioned he looks to see if anything new is offered. He, perhaps, has never bought of me at all. When he is making notes of the things he wants he will probably make a note of my goods. When he sits down to write to the others he will address an enquiry to me. If he comes to town to look things over he will call at my place. That is, if I have furnished good copy for the advertisement."

"There is a great deal in the copy you furnish. Many a paper has been blamed because of bad results when the fault was with the copymaker. Here is one place where the mail order house has something on the local merchant. The matter in the catalogues is written by experts. The descriptions are exact and interesting. The writer talks only business and presents his case in a good way. Now, I'm not kicking on clerks but it is a fact that the catalogue is often the better salesman. I guess that is about enough to say on the subject."

"Now, for the reasons given above, I assert that the most interesting feature of these special editions is the advertising. I wouldn't look at one of them if there were no advertising. I like the catalogue feature of them. When I look them over I always have my attention called to things which I had not thought of before."

Alfred B. Tozer.

Michigan Hardware Men's Seventeenth Annual Convention At Bay City

The seventeenth annual meeting of the Michigan Retail Hardware Association at Bay City opened Tuesday with a large attendance, representing all parts of the State. The sessions are held in the Council Chamber in the city hall, while the National Guard armory is filled with a large and comprehensive hardware exhibit. The convention will continue until Thursday, closing with an elaborate banquet at Ridotte hall, which the traveling men will arrange and which it is expected will be full of pleasant surprises. Among the features at the convention will be addresses by E. St. Elmo Lewis, of Detroit, on "Creative Salesmanship;" Saunders Narvell, editor of the Hardware Reporter, St. Louis, will give "Just a Hardware Chat," and M. L. Carey, of Argos, Ind., Secretary of the National Association, will make an address. The Bay City merchants have arranged a fine programme of entertainment for the spare time between sessions.

President O. H. Gale, of Albion, in his annual address, delivered at the opening session, said:

"In meeting with so many familiar faces at this, our seventeenth annual convention, I feel, with no small amount of pride, that I am privileged to be a member of this Association, whose membership, about 800, is made up of so bright and intelligent a class of business men.

"The Michigan Retail Hardware Dealers' Association was organized as the result of a call sent out by F. S. Carlton, of Calumet, at Hotel Cadillac, Detroit, July 9, 1895. This Association started with eighteen charter members, who saw the many advantages to be derived by having such an organization. Many of these charter members were our leading hardware merchants of the State.

"For the first few years this Association met with much discouragement, some of the officers having to lower their own bank accounts to take care of the necessary expenses of the Association. Had it not been for the determined efforts of these charter members, their officers and new members who followed, hardware conditions in Michigan would have been quite different to-day.

"In this connection I have been asked several times recently, 'What good has this Association done?' I am tempted to go through a long list of the good things we have accomplished, when I recall a couple of articles that have left some impression in my mind:

"First. 'A person who talks too much is apt to have impaired hearing.' Second. When Mayor Gaynor was advised by his physician not to talk too much an editor remarked

'that would be good advice for almost anybody to take.' So I have promised Mr. Scott that the President's address this year would be brief.

"I think you will all agree with me when I say that every man here is less selfish, broader minded, of larger calibre and more on the automatic repeating order than on the

when a man, who makes an article and sells direct to the hardware trade, told me that only eight of his customers in Michigan take advantage of his 2 per cent. cash discount, while his customers in the Southern and Western States nearly all discount with him. He said that he was telling this experience to a stove man, who said that only 5 per cent. of the hardware dealers in Michigan discount their stove bills. Now there must be something radically wrong in Michigan. Is the cause of this condition something that this Association can help or remedy? Have we made a thorough enough study of our own conditions and of what our policies should be in conducting our business? Have we considered the

importance of maintaining prices? Wouldn't 5 per cent. profit on gross sales look mighty good on the balance sheet at the end of the year?

"We have planned plenty of time for the question box, so let us use it freely. I believe that every man who attends this convention is here for the good he can get out of it, so let us make these meetings heart to heart revivals and see if we can not revive business conditions in our respective localities.

"It seems to me that the best profits in the retail hardware business are the cash discounts, and not one of us can afford to pass them up if we have to hire the money to do so.

"A cash buyer not only strengthens his credit but this puts him on a 'right price' buying basis. Then, too, a cash buyer is not so apt to get reckless and overbuy.

"Of the different trade evils staring us in the face at this time, it seems to me that the catalogue house question should not be lost sight of. The men operating these large houses are making a daily study of how they can reach and supply more of our customers. To show you how successful they have been, ask your postmaster how his money order receipts and pay-outs compare with those of ten years ago. Our postmaster recently told me that ten years ago the money order receipts were 10 per cent. short of pay-outs, and that to-day they are from \$300 to \$700 a day more than pay-outs; that they sell from seventy-five to 140 money orders a day, and that the rural carriers will average \$5 a day. No doubt the banks and express offices have had similar experiences.

"Now we have the rural parcels post bill, which has for the first time been passed by the Committee on Postoffices and Post Roads up to the Senate Committee, and backed by the President and Postmaster General.

"I believe, brother hardware men, we are facing a more serious condition in this regard than we have yet faced. The thing to do is to get busy quick and keep busy. Organize a business men's association in your own town; not a dead one, but a real live one, with dues high enough to employ a very active and capable secretary, whose duties are to supply each member with credit ratings

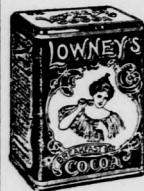


President O. H. Dale

old single barreled, muzzle loading style for having been a member of this Association. Other replies to this question will be made when Porter Wright opens the question box. They say that Porter went into a barber shop while in Denver last summer and the barber said, 'A hair cut?' Porter said, 'No, I want 'em all cut.'

"This brings to mind the gag my small boy sprung on me recently: He came running in from the barn, apparently excited, and said, 'Papa, the cow fell down.' I enquired if it hurt her, when he replied that 'she only strained her milk.'

"Now, getting down to the serious side of our condition, I was very much surprised a short time ago



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



and addresses of customers and newcomers, and to inform you of their changes.

"Abolish fake and programme advertising where most of the proceeds go to an out of town promoter instead of to charitable institutions in the town.

"We recently organized a Business Men's Association in our city, Albion, and the members were surprised when I told them of having received several enquiries regarding the reputations and characters of residents in our city from a school of correspondence in Chicago. This school is no other than a large outfitters installment house in Chicago—a 'wolf in sheep's clothing'—getting information from us to supply our customers with goods which should be purchased from us.

"Many dealers had been replying promptly to these enquiries, supposing they were assisting our citizens to improve their educational advantages.

"It should also be the duty of the Secretary to furnish a list of people who buy from catalogue houses.

"With this information and a determined effort on our part we can bring our business nearer a cash basis and have a good many less people imposing upon us by sending their money away and only buying from us when they want credit or can not wait for goods to come from Chicago.

"As an illustration I have in mind a farmer in our vicinity who was a

regular customer of the catalogue house. He brought in a load of peaches to sell, stopping at the first grocery. Peaches were then selling for \$2. They offered him 50 cents. Of course he was disgusted, and the grocer told him to send them to the people he traded with in Chicago. The farmer went to every grocery in the city and received the same reception. He told the last grocer to take the peaches at some price and in the future he would spend his money in the same town where he expected to sell his produce. I understand he has since been loyal to the merchants in his home town.

"Let us try this out, gentlemen. Organize as soon as you get home and you will find the result will be more business and better profits than on a like amount of time and money expended elsewhere.

"Regarding mutual insurance, I wish to reiterate the statement made by our former President, Chas. A. Ireland, at last year's convention, in which he said: 'The subject of mutual or co-operative insurance is one that should and does interest all hardware men. I believe it to be the duty of all our members to carry at least a reasonable amount of mutual insurance. To my mind it is one of the things that will eventually hold our State associations together.'

"Do not lose sight of the good money to be saved in mutual insurance.

"In closing there are many things that should not be overlooked:

"The efficient work of our former President, Chas. A. Ireland.

"The untiring work of our highly esteemed Secretary, Arthur J. Scott.

"The strenuous work of the Exhibit Committee and all the other committees and individual members who have assisted in making this convention the success it promises to be.

"Not overlooking the good work of the officers of the National Retail Hardware Dealers' Association nor the co-operation of the traveling salesmen.

"I fear that some of us, in our daily lives, do not have enough consideration for the traveling salesman, who are in a position to favor us in many ways if we show a disposition on our part to be courteous to them. We all have days of trying conditions in business, but let us not show our feelings to those with whom we come in contact.

"To my mind the words of Ellis Wheeler Wilcox are particularly fitting:

"It's easy enough to be pleasant
When life moves along like a song:
But the man worth while
Is the man with a smile
When everything goes dead wrong."

"As I lay down the gavel for my successor I trust that you will extend to him the same loyal support that has been rendered me, and I wish to assure you that while the past year has been a busy one, it has been one of the most pleasant years of my life, and the acquaintances and friend-

ships that I have formed will not soon be forgotten."

With the Salespeople.

Howard City—Geo. V. Messenger succeeds W. H. Gregg as clerk in the Larry hardware store. Mr. Gregg is on the road for the H. M. Reynolds Roofing Co.

Hillsdale—S. B. Marble is the new clerk at Whitney's market, succeeding George Beck.

Kalamazoo—Jay White, a well-known shoe clerk, who has been in the West for about a year, is now with Collins & McDonald.

Muskegon—Harry Albers has been made Manager of the John Albers & Sons' wholesale meat house, succeeding Christopher Burch.

Eaton Rapids—Carl W. Knapp, of Owosso, an experienced dry goods salesman and window trimmer, has accepted a position in F. W. Mendell's dry goods store.

Benton Harbor—Willis J. Mills has taken a position with the Peter Scherer Drug Co., on Territorial street. He was formerly employed at the Wenman drug store, but for several months has made Niles his home.

Apt To Be Called.

"It doesn't pay to brag about how much money you are earning."

"That's right. You never can tell what minute some enterprising bill collector may call your bluff."—Detroit Free Press.

No man ever knows how much he misses when he loses a chance of giving pleasure.

Citizens Telephone Co.

An Unequalled Record of Growth

| YEAR | TELEPHONES IN CITY EXCHANGE | STATE LINE TELEPHONES |
|------|-----------------------------|-----------------------|
| 1896 | 832 | None |
| 1897 | 1976 | 1628 |
| 1898 | 2339 | 2028 |
| 1899 | 2915 | 5677 |
| 1900 | 3347 | 20,000 |
| 1901 | 3588 | 22,000 |
| 1902 | 4523 | 24,155 |
| 1903 | 5165 | 33,069 |
| 1904 | 5605 | 49,658 |
| 1905 | 6633 | 60,708 |
| 1906 | 7823 | 80,013 |
| 1907 | 8874 | 95,775 |
| 1908 | 9375 | 101,205 |
| 1909 | 10,010 | 103,289 |
| 1910 | 12,000 | 117,576 |

1,200 Michigan towns reached by us. Use our Long Distance Lines.

3,000 satisfied stockholders receiving regular 2 per cent Quarterly Dividends. 54 already paid. Will You get one next time?

Write for Blank.

Citizens Telephone Co.,

Grand Rapids, Michigan

News of the Business World

Movements of Merchants.

Golden—G. E. Reid is putting in a stock of goods in the Wilson building.

Holland—Leonard Schadalee has opened a grocery on West Thirteenth street.

Perry—Darwin Smith has bought D. DePue's interest in the meat market.

Diorite—The Diorite Store Co. has increased its capital stock from \$6,000 to \$20,000.

Sturgis—B. Hernes has opened a new grocery in R. Balkens' building, on North street.

Harrisville—The Sheap-Johnson Seed Co. has changed its name to F. G. Johnson & Co.

Marion—H. C. Goldsmith, of Sherman, has purchased the drug stock of Dr. W. S. Davis.

Brice—J. H. Fockler is closing out his stock of general merchandise and will go out of business.

Port Huron—J. H. Harford, of the White Credit Clothing Co., will open a branch store in Elyria, O.

Durand—Mrs. W. J. Conklin, of Perry, will open a millinery establishment here about March 15.

Plainwell—Geo. Petrie and Chas. Newman are the new proprietors of the East Side meat market.

Boyne City—Frank Thompson will occupy the Selkirk store with a line of men's furnishing goods and clothing.

Benton Harbor—J. N. Osborne and son have purchased the grocery stock of H. Skelly & Co., on Pipestone street.

Hastings—John McLavy has purchased the feed store formerly owned by M. W. Hicks, on West State street.

Bloomington—E. S. Merrifield & Son have purchased the business formerly conducted by Hammon & Davis.

Nashville—The Nashville Merchandising Company has opened in the Newton block, with Fred G. Baker as Manager.

Kalamazoo—Titus, Van Horn & Titus are interested in the new grocery opened by Carl Herrman, at 416 West Main street.

Ashley—Henry Rose's dry goods, clothing and furnishing goods store burned last week. Loss \$10,000; covered by insurance.

Fremont—Albert Kingsford has purchased an interest in G. W. Bisbee's music store and the firm name will be Bisbee & Co.

Tustin—Ralph Mellon has sold his interest in the meat and grocery business to Emmet Pullman, who will continue the business under the style of V. Pullman & Co.

Eaton Rapids—D. B. Satorsky, of Charlotte, will open a dry goods

store as soon as he can fit up the building he has leased.

Kalamazoo—George Freeman, for four years Superintendent in the Witmer bakery, has resigned to engage in business for himself.

Fennville—F. A. Mowers has rented the lower floor of the Hutchins block and contemplates putting in a fine new line of furniture.

Kalamazoo—Willage Bros. have bought the grocery stock of Jacob Lewis and will continue the business in the same building.

Vicksburg—Frank Milliman has sold his meat market to Frank Burdick, of Scotts. Emmett Boardman will continue as meat cutter.

Benton Harbor—Richard C. Banyon has purchased the Blackler meat market and will continue the business, assisted by J. E. Dunbar.

Chester Station—Jacob Summers, who has conducted the general store here for many years, has sold to his son-in-law, M. W. Amspacher.

Kalamazoo—John and Chas. Westrich have opened a grocery and meat market on East avenue. Their stock is entirely new and business is good.

Charlotte—The firm of Doyle & Penhallegon has been changed to A. J. Doyle, Mr. Doyle having purchased the interest of the junior partner.

Kent City—C. H. Strobbridge has sold his interest in the firm of Fonger & Strobbridge to O. A. Fuller. The firm is again known as Fonger & Fuller.

Dowagiac—J. Ellman and M. Lubor have rented the Herkimer building, on Commercial street, and will open a grocery store and meat market.

Kalamazoo—E. Eaton, who recently moved here from Chicago, has opened a small grocery and delicatessen on Portage street and is doing nicely.

Kalamazoo—C. D. Hanger and A. H. Martin, under the style of the Hanger-Martin Company, have opened a clothing store at 152 South Burdick street.

Kalamazoo—Thomas Wierenga, of Grand Rapids, has purchased the paint and paper hanging business formerly conducted by C. Veenstra, John street.

Harbor Springs—D. H. Redmond has retired from the dry goods firm of the S. B. Ardis Co. The business will be continued at the same stand by Joseph Warnock.

East Jordan—The stock of merchandise of M. Frazer has been sold to I. Nurko, of Boyne City, on his bid of \$3,326, which is about 80 per cent. of the inventory.

Corunna—Seal Morse has sold his interest in the grocery firm of Morse & Mills to Fred Kay, and the business will be continued under the style of Kay & Mills.

Manton—The LaBonte & Ransom Company have opened a branch general merchandise store in Kingsley and the store will be under the management of Claude Moore.

Charlevoix—The Iddings' hardware store has reopened with Chas. B. Gale, of Calumet, a brother of Mrs. Iddings' in charge, until the Probate Court appoints an administrator.

Delton—John Burke has purchased the remainder of C. H. Osborn's stock of clothing and will continue the business. He was for several years clerk in the Osborn store.

Eaton Rapids—Thomas E. Smith has put his agricultural implement business into the hands of Crane & Crane and has taken his wife to Kansas City owing to her ill health.

St. Johns—A. L. Goodrich, after conducting the hand laundry here for a number of years, has sold to Mr. Johnson, of Hastings, and purchased the general store of A. W. Morrison.

Copemish—R. K. Lewis has taken the store recently closed by the death of J. S. Grant, and will carry a complete line of home made baked goods, light groceries, candies, cigars and tobaccos.

Adrian—Edwin S. and Robert B. Charles, Jr., have purchased the interest of their father in the Charles stores and will continue the business. The father will spend several months in California.

Fennville—H. L. Reynolds, Superintendent of Schools at Eaton Rapids, has resigned and when the school year ends he will come here to take an interest in his brother's grocery and shoe business.

Ypsilanti—H. Hutchins & Co. have engaged in business to conduct a five and ten cent store, with an authorized capital stock of \$6,000, of which \$4,000 has been subscribed and \$1,600 paid in in cash.

Kalamazoo—P. F. Delahunt, of this city, and C. W. Edwards, of Shelby, have purchased the Dunn & Co. dry goods store at Rockford, Ill., and will continue the business. Mr. Edwards is the active Manager.

Munising—The firm of Olson Bros., merchant tailors and dealers in men's furnishings, have given notice that the partnership will be dissolved. The business will be continued by Alfred Olson.

Lansing—Louis Beck, clothier, has merged his business into a stock company under the style of the Louis Beck Co., with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed and paid in in property.

Lowell—Jacob Dykehouse, of Grand Rapids, has purchased the Nelson grocery stock. The business will be continued under the active management of Will Flynn, who has been employed in this store for a number of years.

Detroit—A new company has been organized under the style of the Scheiwe Storage Co., with an authorized capital stock of \$30,000, of which \$16,500 has been subscribed, \$250 being paid in in cash and \$16,250 in property.

Petoskey—L. N. Overholt & Company have engaged in the general grocery and bakery business, with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed, \$310.19 being paid in in cash and \$5,189.81 in property.

Ann Arbor—Wm. Johnson, of Duluth, and Julius Ungerer, of this city, have acquired interests in the Wm. Goodyear Dry Goods Company and Mr. Goodyear, while retaining a controlling interest, will relinquish the active management to them.

Kalamazoo—Jay J. Canfield, for many years an employe of the local branch of the Grinnell Brothers' piano emporium, has been made Manager of the Traverse City branch and will soon leave for that city. He will have five counties under his supervision.

Adrian—The grocery business established by W. C. Koehn eighteen years ago, which has been operated by his widow since the death of Mr. Koehn, was taken over March 1 by the son, John W. Koehn, and the business will be continued under the style of Koehn & Son.

Detroit—Ewald Scheiwe, dealer in coal, wood, etc., has merged his business into a stock company under the style of the Scheiwe Coal & Coke Co., with an authorized capital stock of \$30,000, of which \$22,000 has been subscribed, \$250 being paid in in cash and \$21,750 in property.

Grandville—A new company has engaged in business to carry on a mercantile business, buying and selling coal, wood, lumber, building materials and ice, with an authorized capital stock of \$5,000, of which \$2,589 has been subscribed, \$400 being paid in in cash and \$2,189 in property.

Otsego—The Queen Elizabeth Shoe Co., of Rochester, N. Y., is moving its plant here and will locate in the building formerly occupied by the Eady Shoe Co. J. Heilborn, the Superintendent, and his assistant, Otis Richards, are here installing the machinery. The company manufactures a line of infants' soft sole shoes.

Stanton—Charles L. Meach, of the hardware firm of John W. S. Pierson & Co., of this city, has sold his interest in the business to former County Treasurer B. L. Gaffield. He has associated himself with his brother-in-law, C. E. White, for several years drug clerk for the E. D. Hawley Co., and they have purchased the Gee Hardware Co. stock at Lakeview.

W. E. Swift, general salesman for the Calumet Baking Powder Co., of Chicago, visited the retail grocers at a recent meeting and explained the methods his company used in protecting the merchants from price cutters; he also spoke of the danger of handling private brands.

The Worden Grocer Company has leased four floors of the adjacent Caulfield building, on South Ottawa street, representing 24,000 square feet of floor space, and this will allow for the company's expansion of business.

Grocery and Produce Market

The Grocery Market.

Sugar—Prices remain unchanged from last week. Michigan, 5.04; Eastern 5.24 in the Michigan market.

Coffee—The option market on coffee has shown a little more strength, which was probably caused by the news that the valorization committee had decided not to attempt to sell 1,200,000 bags during April, as was first stated, but will only offer 600,000 bags and hold the other 600,000 bags back until Havre market is quoted at 75 francs, which is more than a cent above present prices. There is no change in the market on spot coffees, and the demand is just of a fair size for the time of year. The fact that certain large interests in the East bought heavily last week has not seemed to affect the market to any great extent.

Canned Fruits—The movement in gallon apples has been light owing to high prices which have been maintained by the packers. The market on California fruits is unchanged, but the demand on some lines shows a little increase during the week, especially on peaches. The supply of pears as well as apricots is said to be very limited on the Coast. The demand from the retail trade, while not large, is steady, but most retailers are taking stock sparingly.

Canned Vegetables—The market on canned vegetables is very firm, and stocks are gradually growing smaller, but the business transacted during the past week has not been very large in any particular line. Opening prices on futures have been announced and they are some higher than those quoted a year ago, but as yet very little business has been transacted.

Dried Fruits—The consuming trade still demands prunes and a fair amount of business has been done in this line during the past week, although prices are the highest known. The market on the rest of the line is firm and stocks are small. Raisins have been quite active during the past two weeks and prices show a slight advance.

Rice—There is very little change in the rice situation. Prices are holding the same as quoted last week on both Honduras and Japans. The demand shows no increase over that of last week. Advices from the South still report a firm tone, but business is light. Despite this fact, the sellers have not weakened any and are asking full prices and granting but few concessions.

Olives and Olive Oil—The market on both olives and olive oil is very firm, as a result of the continued heavy demand and the short supply. The business in plain Manzanillas is

also restricted some by the short supply.

Syrup and Molasses—The demand for molasses is just of a fair size and prices remain unchanged during the week. Sugar syrup is still cheap and in good demand. The demand is light on maple goods and prices remain the same as during the past week.

Salt and Canned Fish—The demand on all kinds of salt and canned fish has been exceptionally heavy, which was probably caused by the beginning of Lent. The market on most of the line of salt fish is firm with no change in prices since a week ago. The supply of canned salmon is gradually growing smaller and with still many months before the pack of 1911 can be had there is sure to be a great shortage.

Provisions—Values closed last week on the Chicago market just a little higher than at the close of the preceding week. This showing was because some of the larger shorts had taken profits by buying on declines, which, with a better southern call for meats and a better foreign demand for lard, along with the closing grain bulge, affected values and sentiment. Fine weather for feeding is making owners of live stock lay on all the fat the animals can take. This tendency to hold hogs back keeps prices relatively higher than produce, as speculators continue to anticipate a big run of hogs when the animals are finished. The winter packing season closed with 200,000 less hogs slaughtered at leading centers than for the corresponding period a year before, or 8,525,000, as compared with 8,725,000 hogs. Pork closed the week with gains of 7½¢@17½¢, lard gained 5¢@10¢ and ribs 2½¢@17½¢. Near deliveries were in all cases the strongest.

The Hazeltine & Perkins Drug Company is this week moving into its handsome new building at Oakes and Commerce streets. The company has been located at Ottawa and Campau streets for twenty-six years, and in recent years has been badly crowded. The new building is 100 feet square, five stories and basement, with light on three sides. It is of ornamental brick, mill construction, and especially designed for the company. It will be one of the most conveniently arranged drug houses in the country. The business offices will be on the first floor, the salesrooms on the second floor and the other departments above. It will take several days to become thoroughly settled in the new quarters, but so carefully were the arrangements made for the removal that the company will be "at home" with very little delay.

The Produce Market.

The Lenten season finds the market well supplied with nearly everything. The home grown products are supplemented with all sorts of green stuff from the South, including strawberries, fresh tomatoes, new potatoes, green peppers and wax beans. The retail price of the unseasonable stuff is naturally high, but it sells well to the high class trade. The egg market is still down and the season is now so far advanced that other conditions are not looked for. There is a shortage in poultry, and this is being supplied from Chicago storage; prices remain the same. The orange season is beginning to taper and the prices are higher and firm. Dealers are buying conservatively of old vegetables and the offerings in this market are large enough to supply the demand at prices a little lower than they have been. Following are the quotations:

Apples—Western, \$2.75@3 per box.
Bananas—Prices range from \$2.25 according to size.
Beans—\$1.60 per bu. for hand-picked; \$2.75@3 for kidney.
Beets—45¢@50¢ per bu.
Butter—Local handlers quote creamery at 27½¢ for tubs and prints; 24¢ for No. 1; packing stock, 12½¢.
Cabbage—45¢ per bu.
Carrots—40¢ per bu.
Celery—20¢ per doz. for home grown; California, 50¢@75¢.
Cocoanuts—60¢ per doz. or \$4.25 per sack.
Cranberries—Cape Cod Howe's, \$10.50 per bbl.
Cucumbers—\$2@2.25 per doz.
Eggs—Local dealers are paying 16¢ delivered.
Grapes—Malagas, \$5.75@6 per keg.
Grape Fruit—\$3.25@3.50 for all sizes.
Honey—15¢@16¢ per lb. for white clover and 12¢ for dark.
Lemons—Californias, \$3.50@4.25 per box.
Lettuce—14¢ per lb. for leaf; head, \$2.25 per hamper.
Onions—Spanish, \$1.60 per crate; home grown, 70¢ per bu.; green, 35¢ per doz.
Oranges—Redland navels, \$3 per box; Washington navels, \$2.65@2.75.
Pop Corn—90¢ per bu. for ear; 3¼¢@3½¢ per lb. for shelled.
Potatoes—The market is steady at 25¢@30¢ at outside buying points.
Poultry—Local dealers pay 12¢ for hens; 13¢ for springs; 9¢ for old roosters; 16¢ for ducks; 12¢ for geese and 19¢ for turkeys.
Radishes—30¢ per doz.
Sweet Potatoes—Kiln-dried, \$1.60 per hamper.
Veal—Dealers pay 10¢@10½¢.

Michigan Retail Druggists Have a New Secretary.

Traverse City, March 7.—Will you please note the change in Secretary of the Michigan Retail Druggists' Association? H. R. MacDonald having accepted a position with the Fuller & Fuller Co., of Chicago, has tendered his resignation as Secretary. He had put so much time and work into the office that we were loath to

accept it, especially at this time, when so much is needed to be done. Who is to take his place? was the question that was up to the President. R. W. Cochrane's (of Kalamazoo) activity as a member of the Legislative Committee and for the Association in general, made me turn to him and I appointed him. His work since he has been in office has shown that he is the right man in the right place. I hope every member will second him heartily by promptly forwarding to him their annual dues. The Legislative Committee is working hard for the two bills which have been introduced in the Legislature. Let me say to every member, that it is up to them to back up heartily and earnestly their efforts. I assure the members that both bills, when they become laws, will be satisfactory and acceptable to every druggist wherever located. Get busy with your Senator and Representative.

C. A. Bugbee, President.

Business News From the Hoosier State.

Fort Wayne—C. J. Carroll and Fred B. Tague have opened a new shoe store at 905 Calhoun street, under the firm name of Tague & Carroll.

Auburn—Lewis Houk, of Decatur, has purchased an interest in the shoe store and will move his family here.

Columbus—The Commercial Club has elected as directors: B. F. Fetting, Len P. Newby, Ernest Snyder, William Wayland, John Krause, Fred J. Meyer, Senator Emanuel Trautmann, Louis J. Scheidt and J. R. Everroad.

Richmond—Druitt Bros., who recently purchased the Gilbert T. Dunham furniture store, are remodeling the establishment and putting it on a thoroughly modern basis.

Elkhart—The grocery business of Scott & Butler, at 303 South Main street, has been purchased by Chas. F. Myers and A. T. Snook. The new owners will add a meat market and make other improvements.

Petoskey Grocers.

Petoskey, March 4.—The annual banquet of the Petoskey Retail Grocers' Association was a great success, with about forty in attendance. An hour was spent in card playing and then the dinner was served. Mr. Rose was toastmaster, and after an interesting and instructive report on the recent State convention at Port Huron by John Lake, speeches were made by Geo. S. Danser, Adrian Oole, of Traverse City, Clyde Baer, of Walloon Lake, W. A. Major, Lou Hankey, George Beach and others. The speeches were short and to the point, but it was nearly midnight before the adjournment.

M. D. Folger & Sons, manufacturers of soft drinks, have merged their business into a stock company under the same style, with an authorized capital stock of \$9,000, which has been subscribed, \$3,000 being paid in cash and \$6,000 in property. Those interested are Don G. McAfee, Geo. N. McAfee, Merwin D. Folger and Norman W. Folger.

Annual Meeting And Banquet of No. 131 U. C. T. a Big Success.

The meeting of Grand Rapids Council No. 131 United Commercial Travelers of America, Saturday, March 4, was the largest, best and most interesting meeting No. 131 has ever had—as it was the annual meeting at which time officers are elected for the coming year and also the fact that Grand Counselor C. A. Wheeler accompanied by his entire executive committee and a large representation of Supreme and Grand Officers would be in attendance the Council rooms were “capacity full” and promptly at 12:30 the meeting was called to order by Senior Counselor, H. Fred De Graff and the announcement then came in that visitors were waiting at the outer door and the page was instructed to admit them to the inner room. The visiting brothers as introduced were:

Supreme Treasurer—Riley N. Hull, Columbus, Ohio.

Grand Counselor—C. A. Wheeler, Marquette, Mich.

Grand Jr. Counselor—Geo. B. Crow, Petoskey, Mich.

Grand Past Counselor—A. T. Lincoln, Hillsdale, Mich.

Grand Secretary—Fred C. Richter, Traverse City, Mich.

Grand Conductor—John Q. Adams, Battle Creek, Mich.

Grand Page—E. A. Welch, Kalamazoo, Mich.

Executive Committee—John A. Hoffman, Kalamazoo; James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit.

Grand Chaplin, W. S. Lawton, being an officer of Grand Rapids Council, occupied the chair of his office.

The page announced that a large class was in waiting ready for initiation and the Secretary-Treasurer, Harry D. Hydorn, was sent out to make ready, prepare and get their money—Harry is always looking for some money—at this point the degree team made their entrance under the leadership of brother Jim Goldstein. In their uniforms and executing their march they certainly made a fine showing. Returning to the outer room for the candidates they brought in the lucky number of 13—no that is not unlucky for Grand Rapids Council No. 131 was organized with 13 charter members and is now the largest in Michigan and up among the large Councils, under the jurisdiction of the Supreme Council.

Considerable time was given to the discussion of a proposed bill to come before the State Legislature making it compulsory to buy a ticket before entering a train or pay the conductor at the rate of three cents a mile. A special committee was appointed and drew up resolutions which will be taken care of by the legislature committee at Lansing.

The election of officers was then held and the business of Grand Rapids Council No. 131 for the next year will be handled by the following officers:

Senior Counselor—H. R. Bradfield.
Junior Counselor—J. H. Mann.
Past Counselor—H. F. De Graff.
Secretary-Treasurer—Harry D. Hydorn.

Conductor—F. D. Ewing.
Page—O. W. Stark.
Sentinel—“Daddy” A. T. Driggs.
Executive Committee—W. K. Wilson, E. C. Jones, N. H. Graham, H. C. McColl.

When Grand Rapids Council No. 131 was first organized Mr. Driggs was elected Sentinel and each year he is elected to succeed himself for the boys want no other person in that office so long as “Daddy” Driggs will qualify and fill his bond as custodian of the “Two Swords” and other numerous articles. Some short talks were given by visiting Grand Officers and it was lamented that more of them could not tell some of the good ideas and suggestions they always have for the betterment of the organization.

There was also present many visiting brothers from Muskegon Council No. 404 with good things to tell about Muskegon and what preparations were being made there for the meeting of the Grand Council in June, but the hour was drawing near when all wanted to get away to wash up and dress up for the banquet called for 6:30 at the Pantlind. After the installation by Grand Counselor C. A. Wheeler of the newly elected officers, the largest and best meeting ever held by the local Council was duly closed until reopened again in the name of Unity, Charity and Temperance (U. C. T.) also United Commercial Travelers.

The ninth annual banquet of Grand Rapids Council No. 131 United Commercial Travelers was held at the Hotel Pantlind last Saturday evening, the travelers being seated in the banquet hall at 6:30 o'clock. It was the largest gathering of commercial men and their wives which has ever attended an annual banquet in this city, there being over 250 people present and filling the banquet hall to overflowing. The menu which was provided was excellent and was served in a rapid fire manner, after which a very pleasant evening of entertainment was enjoyed.

The new Senior Counselor, Homer Bradfield, acted as Toastmaster for the occasion and introduced the speakers of the evening. The guests of honor were, the Hon. Chase S. Osborn, Rev. J. T. Husted, Roy K. Moulton, Walter K. Plumb and the Grand and Supreme Officers of this

State in U. C. T. consisting of Riley N. Hull, Supreme Treasurer; C. A. Wheeler, Grand Counselor; Geo. B. Crow, Grand Junior Counselor; A. T. Lincoln, Grand Past Counselor; Fred C. Richter, Grand Secretary; John Q. Adams, Grand Conductor; E. A. Welch, Grand Page; John A. Hoffman, James T. Hammell, John D. Martin, A. G. McEachron, Grand Executive Committee.

The Hon. C. L. Glasgow, who has been a guest at every banquet for several years was again present and was heartily welcomed by everyone. Rev. J. T. Husted gave a short address on the topic, “The Traveling Man's Wife.” Mr. Husted was well received and his address was pleasing to all. Roy K. Moulton made a few humorous remarks in his usual solemn way and made a decided hit. Walter K. Plumb made a short address on “The Traveling Man,” which was very complimentary to those present, especially our handsome and distinguished toastmaster.

Hon. Chase S. Osborn spoke for about 15 minutes and we had some speech from him in that length of time. The Governor spoke of the time when he was a young lad and lived in a small village of four corners where the event of a traveling man coming in town was an assurance of all the latest news of the world, the best funny stories and also a sight of well fitting clothes. The Governor stated that he was very glad indeed to attend a banquet where the ladies were present and he called them the traveling man's “Pard.” He said that he had not spent such a restful evening or enjoyed such a nice program in a great many months. He paid our Council a great compliment and hoped that he would be able to attend another of our banquets and if he received an invitation he would surely attend. (He will get the invitation all right).

The Governor stated that the bills which were before the Legislature in regard to a three cent fare on steam roads when you paid on the train would “never get by him,” also that he hoped to see a 500 mile interchangeable mileage book at \$10.

Secretary-Treasurer Happy Harry Hydorn made a few remarks in which he thanked the boys and also the “Pards” for their very hearty support extended to No. 131 during the past year. Happy Harry also with a neat little speech presented our retiring Senior Counselor, H. Fred De Graff with a U. C. T. charm on behalf of the Council.

Mr. De Graff in his retiring speech also thanked the Council for the hearty support which had been accorded him during the year.

Supreme Treasurer R. N. Hull made a few remarks in regard to the fine condition of the order and Grand Counselor C. A. Wheeler also spoke along these same lines.

John D. Martin, of Grand Rapids, made a few very pleasant remarks which were greatly enjoyed by all.

Mrs. Fred Richards gave a select reading; Wm. Fenton rendered several songs; Arthur Borden sang a

little and shot a little and presented a very pleasant line of entertainment. Ferd. Warner played a few selections on the piano and other music was furnished by the orchestra.

The National Candy Co. presented each lady with a nice box of Bitter Sweets and the Johnson Cigar Co. presented the gentlemen with a very neat card case.

Everyone present enjoyed themselves immensely and the verdict was that this was the finest banquet which No. 131 ever held.

The credit for the fine time is due to the very able committee which had the affair in charge and was comprised of Fred T. Croninger, chairman, Thomas J. Modie, Harry J. Shellman, Wade A. Slawson, H. B. Wilcox and Clifford C. Herrick.

Grand Rapids Council is growing, and growing fast and we wish that every commercial traveler who makes his home in our city might become a member of this Grand Order.

G. Counselor C. A. Wheeler, of the Michigan United Commercial Travelers and A. G. McEachron, Chaplain



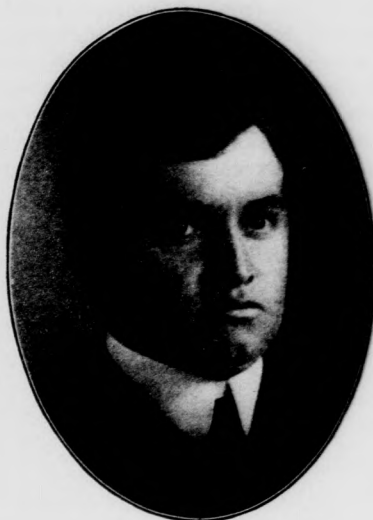
Riley N. Hull, Supreme Treasurer

of the Michigan Knights of the Grip, addressed the Evening Press newsboys' happy hour Sunday afternoon and made a great hit. They talked to the boys just as though they were once boys themselves, and undoubtedly gave the youngsters some excellent advice. “Never turn down a chance to do something that you have never done before, and are not sure that you can do,” said Counselor Wheeler. “Don't be afraid of failure, for if you are persevering you will learn your weak points by failures and will overcome them and finally win success.”

Chaplain McEachron urged the boys to make the most of their opportunities. “Remember, boys,” he said, “that perhaps some business man who is casting about for a bright, capable boy, may have his eye on you. If he sees you smoking cigarettes and going about your work indifferently he probably will pass you by and you will lose an opportunity that would mean much to you. A bright energetic newsboy who goes about his business in a brisk and determined way stands a good chance of attracting the attention of some business man who may start him on the way to success in his life's work. Remember that your conduct now is more important than you realize.”



C. A. Wheeler, Grand Counselor



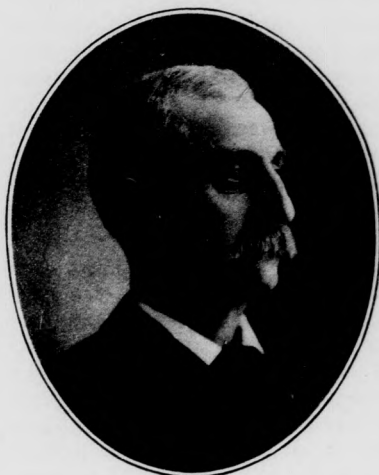
Geo. B. Craw, Grand Jr. Counselor



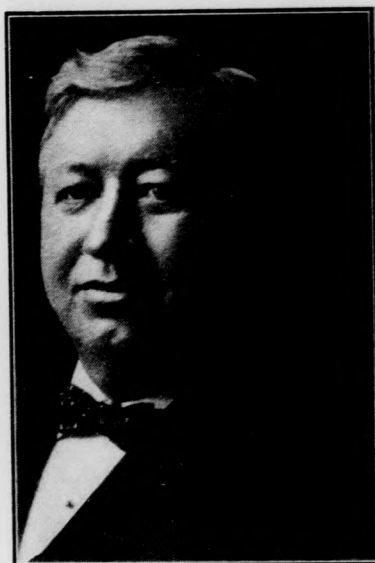
A. T. Lincoln, Grand Past Counselor



Fred C. Richter, Grand Secretary



John A. Hoffman, Executive Committee



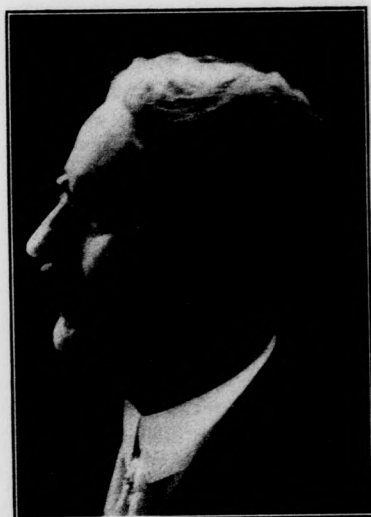
James F. Hammell, Executive Committee



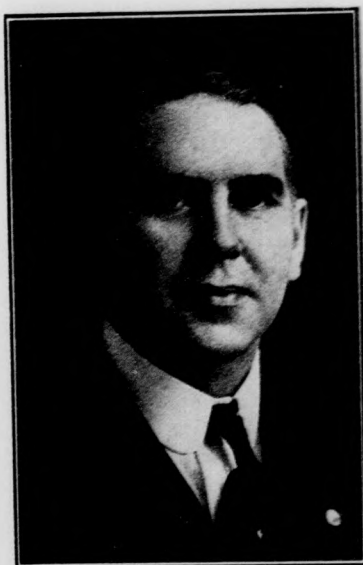
Angus G. McEachron, Executive Committee



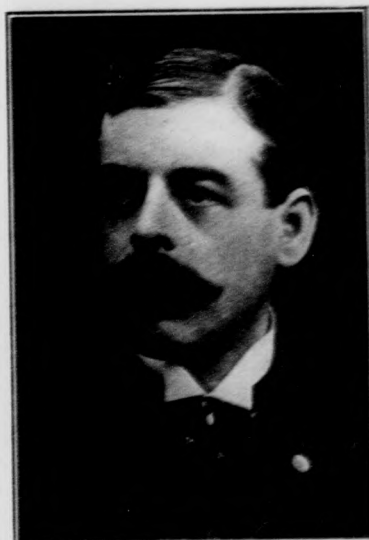
John Q. Adams, Grand Conductor



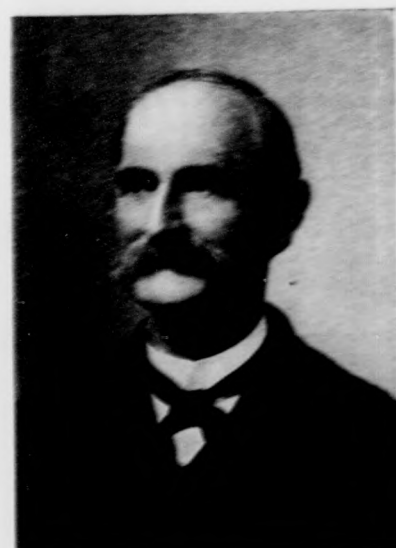
John D. Martin, Executive Committee



W. S. Lawton, Grand Chaplin



H. F. DeGraff, Past Counselor



A. T. Driggs, Sentinel

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 8, 1911

SENATOR BURROWS.

The close of the sixty-first Congress last week brought to an end the public career of Senator Julius Caesar Burrows, a career that covered eight terms in Congress and two and a fraction terms in the Senate, a total of thirty-two years. It is not recalled that any other man in Michigan history has served so long. Thomas W. Ferry, in Congress and the Senate, served twenty years, Omar D. Conger eighteen years, Zach. Chandler and Jas. McMillan each eighteen years. Of present day statesmen Senator Wm. Alden Smith has sixteen years to his credit, and Congressman Sam. W. Smith and E. L. Hamilton each fourteen years.

Senator Burrows' service has been as honorable as it has been long, and he will be entitled to grateful remembrance in the history of State and Nation. It can not be said of him that his abilities were of high order; that he was a great statesman of the constructive type. But he was honest, his intentions were ever the best and never was his loyalty to party open to question. He never blazed the way, but when national conventions or party leaders declared party policies, none were more faithful or able in upholding them. In the days when party lines were sharply drawn "regularity" was a virtue. In these modern times "insurgents" and "progressives" are fashionable. Brought up in the old school, Senator Burrows remained "regular" to the last. He was a defender of the ill odored Lorimer and ten years ago this is what would have been expected of him as a Republican, and he would have been applauded for it by Republicans everywhere. Public sentiment and party lines are not what they were. It is Senator Burrows who is unchanged, a party man to the end, as firmly convinced as ever that a Republican can do no wrong. The closing incident in his long and useful career, the defense of Lorimer, is to be regretted, but it will soon be forgotten, and the many good things he did will be remembered. And, perhaps, this is as it should be.

Senator Burrows was without

means when he entered upon his public career a generation ago. He retires from office no better off financially than when he went in. In this respect he has not been so fortunate as his colleague, Senator William Alden Smith, who has become a half millionaire or better and is able to live in his own mansion in Washington. At various times it has been charged that Senator Burrows has been the good friend of "the interests," but if any such relations existed it is certain they have not added to his worldly wealth. He is now 74 years old, happy in his domestic relations, in good health and mental vigor. He is a member of the Monetary Commission, which will give him occupation and a modest salary, and he has friends and memories to help make the days of old age pleasant.

THE SEED QUESTION.

In every community a good trade in garden seeds may be worked up if you go after it with a determination. Once every one practiced saving their own seeds, but it is now cheaper to buy save in a few varieties; and even these one wants to renew frequently to insure vigorous strains.

Secure your stock from some standard dealer, and thus have something which you are not afraid to guarantee as fresh and true to name. There are many old seeds put upon the market in the country grocery which have practically lost their vitality. If they germinate, the process is slow and the plants are weak. This fact has given the seeds thus sold a bad reputation, and some have vowed many times that they will send direct next time, and not get caught with time so limited that they must again depend upon local stock. Yet people do repeat the process, at least to a certain extent, year after year.

This is your chance to show them that there is a difference in seeds and that you have the good ones. You can sell in bulk to suit the needs of the individual and save him postage. With the nice looking seeds before him he is apt to order more generously than when depending upon the catalogue descriptions.

Another chance for you to build up is to be able to tell just what varieties are best for certain purposes. A customer wanted the Fordhook squash seed and hunted in various places, one dealer trying to palm off a crook-neck variety as a substitute for the "hook." He really did not know the difference; but, luckily, she did. It is up to you to distinguish between your early and late peas, and to know something of their habits. A single evening spent with your catalogue will give enough information along this line to enable you to push your goods with confidence which is justified.

Less attention to price and more attention to quality means better trade and more profit. Remember that it is not always (nor even in a few instances) the grocer who is doing a big business that is making money.

THE PARK IN SPRING.

Only the willfully blind will be able to dodge the point that the public park, when nature is just awakening, is not only an interesting and beautiful but an invigorating place. It puts new life into the sluggish circulation; and the many bottles of patent medicine for which it is a worthy substitute may make the drug business a little less brisk along the one special line, but will surely materialize with a renewal of energies in other directions which will more than balance the deficit.

What is more cheering than the first dandelion peeping out from the freshening sod? It puts new hope into the soul. It brings new joy to the heart. It proves that extra effort, even amid seemingly drear surroundings, will bring success.

Many of the summer birds are wandering back, and while the process of nest building may not have yet begun, the little workers are lessening the crop of insect life in a way that is refreshing to those who have a horror for things that crawl. Should a belated snow storm interrupt their enjoyment, they seek shelter in some of the thickest of the evergreen shrubbery. Surely God had the birds in mind when he made the cedar and the spruce; for without these sheltering branches our feathered friends might often suffer in the cold storms of April.

Truly is the park the city playground: the one spot where we can throw aside business cares and worries, and enjoy the beauties of nature and of art. It makes joy, peace, happiness; it lessens crime and makes better the life and purpose of those whom we already regard as good. Living up to the greatest of possibilities with the park system is one of the ways by which we may lessen the demands for prisons. Its maintenance costs less and it is infinitely more satisfactory.

TIMELY WINDOW DRESSING.

Every season at cherry-blooming time the Japanese repair to the gardens and enjoy a feast of the soul. It is not ours to revel in the peculiar beauty which has cost this nation so many generations of careful breeding and selection, but we may have in every window some touch of the charm so pleasing to them.

Something which breathes with the new life is always appropriate. A few branches of the common pussy willow placed in a glass of water in a sunny window will speedily develop into a thing of beauty. A few bulbs of crocus, hyacinth or Chinese lily will answer the same purpose in a more elaborate manner if you thought to plant them last fall. If you feel disposed to invest a small amount in greenhouse plants, there are many from which to select, although you miss the inspiration gained from watching things grow from the first. But as the space assigned for this purpose is in any case limited unless this be along your special line of business, make the central piece as attractive and striking

as possible. See that it is in harmony with your line of goods. Brilliant contrasts in color are apt to clash; and the soft, delicate textures are best seen in connection with the most dainty floral combinations.

If growing plants or cut flowers are impracticable, tissue paper imitations serve nicely to brighten the background in an otherwise plain effect. The color scheme may be perfectly adapted, for there are almost countless combinations from which to choose.

If the paper flowers offered by the professional are not to your taste, there are those in your own vicinity who for a nominal sum will be glad of the chance to do your decorating. The material is trifling in cost, and the possibilities in proper hands are almost boundless. Roses are quickly made and lilies against a dark background are always admired. Whether the touch be of real life or only its semblance it puts new life into your window.

PROTECT THE BIRDS.

In many communities our most beautiful songsters and insectivorous birds are becoming all but extinct, and mainly through the thoughtlessness if not cruelty of man. It is an easy matter to so annoy them and annihilate their breeding places that they will desert the locality if they do not pay the penalty of persistence with their lives. The destruction of timber has removed many of their shelters, but with this comes an antidote in the public parks, if rightly used.

Those of our migratory birds first to return are often caught in a late snow storm, and unless some safe retreat is at hand they must many of them perish. There is no better natural shelter than a clump of thick evergreens; and those having Norway spruce or similar trees from which to make observations will be surprised at the number of our winged friends frequently sheltered within a single tree at such times. Plant them liberally both in parks and private grounds if you would allure the birds.

It is said that a single quail is worth five dollars to the farmer as an insect and weed destroyer. Even although we may not happen to be farmers, we all thrive upon the prosperity of the farmer and should enjoy promoting his interests. Especially should all bird lovers enjoy the clear notes of "Bob White" from the thicket. A quail in the thicket is worth many in the soup; for its delight is perpetual.

A robin will collect for its nestlings, so Professor Treadwell has figured it out, sixty-eight worms each, daily, and Higginson, in his delightful Out of Door Papers, pictures the "exhausting labor of yonder robin, whose winged, picturesque day is spent in putting worms into insatiable beaks at the rate of one morsel in every three minutes." Study the birds and you will soon learn to love and protect them. They are among our very best friends.

THE SPRING OPENING.

There is no season of the year so entrancing as spring, when everything is bubbling with new life. There is a freshness in the air and in the rapidly developing verdure, while the bursting streams purify and quicken. The vernal blossoms have a charm distinctively their own and the song birds are always full of joy. The awakening of nature is characterized by a general renewal of life and vigor in a manner which is not without its wholesome lessons.

Most fitting is it that the "spring opening" comes when there is promise on every hand of new life and vigor. Let it be a bursting of the streams of energy; a promise of bounteous treasures. Whatever your line of goods, there is a glorious chance to press the new consignments to the front, and give to them the freshness of the first spring blossoms.

First, take notice how Mother Nature sends her rains to wash away the dross. One of the chief charms of spring is the cleanness on every side. The need of a general renovation is apparent. Not only should windows and showcases be immaculate and shining, but make sure that no traces of dust are left upon the shelves to soil your fresh goods and brand them as left-overs.

Nature puts forth green leafage at every step, both over our heads and under our feet. The best substitute for this in the hands of the tradesman is paint, the covering which brightens and protects as well as makes clean and insect proof. It is cheap and easily applied. Do not be chary of it, for aside from rendering your woodwork longer lived it gives the clean, fresh look not obtainable through any other means. No matter how choice your display, the lack of paint will give as dilapidated an appearance as will a worn-out harness tied up with strings to the fancy horse.

If you happen to be a milliner, you have no hesitancy about what you will place in your front window. The Easter bonnet is too widely heralded to require notice here. But if you happen to be a hardware man the path may not seem so clear; and yet the voice of spring is just as insistent for you. Press your hoes and rakes to the front. Get out the lawn mowers and push the wheel tools out where people can not miss seeing them. Be ready to prove by well presented facts that they will save their price in a single season to any one who values his or her time; and no one has a right not to value their own time in this age of the world.

Besides showing new and seasonable goods, show that you are yourself imbued with the new life of the season; that there are stronger impulses for good rushing through your veins, like the swelled streams bounding down the hillsides. Show that you are putting forth new efforts to expand your business; that you are bound to grow. Prove that you have an abundance of good things coming as surely as are the

vernal blossoms. While you have not been dormant like the plants—of course not—the invigorating air and renewed surroundings bring with them corresponding stimulants to trade.

Never was there a more fitting time to show your energy. Goods, season and the mood of your patrons are in unison; this is the season pre-eminent for doing things. Transformations are made with magic swiftness. It is Nature's seedtime. Make it also your own. Plant with honor, vigor and enthusiasm and the returns will surely reward you.

THE CHAMPION SNEEZER.

A sneezing match was recently reported from the State of Pennsylvania. The victor, it is said, scored thirty-two sneezes from one pinch of snuff. His amiable rivalry in nostril agility makes the pie-eating contest look slow and indifferent, and recalls how a habit which once appertained to ladies and gentlemen of high breeding has fallen to be a freak of fun. The remarkable thing about snuff and sneezing is how the habit of taking snuff has passed completely out of fashion among the socially great. A century ago it was a kingly act to take snuff. Nowadays you would be a "dub" if it were found on your person. Our first chief executives took snuff—among other things—and they used to exchange snuff boxes. The simple fact is that taking snuff, like taking wine in gross quantities, has ceased to be because men and women have grown wiser. If we want to sneeze to-day we do not pass a snuff box, we beg pardon, rush behind the barn or the handkerchief, and let it go at that.

The reason country boys succeed in the city is that they learned to work before coming.

Shelf and Counter Display

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

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

NATIONAL BISCUIT COMPANY

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

Immigrant to Importer

H. Hamstra's Splendid Success the Work of Ten Years

It has been said that success in life is not so much a matter of opportunity as of concentration and perseverance. In the case of Harm Hamstra, of H. Hamstra & Co., success, and well deserved success, has come through these two features in his sturdy Dutch character, adding at the same time initiative and energy of purpose. Mr. Hamstra did not wait for opportunity to come; but went out and made that opportunity.

Born in a little Dutch town in the province of Friesland, early in life he determined to seek fortune in the land of opportunity across the sea. With a number of young men friends he sailed steerage on the Steamer Statendam, of the Holland Amerika line in October, 1901. The young men were members of the village band and took their instruments along and during the voyage were invited to play in the salon for the entertainment of the other passengers.

When Mr. Hamstra landed in New York he had just \$3 in his pocket and his only stock in trade was a willingness to work at anything that might offer. He soon found a job at chopping wood, then became a brick carrier and then a lather. He boarded with an American family and spent his nights studying English. In Patterson he met the lady who afterward became his wife and true helpmeet. In Patterson he met a countryman, Mr. Vander Laan, an importer of Holland books and specialties, and it was from him he gained the idea of engaging in trade as an importer. In Sept., 1903, Mr. Hamstra came to Grand Rapids and the first acquaintance he made was that of A. Guikema, a Fifth avenue grocer, representing an Eastern importer of Dutch goods. When Mr. Hamstra mentioned his own plan to become an importer, Mr. Guikema smiled

at the idea and voluntarily turned over his agency to him. The line was Dutch cocoa, Haarlem oil, brushes, etc. Mr. Hamstra began business peddling goods from house to house, but this seemed a slow and uncertain route to success, even when he purchased a horse and wagon to help in making the rounds. The venture was not a success, but this did not deter him from going back to Jersey to marry the girl of his choice, and he declares this was the best thing he ever did, as it gave him an incentive to work and cordial encouragement. Mr. Hamstra leased a store with living rooms above, on South East street near Thomas, at \$8 per month, and became an importer on better lines. Instead of trying to sell direct to the consumer he sought to build up a jobbing trade. Harry Meyer was engaged as a salesman and the relations were so pleasant from the beginning that he is now a partner in the enterprise. As a jobber Mr. Hamstra succeeded from the first. His first order was for \$100 worth of Dutch tea, and this tea went off in no time. More tea was ordered and gradually other things were added to the line, and the Dutch grocers in Grand Rapids and in Western Michigan began to look more and more to Mr. Hamstra for their supplies. In 1907 Mr. Hamstra made a trip to the Old Country to see what the Dutch market offered that could be imported to advantage. In the little village of Dockum he bought a tin of Frou Frou at a small delicatessen store, and so pleased was he with the goods that as an experiment he ordered a box of sixty pounds. It has been Frou Frou, under the push and ability of Mr. Hamstra, that in four years has made his firm one of the largest biscuit importers in the United States. Mr. Hamstra secured the American agency for the wafer

from Wed. B. Van Doesburg, proprietor of Biscuit-Fabriek "De Lindeboom," of Mydrecht, Holland. Under Mr. Hamstra's direction and guidance the business grew so rapidly that he was appointed American manager for the Holland concern. Today this firm is handling a business with distributing points all over the United States and Canada, with a record of progress behind it that is astounding considering the marvelously short time that it has been in being. So popular did Frou Frou become that imitators sprang up both in this country and abroad and it became necessary to resort to the

sands of pounds annually. Carload shipments are not at all rare. This city is the center of the Frou Frou interest in this country, but much of the distribution is done from New York.

In addition to Frou Frou H. Hamstra & Co. handle the famous Droste Dutch cocoa, and other specialties. The business has grown to such proportions that they are easily the largest importers of foreign goods in Grand Rapids, and every year sees the volume of their trade larger and the territory they cover wider. Mr. Hamstra's splendid success as a business man has been due to his energy,



H. Hamstra



A Scene in Holland

courts for protection against the improper use of the name. In every litigation undertaken Mr. Hamstra has won. The manufacture of Frou Frou, it may be added, dates back to 1826, when the grandfather of the present proprietor, a first-class pastry man, began making honey cakes. The business descended to his son and then to the latter's sons, and after many experiments they brought forth the cream filled wafer, and such has been the favor with which it has been received that the demand for it comes from all parts of the world. The importations to H. Hamstra & Co. in this country amount to thou-

perseverance, industry and ability. From immigrant boy with \$3 in his pocket, and without even a knowledge of the English language, to this city's largest importer, all in ten years, is an achievement that might well make any man proud. Mr. Hamstra has made many trips to his native land in recent years on business. He will go again this spring and will take with him his family to spend several months, and an automobile tour of the Netherlands is probable.

A cynical friend defines a picnic as a place where your wife's relations seem to enjoy themselves.

Delivering the Goods.

When working for the betterment of your business an important item that should not be overlooked is the delivery end of the business. The delivery man can hurt your business just as much if not more than a poor clerk.

After a customer has purchased

department, that is where his responsibility ends and that of the delivery man begins.

When the delivery man starts out with his load he should see that he has every package listed, and if he finds anything wrong he should make it a point to see that the mistake is corrected before he leaves the place.

customer needs something in a hurry. A delivery man is seldom too busy but that he can make a few special trips during the day, and in this way by doing small favors win a customer for the store.

Another important thing is to see that the goods are delivered in good shape as well as on time.

A good many men get in the habit of dropping the goods at the first convenient place they find in the house. This should be avoided. The goods should be taken into the house, where they are out of the way of rain or snow.

By doing this wherever the doors are not locked will save merchandise, make your customers feel better, and also give the delivery man the feeling that he has done his duty and delivered the goods in the right way.

System is what counts in the delivery business as well as in any other part of the store; and where a store owns its own wagons rules can be enforced with a little trouble on the part of the proprietor in seeing that the clerks do their part in assisting the delivery man in delivering his goods systematically.

Of course, sometimes customers are unreasonable in asking you to send up goods right away when they in reality do not care whether they get them immediately or not, but these are few, and most people use a little judgment in asking these favors. But try to please them, anyhow. It does not pay to cut them off short.

When delivering packages that are too heavy for the woman of the house to handle the delivery man should see that it is put where the woman wants it, so she does not have to wait until her husband comes home before she can put it in place. Many customers hardly ever come into the store. They order goods by phone and judge the store by the way the goods are delivered. It is to the merchant's interest to see that the delivery man makes the right impression when delivering the goods.



Another Scene in Holland

her goods she looks to you to deliver them in good condition as well as promptly. If a complaint is registered against the delivery man, start at the bottom and find where the fault lies and place the blame where it belongs. If a clerk sells a customer a bill of goods, wraps it up right and promptly turns it over to the delivery

A good deal of trouble can be avoided by doing this and perhaps many a customer saved during the year. Deliveries should be made at certain hours every day; for instance, the first load at half-past eight in the morning, the next a couple of hours later, and so on during the day. Also be ready to make special deliveries if a

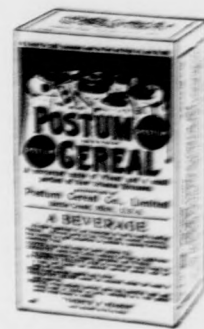


Signs of Spring.

If the Advanced Price of Coffee

Leads people to change to

POSTUM



They save something for their purses—but, the far more important gain comes from leaving off coffee with its poisonous drug—*caffeine*—and using in its place POSTUM, which contains the food elements from wheat for repairing the injury done by coffee.

There is no advance in the price of POSTUM.

Continuous, truthful advertising has created a steadily increasing demand and the sale is guaranteed!

There's good profit to grocers on Postum and many use it in their own homes.

"There's a Reason"

Postum Cereal Company, Ltd., Battle Creek, Michigan

Improving Quality Of Eggs

Efforts To Improve Conditions Causing Heavy Losses

IMPROVING QUALITY OF EGGS

Efforts To Improve Conditions Causing Heavy Losses.

An active campaign for the improvement of farm eggs in the Middle West was undertaken last summer by the Bureau of Animal Industry of the United States Department of Agriculture. This work was preceded by a general survey of the field in the spring of 1908, which showed that an enormous loss was being sustained annually as the result of spoiled and deteriorated eggs. This loss results from the ignorance, carelessness or indifference of the farmer and from the dilatory and unsatisfactory methods of marketing in vogue. The actual money loss is suffered mainly by the farmer, while the loss in quality is borne by the consumer. A report of this preliminary investigation was published as Circular 140 of the Bureau of Animal Industry.

The campaign of the past summer had for its ultimate end the improvement of conditions surrounding the handling and marketing of eggs, and consequently the improvement of the quality of the egg itself as it reaches the consumer. Coincident with such improvement there will be a saving to the farmer of a great part of the money loss at present sustained.

The efforts have so far been directed mainly to education in better methods, co-operation with egg buyers and state authorities, and experimentation. The actual work has been done mostly in the State of Kansas. The educational work has been done by department field men going among the farmers and impressing upon them the necessity of keeping eggs intended for market in a cool, dry place and of marketing them frequently. Incidentally they have given the farmers help whenever possible in the practical management and breeding of poultry, and have urged the keeping of pure-bred poultry.

The Bureau sought and obtained the co-operation of the egg buyers of Kansas, and as a result the "loss-off" or quality system of buying was brought into use. By this system the bad eggs are rejected and only the good eggs paid for. There is no measure which has such a definite and far-reaching influence for the improvement of the commercial egg than the general adoption of this system of buying and selling. The State food authorities also co-operated by prosecuting under existing State law cases where bad eggs were sold. On account of the material improvement effected in the Kansas eggs the movement has spread to adjacent states, and efforts are being

made to secure uniform legislation in many of these states so as to establish the loss-off system of buying at least during the hot months.

In the work of investigation various lots of eggs were traced from the time they were produced on the farm until they reached the packing house, in order to determine the factors causing deterioration and to study how conditions of handling and shipment may be improved.

The results thus far have been so satisfactory that it is proposed to continue the work in Kansas in about the same manner during the coming summer.

Cost of Living Is Less This Spring Than a Year Ago.

Written for the Tradesman.

There has been a material drop in the prices of nearly all food products from those that prevailed a year ago, and the high cost of living has decreased by a large per cent. Nearly all varieties of soil products, poultry, meats and fish are cheaper at wholesale—one of the most noticeable is the decline in the price of eggs. A year ago they were wholesaling from 25 to 27 cents per dozen, while to-day they are 19 cents, with the prospect of a still lower price.

Last summer the egg packers of the country stocked heavily for cold storage on a general price of 22 cents per dozen. To-day these same eggs are now selling at half that price in New York and Chicago. Last week a carload of these storage eggs sold in the jobbing markets in Chicago for a nickel a dozen. The price to farmers at present is 15 to 17

The man who is afraid he will labor too hard never stands at the top of the salary list.



The Popular Flavor

MAPLEINE

Better Than Maple

Order from your jobber or

The Louis Hilfer Co.
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

Kalkaska Brand

SYRUP
SUGAR
MAPLE EXTRACT

Has the Flavor of the Woods

Michigan Maple Syrup Co.
Kalkaska, Mich.
Send for our 1911 prices

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.

Established 1876

Wanted

Fresh Eggs, Red Kidney Beans

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

We Supply the
BEST in

Rubber Boots And Shoes



At the Lowest Possible Price
Complete Catalogue Mailed Promptly

Detroit Rubber Co. :: Detroit, Mich.

It will take More Than a Fire to check our progress

On the night of February 21st, our business at 14-16 Ottawa St., Grand Rapids, was destroyed by fire, but we were doing business the next morning just the same. We are temporarily located at 33 N. Ionia St., while our old location is being rebuilt and remodeled. Business will be continued as if nothing had happened. All orders are being taken care of promptly, and we are buying as heavy as ever.

Send your...
**POULTRY,
BUTTER,
EGGS,
VEAL and HIDES**
to us.

Spot Cash and a
Square Deal is our
method.



Loading Day at Our Fremont House.

A. T. PEARSON PRODUCE CO.

14-16 Ottawa St.

TEMPORARY LOCATION, 33 N. IONIA ST.

Grand Rapids, Mich.

cents per dozen for fresh laid, while a year ago it was double that.

Butter is another commodity that enters very largely into the family food bill. A year ago creamery was 30 cents and above, while to-day it is on a downward scale at 23 cents. Dairy, which a year ago brought 25 cents, is now plenty at 21 cents on a weak market, with storage houses making a still lower figure in New York.

One of the products most used by every family is flour, and the drop of \$1 a barrel from prices that prevailed a year ago is a most welcome one to every family.

The price of sugar, granulated, is greatly reduced from that ruling last year. When it is considered the consumption of sugar in the United States is eighty-five pounds per capita yearly, buying it for twenty-one pounds for \$1 is far different than that of sixteen and one-half pounds for the same price a year ago.

The price of wheat is now 85 cents per bushel, while a year ago it was \$1.19. While the farmer is not getting so much for his wheat, the difference in yield will more than offset the difference in price between this season and last.

One of the most noticeable changes in prices is that of fish. The comparatively open winter and good catch permitted the trade to be nearly supplied with fresh caught, so that the frozen stock was not tapped to any extent. Holders of frozen fish are now caught with a big supply on hand with the opening season near. The result is the consumer is reaping the benefit of low prices on this, one of the chief supplies of food. In Chicago the price for fish is 50 per cent. lower than a year ago. One big firm is offering fresh stock at 3 cents per pound. To sustain what has been said in this article on the drop of prices of food products the following comparative table will bear out fully the statements made:

| | Mar. 1, 1911 | Mar. 1, 1910 |
|----------------------------|--------------|--------------|
| Dairy butter ..21 | 23 @25 | |
| Creamery | 25 | 30 |
| Eggs | 19 | 25 @27 |
| Cheese | 16½ | 18½ |
| Wheat | 85 | \$1.19 |
| Flour, bbl., | \$5.70@6.10 | \$6.70@7.10 |
| Celery, per doz. | | |
| bunches | 30 | 60 @70 |
| Beets, bu., | 50 @60 | 60 @75 |
| Leaf lettuce.... | 16 | 15 |
| Head, bu., | \$1.25 | \$2.50@2.75 |
| Potatoes | 45 | 60 |
| Sweet, | \$1.50 | \$1.20 |
| Grape fruit, per box | \$3.50@4.00 | \$3.25@4.70 |
| Oranges, box, .. | \$2.50@3.25 | \$2.25@2.80 |
| Fowls, live, .. | 12 | 14½ |
| Chicks, live, .. | 13 | 17 @18 |
| Ducks, live, .. | 14 | 16 @17 |
| Turkeys, live, .. | 19 | 18 @20 |
| Dressed cows .. | 3½@ 4 | 5 @ 7 |
| Steers and heifers | 5½@10 | 6 @ 8½ |
| Dressed veal .. | 8 @ 9 | 7 @10 |
| Dr'd mutton .. | 7 @ 8 | 10 @11 |
| Lambs | 11 @12 | 13 @14 |
| Dr'd hogs | 8½@ 9 | 11½@12½ |
| Pork loins | 11½@12 | 15 |
| Pork butts | 10½@11 | 14 |

Seed and Seed Prospects for the New Season.

Written for the Tradesman.

Prices of farm seeds this season rule about the same as a year ago except timothy, which is retailed at \$6 per bushel, \$2 higher than a year ago. Not since the close of the war, in 1865, has timothy been so high as at present. At that time it sold for \$4 per bushel.

The cause of the advance of nearly 33 per cent. is due solely to the short crop last season in the great timothy seed states of Illinois, Iowa and Missouri. The shortage is attributed to the dry season that prevailed, resulting in only about a third of a full crop being harvested. In the East, where timothy seed is grown in limited quality, there was a fairly good crop, but it was also affected by the dry weather. But little timothy is raised in Michigan, the greatest crop being red clover.

The clover hillers have ceased work and the number of bushels of seed was greater than last season. Michigan seed is preferred in the market because of it being free from foreign and weed seed.

Clover seed is imported from foreign countries, but farmers will not buy it when American grown is to be had, because when first imported it was full of seed from noxious weeds. The United States Department of Agriculture made an investigation and more recently the imported clover seed has to pass a rigid inspection. This has caused shippers abroad to come up to the requirements imposed by the department. The feeling against foreign clover prevails among farmers, and little, if any, of it appears in the market in the West.

The season for seeds has hardly opened, but dealers report that enquiry indicates there will be a larger sowing this spring than usual.

Seeds for garden and truck farming are reported excellent by most growers. Last year there was a shortage of cucumber seed owing to the severe drought, and there was a sharp advance in the price. The prices for garden seeds will rule about the same as last season. The indications are that there will be more of these seeds sown because many truck farmers propose increasing their acreage.

Flower seeds of all kinds will be in plenty because of the good season and prices will not be much changed from former years.

The prices of farm implements remain about the same as last year. Dealers report that the outlook for sales of farming machinery is better than for many years past. Although it is early for sales, many orders have been placed and a large number of tentative ones await the opening of the season to be closed. Should the reciprocity treaty with Canada be ratified, while it would not affect this year's sales materially, it will have a most important bearing on the trade in American farm machinery in the future.

It is possible to accomplish many results through the use of "main strength and awkwardness," but it is ever so much easier, quicker and better to mix in some brain work and cut down the physical effort.

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 ½, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

Honorbilt
Fine Shoes
For Men
A SNAPPY LINE

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

Hart Brand Canned Goods

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

W. C. Rea

REA & WITZIG PRODUCE COMMISSION

J. A. Witzig

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

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years

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

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

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

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

Oakland Vinegar & Pickle Co. Saginaw, Mich.



The Merchant-Farmer

In Early Days The Two Were Often Combined

Written for the Tradesman.

The combination of two callings is often deprecated by the theoretical man of the world, and perhaps justly in certain conditions. Nevertheless the combination of merchant-farmer, merchant-logger and mill owner has been successfully formed, many such cases having come under the observation of the writer.

One case in particular recurs to mind: that of a successful farmer who, after having broken a hole in the wilderness, establishing himself in a successful farm business, turned his talents toward the mercantile line, founding a very well stocked store, which was not only a profitable venture, but brought its owner into public notice, and, as in the case of the lamented Zach. Chandler, finally landed him in the arena of State politics.

Now, a man who can succeed as a farmer, as a merchant and as a lumberman often appeals to the good sense of the people as one who would make a capable legislator. Such a man was Philo Rugsdale. Of rugged constitution, hardened physically by outdoor life incident to farm and forest exploitation, he went into politics ably equipped for the work.

Philo, as the candidate of the progressive party, won out and found himself in the State Legislature, where, despite the fact that the body was made up mostly of lawyers and petty politicians, he made his mark as one of the ablest men in that body. First in the Lower House, then in the Senate our farmer-merchant proved his ability as a first-class legislator.

Once, at Grand Haven, he made a ringing speech on an important matter of interest to the lumbermen of the west part of the State. That speech sounded the key note to the next campaign, placed Philo Rugsdale at the fore front of political prominence and alarmed the rugged, honest, fearless man of the people—alarmed him as to his own safety.

Despite his exalted character and successful business methods Philo had a streak of indolence running through his nature like a silver thread among the gold strands of a woman's fading hair. He loved his home and its associations. He had served his State with two terms in the Legislature and longed to get back to his own people and the quiet of his home once more.

"Who is that man?" asked an admiring business man of the Haven, thrilled by the natural eloquence of the farmer-merchant.

"It is Philo Rugsdale, of the up-river country," was the reply.

"Well, by George, he shall be our next congressman."

Such was the enthusiasm aroused by the speech and the man.

It did not come to fruition, however. Philo put his foot down on the proposition to make of him a national figure. "I am not after fame," said he when urged to put himself forward as a candidate for Congress. "I am now comfortably well off; the quiet enjoyment of home is more to me than the fame of an Abraham Lincoln—I will not lift a finger to go to Congress."

"You need not do a thing yourself," urged the friend. "We will see to all that; you shall be our next congressman—"

"No, no," with hand upraised in protest. "I can point you to the very man you want. He comes of a successful family of lumbermen, is young, patriotic to the core and in every way worthy. As for myself, I have had enough."

"Your good service in the Legislature deserves reward," protested the friend. "You supported Governor Blair in all his efforts to forward the cause of the Union; you made some Copperheads smart; now it is the National Congress for you."

But no argument should shake the farmer-lumberman. He had had enough, and was content to return to the shades of private life. When importuned to name the man he thought fitted for Congress, he said:

"I will point you to a native born Michigander who is the logical candidate. I am from Maine, but right here in your midst is a Michigan man who is all right politically and patriotically; I refer you to Thomas White Ferry, of Grand Haven."

Philo's suggestion was subsequently acted upon. White Ferry was nominated and elected, afterwards becoming a prominent figure in the State and Nation, second only to the immortal Zach. Chandler himself. Few men would throw aside a crown as did our farmer-legislator. One of Nature's noblemen, he pursued the even tenor of his way, supporting with voice and money the sacred cause of the Union, which for more than four years was threatened with disruption.

As a farmer Rugsdale was first of his day; as a lumberman he was richly rewarded; as a man he never had his superior. All honor to his memory.

Some of the early business men of the Michigan woods combined farming with lumbering. This seemed a very successful union, the farm feeding the needs of the lumber camp. The camp store was not uncommon, although only a few unscrupulous seekers after a fortune were mean enough to insist on paying off their workmen from the store at greatly enhanced prices.

One little store in particular built up quite a business in the very heart of the wilderness catering to the

wants of the lumber camps. This store was not over 12x20, with a rude board counter on one side, molasses and vinegar barrels taking up space along the opposite wall. Hampers of dried codfish lay on barrel heads, dried apples and herring coming in for a space.

Very few feminine goods found sale here, since the population was mostly masculine. Tobacco, boots, pacs and clothing filled the rough shelves. The patrons were mostly backwoodsmen and Indians. The lumberjack as now designated is a comparatively modern invention; that is, having its birth as a designator of woodsman since the close of the Civil War.

From a small beginning among the pines, amid the rudest surroundings, some of the greatest mercantile fortunes have been built. One of the millionaires of Chicago got his first training as a merchant selling from a pack to the Indians, trading goods for furs. It is not in the scope of this brief article to even outline the great things that came from infancy among the pines.

One of these backwoods traders, in an evil hour, imported a barrel of French brandy to the woods. You may be sure he had patrons enough and to spare. The Indians were liberal partakers of the Frenchman's joy, and a general pow-wow of sounds followed.

As a matter of self defense the trader was obliged to pour out his brandy before half its contents were sold, and that was his last experiment in the line of liquid refreshments.

Some of the pioneer lumber-merchants builded better than they knew. Flourishing cities have grown up on the spot where the first little log store was erected. Even although the North woods were originally peopled by a cosmopolitan race, with criminal fugitives from many lands making up a considerable per cent. of the population, yet, in the main, crime was not over extensive, and some of those who, in another land were under the ban of the law, became good citizens in the new, wild land they had finally espoused.

Farmer-merchant, lumberman-merchant, both have been successful, and although there is possibly such a thing as "having too many irons in the fire," it has been clearly demonstrated that the following of one particular line of business is not absolutely necessary to success.

Great men and great businesses sprang originally from the loins of the humble backwoods shack. Despite not the day of small things.

J. M. Merrill.

Improvement in Farming Methods.

That agriculture in this country is moving toward a higher plane is now beyond the region of doubt. How much of the change is due to advanced educational teachings through the activities of many government institutions to promote interest in a higher range of scientific farming and superior practical methods of doing the work, can hardly be estimated.

The best thought and most intensive study are in the line of a higher range of soil cultivation. Conditions of climate being equal, grain production is advancing in acreage yield. Leaven is now in the dough and fermentation is going on, which process may well be expected to continue until the whole system of high soil culture will naturally be raised to a higher standard.

Higher values of both meat and bread introduce greater interest in the subject which, with diminishing acreage of new land to be exploited is the force behind the movement.

In every part of the country improvement is noticeable, whether it be in the raising of food products or other material of the farm. The higher prices stimulate activity and supply the means to do the work.

Early settlers, largely without funds, could not if they would push scientific agriculture. With them it was first a struggle for existence, while long periods of low prices followed. Farming, like all other industries, to reach highest possibilities must be capitalized and not until recently has this succeeded.

Consumers in other lines of work complain of the change, which is human, but a fair division of opportunity is due to all and equal justice is the right of all.

It can hardly yet be fairly said that farming brings in rewards above its deserving as compared with occupations in other fields of industry.—Exchange.



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.



Our Grocery Topics.

The modern system of packing dried fruits in cartons and baskets is convenient and seductive, but demands special vigilance on the part of the dealer, because moldy or actually rotten fruit is sometimes found in the packages, to the disgust of the customer and the injury of the dealer's trade. Wormy and rotten figs, moldy evaporated apples and damaged dates are among the discoveries that the consumer may make. It is always wise to dispose of dried fruits as rapidly as possible, for the goods deteriorate more or less rapidly however packed.

Standardize the store, as to quality, making the standard as high as possible, and a valuable reputation is soon secured. One of the most objectionable things from the consuming point of view is the irregularity of the groceries sold at some stores. One article is fine, another indifferent and another poor, and so it goes, while articles originally good may fall off in quality on account of too long keeping. Strike a key note with butter or coffee and tune all the rest of the stock up to it. Where the palate and stomach are concerned this policy will pay.

It is hard to tell the difference between cheap and fine spices, unless one is an expert or has used them in cooking. The cook can tell. Strength is soon missed, if lacking, however, and particularly in pepper when used on the table. Flavor is less quickly missed. But if a cooking recipe calls

for a certain quantity of spice and the cake is lacking in spice flavor, the murder is out, the blame is put where it belongs. Hence quality in spices is a good drawing card. White pepper, however, is an indictment of popular intelligence, as a rule, as its color is the only thing that recommends it to most people.

The demand for molasses fell off years ago because of adulteration, thus showing how natural law operates for the cure of that evil, and a similar effect, although, perhaps not so pronounced, was seen in the jelly trade. Now, however, molasses and jellies are regaining their former popularity, the quality of the standard grades causing all classes of consumers to consume them more freely than for many years. Indeed, the sweet tooth of the American people is being catered for in a remarkable manner, and the appetite for sweet things seems to grow with what it feeds on, as witness the extraordinary consumption of candy. Even sweet pickles sell freely and we find sugar in our catsup.

Another form in which sugar is freely consumed is in fancy crackers. No more remarkable trade development has been known than the growth of the sale of crackers. The daintiest tastes are tempted by the daintiest forms of the biscuitmaker's product, and the per capita sale is still growing, helped by the assistance of enterprising grocers who do not hesitate to sacrifice gross profit now and then in order to make big net profits.

A temporary drive in crackers may result in turning whole families into consumers of fancy crackers.

The prune is gaining favor as a standard dessert dish, and notwithstanding the jokes of the newspaper humorists, it deserves all of the popularity it ever enjoyed. Its hardened exterior covers a source of much healthfulness and palate zest. It keeps well and pays a fair profit. It is also amenable to a freshening up treatment when its wrinkled front grows ashy and flinty with age. In a stewed state the smaller and usually cheaper prunes are as palatable as the larger fruit, a god-send to the consumers who must count the pennies. Cooking recipes for prunes are worth distributing by the grocers, as new forms of preparing them tend to create new outlets for the fruit.

Catsup should be choice because it is used as a garnishment and relish, and an inferior article may prejudice consumers against the staples it is used with. Also an inferior article soon grows distasteful to the consumer, whereas a good brand brings back the buyer for more. It is astonishing how great a vogue a standard catsup soon obtains in many families, especially among the youngsters. It will be eaten with meat, macaroni, crackers and bread, and is much used to make palatable the cold pick-up lunches that over-driven housewives resort to in the middle of the day. It is a mistake to sacrifice the quality of catsup to price. Tomato catsup should have a predominating flavor

of the tomato, enhanced or quickened by the flavor of sound spices. The palate test is the best one.

Old friends, old wine, old books—to this delectable trinity let us add old brands, the brands that have braved a thousand years—or less—the battle and the breeze. The brands that have made their title clear to the affections of the public and the respect of the grocer. They call for no apologies, they require no encomiums, they sell themselves, and yet they often have to contend against the indifference or hostility of distributors because the penalty that popularity must pay—the reduction of the margin of profit—is held against them. Yet it is worth while to sell the popular goods at close figures because they make a store popular, at a cost that is trivial compared to the expense attached to the use of printing ink. If the popular brands should cease to be sold at popular prices they would soon cease to be popular, for other brands as good would take their places.

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

Injustice is a most flagrant offense and the hardest of all to bear without resentment.

Do not pass judgment without due consideration or you may be unjust.

A Trade Winner and A Trade Holder is....

New Perfection

"THE FAULTLESS FLOUR"

Our moderate capacity and splendid trade prevents us calling personally on every Michigan merchant; but we extend our greetings to ALL through the Michigan Tradesman. We have some exclusive territory left, and if we are not represented now in your town, write for the agency before your competitor gets it. We develop the trade after you get the flour in stock. Write us for our selling plan TODAY.

Watson-Higgins Milling Co.

Successors to Watson & Frost Company

Coast Surplus of Labor

General Strike is Ordered in Los Angeles May 1

Written for the Tradesman.

Los Angeles, Calif., Feb. 25.—A Mr. Sauter, who resides in Holland, Mich., is spending the winter here with a married daughter. He has resided at Holland many years and is prominent in the business, social and political affairs of that city. I met him at the monthly picnic of the Michigan Association to-day. In the course of our conversation he said: "The Pacific coast offers no inducements for the poor man. There are chances for men of means to increase their wealth here through discreet investments, but for the men who have nothing but labor to sell there is no room. In every coast city I have visited there is an excess of common labor. This is as true of the interior towns as cities. A great many men are driven to commit deeds of crime in order to obtain the means necessary to provide for their temporary wants. Men in the Eastern and Middle States who are well employed should remain where they are."

A letter received by the writer from a business man living in Seattle states that thousands of men are stranded in that city and can not obtain employment and Mr. Joseph D. Jones, an attorney of that city, who is spending the winter here, confirms the statement. He hopes, however, that conditions in business and the industries will improve.

In passing through a short section of North Broadway this morning I noticed in the little plaza in front of the ancient Spanish mission fully 500 idle workmen waiting for some one to give them employment. Scattered along the street, within a distance of one-half mile, I noticed at least 500 more. In spite of this over-supply of labor, I am informed that a strike of all men belonging to the local unions for shorter hours and more pay has been ordered to take place on May 1. If the claim is true that there are 18,000 men employed by the manufacturing industries of Los Angeles and any considerable number of this class of citizens should respond to the call, the business interests of the city will be seriously affected and the social problems resulting will cause anxiety to say the least. A statement was published widely last week that the American Federation of Labor had promised to finance an effort to unionize Los Angeles for the sum of \$500,000.

At the South Hill street entrance to Central Park, in the heart of the business district, the city of Los Angeles is erecting a rest and comfort station, where the weary tourist and the residents may rest and enjoy toilet facilities. It is located right on the sidewalk and is large enough to

house all the Government officials of a small city. It will cost \$50,000. While the work is in progress the great Baptist temple, located at the Northern entrance of the park, will remain open for all who need rooms for rest and recreation. The rooms are used largely by young women after business hours. A piano, several sewing machines, books, magazines and newspapers are provided. The rooms remain open until 9 o'clock at night and are in charge of a committee of ladies of the church. It seems impossible to induce the authorities to erect a rest and comfort station in Grand Rapids.

William Thum, a multi-millionaire, formerly a resident of Grand Rapids, was an unsuccessful candidate for the office of Mayor of Pasadena last week. He favored liberality in city affairs.

Charles B. Kelsey, who is spending a few days in this region, played golf this morning with Charles B. Judd.

Among the attendants at the monthly picnic of the Michigan Association this morning were O. W. Blain, formerly engaged in the produce commission business in Grand Rapids; E. E. Allen, of Santa Ana, formerly a law partner of Moses Taggart, in Grand Rapids; W. F. Shedd, an attorney who took up a residence here two years ago; Geo. Besancon, formerly with the Grand Rapids Gaslight Company, and "Cal." Colton, a brother of the late John B. Colton. "Cal." was a member of the Sixth Michigan Cavalry and is badly crippled. Among his boyhood chums, concerning whom he enquired of the writer especially, were "Dick" Blumrich, of the H. Schneider Co., and Capt. Charles E. Belknap.

Alfred Crawford, a prominent grocer in Grand Rapids forty years ago, sold out his business here recently and retired.

Men engaged in small businesses here complain because they can not obtain leases of the premises they occupy for more than one year, and that rentals are advanced whenever a lease is renewed.

Dealers in provisions are very much stirred up over the announcement that the City Inspector of Weights and Measures proposes to ascertain whether a person buying meat, fish or other provisions should be obliged to pay for the paper in which it is wrapped at the same price he buys his meat. Complaints have been sworn out against two dealers in meats, and their right to charge meat prices for paper is a question that will be tested in the courts. One retailer is accused of selling a customer thirty-seven pounds of meat, two pounds of which, however, were paper. It is figured that

the paper, for which the customer paid 46 cents, represented 5 per cent of the package. A package of bacon weighing seven pounds, of which it is said five ounces was paper, was sold to another customer at the prevailing cost of bacon, 33 cents, the consumer paying 10 cents for the paper. As the paper used in wrapping meat, fish and game cost from 3 to 5 cents per pound, the profit on it at the price paid for meat is liberal to say the least. As a matter of course none of the dealers in meats in Michigan charge anything for the paper used in wrapping up provisions. Years ago, in fact, many years ago, when a customer purchased a steak from the village butcher he carried it to his home with a long skewer of wood. The scales in which it was weighed were seldom cleaned, but the butcher saved the cost of wrapping paper. Arthur S. White.

Managed husbands usually need it.

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

BECKER MAYER & COMPANY CHICAGO
VIKING OGDEN SYSTEM
EST. 1842 CLASSY CLOTHING

SWATCHES ON REQUEST

Sawyer's 50 Years
the People's
Choice.
CRYSTAL
See that Top **Blue.**



For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

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

It goes twice
as far as other
Blues.

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

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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



We Manufacture

Public Seating

Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



Spring trim of the Herpolsheimer window arranged by O. H. Heinig.

Spring Time Blossoms in Decorative Schemes

Spring offers more opportunities to the decorator than any other season of the year. The blossoming out of the trees and flowers lend themselves to the most delicate and harmonious tones and color combinations that any one could wish for. In the accompanying design we have striven to give to the setting that light and airy appearance that is characteristic of early spring and which appeals so strongly to the shopping public that has been housed up for three long winter months.

The first step in the construction of the design with which we have to deal is the framework. Narrow strips of wood are cut into lengths from one-half inch lumber, ranging from three to eighteen feet in length. These may be dowel sticks. These strips are thickly covered with apple blossoms and foliage. At the top of the background large clusters of blossoms are placed at different intervals. These balance the decorations and give it an irregular appearance as well, thus avoiding stiffness or formality in the arrangement. These circles average eight inches in diameter, and can be cut from heavy cardboard. The background and flooring is covered with a dark green

velvet, which makes a happy combination with the apple blossoms. Other blossoms may be used in the judgment of the trimmer.

This arrangement and design will prove an excellent setting for costumes, as it has little detail to divert attention from the merchandise. It is neutral in color and the setting occupies but little space.

O. H. Heinig,
With Herpolsheimer.

WHERE AND HOW THEY WORK

The Decorator's "Den" Like Property Room of a Theater.

A "den" of the window trimmer for a big department or dry goods store is a busy place these days, with the spring openings only a week or, at most, two weeks away. It is a place of hard thinking, much work and of as great mystery as the household of small children just before Christmas.

The window trimmer's quarters might properly be called a studio or atelier, for the window trimmer is an artist and his creations, although for but a day, are full of grace and beauty, but after a visit to where the trimmers in this city do their work, "den" seems the appropriate word.

The "den" has a striking resemblance to the property room of a theater. It is cluttered with the materials of the trimmer's art. There are dummies and frames, and forms and fixtures in great variety. There are paint pots and backgrounds. There are flowers and trees and foliage, birds and butterflies and a lot of other things. It should not be imagined that the window dresser is given carte blanche in the matter of expense. On the contrary, he is held down and he must use his materials with economy and intelligence or there will be trouble, and the clutter in the "den" is due to the need of saving things to use in other combinations.

It has been said that the window trimmer is an artist. And he is. His first step in dressing a window is to prepare a drawing in colors of what he desires to produce. This drawing is to scale, and when it has been approved the house carpenter is called in to make the necessary frames for the background. These frames are in sections for convenience in handling, and when completed the trimmer gets busy with his materials. The dummies are dressed and all the other materials for the display are assembled. Some evening the curtains are drawn, the old display is hastily removed, the new background and settings go into place according to the plans, and the goods for the new exhibit are installed. It is rush work from the time the curtain is drawn, but the preparations have been well made, and in the morning

there is a scene of new beauty to please the eyes of those who pass.

The window trimmer is an artist, but he must also have good business sense. He must produce a window that will please the eye, but he must never lose sight of the fact that the primary purpose is to advertise the goods that are for sale within. He must have a fine sense of the harmonies in color and material. He must be in close touch and sympathy with the store policy and he and the advertising department must work together. He must have originality, and the best of taste, and at the same time be alive to his responsibilities. The trimmer can make or mar trade, and his position is of recognized importance in any up to date establishment.

In window trimming circles Germany is said to be in the lead of all other countries. In this country Chicago is said to be the city of the most beautiful window displays, far surpassing New York. This city has some very clever trimmers and the displays shown here are more artistic than will be seen in Detroit. Among the best known of the local artists are O. H. Heinig, of Herpolsheimer's; Harry Glanz, of Spring's; L. A. Manna, of the Boston Store; M. Verschoor, of Steketee's; C. Potter, of Friedman's, and F. C. Todd, of Ira M. Smith's. These are the big Monroe street stores with ever-changing and always artistic windows. Siegel's and Klein's have handsome windows in women's gowns, Foster, Stevens & Co. always have handsome windows in hard-

ware, Baxter and Houseman & Jones pay much attention to window displays in clothing and men's furnishings. The Herkner and Preusser jewelry windows always attract attention. A later development of window trimming is in the grocery and meat lines. The Grand Rapids Grocery and Daane & Witters, grocers, and Kling, meat, pay almost as much attention to their window displays as do the dry goods people, and how attractive these windows can be made is a revelation to the people of Grand Rapids.

The trimmers in Grand Rapids aim to make their displays seasonable. It is a fall setting for fall goods in the autumn and spring settings for spring goods. Much attention is paid to the change of seasons, to the coming of holidays and festive occasions. The aim is to remind people of coming events and to create desires which might never be awakened but for a friendly nudge from the window trimmer. These special seasons and dates help to lend variety. The trimmer has work to do at all seasons and at all times and his activity is ever in evidence, alike on new goods, on staples, on mark-downs and specials. He is the "indexer" of what is going on in the store, the guide to bargains and "copper" to bring customers inside. And the trimmer, it may be added, is the most modest of men. However he may work, whatever talent he may put forth—not he but the store gets the credit for what he does. The trimmer is unknown to the world's fame; it is the store that gets the glory.

In this city the trimmer not only dresses the windows but he decorates the interiors when decorating is to be done. At the Herpolsheimer store, for instance, for a spring opening it is spring all through the big establishment as well as in the windows, and this work devolves on Mr. Heinig, and it is always well done. The trimmers also write the price and other cards and placards and in this often show skill of a high order in artistic lettering.

The accompanying illustration is of Herpolsheimer's window a year ago. It was designed by Mr. Heinig and attracted much attention. He is now deep in the preparation for this year's display, but, of course, is not saying a word as to what form his efforts will take. Not until the curtain is drawn a week or so hence will the public know what his plans are, and then there will be a pleasing surprise.

The Shoe Window.

Discussing the trimming of a shoe window the Dry Goods Economist suggests a pyramid trim for a large window, using fixtures of different heights. Not too many shoes should be shown for this will confuse the observer and no definite impression will be retained. To build up a window like a case in a sample room shows a wholly mistaken idea of the powers of the human eye in selection and discrimination. In the sample room there is a salesman who knows

the whole line by heart, and who will take down individual shoes and point out their merits. The casual passer-by outside the store window has no one to explain and the very points which make a certain shoe new or valuable or stylish may escape the attention if the shoe is not "played up."

Do not put out a deaf mute window that does not say a word, any more than you would hire a deaf mute salesman as a store helper. Neither one will sell as many shoes as they would if they had the power of speech. There should be window cards and price marks.

It is an old truism that a good display window is itself a salesman. We fully believe, however, that these "silent salesmen" are, on the whole, not doing much more than one-half so much good as they might do, if more attention were paid to making them say something.

The Grocer's Window.

The grocery windows are showing the progress of the idea that adver-

Show cards, price tickets and inscriptions inviting the attention of the man on the sidewalk and describing the goods, will be found of much assistance in most stores and most neighborhoods. The hasty glance, in the quick walk past the store, does not give much opportunity to accost and hold and talk to the consumer, but if there are written words they will catch the eye and hold the passerby when goods alone will fail.

Exposure in the window, if long continued, hurts many kinds of goods. Color fades and fermentation is apt to set in when certain bottled goods are exposed. Dust and flies add to the perils of exposed groceries and delicatessen wares in the window, whenever these evils are permitted to enter the window. The period of exposure should therefore be short, or else the quantity of each kind of goods exposed should be very small. Where there are package goods to be exhibited, such as teas and coffees, canned goods and dried fruit, the packages can be grouped



Christmas display of meats in the market of A. J. Blackburn & Co., Rockford. It was one of the handsomest in the state. The firm believes in displays that please customers and awaken appetite.

tising pays, that people can be persuaded to buy by seeing what is offered. The attractive dressing of the grocery window is becoming more and more customary and effective. The more the merchant learns of the value of good advertising the more careful is he to make the window display talk clearly and impressively to the public. It is the dealers who "do not believe advertising pays, anyway," who are careless about the use of the store window. The window display should have the dealer's personal attention, so long as his business will permit. It should not be turned over to an inexperienced clerk as something beneath the dignity of the older clerks or that of the grocer himself. It should have the same attention as the store advertising in the newspapers; and, when the printers' art is not utilized in any way, then the window display should have so much more care. It should then become as the apple of the dealer's eye.

around a single glass dish or saucer containing the contents of a single package of the goods.

Display Your Saws.

There is scarcely an article in builders' tools that possesses more individuality than saws. The hardware dealer and his salesman should be thoroughly posted on the special features of his line of saws if he expects to work up a trade in them. Call attention to the saw branch of your business by having them attractively displayed against the wall or other suitable place. The window should also occasionally be trimmed with them. The way some hardware stores handle saws you would never know that they had them for sale, unless you asked for them. They are laid away in drawers, or flat on shelves where they can not be seen. The law of suggestion is too often overlooked by some dealers. The sight of an article will remind a customer that he needs it. Prominently

display your saws and know their selling points, and this is especially important as the building season opening is at hand.

Attractive Hardware Store.

Hardware dealers too often fail to advertise and likewise fail to make their stores attractive. In fact, writing about the attractiveness of hardware stores is like composing an article on "Snakes in Ireland." You are soon out of material. The trouble seems to be a leftover idea from the time when men did all the buying and some hardware dealers were afraid to make their stores too nice looking, lest they drive their trade away. Somehow the department stores, and the racket stores, and the drug stores, and the dry goods stores, and the up-to-date grocery stores do not seem to drive people away and they are bright and attractive and light.

Remember, too, that women constitute 80 per cent. of the shoppers nowadays, and if you want women to run after you why you have to coax them with something bright and alluring—any married man can tell you that. How do you expect to sell women enamel ware and tack hammers, and picture books, and every other kind of household fixings if you do not make your place so enticing and so appetizing in looks that they can not get by?

Do you not know that women are by nature most fond of pretty things—man being the notable exception, and that this is an age of sunshine and sanitation and cleanliness, and that cobwebs and dirt and untidiness in your store are sure losers and the worst handicap imaginable? Whose fault is it, but yours, if the drug store sells more cutlery than you do, and the department store is getting the lion's share of the house furnishings? Now, do not fool yourself and say it is all a question of price, and that you can not compete in price, and set down and fold your hands and let it go at that.

People naturally look to you to sell all these things, but you have to make your store so attractive that buyers naturally drift there. Remember always that the shiny, glittering spoon bait catches more fish than one they can not see.

Then, too, do not imagine that just because a carpenter wears overalls or a mechanic has grease on his hands, that he prefers a dingy dark store where you can not read the figures on a square or tell a 9-16 bit from 1-2 by its markings. Brighten up your store and have the glad hand at the front door always in working order and you won't have time to think about the drug store and the department store and the other fellows who are now taking your business away because they are more up-to-date than you are.—Hardware Reporter.

The most successful buyers are the men who know some good drummers well enough to take those good drummers home to a good dinner.

A Wholesale District

It Is Built Up Only By Persistent Individual Effort

Written for the Tradesman.

When William Widdicomb traveled over to Milwaukee to sell chairs made at the Widdicomb factory on the West Side there was no such thing in Grand Rapids as the wholesale district. Ionia street from Lyon to Cherry wasn't much, and Ottawa street and the thoroughfares where wholesalers now flourish were devoted to little low buildings of wood and vacant lots.

If Mr. Widdicomb wasn't the very first salesman to offer Grand Rapids goods to the outside world he was among the very first. He sold furniture, because furniture could be produced cheaply in a settlement in the forest, and it wasn't long before a host of traveling men were offering Grand Rapids furniture to the merchants of the Middle West.

Furniture salesmen went out because this was a good point for manufacture, and in a short time grocer salesmen went out because this was a first class distributing point. It is one thing to sell the natural products of a country over a wide range of territory, and another thing to bunch the products of other states and lands and push them out in competition with established houses in bigger cities.

So there were cold-water-throwers when men began to talk wholesale houses here, and Uncle Si and Deacon Jeremiah, sitting in the chimney corner, said that it never, never would pay. Now, this issue of the Tradesman is a pretty good directory of the wholesale business in Grand Rapids, and the reader can see whether it paid or not. There are wholesale and jobbing houses in Grand Rapids of which the average citizen knows nothing at all. The city is developing so rapidly along commercial lines that the average resident doesn't keep up with it.

If you go out "on the road" you will run across salesmen from Grand Rapids selling goods which you never heard of as coming from your own town. It is probable that no one knows exactly how many traveling salesmen—those missionaries of prosperity—there are traveling out of Grand Rapids, although the editor of the Tradesman ought to be able to give a pretty close guess on the subject. Anyhow, there are hundreds of them, and they bring in outside money to fatten up the business of the town. Traveling salesmen have done much to help make Grand Rapids the prosperous city it is.

But those who see the wholesale houses now—corking big ones and plenty of them—need not get the notion that they grew up in a night, with plenty of money back of them and no outside houses to fight. Individual effort did it all, and some of

the men who did the first fighting, who showed the way, are still enjoying the fruits of their foresight and industry.

While a large part of the furniture business here is still in the hands of men who had to do with the industry in its early stages, there are, probably, no old-time retail grocers engaged largely in the wholesale business at present. Mr. John Caulfield ran a wholesale house on Canal street, at a point opposite the Wurzburg department store, and was also interested in a retail store about opposite the big Heyman establishment, but that was long ago, and the retail shop was not long of life. This was away back in the late seventies.

Some of the men who got the wholesale district into shape came here with capital from other cities because this was a good distributing point, and entered into business with local men who had confidence in the idea of making this a wholesale center. When C. E. Olney came here O. A. Ball, then the owner of a prosperous furnishings store where the big Baxter store now is, disposed of his business to the Allens and started in as city salesman, to learn the wholesale grocery business. Of course Mr. Ball had capital to invest, but he wanted to know the business from the ground up. There are other cases just like this.

The men behind the big desks in the wholesale trade now are distinctively Grand Rapids men. They have either lived here long enough to become proud of their town, or they were born here and took to the wholesale business as a duck takes to water. Guy W. Rouse of the Worden Company is a good illustration of this last named class. In the dry goods lines the business mostly grew from retail stores as a rule. In groceries the wholesale and retail business did not work together in the case of Arthur Meigs, who, while operating a wholesale house, opened a big retail store on South Division street. He soon transferred the retail establishment.

Most of the beginners in the wholesale district, the men who blazed the trail, had to battle with friends about launching into the wholesale business here. There are always men who think a scheme may be all right, but they prefer some other fellow to try it first—some fellow in whom they are not interested. It was the individual pluck and industry of these fighters that built up the wholesale district, without which Grand Rapids would be much smaller than it is now.

There was Frighton. That is not his name, but some of the old ones may know who he was. He had a retail grocery here in the old days,

and was making money. He was a clear-headed, industrious man who saw the future of the city and the certain development of the Northern and Western portions of Michigan. He talked with more than one man about opening a wholesale house, and more than half of the men he talked with discouraged him.

But Frighton stuck to his idea that wholesale business would pay here. He even figured on the expense of starting, and finally resolved to take the plunge when he had money enough to enter into the business in a small way.

He prospered in business, and built a fine home and had bank stock, and real estate mortgages, but he kept increasing the limit. When he had acquired money enough to start in according to his first modest ideas he saw that more money would be needed and waited until he got that.

It went on in that way for years. Whenever he reached the stake he had set ahead he drove another one and worked up to that, until he was far away from his original notions of a wholesale house. In the meantime a wholesale house was started here. It was not a large one, and Frighton though he could put that in the muck, all right, when he got ready to start. The country was developing fast, and there would be business enough for two, anyway, he thought.

Finally, one summer day, Frighton reached the last stake he had set. He had all the money needed to open up the new business. He looked over his securities and began figuring on turning them into cash. But when he thought of disposing of them, of losing the sure income they were bringing, he weakened.

"I can't do it," he thought. "I'll have to wait until I can start with—taking my last dollar and dumping it in. I've got to have some money laid aside for an emergency fund."

By this time he was getting along in years and there were younger men dipping into the wholesale business. He did not like this very well, but he never quite gave up the idea of becoming a wholesaler. Always he wanted more capital. Always he lacked the nerve to take his money out of the income-producing class and place it into a business which was not dead certain to produce the dividends he had been receiving.

At last he made up his mind that he was too old to enter into a new business, and his dream never came true. He kept a retail store for years, and died a comparatively rich man, still, he never forgot that he might have been one of the big wholesale men if he had only had a little more nerve, or a little less caution.

He knew the business, he knew the city, he knew that some day some one would build up wholesale houses here, but he didn't have the sand, although he was nifty enough in the ordinary walks of life. No one ever truthfully accused him of being a slow-go or a quitter, but he couldn't give up his old business and take all that hoarded cash out of bank and invest it in a business which might not, after all, succeed.

It was this sort of caution that men who started our wholesale district put behind them. It takes a lot of nerve to draw every dollar you have in the world out of bank and put it into business. These dollars come hard. Some of them represented night work, and some represented dimes saved one at a time. It means a lot to start in business in a new locality which may or may not be ready for that kind of business.

But the men who are in the wholesale district, whose notices to the merchant of the Middle West appear in this issue of the Tradesman, were willing to take chances, and they won. They built up the houses we all think so much of by putting their precious dollars into them and then standing by night and day to see that no one got them away from them without leaving full value.

These men represent in business what Campau and the others represented in the advance of civilization, only they risked more. The wholesale district of a city represents more battles than were ever fought on the frontier, and they are the kind of battles that wear down to the bone and then take a shaving off of that. Still, there are a good many husky, virile men in our wholesale district, and we are all hoping that they will long remain so.

Of course the wholesale district is growing, and young men are coming in all the time, but the old ones can not be spared just yet. They blazed the way, and they are due to reap the benefits for a long time to come.

Alfred B. Tozer.

Let the storekeeper across the street have the trade of the fellows who can not or will not settle their accounts in full at least once every thirty days. That is, unless you happen to have unlimited capital that you are anxious to loan without interest and without security.

"Training is everything. The peach was once a bitter almond; cauliflower is nothing but cabbage with a college education."





Black Neapolitan hat with old blue facing and garland of American Beauty roses. High maline bows form the crown.



Helmet shaped black straw hat, with crown of foliage and roses with American Beauty velvet ribbon bow.



White Panama with attractive rose and foliage trim.

Spring Ideas in Things Every Woman Wears

The present styles require the avoidance of any appearance of bulkiness in the undergarments. Combinations, therefore, are strongly in the lead, the princess cut being especially featured. Similarly, trimmings are flatly applied and ruffles are used in conservative proportions, while the materials are selected for their softness.

As the French style of underwear lends itself favorably to the flat effect, American manufacturers are making many garments with French style features. These are hand-embroidered, but finished by machinery, thus bringing the price within the purse limit of numerous consumers.

The new petticoats for spring are made in conservative width, the extreme styles having been discarded. Manufacturers will be loath to take up an extreme French style, such as the extremely narrow petticoat, as the result has heretofore proved unsatisfactory.

Soft finished silks, messalines and satins in striped Dresden and printed patterns are used in the latest numbers.

Neglises closely follow the lines of the costumes. In fact, the costume lines are so closely followed that

many of the new garments could be utilized for dressy afternoon wear. Empire effects, fichus, tunic draperies and peasant sleeves appear in these garments. The dressy models are made from diaphanous materials and lingerie fabrics for summer; other models for practical wear are being developed in messalines, challies and fancy materials.

The new offerings show most of the style features worked out in practical or elaborate models to meet the requirements of conservative American trade.

The prominent features in the new hat shapes are the two widely different types: the small, close-fitting turbans and bonnet shapes, and the large picture hats with abruptly upturned brims. The Napoleon is the prominent medium-sized model.

Crowns and entire turbans of flowers are being strongly featured. Large use is also being made of flowers, as well as of ostrich, for trimmings. Ribbons are used in good quantities, particularly wide taffeta-back velvets, uncut velvets and black and white striped effects in velvet, silk and satin. The prominent colors are white and black combined, coral, cerise, royal blue, violet and Empire green.

Large collars in sailor or shawl shaping are being featured. Large draped fichus and smaller fichu-collars are expected to be in prominent use this summer. These effects in neckwear are the result of the introduction of the Charlotte Corday styles and of the surplice and lapped-over styles in dress.

Low neckwear will reign supreme, and jabots and side frills will be largely used.

The prominent style feature in laces is the wide band. Venise laces take first place, with Cluny and filets following closely. The Clunys are feeling the greatest immediate demand, being largely used for lingerie dresses and waists.

Enormous quantities of net-lace all-overs are being taken and the 48-inch imitation Venise all-overs in small designs are excellent merchandise.

In embroideries the present is a season of novelties. The new colored and black and white effects have been well taken. Robes of cotton voile and marquisette are selling in large quantities.

The wide bands and galloons—the prominent feature of the season—are readily accepted and 45 inch all-overs have been favored by dress and waist manufacturers. The 27 inch flounces have already sold most satisfactorily, while the 45 inch widths are growing in favor for long tunics.

Beaded effects are the leading factors in trimming lines and wide bands are the most prominent forms. Garnitures and motifs are also being

featured. Small white china, colored, gold and silver, glass, satin, steel and jet beads and bugles are all used, in addition to colored silk and tinsel thread embroidery. Black and white effects are prominent.

In braids the new feature is the wide, lightweight woven and braided effects in all-black, all-white and black and white combined. Many of these are in fancy openwork designs.

The new buttons are quiet in effect, showing white and colors combined with black, many being in striped effect. Porcelain, horn, galalith and their imitations are used. Crochet and passementerie buttons are selling well. In shapes, the ball, flattened ball, acorn and flat disks are shown.

Wide taffeta-back velvet ribbons are largely used by milliners. In good demand for the same purpose are wide satins, the uncut velvets and the black and white striped effects in velvet, taffeta and satin and in combinations of these weaves.

Wide satins and floral warp prints and floral velvets are selling for girdles and dress trimmings.

The plain hunter's green coachings are extending their popularity to the West. Combinations of solid colors with black are meeting with favor. The Dresdens are taken in good quantities. Black and white combinations are unusually strong.

In high-class goods the chiffon and net covered models are featured. Silk and ostrich fringe, braiding and beading are the new embellishments.



Stunning model in black Neopolitan, with white accordion pleated covering, and rose and foliage crown, with lace butterfly bow at back.



White braid hat with black satin facing. Cerise ostrich trim at the back.



White hyacinths form brim and crown of this turban. Piping of poppy red velvet on the edge, and butterfly bow of same shade at back.

Flowers and Lace in the New Millinery

In all lines of business the beginning of each season is a forecast and a retrospect. There is the thrill of prophecy, tempered or augmented by the history of the season just over. No matter what the past has been, there is the elation which always comes along with the putting forth of effort to achieve. We press forward because we can not slip backward, at least so far as time is concerned.

The millinery business is peculiarly affected by general trade conditions. While we are not generally cognizant of the fact, it is nevertheless true that fathers and husbands do not loosen the purse strings very much for Easter millinery creations when business is not coming their way, the comic supplements notwithstanding. Women economize more in the matter of hats than they are usually given credit for, and so a good millinery season is very much influenced by the market quotations in hides, or copper, or other marketable commodities.

While it is still a little early to give a true forecast of the coming millinery season, there is much to encourage all milliners. There is every prospect that this will be a season for elaborate headgear, for both flowers and laces will be used in greater profusion than has been known for years.

A good flower year is always a profitable year for milliners, so every whisper that comes from gay Paris of the profusion of flowers seen in the early creations is to be taken as a Godsend by milliners everywhere.

Another encouraging feature of spring millinery is the return of the small hat. For several years a small hat has been something which every woman wanted but few could secure. The average woman has had to plead, cajole or bribe her milliner before she could get a modest looking hat which she was not afraid to be seen on the street with. Large hats are all right for youthful faces, but always trying for women who do not want to be conspicuous. But few small hats have been shown of late years, so women have had to make the best of it.

At last designers have come back to a season of both small and large hats, and the small ones are given the preference in the early models. Very chic are these new styles, made often of cone shaped hoods which can be bent into all sorts of becoming turbans and toques. Soft braids are also much used, and the outlines of these hats are soft and universally becoming. Many hats are made without wire frames, and these collapsible hats will be a boon to all women who travel much in summer.

They can be folded into small compass and still be in good condition at the end of the journey. Better still, a number of hats are made so that they can be bent into a number of different shapes, and the wearer be given credit for having four or five hats, instead of one.

In colors the new hats promise a wide latitude. Black and white effects have the preference, owing to the half mourning observed in England for the late King Edward. However, black and white combinations are frequently enlivened by a touch of color, and for this, a new shade of cerise, between a cardinal and a poppy shade, is much employed. King's blue is also good, and other favorite shades are coral, emerald green, sereda, dull heliotrope and the lilac shades.

This will be pre-eminently a lace season. Both plain and figured effects are seen, and many all over laces are elaborately beaded, while Oriental colorings are also popular. Malines and chiffons promise to be exceptionally good and all lace hats will be very popular, while bows, festoons and drapes of lace will be seen either alone or combined with flower trimming.

Wreaths of small roses will be prime favorites, as well as standing effects of larger roses, chiefly the American Beauty shades. The rage for flowers requires that the flowers be shown in their natural colorings and so an especially gorgeous season may be expected. An unusually chic model shown by a leading Paris milliner was elaborately trimmed with a garland composed of all the common autumn flowers in their brilliant autumnal colorings. Sweet peas, pan-

sies, lilacs, poppies and violets are also much in demand.

Shapes may in general be said to belong to the period of the First Empire. The tri-corne of Napoleon vies with the fascinating poke bonnets worn by the Empress Josephine, and many charming modifications of both these shapes are seen. The helmet and the torpedo shapes promise to be popular, and the Dutch cap with ear tabs turned up is a quaint conceit much favored. The larger hats are on the picturesque Gainsborough order and the long sweeping lines are immensely becoming. The trimming in almost all cases shows a tendency to be at the back and to be upstanding in loops of lace or ribbon. Ostrich is shown in bands which also is made to resemble a bow or loops. The butterfly bow is just what it is called, for it looks exactly like a butterfly, and the saucy cockades are precisely as they are shown in the old prints of Napoleon's time.

Given a wide range of coloring and styles, with plenty of latitude in choice of trimmings, and general business activity, the coming millinery season should be a banner one, the harvest which every milliner is justly entitled to reap; she works hard and needs the money.

Corl. Knott & Co.

In veilings the demand is not centered on any particular type. The cobweb or shadow meshes, the filets, chenille-dotted veilings, black and white combinations and fancy lace veils are all taken.

New York shops are selling "Suffragette hosiery." Wonder if the wearers will "show their colors."

A Study in Toes and How to Know Them

Somebody has said: "Most of the changes in shoe shapes are made in the toe. You can do about anything you please with the toe without changing the rest of the last." It is true that the standard measurements of the last at the ball of the foot, the waist and the instep remain the same, maintaining in the regular sample size for women's shoes the 4 B, an instep measurement of $7\frac{7}{8}$ inches, waist line $7\frac{3}{8}$, ball of the foot $7\frac{1}{2}$, these girth measurements increasing one-quarter inch for each width, C. D. E, etc., and decreasing one-quarter inch for the A width.

In the standard 7 C sample for men's the measurements are $8\frac{5}{8}$ for instep, $8\frac{1}{8}$ waist line, $8\frac{1}{4}$ ball of the foot. These are the total measurements taken with the tape line stretched tight around the last. Of course there are innumerable variations which can be made in the modeling of the last, throwing more wood in different parts, but these standard total measurements remain the same.

When it comes to the toe, then the lastmaker is practically free from all limitations whatsoever. He can put on extension clear to the limit of the average French shoe, which is about an inch longer than any human foot really requires. He can flatten the toe down in a sharp recede, or he can turn it up in the rhinoceros form that had a sad popularity during the past year or so in men's shoes.

It is well worth while for every dealer to make a thorough comparative study of tendencies in the shape of toes, so as to be able to judge of the merits of new shapes and also to keep in his mind the comparison and correspondence between the new toes and others that he may have on hand already.

It is largely a matter of training the eye to distinguish and differentiate form. Set the shoes side by side, in the same size, and see where the toes differ. Notice their width, recede, elevation, height of outer and inner walls, swing, height, whether pointed or rounded, and all the other variations which give them shape.

A series of toes in lasts for men's and women's shoes is given herewith, which present sufficient variation for careful comparison and study. They are all lasts which may be found among medium and good grade shoes of current fashion. You may like them all; you may like only part of them; they are presented merely as a study in different shapes and modelings; all of them are good, but as to liking any particular model that is largely a matter of opinion.

No. 1 and No. 2 present a rather high, pointed effect with a fair extension and some swing to the sole.

No. 3 suggests comfort and more room for the toes. It is of fair height and well rounded.

No. 4 has easy swinging lines but is somewhat more trim and compact. The same is true of No. 5 and No. 6.

No. 7 approaches the high, ridged effect that is much sought after in some lines.

No. 8 is roomy and rather long.

No. 9 is of the short, extremely high type that approaches the "rhinoceros" outline that is common.

No. 10 is more moderate and is of a type that will find favor with a great many men who do not insist upon the extreme or the eccentric outline.

In women's shoes, No. 11 and No. 13 are rather pointed, and while they are not long in the vamp, they carry a suggestion of length, and are therefore pointing in the direction that future models are likely to take.

No. 12 has a height of toe that suggests the features of current styles in men's lasts, but so refined as to be unobjectionable.

No. 14 is a custom toe, intended for use with low heels.

No. 15 shows the outline of a wide and comfortable shoe for girls.

No. 16 is well modeled and incidentally shows the use of patent tip on dull leather. There are many who predict that this old-time combination will find much favor within the course of a few seasons.

No. 17 and No. 18 are high, snappy ties, well modeled and of general usefulness.

No. 19 and No. 20 are high in modeling and therefore represent a probable tendency.

As stated, these toes are of the kind to be found in medium and good grades of shoes, none of them being freakish or extreme. Most of them are drawn showing the straight tip, either plain or perforated. This, of course, is a point which can be varied to suit. Many current samples show no tips.—Boot and Shoe Recorder.

Fabrics for Baby Shoes.

Makers of baby shoes in Rochester say that the use of velvet, satin and other fabrics in women's shoes will be strongly reflected in shoes for infants. Consequently there is reported a considerable falling off in the use of pink and blue alums, which in years past have been among the most popular sellers. Roman sandals promise to be leading sellers in baby footwear, with linen shoes in demand for the hot weather trade. The soft sole manufacturers do not work six months in advance of their orders, like the makers of men's and women's shoes.—Shoe Retailer.

When the blind lead the blind the sharp sighted put money in the bank.



No. 1



No. 6



No. 2



No. 7



No. 3



No. 8



No. 4



No. 9



No. 5



No. 10



No. 11



No. 16



No. 12



No. 17



No. 13



No. 18



No. 14



No. 19



No. 15



No. 20

Velvets and Satins

Fabrics in Footwear Not New— Learn to Handle Them

"To please the flesh a thousand arts contend,
A miser's heap of gold, the figured vest,
The gem—the silk worm and the purple dye
By toil acquired—promote no other end."

It is all too true, and sadly so, that for real top-notch dress boots not only the fashionable few, but thousands of gentlewomen everywhere insist on fabric creations—refusing leather, the time honored, dependable and only natural material for foot-gear.

Echo answers from all directions, proclaiming the favor of shiny satins, voluptuous velvets and a host of kindred "what-you-may-call-'ems," in blacks, not browns, a lot of whites and then a sprinkling of other colors in lesser favor.

I am going to agree with you that fashion is putting another thorn in the retailers' crown, or if you prefer another nail in his business coffin—but what are you going to do about it? You can not run contra-current to Fashion's dictations and demands—you simply have to own fabric boots and pumps and fabric combinations to supply your trade, or you won't "be in it" the coming season or the next fall season as well.

For Fashion's sot in all her ways,

And when she makes a point
A stroke of lightning couldn't knock
Her 'rangements out of joint.

Well, here is the remedy:

The fabric shoe is a blessing in disguise to the retailer; maybe it is a providential plague to teach him to ask and get greater profits.

In millinery (and I speak advisedly) a hat may be worth \$45, or it may not be worth \$1, just as Fashion says: therefore, do not argue as to whether you should mark a \$2.25 fabric shoe \$3 or \$3.50. Simply give in to your better judgment and compromise on \$4—sell the \$2.50 ones at \$4.50 and the \$2.75 and \$3 ones at \$5 and \$6. That is your only hope that I can figure out.

The present fabric craze or epidemic is only the return of an old malady in a magnified form, and you must learn how to handle it now and profit by experience for its next outbreak.

Let me say that generally speaking velvets make a fairly good shoe fabric, giving an uncommon amount of wear if protected by rubbers in extremely rough or wet weather. This particular material has been subjected to hard wear tests as skirt binding in women's outfits for a great number of years—really giving greater satisfaction than any other article.

Velvets—(from Italian "velveto," meaning shaggy) it is not positively

known whence they came, or who were earliest to hit upon the happy way of weaving them; certainly they have always been in great favor for a number of trade purposes and probably will continue so. Nevertheless, the shoe trade is not receiving them with open arms and will hail the dawning of the day of good old calf, colt and goat skins which spell wear and satisfaction.

An English draper explained to me recently that "satin was a silken fabric with high luster known in Italy as 'Zetani,' appearing as early as the thirteenth century and made into slippers for Royalty and the Italian, French and English nobility in the fifteenth century."

So far as the average shoe retailer is concerned, he does not give a rap where it came from or where it is consigned to. It is not practical for street boots or wear generally, and time has failed to place it on the guarantee list, so beware. "Guarantees were only intended for articles which do not require them."

So much for velvets and satins. What I say about them is equally true of all their half brothers in the fabric family, that is, those of the velvet varieties can be depended upon for reasonable wear as I define it, while silks, satins and kindred fabrics are very apt to cut and go to pieces from **inexplicable** causes and borrow a **lot of trouble** for all along wear lines. **In conclusion**, do not advise your customers to buy fabrics for other than dress purposes.

This brings me to ornaments. The rosy-posy decorations which started in the shape of great silver buckles and pom-poms on footwear, as early as 1781 in America, were in favor in the court of the Prince of Wales (after George IV.) at the same date. Later, from choice, he gave them the pass-up and in 1792 installed the lace boot and low cut, but only for a short period, as almost immediately he had to return to the buckle fad, as a favor to the thousands of his subjects who were engaged in the buckle manufacturing business.

Personally, I admire the neat ornament on footwear, but, "ye gods ad little fishes," is there no limit to the multiple of creations that are being forced on the shoe manufacturer and retailer under the name of ornaments?

Retail experience tells that just one little ornament will make or mar a whole line of pumps or low cuts.

Everything on earth has been used at one time or another, from diamonds to doughnuts. Let good taste rule—it is the only safe guide.—James M. Borland in Boot and Shoe Recorder.

Sales Worth While.

Every merchant has tried to answer for himself the question "What kind of sales are really worth while?"

There are some which are decidedly not worth while. For instance, the dealer who fits No. 4 overshoes to No. 4½ shoes because he is out of 4½'s and 5's may congratulate himself upon his clever sale, but he is going to hear from those overshoes before the next wet spell.

It surely does not pay to make such sales as this when the purchaser is wanted by the store as a regular customer. One such "fleecing" is enough for the average person. But there are cases where the worth of a sale under given conditions is even more debatable. Take this example:

Mrs. B. comes into the store and asks to look at some material for an evening gown. She has her mind set on buying an old-rose foulard, but the clerk finds that there is only a short length left in that shade.

So in order to divert her attention, he begins showing her foulards in other colors and ignores her first request to see an old rose.

Mrs. B. becomes interested and is attracted by the beauty of the materials which are being shown to her, but she still clings to the idea of the old rose and insists that the clerk show her some.

When he is forced to confess that there is none of that shade in stock, her disappointment is evident, but it only goads him on to a greater effort to make the sale.

He lauds the praises of the blues and pinks and lavenders. He quotes fictitious fashion notes about the decline in the use of old rose; about its cheapening by popular over-usage. Spurred on by the recollection of his employer's orders, "Don't lose a sale if you can possibly help it," he covers the counter with silks of all shades and kinds, and brings all his powers of persuasion to bear upon the customer.

When he sees her yielding and reluctantly beginning to admire a certain lavender foulard, he concentrates all his attack upon that point, and finally gets her consent to wrap it up.

A successful sale so far, you may say. But let us follow the customer a little farther.

She is hardly out of the store before she begins to regret her purchase. She remembers special reasons which she had considered for wanting an old rose, but those reasons had been brushed aside by the clerk's profuse arguments.

She is disgusted with herself for yielding so easily against her will. But what is more important, she carries in her heart a certain unexpressed fear of the selling force of this store, and it is some time before she goes back to patronize it again.

For my part, I think this was a sale decidedly not "worth while." It is much easier to lose the confidence of a customer than to win it back again. This customer could not help feeling

that she had been imposed upon and that kind of feeling means death to patronage. R. H. Kurtz.

The Separate Waist.

Confidence is again generally expressed in the waist matching the suit in color. Indications also point, however, to a liberal distribution of white lingerie waists having colored



embroideries and other trimmings that harmonize with the color of the suit. All grades and styles of waists are affected to a greater or less extent by this demand for colored effects. In the tailored numbers the idea is worked out in narrow hems applied on both sides of the front pleat, also on the collar and cuffs.

Some of the newest numbers in chiffon, messaline, voile, marquisette and lingerie have the bolero outline suggested in the arrangement of the trimmings. The effect has taken well with the trade, and will doubtless be much in evidence later in the season. An unusual combination of embroideries and trimmings is noted on the newest waists, three or four kinds of lace and both French and heavy Japanese embroidery being used on some models. The principal points of both of these types are clearly brought out in the drawing on this page.

One of the new style marquisette waists is shown herewith. The trimming is of black and white braid arranged in both back and front sections. The sleeve is of peasant cut, with groups of tucks arranged over the shoulder.

A fair-minded person can attribute honesty of purpose to one who is trying to make a good bargain or transact business for gain. He is trying to obtain full equivalent for his money or labor; not trying to beat an opponent in a game.

Striped Satin dress in Charlotte Corday effect, by Worth, Paris



From the Dry Goods Economist

Marked Charlotte Corday effect. Corday fichu of tulle with frilled edge headed with satin cord.
Slashed handkerchief sleeve knotted at outer edge.
High-waisted bodice with back in extension finish.
Narrow foot pleating of satin. Black ground, with royal blue stripe, bordered with white line.

Fashion Fancies for Spring and Summer

Styles of the earlier portion of the French Revolution period—say from 1789 to 1795—furnish a basis for new features in the fashions for spring, 1911.

The dress of that period was marked by simplicity. Aristocracy being a crime punishable by death, those who wished to keep their heads on their shoulders either fled the country or affected a form of costume that identified them as members of the bourgeoisie, or middle class. The women's dress of the time is familiar to most of us through the portraits of the period and especially those of Charlotte Corday, perhaps, the most picturesque heroine of that terrible epoch. The little basques or short tunics, the fichus, the broad collars and other features of simple character have been borrowed freely by the leading Paris makers and furnish a dominant note in the new spring costumes and suits.

Worth stands as sponsor for the revival of the Revolution styles, and his lead is being followed by many other important houses in Paris.

Another idea, a very modern one, is also to be reckoned with as a possible influence in moulding coming fashions. This is the German dress reform movement, in which Paul Poiret is interesting himself. His innovations in this direction will doubtless be quickly imitated once his models are publicly shown. In his spring line Poiret has introduced a divided skirt of entirely new cut. No dress reform movement, however, can hope to obtain general adoption, unless it provides for practical utilities, which this model does not.

Black and black and white and white and black combinations promise to dominate the color schemes of the spring and summer of 1911.

The new note in the black and white effects will be the introduction of a brilliant shade in contrast. At the present moment there is evidence that shades of red will, for this purpose, take precedence over all others; at the same time, vivid purples and brilliant greens will also be much employed.

Rumors current as to the use of brilliant colors for spring have as yet no confirmation in real merchandise.

Dressmakers and milliners in Paris would doubtless be glad indeed to launch successfully a series of brilliant colorings, but the taste throughout the past nine months has been so marked for dark tones that the merchandise prepared for spring is of this somber character.

The first signal of new colorings usually comes through millinery, yet the Paris milliners, so convinced of the present taste for black and for black and white, have not dared to change from black and white com-

binations. Thus where colors are introduced they are always intermingled with black, and thus appear as enlivening, rather than dominating, tones. In a word, new spring millinery, of whatever color, always carries its somber tone of black.

The Coronation ceremonies in England may change the color situation in Europe, for should no unforeseen circumstance postpone this royal function it will be a fair occasion for the launching of the new fashion ideas.

Owing to the pride which England takes in her East Indian possessions, there is reason to believe that a strong element of Oriental splendor will be introduced in the pageant. This would obviously mean brilliant colors. At the present time, however, tones, as stated, remain somber, with only a dash of brilliant color as the new note.

The high shade, royal blue, while still employed to some extent, is not so much favored as it was a year ago. It has been gradually superseded by dark navy and purplish blues and deep greens which look almost black. Recently some interest has been manifested in brown. Rarely has there been a season when colorings for spring promised to be more somber.

Black is found in combination with all colors in printed and woven novelty fabrics for spring. Striped voiles, striped taffetas, striped foulards and striped cottons have been ordered out in combinations of black with one other color.

Enormous quantities of black veilings, chiffons, marquisesettes, voiles and etamines have been ordered for use as covers for bright-hued foundation robes. Beaded trimmings, embroideries and braidings, if of a transparent nature, are invariably on black foundations.

With so large a proportion of the orders for merchandise to be used during the forthcoming season already placed, even should a sudden fancy develop for brilliant colors there will be no materials available for the expression of any big vogue.

Should the color situation change, the novelty feature would have a bearing on fall, 1911, and not on spring merchandise.

The slender silhouette will be maintained throughout the spring and summer. Skirts are of very narrow cut.

The bodice reveals the lines of the figure. Sleeves are close, though not tight fitting. The waistline is high. The jacket, almost without exception, is short.

The narrow cut of the skirt results in many new and interesting features. Almost the whole problem of spring designs lies in the skirt.

In order to facilitate the movement of the wearer these new narrow skirts are slashed at the foot, the opening being from 4 to 8 inches deep.

Just to what extent American women will accept these narrow slashed skirts remains to be seen, but certainly every important Paris model maker is emphasizing these styles.

Oddly shaped trains have developed as a result of the slashing of the short skirt. All trained skirts show some eccentric new feature.

Sometimes the train is square and narrow, falling over a skirt of comfortable walking length. Again, it is nothing more than a scarf-like panel attached at the waistline only and quite as frequently carried over the arm like a scarf as it is allowed to trail at the back.

In other instances the train is formed of two slender shaped points, so arranged that one point laps over the other, overlapping at the back.

Crossing draperies wrapping the figure closely and hanging low are often adjusted in such a manner as to reveal more than a passing glimpse of the foot of the wearer. Thus we find in the new skirts, whether short or trained, slashes or openings at the hem.

The medium and high waistline will unquestionably be continued throughout the coming season. Even the tailored suit has reverted to the Empire form and practically all of the skirts completing tailored suits are hung from high inside belts ranging from 1½ to 3 inches deep.

Suit jackets will be short. Coats longer than 26 inches are exceptional in Paris. Many models in 20 and 22-inch lengths are shown.

The bolero is a growing factor in the jacket situation. Originally featured as a complement to the three-piece suit rather than as a substitute for the tailored jacket, the bolero is now appearing in an increasing number of forms.

The paramount question now is: Shall the bolero be in reality a bolero or shall it take more the form of the Eton coat and thus become a feature of the two-piece tailored suit?

In Paris all lengths and styles of boleros are shown. There is the basqued bolero of the Revolution period, there are the Spanish and Tyrolean boleros and the Zouave and Eton jackets, all of these forms appearing in varying lengths from 10 to 19 inches.

The long coat, the exceptional appearance of which is the more noticeable because of its rarity, is found in a few of the good houses. Except in very rare cases, however, the spring coat will be short.

Broad collars are an important feature in both tailored suits and separate wraps. Every important maker shows some models in which these broad collars and fichu effects are introduced. Direct copies of the Charlotte Corday fichu and other types of the Revolution period are freely used.

Sleeves are varied to a considerable degree, as all of the important makers are using both the peasant or one-

piece cut and the regulation two-piece fitting sleeves set into the arm-hole.

In tailored jacket suits the full-length sleeve is much seen, while in fancy tailored suits and three-piece costume wraps the sleeve is often shorter.

In costumes and in separate waists the sleeves are almost without exception short—elbow and three-quarter lengths.

The sleeve cut in two pieces, if fancy at all, is often brought into a band, either just below the turn of the elbow or at the wrist. Paquin strongly favors the straight kimono or peasant sleeve of medium size.

One feature, however, that is common to all makers is the use of the turned kimono cuff-band or finish for the peasant sleeve, whether it be long or short.

Straight-line, figure-revealing styles will predominate in spring wraps. Whether of cape or coat cut, the basic idea remains the same. The separate wrap will be full length, although suit coats, as stated, are short.

Interesting new models specially designed for motoring are being shown. These also keep to the straight lines and are simple in effect, although the cut is often eccentric. They are made in heavy, durable materials—ratine, homespun, boucle and double-faced novelties.

The controlling feature in waist fashions is the continued use of the matching or so-called "costume" bodice. The great use that is unquestionably to be made of the dress or costume, during the summer season particularly, again puts emphasis on the waist which in color and otherwise is in harmony with the skirt.

A new note, however, is appearing which may have a bearing on future production, and that is the basqued bodice, which is often in harmonizing color but of a different material, and is also seen contrasting both in material and in color. As yet this feature is largely confined to costumes, but it will surely enter into the separate waist proposition.

Another costume feature which is embodied in separate blouse models is the use of broad collars and fichus. These, appearing first in costumes, are now applied to separate waists.

Sleeves are short in all separate waists, with the exception of the strictly tailored lingerie types. The kimono form prevails almost exclusively and may be either elbow or three-quarter length.

Beaded cotton waistings promise great success for the coming spring and summer. These materials were the high novelty of the 1910 summer season, and because of their great success in Paris large orders were placed for 1911 delivery. At first very costly, they are now available in less expensive and more salable qualities.

French manufacturers have large collections of cotton voiles, cotton marisettes and cotton crepes beaded in all-over staple and novelty patterns. Waist manufacturers have placed large orders on these materials.

Suit of fancy mohair. White, with black hairline stripe, by Worth, Paris



From the Dry Goods Economist

Twenty-five-inch jacket with side-forms cut on Empire lines. Wide braid trimming on revers, cuffs and skirt. Skirt in tunic form, slashed back and front, mounted on high waist-band. Serge or diagonal weaver, white with black hairline stripe. Cyclamen colored tie giving color touch.

Nature's Busy Season

Emerging From Winter's Gloom To Brightness of Spring

Written for the Tradesman.

What mean these bright, warm sunshiny days? These mild, tonicful breezes from the Southland? The answer is not far to seek: Winter is gone, and Spring is here.

Already the buds are big with in-folded leaves, and the landscape is greening perceptibly day by day. After an exceptionally mild winter, the indications are that we are going to have an unusually forward spring.

Fortunate are the peoples who dwell in the temperate zones; for to them accrue the interests and benefits which come directly and indirectly from the changing seasons. Winter and summer with their extremes of temperature, and the intermediate seasons with their separate charms, give variety and zest to climatic conditions.

The stern, rigorous sway of frost-rimmed winter is yielding to the co-quettish advances of spring. Many of our familiar bird-friends have already arrived from the South, and the dandelion and the crocus are perking up here and there in the valley and the grass-covered glade. Conspicuous and in gala dress, the red-bud, or Judas-tree—one of the most forward of our woodland shrubs—flings out his red-purple banners from afar; while Sir Robin Red-Breast—beyond all question the Lord Chesterfield of the feathered flock—silhouettes himself against the sward with an evident air of proprietorship. Every little rill and branch and brooklet is busy, melodious and eager—as if it were finding positive joy in the matter of self-expression—while the creeks and all other streams both large and small, are working overtime.

Mother Nature is extremely busy just now metamorphosing the face of the earth. The dull, dead, sombre hues of winter are, little by little, merging into the green, life-evincing, exuberant hues of spring. It will pay you to fare forth betimes during these momentous springtide days into the out-of-door world; for that world is just now intensely alive with significant sights and sounds for the seeing eye and the understanding ear. Believe me, portentous things are doing; for the miracle of resurrection is being pictorially represented in the material world. In the book of Nature—that book which may be read by the unlearned as well as the wise, the savage as well as civilized man—he who runs may now read a lesson of optimism and good cheer. Death, so called, is a sleep, a rest, a temporary cessation of accustomed activities. In the twigs, branches and trunks of the trees, from which last year's out-grown mantle was stripped by rain-dashed, ice-laden winds, new life is pulsing. Beneath the sombre grass

and weed-growths that now encumber the fallow fields, new life is stirring.

Yes; without doubt—festive, frolicsome, florescent spring has come. And if there isn't a resilient, youthful and exuberant response in your own heart to this deep-seated, life-stirring appeal, you are either aging or ailing.

Logicians tell us that arguments from analogy aren't worth a picayune insofar as conclusive proof is concerned. Maybe so. At all events we haven't the temerity to take issue with the logicians, for these persons have a way of contending for the last word with a pertinacity that is almost feminine. However, if we can't clench an argument thereby, we can at all events learn a lesson from analogy.

With Nature spring is one of the busiest seasons of the whole year. While she isn't making any fuss about it, Nature is now getting things done with an alacrity that is astonishing. Every bud, leaflet, petal and grass-blade is being secretly and everlastingly prodded on by that inner force that actuates the whole realm of vegetable life. Nature is permitted to rest in peace. She has passed out the word that she wants results. And she's getting them. It is as if Nature were saying to these multitudinous life-cells (her visible employees): "You've all had a good, long rest; now get busy. We want to whoop up things and make a showing. Last spring-and-summer's business was the best we've done up to date; but we've got to improve on our record. So you chaps hustle on now at a lively clip and let's see if we can't show the other people a thing or two."

And the progressive merchant ought to be saying to himself and his salespeople something like that. The latter part of the winter season has been, in most lines, a quiet period. There has been a lull. But now a new season with new possibilities and new opportunities has come. If old records are to be broken there must be renewed effort all along the line. And this seasonable renewal of business activity is the function of the boss.

For another thing, Nature has a definite plan by means of which all progressive growth goes forward. There is "first the blade, then the ear, after that the full corn in the ear." And the progressive merchant also requires a carefully thought-out plan or program. If he has outlined for his own guidance, and for the benefit of others associated with him in the business, a definite business policy—a policy that comprehends his buying and marking, his window trimming and newspaper advertising, his selling methods, and all other schemes

and devices whereby he hopes to win trade and increase the net earnings of the business during the spring season—well, in that event he is going to make some real progress during the eight or ten weeks.

"Plan your work," said some one in a facetious vein, "then work your plans." During these early days of the new spring season it would seem to be the part of wisdom for the wide-awake merchant to take his bearings and see precisely where he is. It is the man who knows where he is going who arrives on schedule. Are you on the highway of Effective Service? Or are you jog-trotting across the country on a meandering road that leads nowhere in particular? The man who wants to make real progress must resist the temptation to saunter off the main highway on some shaded by-path where the flowers bloom and the birds chirp. He'd better stick to the boulevard, and compel himself to accomplish a certain definite stage each day, each week, each month.

Spring is suggestive of awakened activities and of new achievements. New life—tense, eager, pulsing life—is stirring everywhere, in stem and bud and grass-blade; and manifestations of renewed life ought to be expressing themselves in the storekeeper's activities.

Spring is a new season, and a new season means new wants, new seeds, new calls. New tools and farm implements will be required, and paint, fencing and building materials; furniture, curtains, draperies, chinaware and housefurnishings, and seasonable wearing apparel and seasonable food-stuffs. While furriers, furnace people and coal dealers may disapprove of these pronouncedly spring days, merchants in countless other lines will welcome them.

Yes, spring has come. Let us enter into the spirit of it. If our optimism has become somewhat congealed by the ice and frost of winter, let's thaw out. Brighten up the store in honor of the new season. Polish the glass till it fairly glistens in the light. If your store front needs a new coat of paint, or if your walls and ceiling ought to be re-papered or painted anew, get busy now. Put in new, fresh window trims. Add a dash of snap and exuberance to your advertisements, and show the people of your community that you are aware of this glorious transformation that is going on everywhere about you. And may this 1911 Spring Business of yours be the biggest and most encouraging ever. Chas. L. Philips.

Your personal acquaintance is important in enlarging the business. It may not be nice to "work" your friends, but it certainly pays to work your personality as far as you are able.

"Grief can take care of itself, but to get the full value of joy you must have somebody to divide it with."

When "hard times" come, watch the millionaires. They will be making the biggest roar.

Simple Morning Dress.

The tendency towards simplicity, which is a feature of the new season's styles, is strongly marked in the morning dresses. While straight-line effects are excellent, there is sufficient fullness at the bottom edge of the skirts to make them conform to conservative tastes.

In dresses of this character various trimming effects are in favor, but



straight lines predominate, with the bottom of the skirt measuring from two and one-half to three yards. Among the favored styles are killed skirts stitched to knee depth, also models with gored top section having pleated flounce finish and, again, the long straight tunic finished with wide band.

Striped patterns and borders are especially good for the development of these morning dresses, these stripes or borders being so manipulated as to take the place of trimming. Among the materials employed are cotton foulard, voile, marquisette, challis, lawn, batiste, linen, gingham, organdy and printed and dotted Swiss.

The drawing shows an excellent type of the simple style dress. It is made of striped bordered challis, which will doubtless be much used during the spring and summer. The waist front is formed of a high-bib ornamented with crocheted buttons. Panels in back and front skirt sections are simulated by the border paralleling the center pleat on both sides.

If you would sell goods to-morrow, advertise them to-day. Keep on advertising so long as you have goods to sell.

Then and Now

Men and Methods and How Time Has Changed Them

Fifty years ago and now!

How different the methods of business; different social customs; different ways of doing almost everything. Although those were not quite as ancient as the famed pod-auger days, yet they were days of toil, of strenuous doing, vibrant with the thrill and push of pioneer grit and determination.

At the opening of the Civil War there sprang into being along the arteries of trade—the great inland streams of Michigan—a new and unique circulating medium, brought forth from the exigencies of the hour.

First, because of the scarcity of specie, came the pasteboard imitation of real money. Some of this was in the shape of round bits of board imitating the dollar and fractions thereof, down to halves and quarters. "This is receivable in sums of five dollars or less for goods at Smith's store," was the legend printed across the face of the pasteboard.

This sort of money was given out in change, taking the place of the silver pieces which disappeared from circulation at the outbreak of war. Of course the value of this sort of currency depended upon the business stability of the man or firm issuing the same.

Some time later came the issue of government fractional currency, denominated "shinplasters" by the irreverent. Even the greenbacks, which proved of such service in time of the nation's monetary stress, were in opposition to the Washington government, spoken of in derision as "Lincoln skins" and "Old Abe's scabs!" Nevertheless this same currency thus anathematized, fed and clothed our armies, carried on the war and held back the cohorts of disunion until such time as the Illinois Tanner, with his invincible army of "Northern mudsills," hammered the life out of the rebellion and compelled an honorable peace at Appomattox.

Immediately after the close of the war came an era of wild speculation, based on the depreciated currency of the time. Prices soared far above those we have experienced since the cry of "high cost of living" has become the shibboleth of a new party which seems to be sweeping all before it, the party of "Progressives," made up of liberal Republicans and Democrats. As this is not a political argument I refrain from giving my views on the situation as it is to-day.

The merchant of that day was a law unto himself. On the Muskegon; in the lumber camps, were stores, company stores and individual stores, where the working men of the pines as well as the new settlers on wild farms found their food products and

clothing doled out to them at surprisingly big prices.

There were no railroads then; everything in the line of goods and provisions was toted to the woods over muddy, uneven roads, many miles, when a ton weight was a heavy load for the strongest pair of horses. Fruit, such as those in the most humble circumstances can now procure, was wholly unknown to even the most prosperous. A few wild berries, harvested and fetched to market by the Indians, constituted the whole fruit menu. Every store, however, boasted of its dried apple barrel.

These apples came packed in barrels, packed solid, requiring very hard digging with a hook made for the purpose to extricate them from the barrel—a dark, sticky mass of uncured sour apples, unfit for the use of man or beast. There were usually enough worms thrown in to render the apples good mince meat! Then the butter! The home made article was not in evidence. In the fifties butter was cheap and strong. Six cents a pound for firkin packed from Chicago, where the article was brought in from every sort of place, from the clean two-cow farmer to the one-pig, one-cow squatter, who never knew the meaning of the word cleanliness.

One of our Muskegon merchants was at a Chicago house when a lot of these small butter-makers brought in their yield. Among other batches was one carried by a frugal old lady, packed in a pail the gnawed edges of which showed that the useful receptacle had been used for at least a twofold purpose. The butter was packed without regard to quality and in consequence the Michigan consumer was never fed anything but rank butter beside which our modern oleo is the acme of cleanliness.

The times, the men, were different. Such butter would not now sell for first quality axle grease. As a boy I never knew what it was to taste new, sweet grass-fed butter. I thought the rancid strength of our firkin Chicago grease was the natural product of the cow.

Apples were so scarce in the woods that they brought fabulous prices. Once, as a boy, I traded two large, luscious watermelons for one small sour apple and felt sure I had made the best of the bargain. The principal articles of consumption in those days were flour and pork; these, with potatoes or beans, constituted the food supply of the early store keeper.

The wonderful strides made during the past few years have eclipsed everything of early day importance. No packed dried apples, no axle grease butter for your modern housewife. Canned goods have replaced

the dried article; the department store, the half dozen one idea merchants; mail order houses have cut a swath into every city and hamlet in the land.

Where all this is to end no one can say. With all our modern improvements, however, there is chance for a doubt as to the men and women of to-day being any more contented and happy than they were in those ante bellum days. The young people were not housed up, moping and lonely in the shadow of the tall pines, far from it. There were amusements then such as nothing modern can discount so far as true enjoyment goes.

The dancing parties, writing schools, spelling bees, skating under the glare of immense bonfires, coasting beneath the rays of the silvery moon, with your best girl with you on your swiftly-flying sled, made for sport and recreation, nothing that later invention can equal.

At the wind-up of the war period (meaning the inflated price era) the many devices resorted to by business men to supply a free and easy currency came home to roost. One merchant found himself in possession of twenty dollars in worthless pennies—brass business cards that had even passed muster at the postoffice until a sudden halt was made and the brass cent was declared worthless, not only by the mail officials but by all the leading merchants of that day. Nobody wanted brass money so our merchant, who had been careless enough to allow a big pile of "cards" to accumulate, lost all.

At the present day, when the high cost of living has interested the best minds of the country, the National Congress is passing a reciprocity measure to stay the awful havoc of high prices, such as 25 cent butter and eggs. Those old timers paid 50 cents for their butter, 50 cents per yard for common print dress goods, 15 and 18 dollars a barrel for flour and never winked an eye or petitioned the Government to give them free trade in order to save the consumer.

Many people now living will call to mind that those days of inflated prices so enamored the people that when a move was made to cut prices by the resumption of specie payment, a great party rose up in the land and demanded—not free trade—but free money; unlimited printing of greenbacks that high prices might continue instead of decrease. That party made its mark on a lot of old time legislation which had its outcome in later days in the great outburst for the free coinage of silver.

How different then and now. The merchant figured on 33 per cent. profit on the cost price of his goods. It was an arbitrary rate yet seemed fitted for the times. To-day no such fixed rate of profit prevails. The successful merchant may have in mind a certain fixed rate of profit, yet there is nothing arbitrary in the matter.

In some respects merchandising in the sixties was much more remunerative than at the present time. There were no department stores, no big mail order concerns to bring disaster to the local dealer. The latter could

charge all that an article would bear. An instance in mind. A young man opened a small book and stationery store in a lumbering town.

Among other goods he kept a supply of dime novels. These were eagerly read by the lumberjacks and backwoods farmers for that was not the day of the cheap magazine and Sunday newspaper. These dime books cost the dealer 7 cents each; he readily retailed them for 15 cents. Comfortable profit you will say, and he sold a lot of them.

From a beginning with less than 100 dollars this man grew as the years passed until he became one of the prosperous merchants in a thriving city. Such opportunities are not open to the new man to-day. The problems of the mercantile world at the present time are very perplexing as well as calling for the most serious thought and careful study. The golden era of mercantile supremacy seems to have passed; the man who solves the mighty problems of the future will need to have the cunning of a Rockefeller, conjoined with the strenuousness of a Roosevelt and the shrewdness of a Wanamaker.

Well, after all is said and done, which era was the more desirable, that of Then or the potential possibilities of the Now?

Old Timer.

Utility Coat.

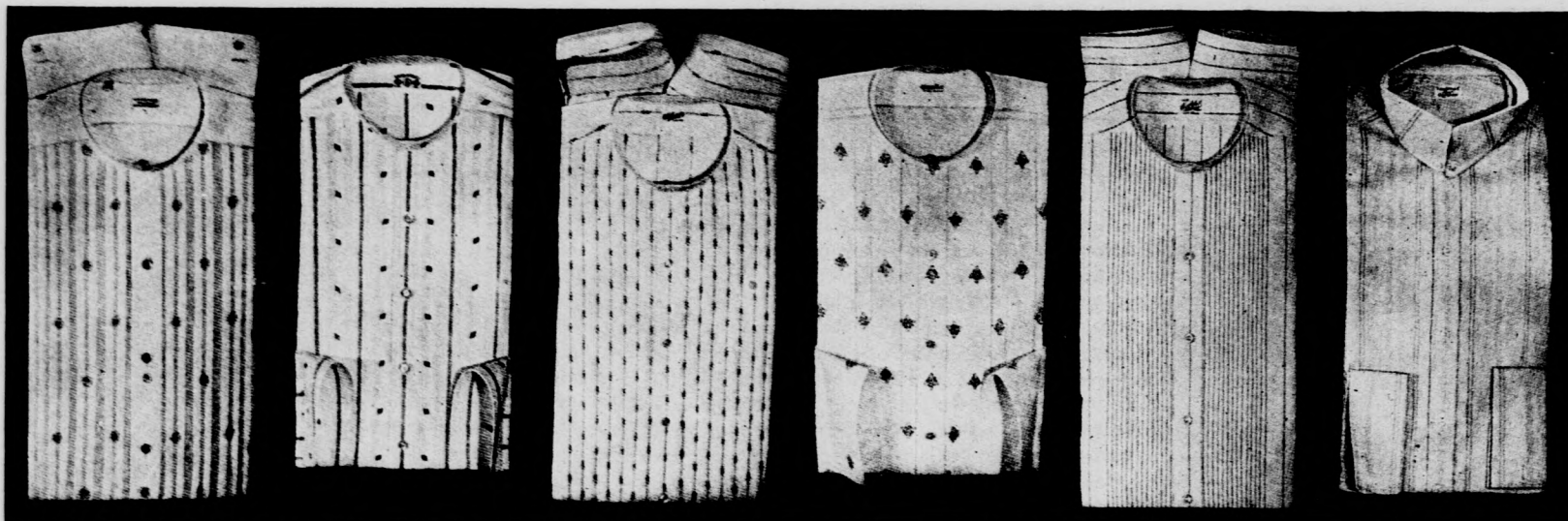
Made in one of the gray and black mixture effects which are now so desirable. It is cut to give slender



lines, and is fastened slightly over at the side. The sailor collar and revers are of black satin, as is also the trimming on the sleeves.

There need be no doubt about anything—it is simply a question of persistency.

Some of the Popular Patterns in the New Shirts



Fancy Striped Shirts with Cravats to Match

At intervals since the passing of the stiff-bosomed fancy shirt there has appeared fragmentary gossip in regard to its possible reinstatement in the affections of shirt wearers. Among shirt manufacturers the subject has received a certain amount of attention during recent seasons, but not of so deliberate a character as that which has lately been given to the matter. The fact is that with the greater number the wish has been father to the thought, for the passing of the stiff bosom—white or colored—made a mix-up for negliges, practically the same shirt being suitable for summer and winter, the old dividing line furnished by the laundered shirts being theoretically eliminated. It reduced sales for the manufacturer, because a retailer's left-overs from summer trade are easily transposed into winter stock, and winter stock into summer stock—in either case there existing no reason for shelving the goods to make way, as in former times, for a season's run on the stiff bosoms, hence the allegation as to reduced sales for the manufacturer.

We can not get along without shirts and the industry must thrive although the heavens should fall, and here is what a city shirt salesman says of the shirt styles current and to come: "Fancy striped shirts with laundered collars and French cuffs will be very fashionable this coming season. I have already noticed that some of the smartest dressers are wearing these shirts with the cravat to match. They are made of madras, percales and piques. There is also a great deal of gossip among the shirt manufacturers that next fall we will see the colored bosom shirt in full

sway. I was thus informed by a custom shirtmaker whose knowledge on styles is without a peer, and who said that his trade was asking for the colored shirt bosom, not alone the conservatives, but the younger set as well; this is due largely to the high-cut waistcoat they are wearing."

Fancy shirts with laundered collars and French cuffs and cravats to match, and short stiff bosoms, are the points of the salesman's story. He knew what he was writing about, for he exchanges greetings with the furnishing trade every day.

The shirt illustrations on these pages are selections from twelve prominent manufacturers. They are taken from their departments of supplementary supplies for the coming summer and should be considered as representing the field of patterns in the all-round sense in regard to stripes and figures. Combinations of stripes and figures have a prominent place, but as to which way the fashion will drift in preparations for 1912, the answer would only be guess work. Two-thirds of the illustrations are pleated fronts, and the figure patterns and broken effects are in two colors.

A Shopping Incident.

"Now, madam, what size shoe will you have?" asked the salesman as soon as he was at liberty.

"The smallest and shiniest you have," she said.

The other woman buying shoes sniffed.

When the clerk returned with a pair of the tiniest imaginable the woman accepted them with the remark, "I guess baby's eyes will open when she sees these on her feet."—Buffalo Express.

Novelties For the Drug Store or Toilet Department.

No doubt many toilet goods buyers are unaware of the fact that alcohol in a solid form, resembling a hard-jelly, has been placed on a commercial basis and is now available for retailing. This solidified alcohol, being a denatured spirit, is intended for use as a fuel in portable cooking devices, chafing dishes, etc. It is particularly appropriate and practical for employment in heating shaving water, curling irons and for any other toilet purpose requiring fuel.

A small cube of the alcohol will produce a steady heat for from four to five minutes. Being in a solid form the fuel is perfectly safe to use in any ordinary manner. The cubes are put up in cans of one-quarter pound sizes for package retailing, or in one, three and five pound cans for bulk selling or for larger quantity consumers.

As Easter falls somewhat late this year—April 16—there still remains time for the retailer of perfumes to secure appropriate stocks and devise special plans for increasing the sales on high-grade extracts and novelties during the pre-Easter season.

If the advance featuring of merchandise of this class is commenced early enough, the suggestion that extracts and other toilet lines be employed as seasonable remembrances undoubtedly be acted upon by a large proportion of the store's customers.

There is now being featured a new combination as a substitute for a hot water bottle, ice bag or a fountain syringe. The device is made of metal, heavily enameled in white and has a capacity of two quarts. Accompanied by a conventional rubber piping and three hard rubber tubes, this sickroom utility is priced to retail for \$3.50. The points advanced in its favor are that it can be readily sterilized and that it will last for a long time. The metal portion is equip-

ped with a nickel screw thread cap, thus making the container salable for employment as a hot or cold application. The metal container has rounded sides, is concave at the front and convex at the back, thus forming shapes that will conform to different parts of the body.

For retailing at \$3 another hot water bottle made of metal is being featured by a Western concern. It consists of a single large oval section, made of a pliant metal, nickel plated.

Each bottle is accompanied by two temperature-regulating covers made of fabric. According to the manufacturers, the bottle has an unusually large radiating surface, will retain heat throughout a night or day and is very light in weight.

Retailers of perfumes could readily increase their sales by featuring extracts in odors or names corresponding with the artificial corsage bouquets which women are now wearing so extensively. By way of suggestion, the perfumery department should group such odors as violet, lily-of-the-valley, orchid, gardenia, rose, etc., under a placard and announce the purpose for which they are intended. This idea of making the already life-like bouquets more natural will undoubtedly appeal to many women.

According to recent advices from Paris, beauty patches produced by acid so that they remain permanently black are being applied to the face of professional beauties. Almost every professional beauty in Paris, it is said, now has a black spot or beauty patch on her face. But the beauty spot must be permanent; therefore, the court plaster patch is no longer considered fashionable. There is, therefore, the probability of the beauty spot being re-adopted in this country, but in its saner form. That is, the application of a small round or square piece of court plaster to some part of the face,



Hat Styles For Spring

The usual topic of conversation when stiff hats are discussed is the probable development of the low crown, wide brim styles, and this feature of the current vogue is giving more concern to the trade than any other single factor, says the American Hatter. It being universally acknowledged that a distinct change is necessary to stimulate the stiff hat business, the trade should get busy and produce the right results by pushing this new idea in hats.

Low crown, wide brim effects in stiff hats were first introduced in the spring sample lines which went on the road in the fall of 1909, and they enjoyed a brief period of activity as a result of orders for immediate use placed by a number of the style leaders among the retailers in various cities. There was no renewed activity, although they continued to sell in limited quantities during last spring. Last fall they apparently did not increase in popularity, the demand being restricted to the high-class, select trade, and even there were not greatly favored. For this spring, however, low crown, wide brim derbies sold readily, late buyers in the New York market having placed a good percentage of orders on them, and it is freely predicted that the vogue will increase steadily until the new shapes finally predominate the stiff hat business.

Retailers whose trade is of the higher class have ordered the new shapes in liberal quantities, and they will be the nobby styles this spring for the well-dressed men. Following the generally logical evolution of fashions that are naturally developed, whereby they are first favored by select trade, and then progress to the

popular, a general vogue of the new derbies is in prospect.

The extreme dimensions of the new shapes are $4\frac{3}{4}$ and $4\frac{7}{8} \times 2$, $2\frac{1}{8}$ and $2\frac{1}{4}$. These are radical proportions, the 5-inch crown and 2, $2\frac{1}{8}$ and $2\frac{1}{4}$ -inch brim being more conservative, with $5 \times 2\frac{1}{2}$ or $5 \times 2\frac{3}{4}$ as probably the most favored. For the special requirements of the large man the new shapes are made $5\frac{1}{4} \times 2\frac{1}{4}$.

There is a wide range of design in these new, low crown, wide brim effects, crowns being oval, round and medium full, and curls round and D'Orsay, with varying sets to the brim. There is a difference of opinion whether the full round crown and D'Orsay curl or a more oval crown and round curl is the better, and this will be a matter of individual choice as the vogue develops.

These new hats look much better on the wearer if somewhat tilted back on the head, and retailers, when presenting these new shapes to the customer, should suggest, when necessary, that they be tried on in that way and the effect noted.

Low crowns, wide brims, are the latest development in stiff hat styles and as such they will be well represented in the retail stores that aim to have the latest authoritative vogue in men's headwear.

For the spring trade small shape, full tip, flat set hats $4\frac{3}{4} \times 1\frac{1}{2}$ — $1\frac{5}{8}$ and $5 \times 1\frac{3}{8}$ — $1\frac{3}{4}$ have maintained their prominence as the popular stiff hat styles and, in fact, have become as staple for popular trade as the larger shapes in $5\frac{1}{2} \times 1\frac{3}{4}$ — $1\frac{7}{8}$ and $5\frac{3}{4} \times 1\frac{7}{8}$ —2 dimensions have been for the conservative dressers in higher-class trade. Whether there is to be a radical change in the popular trade

for fall and the small shapes are to be superseded by the low crown, wide brim styles, it is too early at present to predict. The fall sample lines of the manufacturers, however, will probably all show a large number of shapes in the new styles and retailers for the popular trade who place them in stock will probably find that they have bought wisely. In the meantime it would seem to be advisable for retailers to refrain from overloading on the small shapes.

Telescopes predominate the vogue for soft hats, and pearls with black band and white binding are most popular. Pearls with self band and binding and light shades of brown with matched and contrast trimmings are also favored. Narrow 3-line, and the wider, 8 and 10-line binding will be popular.

During last fall pencil curls had a widespread demand, and will also sell in good volume for spring, but will not predominate to the same extent. Retailers who want to keep abreast of the current style tendency and show the latest development of the mode will advocate telescope with wide, flat brim. These designs are produced in a variety of styles ranging from the absolutely flat brim to brims that are slightly set, including those with a slight roll all around. This latter will be the favorite. These will be worn with the natural roll or snapped down in front. Among other novelties the wide, flat, thick brim, crown telescoped or dented on the quarters, has been a good number among some retailers in certain sections, although it has not sold generally.

Telescope dimensions will be from $2\frac{3}{4}$ to 4-inch crown and $2\frac{1}{4}$ to $3\frac{1}{4}$ -inch brim. The best selling proportions will be $2\frac{3}{4}$, 3 and $3\frac{1}{4}$ -inch crowns, and $2\frac{1}{2}$, $2\frac{3}{4}$, 3 and $3\frac{1}{4}$ -inch brims, with $3 \times 2\frac{3}{4}$ —3 the favorites.

Wide bands, averaging 27 lines, will be used almost exclusively for the telescope hats.

In those sections where telescopes were favored last season probably three of every four hats sold this

spring will be telescopes, but, as stated above, the pencil curls will not be so strong in favor.

Creased crowns will sell well in limited quantities. The trooper shape is no longer considered, the best of the creased styles more closely resembling the regular Alpine crown, with well-rolled, well-set brim. Many of these hats will be shown with rows of stitching on the brim. Brims with edge stitching will not be popular. A novelty is crease crown $4\frac{1}{2} \times 2\frac{1}{2}$, with the regular pencil curl that was identified last season with the telescope crown. This style looks well, indeed, and ought to be a good distinctive novelty.

The crease crown hats will be raw edge.

Rough, unfinished soft hats and other novelty fabrics, scratch-ups, mixtures, etc., have become strongly entrenched and will be general favorites this season. Among these, dark brown and black bodies with long white hairs on the surface will be well represented.

The Panama hat vogue for next summer will follow closely the current styles in soft hats. The Optimo and Alpine shapes are staples; the former will sell in its usual volume and the latter will not be as strong as heretofore. There will be little or no call for crease crowns, nor for the Racquet shapes so popular during the past couple of years. Extremely small shapes, also, will not be popular.

The telescope and sunken tip crowns, with pencil curl and similar forms of flat brim, with roll, in low crown, broad brim shapes, $2\frac{3}{4}$ and 3-inch crowns and 3 and $3\frac{1}{4}$ -inch brims, will be general favorites. In fact, so great has been the demand for these dimensions that the importers have experienced difficulty in obtaining sufficient stock that may be made up in these proportions.

It takes a bright man to run an inherited business as well as the people who knew his father think that they could run it.



Storekeeper's Personality

Man of Pleasant Manner Has a Live Asset in Business

In a city it is rarely possible for the proprietor to be known personally to his buying public. Indeed in many stores he is barely known at sight to the large army of employees which the volume of the business renders necessary. Then as a general thing, the smaller the town, the better the proprietor is known, first to his own store people, next to the buying public. We may trace this statement down through all the various sizes of towns and stores till we reach the little grocery or general store, usually the only store in town, or in that quarter of town. And even in those stores of convenience which one finds scattered about in the suburbs of every city, there is not that opportunity for personal acquaintance that exists in the stores of the village or hamlet. Let us see what effect this acquaintance has or may have upon the business and upon the proprietor and buying public.

In the first place the sales people, sometimes consisting of only the proprietor's own family with the assistance of a neighbor boy or girl, can become thoroughly acquainted with their manager and knowing the man so well, they can the more easily understand his trade policies and assist in putting them into execution. In the larger stores the manager or proprietor is apt to forget that his sales people do not possess the inside track of the business that he does, consequently, can not in the few words he uses fully understand his plans. They may ask questions but too frequently the proprietor is too busy in the office to be approached by a salesman without the use of so much insistence on the latter's part that when he finally does gain audience with the proprietor it is to find him with "spirits ruffled up" and so angered that he is not likely to give a fair hearing to the statement and questions of the salesman. This is why we do not find more sympathy, more of a feeling of unity, existing in the large city stores. The manager may be blamed but he is so busy keeping in touch with the buying, the selling and advertising ends of the entire concern at large, that he really has little time to devote to instructing a single salesman in the correct performance of his duties. The fact is the proprietor and the department heads should consult on all points till everything is clear between them. Then the department head, having fewer important duties to perform, should be able to instruct the salesmen in the policies of the house until they are thoroughly understood. Instead of exhibiting a feeling of annoyance, giving out an impression that the salesman is dull or careless or he should have known what to do after the matter was first

explained, there should be a manner of encouragement which should have the effect of sending any clerk to his department head for information if anything is a little hazy. When these department heads are held accountable for the proper effort at making clear the house policies that effect his or her department, and the salesmen are held accountable for a proper understanding of all orders, there should come the nearest possible influence of the proprietor's personality that can be secured in a large city store.

It is almost useless to discuss the proprietor's personality and its effect on the public in a large city. There is little chance for personal acquaintance between him and the public, indeed few customers know him by sight. He must speak through his store, his sales people, and his advertising. What the man really is can be shown quite largely in the manner of the employees. The proprietor who deserves the name, has ideas of the way a store should be managed from day to day, the manner of the salesmen toward the public, the things that should be said about the various kinds of goods; and his place of authority gives him an opportunity to say what he wishes about these things and see that his ideas are carried out as he intended. He is no manager, has no proper conception of the work of manager, unless he takes special pains to see that his wishes are carried out. It is not operating a spy system for him to investigate the conduct of his employees. Those who do not deserve close espionage will be glad to know that their true worth is known to him highest in power and authority. It is only those who slight work and scorn to show any personal interest in their employer's plans, who complain if any watch is placed on their movements. And they deserve it. It is an injury to their own prospects of advancement to fall into such habits and the sooner they are checked the better. So much for the manager and his personality shown through the salesmen.

A closely associated idea is the influence shown in the store. Some stores always exhibit an appearance of orderly neatness in arrangement of goods and store furniture that shows the personal thought of some one carefully worked out. When an article is called for, the proper salesman can always place his hand upon it as though it were the last thing shown a customer. In other places two or three clerks fall over each other, throw goods around, and create such an air of confusion that it disgusts the would-be customer. At last the article is found. Perhaps it is not just the size or kind wanted.

Another search at length reveals another kind or size of the desired article. Across the street, one salesman could have told the caller at once just how many sizes or kinds there were in stock, and could have led the way to where these were all displayed so that the customer knew at a glance if the one she wanted were among them. So much for the influence of the manager shown in the store.

"Yes," you may say, "but the clerks are kept so busy they do not get time until night to arrange their goods properly." Then, we say, it is still a fault of management since a manager who looks after things, as he should, either personally or through the services of dependable assistance, should know that the store is being operated with too few salesmen, or that they are shirking their proper duties. If it is really a lack of more store assistants, the manager should give orders to employ more. If those now working are simply trying to shirk, he should give them a chance to remedy matters or should see that others gradually take their places. The right kind of manager knows his business and will see that his ideas for operating that business are carried out as he wishes or he secures store assistants who will support him properly.

The personality of the proprietor in small towns is much more marked and with the proper effort may be made much more effective. Here he comes into daily, personal contact with everyone working in or about the store. He knows them all personally because he hired them to work and it is from him that they receive their daily instructions. Knowing them in this way, he is able to see that his plans are all carried out exactly as he intended. Each person under him, or rather in his employment, works daily under his eye, and he is thus able to keep not merely a daily but hourly, almost a moment by moment tab on their work which tells him whether or not his ideas are being carried out. If not, he can remedy the matter at once by personal interview with the person who is recreant.

The manager who has been trained in modern business methods and has ideas to enforce can always make money in a store of this kind on account of the unity which may exist between the entire store force and proprietor. If he does not have a proper conception of modern store methods he may yet do fairly well for the reason given. Many of us have known young men who, placed in charge of a village store, do so well that after five or ten years they sell out and invest their capital in a city store. Here they put into practice the same methods which won them success in the small town, and find to their consternation that they do not make for success as previously, and that they are yearly sinking good money. Some see this and pull out in time. Others go on to the bitter end and lose everything—because they could not adapt methods to city ways and conditions.

One of the most important phases of this subject remains yet for discussion. The effect of personality of the merchant, or the proprietor upon the public.

In the smaller town this has every opportunity to be marked and successful. The proprietor may be book-keeper, or book-keeper and stenographer in one person to look after this end of the business. Of course if he is a shrewd business man he looks over the books occasionally, reads every statement showing the condition of the business and dictates his own letters or at least tells his stenographer exactly what meaning to put into the letters even if he does not actually dictate them. We know of a business man in a small town who has never had much opportunity to attend school but who has a very careful brain for business nevertheless. His use of the English language is terrible, yet he tells his stenographer the substance of every letter, frequently using language which for business force few educated men can equal. He has a thoughtful stenographer who works much of this language into his letters with the result that they stand as examples of business getting literature. Pardon this digression.

The proprietor in the village store finds time to stand near the door where he may meet the various callers when they enter. His hearty manner of greeting, the readiness with which he listens to the request of the most humble as well as of the highest in power and rank, creates for him a feeling of friendly goodwill which can not but reflect upon the selling end of the business.

In city stores it is customary to employ floor-walkers whose duty it is to meet the incoming public, learn their wants, and direct them to the proper department. In the village store, the successful proprietor is his own floor-walker. He finds that the opportunity thus met with of making stronger his acquaintance with his customers is one of his most important duties, one which if possible should under no condition be delegated to another.

This friendliness must be more than skin deep. It must be sincere or it fails to accomplish its intended purpose. If the merchant pats a child on the head, calls it "the prettiest little girl he has seen in a long time," gives it a stick of candy or a hair ribbon, then a little later says the same to another child not knowing that the two are neighbors, he has lost and lost forever much more than he has ever gained. The mothers, of course, compare notes and when his insincerity is learned, the man and his business fall far below par with those two families, possibly with their nearer relatives as well. Furthermore, the thought occurs, if he is insincere in one thing, may he not be insincere in his statements about the goods in the store? Can they believe him, when he says in his advertisement that he has the stock of the highest grade in its line ever brought to Dashville? The man has deservedly lost the entire confi-

dence of these people and with their confidence goes all their trade and patronage.

If the proprietor is sincere his manner will be reflected by his assistants so that in his absence he may know that all is going well.

The personality of the proprietor is shown in his advertising whether by newspaper advertisements, handbills, or letters. If there are local papers the successful merchant uses them of course. If there is not even a third rate weekly, the merchant will speak to his public by means of letters, printed sheets, known as house organs or store papers, or by the use of personal letters. In these the personality of the man should stand out prominently. If there is but one proprietor, his advertising should always read in the first person. In that way the force of the appeal is strengthened. Whatever may be the nature of the medium this personal form should be used and then lived up to in every way. The merchant says, "I cordially invite you to visit my store and look over the goods even if you are not ready to buy. I can assure you of good treatment and the services of one of our best sales people, if you wish, to show you about the store and to assist you in examining the goods in which you are most interested. Come any day but Saturday."

Here the merchant has committed himself to certain promises which he must see are faithfully carried out. He asks visitors to call whether intending to purchase or not. He must see that his salesmen show the same hearty politeness whether callers purchase anything or not. He must see that salesmen are ready to offer their services merely to conduct the caller from one department to another showing the new goods. He should see that every promise is faithfully kept, most of all the statements made on the quality of the goods displayed. These statements kept to the letter do much to create a feeling of confidence in the store, its proprietor and the goods offered, which must make for the highest commercial success.

Glance back a moment over what has been said and decide for yourself, reader, how greatly the success of a business undertaking depends upon the nature of the man who manages it. When a strong farsighted man with true business instincts takes upon himself the management of a business of any kind, the sooner he makes himself and his plans felt, the better it will be for the business. A man can be a nonentity, a zero, and yet not be a poor manager in the sense of running the business out of existence; he may not be a strong manager whose work is felt and seen in every department. Too many are of this very kind. They take charge of a business and if their predecessor were successful, their only hope is to do nothing greatly different from him. They try to do nothing large enough to harm the business greatly should it prove a mistake, and as a result nev-

er accomplish anything successful large enough to be felt.

There are other men who soon run a business down and out. Either through ignorance or conceit, they run things in a striking way, but not in the right way, at least for the time and place, and as a result soon fail.

There is the strong man who knows, and who knows that he knows. He handles the business as he believes he should. He injects personality into everything about the establishment, not in a conceited, headstrong way, but as his past experiences teaches him is the best way—and personality wins.

C. L. Chamberlin.

Result—More Business.

Another development of interest is in the appearance of the store itself. Food laws have compelled some changes, but good business judgment has forced many more. The new store front of plate glass, show windows carefully washed and filled with displays of tempting goods, have taken the place of the old many-paned glass windows, opaque from many months' accumulations of dust and cobwebs. The result has been a marked increase in business, for proper display has sold more goods than any other salesman and always will continue to do so.

As we step into the modern-day store, the same freshness and attractive display greets us. The old wooden counters have made way for the glass fronts of the modern sales counters, in which tempting displays of goods greet the eyes of every customer, presenting the strongest invitations to buy. The old unprotected boxes and barrels have been rolled away and in their stead are the various stands, counters and other equipment to display the same goods in a sanitary way. The result is more business.

Better lighting systems have supplanted the old 100-candle power kerosene lamp with the smoky chimney, throwing out more heat on summer nights than the furnace emits on freezing January days. Modern electric fixtures or splendid gasoline lighting systems furnish a better light than our fathers knew. Result, more business.

Cash registers and accounting systems for simplifying book-keepers' problems—or abolishing them entirely—have taken from the mind of the merchant the worry which figures invariably bring, and leave him freer than he ever has been to devote his whole energy to the questions of buying and selling, the matters of chief importance in his business after all. Electric coffee mills make the task of the olden day grinding a mere matter of turning a switch. Vinegar and molasses pumps absolve the modern dealer from a world of bother, and as such apparatus measures the liquids as they flow, time is saved.

On the counters, computing scales also are time savers. Slicing machines perform labors formerly accomplished at a great expense of time and patience.

Oil tanks buried outside the store furnish measured amounts of oil and

lower the insurance rate, to say nothing of removing from the store a department which always troubled.

Cash carriers or pneumatic tubes carry all transactions to the eye of the proprietor or his cashier. Refrigerated or iced showcases permit the display of goods (salable, profitable goods) which formerly must have remained hidden in the ice box in the rear. In many cases this much-improved ice-box is cooled no longer with ice, but by means of the modern ice machine. Baling presses take care of waste paper, turning the usual bonfire material into actual coin.

We have mentioned only a few of the improvements which will come to the minds of dealers who read this article. But it is sufficient to indicate how thoroughly times have changed. Improvements by no means have been confined to other lines. Ingenious merchants or active manufacturers constantly are bringing out new equipment which tends to do one of two things—reduce expenses or produce more sales.

In its last analysis the problem is to make more money for the dealer.—Modern Grocer.

Tailormade Suits.

A tendency to favor plain tailormade suits is apparent in the garment lines for the coming year. The best selling styles are those made with 24 and 25 inch, straight cut jackets and with skirts measuring about two and one-half yards around the bottom. The skirts are cut to give the narrow effect. While the plain



gored type is frequently seen, the introduction of pleats in the front,

back or sides is well liked. These suits are shown mostly in navy blue serges, fancy mixtures and stripes. The illustration is a good example of the strictly tailored type, without any trimming whatsoever. It is made of a light fancy mixture and relies entirely on the tailoring for its attractiveness. The skirt is of the simple goared type.

Energy.

Of the failures in business many, in fact, more than is commonly supposed, are due to a lack of energy. It makes no difference how much capital is employed even if every governing condition is favorable, a business can not succeed, can not continue to exist, without the exercise of constant energy.

Too many people leave business to run itself. They think that they have a following, that people must have their goods and come to their store. They think that they are indispensable in the community; their names enough to cause people to do business with them; their reputations will live forever, or else they depend upon the prestige of their predecessors in business.

Many times we have entered a retail store, and we refer more especially to what is known as the country store, when we have noticed that the proprietor or the clerk, whoever happens to be in charge, disengages himself from a chair or whatever diversion he may have been engaged in, apparently with the greatest reluctance, to wait upon a prospective customer. The fact of the matter is that a great many people are lazy, pure and simple. They are the sort of people who are always saying, "It does not pay, and it is too much trouble." Such people fall into lax ways, they have no system, no book-keeping, they buy in a haphazard manner, they can not tell what this article or that article costs them laid down in the store, what proportion of the expense in doing business that article should pay, how much profit they should, in justice to themselves, charge up to that article. They do not know whether they are making money or losing money; they do not know accurately what the cost is of doing business; they do not take the trouble to find out. They lack energy. A man in business finds, if he has the right kind of appreciation of things material, that his business requires all his time and all his thoughts.—New England Grocer.

Push Crochet Yarns.

Those hand-crocheted articles, so popular for women, children and even the men, have knocked a hole into millinery "ready-to-wears;" but the art department laughs and enjoys the situation, if it has a supply of the eiderdown or Angora wools now in such tremendous demand.

This is where the enterprising retailer will get a crowded counter—by announcing free lessons in the new stitches. Any live girl can show customers how to make these caps and they will gladly buy the wools where such courtesy is extended.



Natural Batavia with black velvet facing. Pink roses and black aigrettes trim.

The Song of Spring Awakes Heart of Youth

Written for the Tradesman.

In olden times a great realm was governed by a heartless monarch who ruled with absolute sway. As he advanced in years his iron will became more relentless, and inhuman whims and caprices were added to his former cruelties.

In one of his mad freaks he issued a mandate that all the poets and all the painters and all the musicians of the kingdom were to appear before him on a certain day.

Fearfully they obeyed the summons.

First the poets were ushered into the despot's presence.

"I am becoming an old man," the tyrant began, "and when the most accomplished reader of my court strives to interest me with the choicest tales and poems he can select, they do not delight my mind nor charm my ear as in other days. All have grown stale.

"Ye masters of the quill, some one among you must write verse that will bring the old response, that will awaken within me the heart of my now long-lost youth. At such a time,"—and he named a day not far distant, "all of you poor scribblers come again, and if no one bears in his hand this written thing that I require, then the heads of every one of you shall be placed on the block

that night. For what does it avail me that I have suffered you to live in my realm, if you fail me now when I am old and need your services?"

With this threat the poets were dismissed. Then the painters were brought in.

He gave them a like charge, only, instead of writing verse, each was to paint a masterpiece and appear before his august Majesty at the appointed time. Death awaited every artist of them all if no canvas should awaken in the aged monarch the heart of his youth.

The artists dismissed, the musicians were called, the same charge accompanied by the same threat being laid upon them, only their task was the composition of music hitherto undreamed of.

Poets, artists and musicians all went their ways and wrote, painted and composed, literally for their lives, until the appointed time. Then all appeared before the despot.

Tremblingly each poet with ode or sonnet or lyric strain of exquisite beauty sought to beguile the ear of the aged ruler. But the scowl on his grim visage did not relax until, at the last, a strange bard arose, and with the sound of his voice all the air seemed pulsing with strange sweet rhythm.

The face of the despot softened slightly, then settled back almost to its wonted sternness.

"The poets are found wanting," he began, "all have failed to awaken—"

"Stay, Sire," began the strange, unknown bard, "suspend the sentence on all these my brethren and let me appear with the musicians also. For I promise you, Sire, that my music shall far surpass my humble poetry."

The curiosity of the despot was aroused and he granted the petition.

Next the musicians were given a hearing, and as one after another rendered his composition, the ears of all listeners were ravished with sweetest melody. Still the face of the despot seemed unmoved till the strange poet-musician began. No one was familiar with the instrument on which he played, but suddenly the gurgling of brooks, the plashing of loosened waterfalls, the whispering of soft winds, the carols of a thousand birds burst into sound.

Plainly the monarch was touched and a look almost of tenderness passed swiftly over his countenance. But soon his face settled again into its stern lines.

"The musicians are found wanting. This last is a very clever performance, but I am not deceived by the passing trick of an unknown mountebank. Even he has failed to awaken within me—"

"Stay, Sire," pleaded the poet-musician, "suspend once more the sentence of my brother poets and include with them my fellow musicians, and permit me, as a supreme favor, to appear with the artists. For I promise you, Sire, that my music is as naught compared with my painting."

To his chief courtier the despot remarked in an aside: "Of course he cannot awaken the heart of my youth, any more than the others; but we may as well make one job of them all. The fellow's audacity amuses me." Then to the assembly he said: "The bold request is granted."

Sorrowfully the painters displayed the canvases on which they had toiled with such pains and labor. But the king scarcely took the trouble to so much as look at them, for he wanted to gratify his curiosity as to what wonderful feat of artist's skill this unknown painter should produce for his momentary pleasure, and then—

When it came the turn of the strange poet-musician-painter, "Sire, my canvas lies out of doors," he began. So the monarch moved to a portal where his eye took in a wide stretch of landscape.

The strange painter took his palette and brushes and began. With incredible swiftness the sere brown meadow was changed to a wonderful field of emerald; the gray stern sky became blue, with billowy white clouds; bare branches were clothed with myriads of beautiful leaves; lovely flowers sprang up as if by magic. Through it all was heard the gurgling of brooks, the plash of loosened waterfalls, the whispering of warm soft winds, and the rich musical caroling of birds; while the

air pulsed with a strange sweet rhythm.

The despot was moved to tears.

"Thou strange and unknown poet-musician-painter, thou hast truly awakened within me the heart of my youth. For thy sake I freely revoke the sentence on these thy brother poets, musicians and painters, who must henceforth, by my royal command, learn their art of thee."

"Who mayest thou be, O unknown man, that hast wrought this wondrous miracle?"

The stranger bowed low and answered: "Sire, it is small wonder that I have found favor in thine eyes, even although the utmost efforts of these my most worthy brethren have failed to delight thee. For it is graciously given to me that not now only, but through all time, and not for thee alone, but for every man, I shall awaken the heart of youth; for I am Spring." Quillo.

Feet of Passing Throngs.

Tired, hot and jaded, he sits listening to the splatter of the water in the fountain. His hat is drawn over his eyes so that he sees nothing of the passing throngs—nothing but their feet.

A little pair of pink-shod feet, pink-stockinged and dainty, trip by and just behind them, with somewhat of a less graceful gait, there follows another pair of feet with black shoes and black stockings. They are not dainty like the pink feet, although they are small. The feet and their movements lack the dainty grace of the pink ones. So he says that the pink feet are those of a pretty little girl and the black feet belong to some "daddy's joy" of a little boy.

More feet come and go. Here is a mother. Her feet are much like the feet of other women who pass, but a little pair of kid shoes toddle along with her.

The next are big, rough and uncouth. The shoes are muddy about the heels. Across the toes are dusty white marks. Around the bottoms of the trousers are marks of white. A baker? No. A miller? No. Oh, yes. To be sure, he is a hodcarrier.

Quick! Here she is in all her glory! Heels like a pair of stilts—say, how in thunderation could any human being like to wear such shoes? And holding her skirts out of the water on the sidewalk there is the least bit of a thin, little lace of an underskirt showing. But he does not look up. He has a notion in his own mind about what she ought to look like.

Here is a man. His shoes are polished and, why, he is married! He is a young married man. His movements indicate he is young. So does the pattern of his trousers. There are two certain indications that he is married. He is carrying a parasol. The back of his trousers, at the heels, are frayed just a little. Now, Sherlock, that is enough. The parasol belongs to some woman. Is the woman his wife? Certainly. He would not be carrying some other girl's parasol, and if he were not married he would have better trousers—and here comes the verification. He has stopped. She is now even with him and they are walking away together!

Credit Problems

They Overtax the Mind of the Merchant

Written for the Tradesman.

The merchant who grants credit must continually face one difficult question. It may not have to be answered every day, but it may come at any minute and may have to be answered several times in one day. It must be decided aright or he is the loser. The question is this: "Would I rather have my goods on the shelves ready for the cash customer or an account on my books against this person?"

To himself he could say "yes" or "no" immediately. If there were no other elements entering into the problem it would be easy of solution, but there are so many factors in almost every case of deciding to give or refuse credit that one must decide several independent propositions before he can give an answer.

Does the person seeking credit really intend to pay or is he a dead-beat who will get in debt all he can and then leave town or refuse to pay? If he intends to pay does he really need the goods he contemplates purchasing or could he not get along without them? If he needs the goods does he really need credit? Is it because he has no money or can not get it or is he asking the merchant to carry his account without interest so that he can have ready money to take advantage of bargains or special sales at cash stores? Will he keep his promises? Will he pay promptly at stated periods? Will he give the merchant all his patronage or will he obtain only the staples, the goods yielding the least profit, and pay cash elsewhere for his business, those goods upon which there is the most profit? Is giving credit helping an industrious man or woman who has all he or she can do to support a family; or is it in reality lending money without interest to one who has money at interest or money invested in property which yields good returns? Is giving credit encouraging idleness, extravagance, procrastination, deceit, or other despicable traits of character? These are some of the questions which force themselves upon the merchant. They can not safely be ignored.

Some problems are gladly welcomed. They may be difficult but not disagreeable; there is delight in the solving; there is satisfaction and reward at the end. Not so with credit problems. They are intruders upon the merchant's time; they are leeches upon his strength; they tend to keep foremost in his mind the weaknesses, the failings, the undesirable aspects of human character. How can he "ever keep smiling?"

The mental effort required to decide these problems is so much loss of energy. It consumes that which

should be devoted to the progress of business. It may be the main hindrance to one's getting ahead. He survives; he pulls thorough; but that is all. He does not grow; he is kept in the same old treadmill. He is prevented from reaching out here and there, bringing in new things, carrying out new ideas which would divert his mind from necessary care and unavoidable anxiety.

When a sale is consummated both buyer and seller should be pleased—satisfied. This can not be when the merchant entertains the least shadow of doubt about the surety of payment or foresees delay with consequent inconvenience and loss to himself.

Upon the prospective recipient of favors should be the burden of producing satisfactory proof that he or she is worthy of being allowed credit. The merchant should not be subjected to loss of time and effort or to any expense to learn the standing of the applicant.

In the care and management of a store—the conducting of mercantile business—there is sufficient to fully engage all the mental powers of the average merchant without the cares and annoyances of credit business. There are always opportunities to step outside the regular routine and devote time and thought to matters which are profitable in some sense.

There is a limit to the burdens which one should assume even to help those who need assistance. In the granting of credit there are many times when the merchant realizes that he is bearing double burdens for naught. The debtor is not really benefited and the merchant loses by inconvenience and extra labor as much as the profit on the goods.

In the discussion of this matter there is apparently no end. The necessity of buying on credit is in reality small in these times. Where it seems necessary it should not be looked upon as an inexorable, permanent condition. The people as well as the merchant should look forward to outgrowing it, to overcoming it, to strive for the better system of cash dealing. Buying on credit should never become a habit—only a temporary expedient.

E. E. Whitney.

An Early Quitter.

The father of four boys, discovering the eldest, aged 13, smoking a cigarette, called the four together for a lecture on the evils of narcotics.

"Now, Willie," he said, in conclusion, to his youngest, "are you going to use tobacco when you get to be a man?"

"I don't know," replied the 6-year-old, soberly, "I'm trying hard to quit."—Success Magazine.

WARNING

An injunction was granted in the Circuit Court of Chicago on the complaint of Foley & Company, restraining the Crane Medical Company, Henry B. Foley, & Company, or Henry B. Foley from selling, offering for sale, or advertising Foley's Quinine and Tar or Foley Kidney and Bladder Pills under these names and in yellow cartons.

Foley & Company will of course prosecute any attempt at imitation of the names or packages of their products. The original and genuine Foley's Honey and Tar and Foley Kidney Pills, which do not and never have contained any opiates or habit-forming drugs, and are put up in a yellow package, are being supplied as formerly.

FOLEY & CO., 319 W. Ohio, Chicago, Ill.

MUNICIPAL BONDS

TAX EXEMPT

Yielding 4 to 4 1/8%

E. B. CADWELL & COMPANY

Write for Circular

Penobscot Bldg.

Detroit, Mich.

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

F. A. HILTON, State Manager.

Majestic Bldg., Detroit.

The McCaskey Register Co.

Manufacturers of

The McCaskey Gravity Account Register System

The one writing method of handling account of goods money, labor, anything.

ALLIANCE, OHIO

GRAND RAPIDS

FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich.

The Leading Agency

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.

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

Child, Hulswit & Company

BANKERS

Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:

Citizens 4367

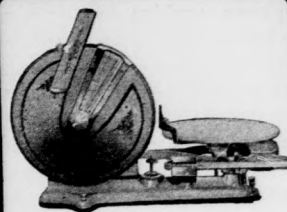
Bell Main 424

Ground Floor Ottawa Street Entrance

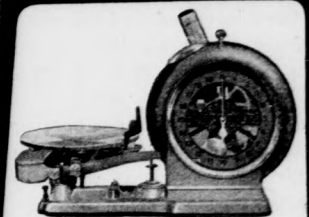
Michigan Trust Building

Grand Rapids

This is the Scale that buys itself



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



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

It will pay you to install Angldile Scales now.

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

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

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

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

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

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

Angldile Computing Scale Company

110 Franklin St.

Elkhart, Ind.

Development of Retailing Business Methods Changed Much in Recent Years

In the retail stores of many countries may be found represented all stages of development of retailing in the past fifty years. The changes in recent years have been very rapid. And some merchants have kept pace with the general progress of the times, while others have lingered in the ruts which were worn by their predecessors of years ago.

In the first place the very nature of the store has undergone great change. Many of the general stores carrying all lines but without a good assortment have evolved into establishments actually large, handling single lines. Many of the stores have developed into specialty shops, offering large assortments in one class of merchandise. Others, either by consolidation or by growth, have become the present powerful department stores, handling great varieties in lines and ample assortments of each.

The up-to-date department store is really the overgrown general store of a half century ago, but doing business upon principles of trade building instead of being merely a means of support for a few families.

The advent of the modern department store was at first looked upon by the majority of merchants as a menace to the prosperity of the whole country. Several states passed laws intended to limit the number of lines to be handled by one company under one roof.

This attitude which sincerely sought to guard the best interests of the people was found to be economically wrong. It was found that a large modern store usually helped to build up the business of all the retailers in a town. It was soon recognized that whatever tends to make a place a trading center constitutes a valuable aid to all who compose such a center.

So the big department store has come to stay and near it thrives the up-to-date specialty shop and even the establishment having many features of the old-time general store.

Among the great factors which have made possible the present merchandising on a big scale is the use of newspaper advertising space. Window displays, interior store exhibits, circular and bulletin boards were effective in their way, but their action was too slow to be employed in the system of the modern special sale.

The daily newspaper, with its ability to quickly reach the people, and attractively call attention to the bargains offered, has made it possible for stores to take the immediate advantage of changes of weather, the bringing together of many people, or any other agency by which throngs

may be brought into the store on short notice.

The special sale as a store feature is the welcome successor of a system of variable prices. A few years ago no offering was considered a bargain unless it was first marked at one price and then allowed to be sold at another.

Such loose methods in business are disappearing and the special sale and naming a definite price applicable to everybody and limited only in time of offering, or the available supply of the articles offered, represents a great advance. Sales are quickly and easily made and merchants are enabled to build up their business upon confidence as well as upon values.

The confidence feature has been further strengthened by the policy of guaranteeing merchandise or offering to refund money on any unsatisfactory purchase. Contrary to the thought of many merchants when such methods were first used, the liberal treatment of customers, and the offer to stand back of the goods sold, have tended to induce people to retain rather than to return their purchases.

Every advance in modern merchandising has attempted to provide to the customer ways whereby the buying may be more easily accomplished. If unable to reach the store the telephone enables the customer to make known his or her wants. In some city stores, even when the doors are closed for the night, telephone messages for orders to be filled the next day are being received by night operators. At the same time trains are hurrying with mail orders, or telegraph wires are being used to serve the distant purchaser. The traveler returning from Europe may now order gowns from the city store before the great ship with its wireless apparatus reaches sight of land.

Years ago, when goods were selected and the package wrapped and paid for, the transaction was considered completed. Often in the modern store such acts simply start a big mechanism in its movements.

The delivering of purchases has come to form a very important part of the selling system. It has relieved customers of much inconvenience and so has tended to increase the amount of purchases. It has provided an easy means of making exchanges in case of dissatisfaction. It has simplified the granting of credit to customers whose faces are not familiar to salespeople.

The modern method of handling transactions with charge customers in the big stores enables the shopper to place his order in a few moments' time and then leave to the system of

the establishment the carrying out of all details in completing the purchase.

The arrangement of the modern store has helped greatly in promoting sales. Goods are well displayed and yet are kept free from dust and the danger of damage from other causes. Display cases not only preserve merchandise in the best of condition, but also display it so attractively as to induce customers to buy more liberally.

The display windows have brought about the entrance of a new science in merchandising. The competent window trimmer is counted as one of the most important of the selling forces. Improvements in the arrangement of windows have been very great. The maximum amount of display space is used and the best service of light is obtained. The fact that merchants may now insure their plate-glass as well as their merchandise, has encouraged the greater use of window space.

Lighting for stores has made wonderful advances. By special prisms more daylight is utilized, and by modern interior fixtures a daylight effect may be produced at night or upon the darkest day. Such improvements have really lengthened the trading day by making each hour as good as another in the selection of any kind of merchandise.

The general diffusion of information on styles and events has given to the people of even the smallest hamlet, glimpses of the affairs in great cities. This has tended to increase desires and the wants of the people are being multiplied faster than manufacturers are able to devise or create.

Inventions and improvements in all lines are providing more leisure to the business man and to the housewife with the same returns for the work done. As time of leisure increases, the desire for luxuries and conveniences grows, so the field of merchandising is constantly expanding and the buying power of the people is constantly increasing.

The development of retailing in the past few years seems almost miraculous. What it will be in the next few years can not even be prophesied. The increased use of electricity, the coming of wireless communication, aerial transportation and all other great inventions will doubtless have their effect.

The modern merchant who keeps abreast of the times is no longer a mere storekeeper. He is part of a wonderful system. He is a necessary factor in quickly bringing to the people the things which they want, and for which abundant means are at hand to provide.

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

Let your soul be an aeroplane and rise above the sordidness of earth occasionally.

Street Dress.

The present styles in street dresses require materials of soft texture, and, as in this respect the silk and satin foulards are eminently suitable, there will be an extensive use of these fabrics. Small allover patterns with border finish are much favored,



while the pin-stripe designs are also in evidence. Worsteds in shepherd's check designs are also among the leaders. The drawing shows a practical street dress in black satin with Bulgarian embroidery in black and white. A shirt yoke effect is simulated.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

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, 36-48-66Hp, H.—six cylinders only—\$3,850 to \$7,200.

We always have a few good bargains in secondhand cars

ADAMS & HART

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

Side Lines That Pay.

Every year the grocer has seen a few more commodities put up in packages. Every year the sphere of the grocer's independent activity has been curtailed. Every year the grocer has found himself more and more of a human slot machine, taking in the nickels and dimes and handing out cartons and cans packed ready for delivery in a factory a thousand miles away. The worst of it is, the grocer has found every year that under this package goods system his profits have been growing smaller and smaller on the volume of goods sold. It is about up to the grocer to do something. Otherwise he will cease to exist. Somebody will find some automatic device which will stand in an obscure corner and hand out cartons by pressing the proper button. The human grocer will become extinct and the mechanical, nickel-in-the-slot grocer will take his place.

Under such conditions the thing for the grocer to do is to push the sale of goods which pay the profits. If people are bound to have package groceries, which give the grocer nothing much for his trouble of handling, the grocer must begin to develop those side lines which he has heretofore considered merely as minor profit-producers. The big department stores have already been shrewd enough to push these "side lines" of the grocery trade. It is what were once side lines that the grocer must now depend upon to

make a good share of his money. In short, the grocer must develop his "side lines" to such an extent that they become "specialty departments."

For years and years grocery stores have handled cigars. Everybody knows that. It is a ghastly fact that the grocers have handled cigars so poorly that "grocery store cigar" has become synonymous for a cheap, inferior cabbage-leaf brand. The grocer must see to it that this is changed. The wide-awake grocer must put in a line of cigars which will bring him the cigar trade. He must handle as fine cigars as the customer can find in the drug stores and the tobacco shops. The same with tobacco in various forms, pipes, etc. Make your tobacco and cigar department the best in town. Break down that ancient prejudice against the "grocery store cigar."

Now, there are cooking utensils. They are a splendid specialty for a grocery to take up. Nothing could be more natural and appropriate than that the grocer should handle cooking utensils. When his customers find that he handles cooking utensils, he will get the business. Women will buy more cooking utensils from a grocery than they would from a hardware store.

Confectionery: Grocery store candy has almost as bad a reputation as grocery store cigars. Why? Simply because the grocer has neglected

his confectionery department. He has considered it an unimportant side line for the benefit of children. Nowadays the best candy buyers are not the children. It is the adults who spend the big money on candy. To get the profitable trade in candy the grocer must have the best candy the market affords. Discriminating candy buyers want candies that have a known reputation, like Lowney's. It pays to handle the best; there is big money in candies.

Most grocery stores have laundry soap to sell. Generally they have a skimpy little stock of toilet soap, too. Why not open a line of toilet specialties? There is money in such things, and money which will come very easily. The grocer who is in touch with the women can quickly convince them that he has the best stock of such things in town, if he really gets the goods and proves his claims. A big moneymaking grocery in Philadelphia devotes a large share of its space to toilet specialties. It is a good line. Do not overlook it if planning to take on some "trade that pays the profit."

Brown Shoe Co.'s Dinner.

The Brown Shoe Co., of St. Louis, recently gave a banquet to its salesmen, heads of departments in office and factory and a few invited guests to a total of 200, and addresses were made by President G. W. Brown, Vice-President J. H. Robler and others. The chief address of the evening was by J. A. Besberich, who has

handled the Brown Co.'s shoes in Washington for six years. The company announced their gain in shipments for the year ending Dec. 31, 1910, to be \$614,697.89. Also, they will immediately construct at Eighteenth and Wash streets a new factory building, 150 feet long, 50 feet wide and seven stories high, for the manufacture of White House shoes for men and women. It will cost about \$100,000 and will employ about 300 additional workers.

Isaac H. Sawyer, Second Vice-President of the company, has been elected President of the important Missouri Manufacturers' Association and in his inaugural address outlined a progressive and aggressive policy for the upbuilding of Missouri industries.



Signs of Spring.



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

As An Investment Advertising Properly Done Will Pay Big Dividends

Advertising is an investment in every sense of the word. A man who invests his money, be it in property, stocks or anything else, expects to realize a profit from the deal or else he considers the investment a failure. When a merchant advertises his goods he expects to draw customers to his store and to derive a profit on the money invested in advertising.

When the investor loses on an investment he usually looks into the matter and tries to determine where the trouble lies and why the investment lost money for him instead of earning it. Here is where the merchant who does not realize any profits from his advertising makes a mistake. Instead of looking into the matter and finding where the trouble lies he simply makes up his mind that advertising is only an expense. He doesn't stop to think his advertisement didn't look attractive enough to call the people's attention to it or perhaps the wording of the advertisement didn't appeal to the trade. Perhaps it was one thing or perhaps another, but the merchant did not stop to think about these things; he simply thought it had business and cut down his advertising costs and let it go at that.

The editor of a country paper is usually a busy man and especially is this true in a wide-awake town. Consequently he has little time to spend on an advertisement.

However, the advertising man can profit by getting on the good side of the printer and helping him all he can on the advertisements he wishes to insert in the papers.

Most merchants whose business does not warrant the expense of an advertising man do the advertising themselves and do not give enough time to the work to do it properly. They simply get a tablet, jot down a heading, go through the stock and make out a list of the goods they want to advertise, hand the copy to the printer and tell him to use a certain amount of space. This is poor policy and usually means poor advertisements in looks as well as drawing power.

When a man hands the printer his copy and tells him how much space to use, it is up to the printer to get all of the copy into the space specified by the merchant and it sometimes is a hard job as the copy may be too much or too little for the space. The result is a poor advertisement and a poor investment. Another thing some merchants do is to write their copy and let the printer use as much space as necessary. This perhaps is better in one way but on the other hand, a printer may use too much space which is a habit some printers have if given too much freedom.

To write copy for an advertisement and get the best results, first take a sheet of blank copy paper and find out how much space you want to use for the advertisement or else find out what goods you want to advertise and then take the copy paper, outline the size of the advertisement and space the wording exactly as wanted to appear in the paper.

Then take your outlined sheet and fill in the spaces—the heading in its proper place, next the items and so on. When the copy is completed the merchant will have some idea of how the advertisement will look when it appears in print.

When the copy is satisfactory in all respects, take it to the printer and ask his opinion, letting him know that you take interest in the way the advertisement will look. Then decide upon the style and point of type to be used in the different sections of the advertisement.

By going at it in this way the work will be much easier for the printer and it will give him a good idea of what you want and the result is a very good looking advertisement and one that will attract the attention of the people who are the means of making the investment a profitable one.

Another common failing on the part of the merchant is in not reading the advertisement after it appears in the papers. How is a man going to improve his next advertisement if he does not look over the present one and mark the weak points?

When a paper containing the merchant's advertisement reaches him he should look at it from a customer's point of view and find out what part or parts of the advertisement will attract and hold the attention of the readers long enough to induce them to read it through.

Some points which are fatal to an advertisement and should be remembered are the following: too many articles advertised for the space used or vice versa; too much space used for the number of articles advertised; too much bragging or exaggeration of values; too heavy type used, making the advertisement look clumsy or unattractive; too light type used, not making the advertisement stand out from the rest of the paper. There are also many other points which can only be found by careful study of the advertisement when it appears in print. The main object is to get people to read the advertisement and the rest is easy if the right kind of merchandise is advertised.

As a rule an advertisement should never be allowed to run twice as the habit of letting the same advertisements run several times hurts results. A person who reads the advertisements will lose interest if one appears

in the same wording twice or three times in succession.

An advertisement is the same as news. If a paper prints this week's news and then sends the same thing again next week, what would be the result? It would be disgusting to the people who received it and it would create a poor impression.

To a great many people an advertisement is just as good as news and they look to the advertisements for pointers in the way of styles, etc.

The Preponderance of Evidence.

"Sorry," said the constable, "but I will have to arrest ye—you have been drivin' along at the rate of fifty miles an hour."

"You were wrong, my friend," said the driver. "I say I wasn't and here's a ten dollar bill that says I wasn't."

"All right," returned the constable, pocketing the money. "With eleven to one against me I ain't goin' to subject the county to th' expense of a trial."—Harper's Weekly.

Do not attempt to evade proper responsibilities. It is the shouldering of responsibility that makes a man able to carry it easily.

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 Lighting System or "Triumph" Inverted Individual Light you get the best known substitute for daylight (and almost as cheap), can read or work in any part of room—light ready at a finger touch—don't have to move these lights—the light comes to you. Write for Catalogue and Circulars (no Dept. 25) Brilliant Gas Lamp Co. 42 State St. Chicago

This is What the Royal System Is Doing for Retailers

The A. J. Deer Company, Marion, Ind.
Hornell, N. Y. June 4, 1910.
Gentlemen—Please find check to apply on roaster.

We have had our roaster in use for about three weeks—have roasted 45 times without the loss of a pound of coffee although I have never had any experience in roasting. I had good success in the first roast.

We are now selling coffee to people we never sold before, and have had very little trouble in changing our customers from old brands of coffee to our new roasts.

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

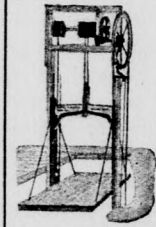
Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal

PERFECTION For \$1.90
FOLDING I will ship
IRONING-BOARD you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Brace, De Witt, Mich.

ELEVATORS



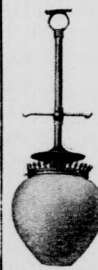
Hand and Power
For All Purposes

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

SNAP YOUR FIN GERS



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

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

Walter Shankland & Co.
Michigan State Agents
Grand Rapids, Mich.

66 N. Ottawa St.

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



TRADE WINNERS
Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

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.

Side Lights on Sales Success

Observations on Value of Training for Retail Salesmen

Sales methods of all kinds have been revolutionized during the past decade—not alone have the traveling men on the road reached a much higher plane of excellence but the methods of retail selling have been broadened and improved wonderfully.

It is a far cry from the old timer on the road—the “commercial man” “agent” and “drummer” of twenty years ago to the road salesman of today. The old timer—wearing a plug hat—if possible, sporting a yellow diamond on finger and in his tie—spending the firm's money for booze—full of stories of high (?) life and the dreaded bug-a-boo of all mothers with attractive daughters—and the modern salesman—keenly alive to his firm's interests, square, clean cut and with a broad sense of duty to home, and to country.

The difference is almost as marked in the retail establishments of this country. Salesmanship has come to be looked upon as a science and an art. Customers are handled in the most profitable way and the dealer who is alive to his interests sees that his sales force is worthy the name.

For the individual—the keystone of successful salesmanship is first of all character. If the character be weak and faulty—the weakness should be built up—the faults overcome. The close analysis of a bad character seems unnecessary, whatever defects the man of unsound morals may possess; whatever vicious habits and mean temper, impoliteness, dishonesty and laziness may be instilled in his character—these faults are apparent—and being apparent it is better to turn to the upbuilding of the character to a point of cheerfulness, optimism, enthusiasm and whole heartedness.

Personal appearance has much indeed, to do with sales success; the slovenly, dirty, ill kept specimen of

a clerk or salesman, with hair unbrushed, hands and teeth dirty—certainly does little to inspire the likes and confidences of a prospective customer. There is that in the man who comes forward with confidence and affableness—neat in appearance, clothes well fitting and shoes shined, linen clean—something that seems to reflect that the stock in that store is on a par with the salesman. Truly the stock of merchandise is too often judged by the man.

The time spent on “sprucing up” is not wasted, it has a money value—and a money result in the store—but do not overdo the matter of dress. A foppish salesman is an abomination. Be neat and tasty, strike a happy medium.

It is of equal importance to have your mind clear and keen; alert to the questions that will arise during the day. This means early hours, not late suppers, theaters and drinking—for the devil is sure to take his dues. You can't afford to jeopardize your interests by taking such chances of failure.

Keep physically fit, if possible walk to and from work, if this is not possible walk part of the distance. Get some of God's fresh air and sunshine into your soul. Sleep with your window up, drink plenty of water, smoke, if at all, in moderation. Exercise morning and night, keep your bowels open. A man with dyspepsia makes a mighty poor buffer for the public, so when it come right down to brass tacks it pays to have your liver working right. Perhaps you never thought your liver had anything to do with salesmanship, but it does, a heap.

You may feel your are filling your end of the contract by “giving the old man his”—from eight to six—the rest is yours. But there's not much praise for the man who sticks in one

position at the same pay for twenty or thirty years; you can't move up standing still and its a mighty sure shot the “old man” will appreciate having you on the job all the time. Remember your interest and the store's interests are mutual—co-operation helps on both sides.

Don't borrow trouble, don't worry, don't jump to hasty conclusions and have to spend days in building up what you tore down in a moment.

Systematize your efforts; plan ahead. Idle time never did pay the right sort of dividends, so when you have time try to learn some particular line—specialize. When people know that you know, you are pretty apt to be the man that's paid for knowing. See the point?

Familiarize yourself with the stock in your store, with your store's methods. Get in shape to answer intelligently the questions of your customer. Never show the cheapest article first—it is easier to come down than go up—there's real sales satisfaction in landing a quality order, and a little care and ingenuity on your part will make it.

Never ask a customer a negative question. For instance, “You don't want this style, do you?” Put it this way, “Here's something that I feel will please you.” Let the customer answer, but make it mighty hard to say “no.”

Cultivate enthusiasm, modulate your voice, don't talk too much. When you are selling anything at all get into the spirit of it; know the goods; sell to yourself first, then the sale to the customer will come easy.

If you make the effort you will find it as easy to become as enthusiastic over shingle nails as beautiful furniture. There's a selling point in every blessed article in every sort of store if you will only look for it.

And some day when your enthusiasm, your co-operation, your interest have landed you at the top of the heap you can be assured that the result was worthy the effort.

Hugh King Harris.

The spoken word may be forgotten, but the written word is there to stay; be gingerly with your written words.

The only remarkable thing about epigrams is that most of them are not true.

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy. Printed, Registered 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. No money if once you use our duplicate system, you will always use it, no charge for itself in forgotten charges alone. For descriptive circular, samples and special prices on large quantities, address The CEDER-THOMSON Co., 1122 Webster Ave., Chicago. Agents Wanted. NOTE:—In writing in orders, do not forget to furnish copy of print- ing desired. It takes from 10 days to 2 weeks to execute orders.



Tanglefoot

The Original Fly Paper

For 25 years the Standard
in Quality

All Others Are Imitations

There is no risk or
speculation in
handling



Baker's
Cocoa
and

Registered
U. S. Pat. Off.

Chocolate

They are staple and the
standards of the world
for purity and excellence.

52 Highest Awards in
Europe and America

Walter Baker & Co. Ltd.
Established 1780. Dorchester, Mass.

Snow Boy keeps moving out-Profits keep coming in



Start your Snow Boy sales a'moving

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

Ask your jobber's
Salesman

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

Clerks In A Trance

While They Are Dreaming Buyers Leave The Store

CLERKS IN A TRANCE.

While They Are Dreaming Buyers Leave the Store.

Written for the Tradesman.

Harold feels the call of spring and wonders what sort of a suit he ought to buy. He is uncertain as to the price and the color, but he needs a couple of collars anyway and decides to visit the store and look at the offerings. He goes into Knapp's and stands by the furnishings counter. The clerk is in a trance, thinking of the party coming off that evening.

He looks up at Harold and sighs, unwilling to come out of it, for Mamie is the center of the pleasant scene he is imagining. He waits for Harold to make his wants known and finally asks:

"Something to-day?"

This looks like Foolish Question No. 1,000,003, for if Harold were not in need of something in the clothing line he wouldn't be there. Harold looks around the store, at the suits in sight and at the light overcoats in display.

"Collars," he says, shortly.

"What kind of collars?" asks the clerk, not fully out of it yet.

"Wing collars, fifteen," Harold says, and the clerk takes down a box and continues to dream.

"How many?" he asks.

"Two."

The clerk takes two from the box, wraps them in paper so that the wings stick through and waits for Harold to dig up. Harold lays down a quarter, picks up the package and walks out. The clerk leans back against the shelving and takes another mental view of the party he is going to.

Harold stands in front of the store for a moment and crosses to Gibb's store, just across the street. He has not quite made up his mind about buying a suit that day, but thinks he will go over to Gibb's and buy a tie. There may be something in the suit line there that will appeal to him. He stops before a showcase where ties nestle in long boxes and points down at a green one.

The clerk is not in a trance. He has been sizing Harold up and has observed the young man's sweeping glance toward the suit department.

"That tie is a peach," he says. "There are lots of the boys buying green this spring."

He takes out the box and draws the ties out on the glass.

"Look at the shades," he says. "Then here are some with white in, and others with black. Not enough to make them loud, but just enough to break the monotony. It depends some on the sort of suit you wear them with."

"I should think so," says Harold. "Perhaps," says the clerk, "you had better look at some of the new suits before you decide on the tie. We have a lot of new ones. Come on, and I'll show them to you. It won't take a minute."

Harold goes back to the suit department and the clerk there jumps at him with a resolute gleam in his eyes.

"If a man wants to buy a suit now," says the tie clerk, "he can get the pick. It doesn't take long to cull the stock. Show him some of the green tints, Jim," he adds, addressing the suit clerk.

"Mighty fine green ones—not grass green, you know—but just green enough to look nobby. They won't fade, either, like some of the green tints that will be brought on. Suppose you try on this coat."

Harold begins to think he may as well buy a suit right there and then and enters into the spirit of the thing.

"Johnny Cheever, the manager at Downs' grocery, bought one of these to-day," says the clerk. "He looks swell in it. A few of these out on the street and the rage will be on. I am going to pick one out of stock and lay it aside until I get the price. Say, that is a pretty good fit, but I'll get a better one."

Harold takes the coat off and puts on another.

"There," said the clerk, "that looks better, but, all the same, it comes up too high in the neck. It almost hides your collar; looks humpy in the back. Wait until I get one that is right."

Harold stands waiting for the one that will fit just right, wondering if the salesmen at Gibb's and the salesmen at Knapp's are made out of the same kind of clay. The tie clerk goes back to the tie counter and brings the green tie back with him.

"There," he says, "this is the tie you were looking at. Looks pretty swell when shown with that coat you just had on."

Harold tries on another coat and the clerks both declare it all right as a fit.

"There is the fit about the shoulders I have been looking for," said the clothing clerk. "You notice it fits snug and shows half the collar. Now, hump your shoulders—so. You see it does not bulge up in the neck. It will stay right where it is, all right. Try on the first one again and see the difference."

In about five minutes Harold is into the whole suit, with the green tie in place. He looks at himself in the glass.

"Wait," says the clerk. "We've got some hats that match that suit. You

may as well fit yourself out right while you are about it."

He brings out a hat with just a touch of green in it and puts it on Harold's head. It is a good fit and completes the picture of a well-dressed man. Harold smiles at the reflection in the mirror.

"Does look about right," he says.

"Couldn't look better if it had been made to your order," says the clerk. "The men who make these clothes certainly are next to their job. It wasn't that way a few years ago."

"I've had tailor-made clothes that looked worse," said Harold. "You may wrap the old ones and I'll wear these away."

"I should think you'd want the hat," says the clerk.

"Of course," says Harold. "I'll take the hat, too."

Harold lays down a goodly roll of money and walks out of the store with his bundle under his arm. Knapp, standing in his doorway across the street, sees him come out in the new suit.

"What's this?" he asks. "I saw that young fellow in here buying collars not long ago. Why didn't he buy that suit and hat here?"

"Sam waited on him," said a clerk.

"What about it, Sam?" asks Knapp.

"He didn't ask for suits," replied Sam. "He just asked for collars."

"Did you say anything about spring suits?" demands Knapp.

"Why, of course not."

"Well, why didn't you?"

"I gave him what he asked for."

"All the same," growled Knapp, "I believe you might have sold him a suit if you had tried."

"That is not in my line," says Sam. "I'm behind the furnishings counter. Why didn't Dick come up and tackle him for a suit?"

"You were the one who had him," says Knapp. "You ought to have called his attention to the suits."

Sam was angry all the remainder of the day, and Knapp was certain that his clerk had lost him a customer, as, indeed, he had.

There is nothing remarkable about what the clerks at Gibb's did to Harold. Any clerks who keep wide awake during business hours might have done the same thing. The clerk at Knapp's might have sold a suit and a hat if he had come out of his trance. He is there to sell goods, but he thinks he is there to hand out just what a customer asks for. This is not salesmanship.

The clerk who stands behind the counter in a trance will always be cursing his luck. He will never be able to understand why other clerks get better pay, why they secure better positions, why they, in time, get stores of their own.

The clerk who presents the stock to every customer who enters is the clerk the boss is looking for. It is not much of a trick to show a man who buys collars a new spring suit. It does not take long to show a man who calls for rubbers something fine in the way of shoes. Many a customer goes into a store ready to buy more than he asks for.

Perhaps he does not ask for the things he is thinking of buying because he does not know exactly what he wants, as was the case with Harold. It is the duty of the clerk to help him make up his mind. It is a good idea to call attention to goods which are not asked for. This need not be done in an offensive way. The clerk need not insist on showing things after the customer has declined to buy. But when he suggests an article and the customer becomes interested at once, it is a pretty sure thing that a sale can be made.

Too many clerks do their work perfunctorily. Too many stand in a trance. They do not think. They lack initiative, and will soon pass out of the business. It is true that there are some mighty good clerks who never go into trances. If you are one of them show this article to some fellow who dreams at his work.

Alfred B. Tozer.

Good intentions are commendable, but what do they accomplish?

When you see a traveler hustling extra hard, make up your mind his object is to reach Grand Rapids by Saturday night. Sunday passes quickly at

Hotel Livingston
Grand Rapids, Mich.

The Breslin
Absolutely Fireproof
Broadway, Corner of 29th Street

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

"CAFE ELYSEE"
NEW YORK

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.

HARDWARE MAN AND SPRING.**This is the Time for Garden Tools and Sporting Goods.**

The hardware man should not overlook the golden opportunities which the opening of a new season brings. The hardware store may not be the abode of fashion. The stock in trade may not be subject to the freaks of style. But the hardware store nevertheless should have the spring opening habit as well as the dry goods emporium.

When is a more propitious time to bring out the hoes and rakes, spading forks and trowels and other implements that will be called for by the home owner who has a 30x40 "farm" in his backyard and a flower bed in front? The real farmers will want these implements, too, but the town trade is an item of enough importance to be worth cultivating, and an early display is desirable.

It may be a little early to bring out the hose and lawn mower, but the hose and lawn mower season is not so very far away after all, and a suggestion to home owners as to when they can procure such articles will not be amiss.

The first breath of spring will start thoughts of fishing. The season will not open until May 1; but the confirmed fisherman begins his preparations weeks in advance and to see something in the line of his hobby will do him good.

Have you the boy trade lined up? If you have not, now is the time to start after it, and the way to start

is through the open door of the juvenile fondness for sport. Baseball equipments and bicycles will catch the boys, and there is good profit in such goods, too, and the sooner they are brought out the better. The croquet and lawn tennis sets may be held in reserve for another month.

The hardware man's spring harvest, however, is in building materials. The building season will open early this year. The open winter has been favorable to this. A window filled with carpenters' tools, tastefully arranged, will be sure to attract attention, and will almost certainly draw trade.

Another thing the hardware man should look after is the stove trade. This is not the right end of winter, of course, to make many sales of new stoves, but why not enter the field as a caretaker of stoves for the summer months? In most households the stove in summer is both a conundrum and a nuisance. In the first place is how to get it down with the limited facilities to be found in most homes. Then comes the question as to what to do with it. Next fall will come the third problem as to how to get the stove back into place and working order. The live hardware man can solve all these problems and win the eternal gratitude of the householder if he will go at it right. Lease a good weather proof barn or warehouse and then contract to take the stove down, store it for the summer and return it in the fall, when desired, all polished and clean and ready for business.

Charge enough to cover the service at a profit. There may be some householders who will prefer the old way, but in every town will be some who will jump at the chance to be relieved of the stove moving burden, and the hardware man who serves them will be in line to get other trade from them, possibly a new stove in the fall. This spring stove business is worth looking after and now is a good time to be arranging for it.

Power of Personal Letters.

From the very fact that the idea is not overworked, the shrewd merchant is nowadays making the most of the "personal letter" appeal to the store's present and prospective customers, and especially the customers from the country.

Some merchants are trying the plan, with good success, of sending out a personal letter each week to a selected list of prospective customers throughout the country adjacent to the town.

This letter is generally in the form of an attractive circular, advertising some special drive or unusual offer for the following Saturday. The farmers are interested in this special offer, and so come to the store, with the result that they buy other articles needed.

Constantly bombarding the customers with personal letters is bound to bring good results, if the letters are effectively written and do not try to tell too much.

The amount of information which

would go on a post card is about all that is necessary. One merchant with whom we happen to be familiar, who runs a grocery and does a lot of butter and egg buying, makes it a point to send out on Friday to a big list of rural route residents post cards announcing the current price for butter and eggs, and at the same time advertising something especially attractive in his line of merchandise.

It brings good results. It keeps the merchant in close touch with the people. A thousand such post cards sent out each week might cost twelve or fifteen dollars a week, and there is possibly no way in which the same amount of money could be spent to get bigger returns.—The Merchants Journal.



Signs of Spring.

BUY EGG INSURANCE

Pay yourself the premiums—that is just exactly what you do, Mr. Dealer, when you buy

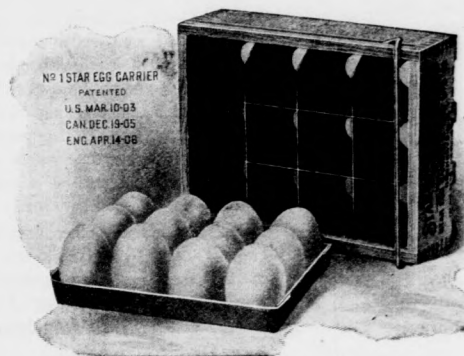
Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

Because by saving all egg breakage, all miscounts and 90% of clerks time, they save you real money on every dozen eggs delivered.

A very few deliveries pay for the outfit, then your STAR EGG CARRIERS (permanent store fixtures) start in paying you an extra profit—you have the Egg Insurance and pay yourself the premium. As a business proposition it's a winner—find out about it. Ask your jobber, or our specialty salesmen, and write for our booklet "No Broken Eggs," which explains the Star Egg Saving System. Get our advertising suggestions for Star Egg Trays.

STAR EGG CARRIERS are licensed under U. S. Patent No. 722,512, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the U. S. patent statutes.



Made in One and Two Dozen Sizes

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

Trade Paper Educators

Young Men Can Learn The Best Methods From Them

Written for the Tradesman.

In my opinion the Great Power behind our industries foresaw the great need of education in all lines of work papers, and we can see the benefit there is to be had by reading the articles published therein.

The trade papers are training the young minds to take the places of the older ones as they pass away and if we can get enough young men interested there is no danger but that we shall continue to lead the world in everything.

It is a blessing to all of us that we have men in our industrial world who realize the necessity of continuous education—this the trade papers are furnishing. We have learned that there are so many attractions, outside of the industrial field—that our young minds will get away from business thoughts if we do not keep after them every week through our trade journals.

If we care to take the time we can soon learn what the young men in and around us are thinking about. All we have to do is to notice what they are interested in and if we find them spending the most time thinking about pleasure we had better sug-

gest to them to become interested in good reading matter concerning the industrial world, and there can not be found a better medium for this than the trade paper.

Let me suggest to our inventive minds to reflect just a moment on what they are doing. Your minds are so busy that you are forgetting your main duty. You should try to produce a thinker instead of producing commodities for commercial use. We need thinkers as well as workers; when we get a thinker we have a worker.

The trade journals are making the thinkers, but are they making them fast enough? Our older heads will have to help the trade papers, and there are many ways whereby this can be done.

First, impress upon every young business man that he ought to read at least one trade paper. Next, we ought to contribute good interesting articles for these young fellows to read, and last but not least, the manufacturers and jobbers ought to do enough advertising in these mediums of education to keep them alive and attractive.

There are some of us who keep ourselves so busy trying to build up our individual business that we really and truly forget the benefits we may render others who are to take our places.

None of us wish to pass away and leave our business with men who do not understand it, therefore, it is our duty to give at least a few hours each day in training some one to take our places when we get old and do our work as we would wish to have it managed, and there is only one way to do this—education—business education, actual thinking backed up with work.

It is true that no one can step into our shoes and do things just as we do them, but we can educate the young minds to our way of thinking, and if this is done we are educating minds to do things as we are doing them.

Something different has to be done to check some of our young men and the trade journals can put them on the right road. Let us do our duty and put our best and most attractive thoughts in these papers and they will do the rest. Edward Miller, Jr.

Spring Is Coming.

The winter is going, with freezing and snowing, and soon gentle spring will be with us once more; then hey for the raking and hoeing and making the beds for our onions and squashes galore. How gaily I will shovel just back of my hovel, and sow sweet potatoes and pumpkins and peas. How gaily I will strug-

gle and wrestle and juggle with silly old seedlings and tottering trees! All summer I will nurse them and prune them and curse them, while others go fishing and have a good time; all summer I will spade them and water and shade them, and harvest a crop that is not worth a dime. I am saying, each autumn: "These turnips, dod-rot 'em, these onions, these squashes, are making me sore; they are not worth a drink or the dern of a tinker—hereafter I'll buy all my greens at the store!" But when the spring breezes are bringing the bees to gather their honey, when bird-lets are gay, when soft scented zephyrs enliven the heifers, I take up my spade in the old foolish way. I plant and I burrow, I make crooked furrow, I'm teaching my vines how to grow upon frames; I'm grubbing and rooting while others go shooting, I don't see the circus and I miss all the games. Walt Mason.

What He Wanted.

"Now this car," said the agent, calling Billups's attention to a handsome limousine in the corner, "is a dandy. It runs so smoothly you wouldn't know you were in it. Rides just like a rocking-chair."

"What do you think I am, an escaped inmate of an old lady's home?" demanded Billups. "I want a car that I'll know I'm in it when I'm in it, and when I go out looking for a rocking-chair I'll go to a furniture-store and not to a garage."—Harper's Weekly.

Here's The Proof

Kellogg's "Square Deal" Policy Protects Both

GROCCER AND CONSUMER

*NO SQUARE DEAL POLICY

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

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

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

IT PAYS EVERYONE TO STICK TO

Kellogg's



Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal

Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation

Common Sense the Best Guide To Proper Living.

"There is no short cut to character; it is a long road and full of lions, but mighty interesting and worth while."

Life is not simple. It is complex. Hence, beware of rules.

A rule is a substitute for knowing what to do. It is merely a contrivance which enables you to pretend to wisdom by imitating yourself. It is doing to-day what you did yesterday, when you were probably as much of a fool as you are now.

What you need most is common sense. Common sense is the rare ability to look on all sides of a case and determine the most practical solution.

It is directly opposed to insanity. Insane persons can see but one thing at a time. They are obsessed by one idea. If you saw your dead grandmother walk into your room you would pinch yourself and look about you to see if you were awake. In other words, a sane man always compares a new impression with the stock of impressions he has on hand, to see if it fits. If it does not he casts it out and concludes that his liver is diseased, or that he has been drinking too much and walking too little.

In your dreams the unusual seems so real because it is the only idea your brain has. There is none with which to adjust it. Hence it seems perfectly natural when in your sleep you see a horse flying or an elephant playing the piano. In your waking hours the universe is present to orientate you.

Common sense is the wisdom that comes from all the common and ordinary things about you; and it is vastly more reliable than any wisdom that is drawn from uncommon, unusual and mysterious things, that happen but once in awhile or never at all.

Common sense is hard to get and to keep. It is much easier to obey a rule, or a proverb, or a superstition. For this reason the majority of the human race hand their thinking over to some person or institution to be done for them. It saves worry. It is a nice, easy, lazy way to sail along through life.

But the opposite of almost every rule or proverb is true. Books on whist tell us that one of the most important things about the rules of the game is when to break them. In the game of life it is equally necessary not only to know the laws but to know when and how to overstep them.

For instance, it is a good rule to pay as you go. But if you stick to that you will never build up a great business, for the vast commerce of the world rests upon a credit basis. Just when to pay cash and when to run a bill is what no book can tell you. Yet that is precisely the most vital thing to know.

Always keep your temper. But there are some times when it is your

duty to lose your temper. Just when—there's the rub.

Always tell the truth. Yet, upon occasion, you are to tell only part of the truth, at other times none of it, if you wish to be really a truthful person.

And so on through the whole category of commandments. Rules are artificial things made to enable us to act as if we were good and right and true. But it is a great deal better to be good and right and true. In other words, a genuinely good man aims at character; the man who wants people to think he is good aims at conduct.

Instead of rules we need principles. A principle is a general condition of purpose; a rule is made to produce a particular result. Principles govern intentions; rules govern acts.

Right conduct is good. A man may put it on as he does a coat. A rascal with a good coat is still a rascal. When one has good principles, however, the good deeds he does, the truth he tells, and the kindness he shows are not put on; they grow out of his nature.

If you are good by rule, you are like a Christmas tree, with apples pinned on; if you are good from principle, you are like an apple tree, with apples growing on.

Beware of the Neverites, the people who say, "I never do this or that." If you never do, at least do not boast of it.

Mistaken parents devote a great deal of pains to inculcating rules. There is something a child needs more than this. It is character. It is strength of will. A boy should be trained to meet the issues of peril and temptation with a strong, free mind. If he has absorbed and assimilated good principles, he will come out of his trials wiser and cleaner. He will have both saved his soul and widened his heart. If he be saved by rules he may become successful and respectable, but he is liable to become at the same time a prig and a nuisance.

There has been much dispute over the rules of Jesus. You will find them interpreted and set forth differently in the various sects. The reason is not difficult to find. It is that Jesus never gave any rules. He gave principles. Even when his commandments seem like rules they are so couched as to make it necessary for us to take them as principles. This is why so many persons have rejected his words, and so many others have misunderstood them.

The Golden Rule, for example, is no rule at all, intended to be invariably followed in conduct; it is a principle by which to mold our character. A judge does not sentence the prisoner just as he imagines he would want to be sentenced if he were before the bar; for in that case he would probably want to be set free, no matter what his crime. A teacher can not put himself in the place of an ignorant and vicious pupil. A de-

cent citizen will not do to the burglar as he would that the burglar should do unto him. As a burglar he would want his victim to hand over the key to the safe. In all such cases the Golden Rule is to operate as a deep principle of justice and mercy. To obey it literally is to make it absurd. "The letter killeth, the spirit maketh alive." Is not all this dangerous? Can we afford to allow our youth such perilous liberty? Of course it is dangerous. So is life itself. It is the element of peril that exercises the judgment, calls up the moral force and develops the strength of the soul. It is because an iron bound rule is not dangerous, but is safe that it narrows and enfeebles the life.

Danger is a constantly present factor in this world. There is danger in eating and drinking, in reading and thinking, by sea and by land. Danger lurks in every breeze, stands behind every corner. It is in the football game and in the nursery, in the locomotive and in the shop. The Creator has put it here for a manifest purpose, which is to toughen and strengthen us into maturity. To live is to be in danger.

Of course we are not to see it. We pray, "Lead us not into temptation," because a desire to be tempted is a morbid condition and a half appetite for evil itself. But we do not need to be led into it. It is here; constantly present. Lock your darling boy in a germ proof safe and feed him with sterilized food and never let him touch, see, or taste anything injurious to his soul or body and he will still be in peril, for he is your boy and humanity's, and is born with enough roots of evil in him to corrupt a country.

There is only one way to life, real, full, noble, worthy living, and that is the old hard way of battle. The days have gone by for wearing armor; we must build up the biceps. Modern sin is too complex to escape by erecting walls of commandments; we must increase the skill and power of the soul. Our only hope is intelligence and activity.

Also in cleanliness. Modern science has taught us that the great weapon against disease is soap and water and carbolic acid. Even so in the moral realm. We can no longer be ascetic to save our souls; that is, run away from the naughty world. We must be antiseptic.

Freedom is as great a blessing in the moral and spiritual realm as it is in the political world. The price is the same—eternal vigilance.

There is no short cut to character, no safe rules, no reliable code; it is a long way and full of lions, but mighty interesting and worth while.

Dr. Frank Crane.

Home For Traveling Men Proposed in the West.

Preliminary plans have been made by traveling salesmen in Spokane, Wash., and throughout the Inland Empire of the Pacific Northwest to establish a home for indigent com-

mercial travelers in Spokane. Walter P. Edris, postmaster of Spokane, who was a successful salesman before he entered the Government service several years ago, is chairman of the Committee having the project in hand. The idea has been approved by commercial men in Eastern Washington, Oregon, North and Central Idaho, Western Montana and South-eastern British Columbia, and it is expected that work will begin this year.

"We are negotiating for a tract of land on which to build the home," said Mr. Edris in making the first announcement of the project. "The structure will be a credit to this part of the country as well as the men back of the plan, and the grounds will be comfortable as well as ornamental. The building scheme will get its start at the Merchants' and Traveling Men's Carnival in the Washington State Armory in Spokane May 1 to 6, after which it is purposed to begin a canvass of the traveling men in America. With the charter membership fees and other means the home can be built.

"There are 600,000 traveling men in this country and all are connected with one or more associations. It will not be a big undertaking to get at least 100,000 to join this proposition when they know that by paying \$1 a year they will always have a home as good as, or better, than they have been used to, where they can go and receive the best of care when adversity comes or life's twilight is swiftly falling. To always have that feeling of security is worth many times \$1 a year. Although they never expect to take advantage of what is offered, there are many men the country over who will join just to know that if things should go wrong there is a safe retreat open to them."

The Gideons.

* The Christian Traveling Men's organization, known as the Gideons, has a membership of 7,000, and each member is supposed to wear the Gideon button with the little white pitcher on blue background. While 7,000 men are willing to stand in their places and do personal work for the Master, it does not signify that this number is all the Christian traveling men there are in the United States. There are thousands of commercial travelers who are Christians and active church workers, but who as yet have not joined the Gideons. This organization is eleven years old, has a very unique history and is certainly a great force for good among the commercial travelers in general. It has set about to place a copy of the Bible in each guest room of every hotel in the United States and Canada. During the past two years of this work, ending with December 31, 1910, it has placed upward of 60,000 Bibles, and the work is being pushed with much vigor by the Gideons and their friends.

Do not spend your money first and count the cost afterward. You may experience unpleasant surprises.

Make Your Own Forecast

Clouds Said To Be Infallible Weather Indicators

In thirty minutes in the morning and in forty minutes at night Uncle Sam's forecaster in the central office in Washington gives an outline of the weather to you. In the short time allotted to him it is impossible to do more than indicate the character of the anticipated changes for the states or districts east of the Rocky Mountains in any but the most general terms. The local forecaster, however, can be more specific, as he has only one district to attend to, and is given full liberty to amplify the national forecast, expand it with a statement of his own and supply as many details as the conditions seem to justify.

In a talk with Prof. Henry E. Williams, Assistant Chief of the Weather Bureau in Washington, the other day, he made plain how those whose working hours are mostly spent in the open air may soon become familiar with the changing aspects of the sky, also the conditions of the atmosphere, and by observing natural phenomena are able to notice the shift of the weather which follows.

One of the most infallible indicators of the weather is the clouds. They are formed under the moisture that is always in the air. This moisture, like the air, is invisible so long as it remains in the form of gas, but when the air is cooled a portion of its water vapor is condensed and a mist or cloud is formed which is visible. The formation of a cloud may be shown by a familiar illustration. A current of warm, moist air strikes a cold mountain and some of the moisture is condensed, thus forming a cloud which floats away in the wind. Now, if you are weather-wise and are on the leeward side of the mountain you will know that a warm, moist current of air, indicating rain or snow, is approaching. To be sure, a cloud cap on the top of a mountain is not always an indication of a rain or snow storm, but in nearly all cases it may be safely taken as a sign of falling weather.

In the majority of instances the formation of clouds after a clear period presages rain, but we have no means, at present, of determining definitely the exact time in which the rain will fall. The rain may come within two or three hours after the clouds appear or it may arrive in two or three days. It is on these little points of distinction that the United States forecasters seek to base their prognostications.

In noting the rise or fall of temperature one who is experienced in these matters can use his own judgment as to the probable outcome of such conditions. He does not require a thermometer to tell him that the atmosphere is oppressively warm,

nor a hygrometer to indicate that there is an unusual amount of moisture. As for that matter a pitcher of ice water on a hot day serves very well as a hygrometer, for the water vapor in the air is condensed on the outside of the pitcher, which is cooler than the surrounding air. Now, this principle which you may see illustrated by the pitcher of ice water is repeated by Nature on a large scale every time there is a fall of rain or snow.

First of all there is the cooling of the air and the formation of clouds which are composed of minute particles of water; then there is a further cooling of the cloud mass, so that the particles unite and form small rain drops, which fall to the earth by their own weight. If the atmosphere be sufficiently cold these raindrops are congealed as they fall and become snowdrops. A sudden change in the temperature of the atmosphere in summer during such a rainfall results in a hailstorm.

From these signs, then, that nature has provided, you may know that an increase in the moisture of the air is an indication of a change from fair to bad weather, either in winter or in summer. In the colder portion of the year an increase in the temperature of the air above the average of the season, together with an increase in moisture, is an indication of rain or snow within twenty-four to forty-eight hours, although an increase of temperature alone in the summer season is not always an indication of rain.

If you are ambitious to become your own weather forecaster, you will note in the open country, or other exposed station, where the real direction of the wind can be determined, what is the prevailing direction of the wind in fair weather and what is the direction from which the storms come. To have accurate knowledge of the direction of the wind, one should keep a diary and each observer should determine for his neighborhood the shift of the wind with the approach of storms. One must bear in mind this point, however, that in the warm months the winds are light and variable and changes in direction have not the same importance as in the colder months of the year. It will be noticed that in summer the rains generally occur in connection with thunderstorms, and it will soon be learned, after a little observation, that these storms come when the wind is in a particular quarter.

From November to April the winds are stronger than at any other season of the year, and the storms in those months move with greater ra-

pidity. In these months the signs of bad weather are the formation of a high sheet cloud covering the entire sky, an increase in the temperature, and moisture in the air, and a change in the wind. This change in the wind varies in different localities. In New England, the Middle States and the Ohio Valley northeasterly winds precede storms approaching by way of the Lake region. On the Pacific coast southeasterly winds precede rainstorms. The heavy snowstorms of winter and spring in Wyoming and other Northwestern States generally come from the north or northwest with a heavy wind from the same direction, but the direction of the wind depends almost entirely on the position of traveling storms that pass across the country.

The amateur observer will soon learn these well marked characteristics of the storms of the cold season:

First—The changes in the aspect of the sky.

Second—The direction of the wind before, during and after the storm.

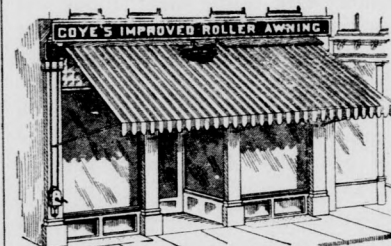
Third—The shift of the wind, whether with or against the sun.

The clouds preceding the storm by twenty-four to thirty hours are generally light, wispy cirrus, and soon after the appearance of clouds of this character a sheet cloud forms at a slightly lower elevation and gradually thickens until the sun is hidden from our view. Then the wind freshens, the temperature rises and it "feels like rain or snow."

It is on these generalizations that the whole basis of the observation of the United States Weather Bureau is formed. The day may come when we shall be able to foretell the weather for a month—perhaps for several months—when we shall master all these variable conditions which we now can not explain, but which, in the great law of nature, admit of interpretation, had man the capacity to interpret them. But with what nature has made plain, all of us, by prudence and observation, may forecast the weather for several hours in advance.—Washington Star.

Reforms come slowly because we all would rather wield the ax than bear the knife.

Awnings



Our specialty is Awnings for Stores and Residences. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on application.

CHAS. A. COYE, INC.
11 Pearl St. Grand Rapids, Mich.

AN ODE TO THE IXL WINDMILL



The old oaken bucket; its day is gone by;
To cherish its memory is the best we can do;
For now in its place, towering forty feet high,
Stands that glittering windmill from Kalamazoo,
Never out of repair, always ready for action;
The agents, though eloquent, never half tell
Of the pleasure and profit, the immense satisfaction
To be had from this windmill standing over the well.
That beautiful windmill, that still-running windmill,
that best of all windmills, the famed I X L.

For Prices of I X L Windmills, Towers and Tanks,
write to

THE PHELPS & BIGELOW WINDMILL CO., Kalamazoo, Mich.

The Copper Metallic Circuits

of the "BELL SYSTEM"
insure clear efficient service, whether you
talk one mile or one thousand miles.

Try It To-day

Every BELL TELEPHONE
is a Long Distance Station.



What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Kalamazoo council has passed the Bardeen franchise and if favorable action is taken by the voters at the coming election it is promised that an electric road will be built to Grand Rapids, with cars running within two years.

The Cadillac Board of Trade is undertaking to raise the funds necessary to secure a chair factory now located at Otsego, Mich.

Lansing will have a week of "Chatauqua" this summer, opening June 24, with speakers of eminence on the program.

The Detroit Board of Commerce has added 913 men to its membership during the recent eight days' campaign.

Port Huron is in fine shape industrially. The Grand Trunk has increased the working time at the shops to 55 hours per week and is employing 570 men. The Port Huron Construction Co. has just received a big order for engines and is operating its plant night and day. The Acheson-Oildag Co. will build a large addition to its plant this spring. The E. M. F. plant is employing 550 hands in both day and night shifts and is rushed with work.

The Industrial Association of Battle Creek has decided to drop the bonus plan of securing new industries, neither will there be any raising of funds to secure church conventions. The A. B. Stove Co., of Grand Rapids, was offered a bonus of \$12,500 and all but about \$4,300 of this has been paid. How to raise the balance that remains is a problem that is driving the members almost to drink. The Association paid out \$400 for conventions last year. The Free Methodists were given \$175 but instead of spending very much money with the merchants the members provided their own meals on the camp grounds and slept in tents. Most of the provisions bought were from the smaller grocers who are not members of the Association.

A mass meeting of the citizens of Traverse City has been called for March 10, to make publicity plans for boosting that city and section of the State.

Port Huron is promised a new passenger station this year by the Pere Marquette railroad.

The Woodmen of the World will meet in Battle Creek, March 13-15.

The Grand Haven Commercial Association held its annual meeting March 2 and re-elected officers. Although only a year old this organization has already awakened a new civic spirit in the town.

The Young Men's Business Association of Port Huron has secured 130 new members during the past two weeks and it is expected by April 1, that the membership will include 500 active young business men of the city.

The Pere Marquette will more than double its present freight house capacity at Lansing. New tracks will be laid for switching and there will be other improvements.

Members of the grade separation committee of Kalamazoo returned Friday from Joliet, Ill., and are convinced after seeing what that city has done that Kalamazoo can and should have elevated tracks throughout the city.

Traverse City will entertain the Northern Michigan Bee Keepers' Association, March 15-16.

The Alma Board of Trade held its annual meeting last week and elected the following officers: President, W. A. Bahlke; Vice-President, C. G. Rhodes; Treasurer, C. H. Washburn; Manager, D. L. Johnson.

The Ithaca Board of Trade was formed last week, with more than 50 charter members. The officers are as follows: President, C. M. Brown; Vice-President, J. N. McCall; Secretary, F. L. Convis; Treasurer, Henry Lewis; Directors, the officers and J. B. Crawford, Wallace Green, John T. Mathews, H. B. Parrish and C. S. Netzorg. Meetings will be held on the second and fourth Monday evenings of each month.

Almond Griffen.

Copenhagen's Fresh Fish.

When a person buys fresh fish in Copenhagen he really gets it. More than that, he gets uncontaminated fish. The sewers used to empty into the sea at the nearest convenient points. Now the sewage is collected into a main trunk line and carried two kilometers out to sea before it is released.

Thus there is no longer any contamination of the harbor or the sea front. This not only puts an end to the nuisances that used to arise but enables boats full of live fish to come close to shore and right into the town by means of the salt water canals. In this manner at least the smaller fish are kept alive until the moment they are sold. Any number of wooden boats are pierced with holes and filled with fish; these boats just float on the surface of the water, and the living fish are taken out of them when wanted.

As everyone can not go to the water's edge to buy fish there are water tanks on wheels and the live fish are brought to the doors of the people's houses. The principal fish market was built by the municipality and is let to a wholesale fish salesman.

It is a delight to see how clean and bright these premises are kept. There is no spreading the fish on slabs so that dust and dirt may settle on them. Very pretty tessellated tile tanks are filled with running water, and here the smaller fish swim about. The larger fish, such as cod or halibut, are too cumbersome to keep alive and are therefore placed in the cold storage rooms.—London Lancet.

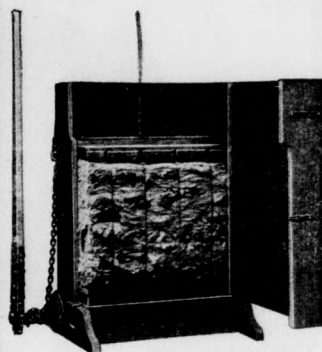
The Proper Stunt.

"She wept all through the sad scenes of the play."

"She did? How very common! Doesn't she know that the proper thing to do nowadays is to giggle?"—Detroit Free Press.

I had rather be kissed by an enemy than wounded by a friend who enjoyed the job.

SIMPLICITY POWER ECONOMY



Waste Paper is a by-product. You pay money for it the same as you do for eggs, boots or calico.

This being true, it is just as wasteful for you to burn, destroy or give away one as the other.

But waste paper, when baled, **pays you an enormous profit.**

The most important thing is to get the **right Baler.**

The HANDY PRESS

\$40.00 \$ to 85.00

is the best Baler proposition on the market from every standpoint. It makes the most compact, best looking bale. Simple in construction; a small boy can operate it; will last a life time, and on account of its simplicity and absence of easily broken "frills," **The Handy Press Costs Less Money.** You should have one.

Don't buy until you send for details. You'll be glad you waited. Why not write NOW?

THE HANDY PRESS CO.

251-263 South Ionia Street
GRAND RAPIDS, MICH.

IF

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

IF

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



IF

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

The American Case & Register Co.
Salem, Ohio

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



The Shoe Question

Forecast of What Fashion Will Call For in Footwear

For the very early spring trade Russia tan calf button boots will be very prominent, while the black velvet shoes will also be much worn. The most staple shoes for the spring and summer seasons will be the high heel, short vamp, stage last, button boots, which carry a very high arch.

Throughout the summer season will be used the patent chrome vamp button boot, or a gun metal vamp button boot, with a black or brown velvet top. In some cases black serge tops will be preferred. A large majority of these shoes will have plain toes and heavy soles, such as are represented by the illustrations herewith.

A little later in the season, when the warm weather sets in, women's white sea-island button boots will be in demand, made on a hobble last and on a royal pattern, which is fairly high cut and the buttons set closely together. These white button boots will be worn practically all summer, but in some instances there will be the one strap white pump, as well as the two strap. The tan Russia calf, one strap pump, will also be very strong. There is always a certain amount of gun metal and patent leather one strap pumps in demand. All these shoes will sell the best on the hobble last.

In the early season of spring a great many children's and misses' high cuts will be sold, and these will

be shown in novelties, such as patent leather with velvet or colored leather tops. A little later on there will be a good demand for misses' and children's white sea-island button boots with the kid cuff and gilt tassels. As the weather becomes warmer a great many white canvas strap pumps will be sold, while black will always remain staple.

It will be a season wherein the retailer will have to be very careful, inasmuch as the styles will change so rapidly. He does not want to hesitate in getting liberal margins of profit on novelty goods.

In men's footwear there has probably been more money spent in the last year for styles of lasts than in any three previous years put together. The end does not seem to be at hand yet. In the course of a month perhaps manufacturers will have to settle down to some good lasts, as they have practically exhausted the last manufacturers' possibilities.

In men's shoes the pup last will predominate. This is a toe that is very high and rather wide, carrying a high heel and high arch.

Button boots for men, as well as for boys and youths, have increased and will increase considerably for 1911 over 1910.

Gun metal is very strong, but patent leather will be the dress shoe. As the season progresses the majority of the men's fine footwear, espe-

cially in the sizes from 5 to 8, will be Russia tan calf oxfords. Many will be sold for the early spring trade, as well as for the early fall trade.

Short vamps are in demand for all kinds of shoes, women's or men's alike.

In order to be progressive this season the retailer will have to watch the hobble last for women, with the short vamp, and high heel, and the pup last for the men with the same vamp and heel.

In infant's goods, the wide nature shape lasts, which have been in demand for the past few years, will be strong this season.

The styles represented by the accompanying cuts are the very latest patterns and designs made by the best shoe manufacturers.

If the retailer follows out these cuts he can not possibly make a mistake in buying his goods.

For men's work shoes the outing shoe with the elk skin uppers and the elk-skin soles will be worn a great deal, and for the farmer who works in the fields these same shoes in the high-cut will be in strong demand, inasmuch as they are light and comfortable.

For the water proof shoe, for men who are in the moisture and wet a great deal, the shoes made of walrus chrome tan leather, with the indestructible out-sole, will be the leader for six inch cuts, as well as the eight and twelve inch.

Boys outing shoes, made with chrome elk uppers, as well as soles, will be very strong for the season's business.

S. A. Krause,
Hirth-Krause Co.

There are many shoe dealers nowadays who are giving more serious attention than heretofore to the quality of the rubber heels which they are selling. There are too many shoddy heels in the market and dealers who make the play for quality are working along the right lines.

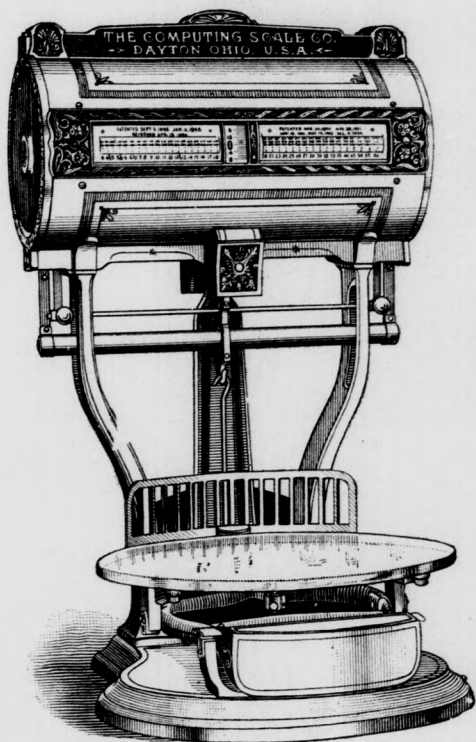


Spring Styles in Oxfords



IMPORTANT!

If You Would Protect Your Own Interests



do not let another day pass without making a FULL and COMPLETE INVESTIGATION of the new low platform automatic computing scale which is meeting with such universal favor in this and foreign countries. It's the little things that count and success comes slow where proper care is not used to protect your profits from every avenue of escape.

Advice of Counsel

would be of no avail if you were ROBBED of your just profits by old fashioned and out-of-date methods of handling your goods. Take the advice of your fellow merchant who has used our progressive methods for years and who knows from actual experience that the accumulated savings from the use of our scales have made them the most valuable and necessary, as well as the cheapest fixture in his store.

Dayton-Moneyweight

is the name which inspires confidence. The customers know intuitively that they get full weight for their money. They know that the merchant is using the best known system for the prevention of errors. The clerk, relieved of the anxiety due to making mental computation, becomes a more proficient salesman increasing his value to his employer.

Twenty Years Before the Public

The Computing Scale Co., of Dayton, Ohio, makers of the DAYTON-MONEYWEIGHT Scale were the pioneers and originators of the computing scale industry. They built the first scales; they put them on the market; they created the demand; they made the first automatic computing scale; they have brought them to the highest state of perfection; they have protected the interests of the merchant; they have attained reputation which demands recognition.

The Moneyweight Scale Co, distributors of DAYTON SCALES ask your consideration of this line when the subject of new or additional equipment is before you.

Write for Details

If you are a user of computing scales of any make which are obsolete or not giving satisfaction, ask for our exchange proposition. Thousands of merchants are taking advantage of this opportunity to bring their equipment up-to-date and secure the benefits of the many improvements of our latest automatic scales.

We have a representative in your vicinity who will be pleased to call and submit figures for your equipment. You do not obligate yourself by asking for information.

MICHIGAN SALES OFFICES:

74 So. Ionia St., Grand Rapids
218 Jefferson Ave. E., Detroit

Moneyweight Scale Co.
CHICAGO, ILL.



**TRADESMAN
COMPANY**
ENGRAVERS
PRINTERS
FURNITURE CATALOGUES
COMPLETE

**STEEL STAMPING
FOR STATIONERY**

**TRADESMAN
BUILDING**

**GRAND RAPIDS
MICHIGAN**

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 60
Paragon .55 6 00

BAKING POWDER



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

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans .2 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 .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
32 10c pkgs., per case 2 60
16 10c and 32 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 29

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

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

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

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

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



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

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

FISHING TACKLE

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

Cotton Lines

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

Linen Lines

Small 20
Medium 26
Large 34

Poles

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

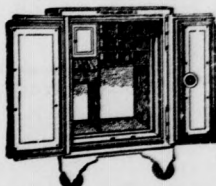


Small size, doz. 40
Large size, doz. 75

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
Knox's Acid'd, doz. . . 1 25
Oxford 75
Plymouth Rock 1 25

SAFE3



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

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 35
50 cakes, small size .1 95

Tradesman Co.'s Brand



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

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

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.

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

For Sale—Modern grocery with meat counter and bakery in connection. Did a business of \$47,000 in 1910. Strictly up-to-date in every department, located in one of the finest cities surrounded by the best farming country in Central Michigan, with a population of 5,000. Reason for selling, death of wife. Address No. 265, care Tradesman. 265

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 old goods, and leave your business in a stronger, healthier condition than before.

Comstock-Grisier Advertising & Sales Co.
907 Ohio Building Toledo, Ohio

For Sale—75 room Chicago family hotel, convenient to university; clears \$2,500, price \$4,500. For Sale—50 room Northern Illinois hotel, price \$5,500. For particulars address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 264

For Sale—Two Bowser self-measuring oil tanks nearly as good as new. One two-barrel steel floor tank, \$40, cost \$65. One two-barrel flour cellar tank \$50, cost \$75. Faye E. Wenzel, Edgetts, Mich. 262

For Sale—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$10,000. Produce business connected. 40 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 263, care Tradesman. 263

For Sale—Paying drug stock in coming city of Central Michigan. Fresh stock, invoices \$3,000. Daily sales \$35. Elegant location. Rent cheap. Address Dec, care Tradesman. 261

Sale or Trade—Large model cooler, oak and brass finish. Nearly new. Nelson Kettinger, Nashville, Mich. 260

A LIVE RETAILER wanted in each town to represent us on our corn flakes. Sole representation given at prices jobbers pay for other brands. 25% additional profit belongs to the retailer who acts quickly. First come, first served. The quality of the corn flakes is so good customers notice it and "repeat" business always follows. Standard Pure Food Co., Owosso, Michigan. 258

For Sale—A splendid income-paying business in a live town. For full particulars address James A. Doane, Augusta, Ill. 259

For Sale—Harness and shoe business in a good Northern Michigan town. Will sell building also if desired. Good reasons for selling. Address L. B. S., care Michigan Tradesman. 257

For Sale or Exchange—Stock gent's furnishing goods. Townsend Real Estate Agency, Jackson, Mich. 256

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

For Sale—One McRay refrigerator, 8x10x11 1/2. For particulars write L. R. Withington, Jonesville, Mich. 255

For Sale—General store in small town; stock and building; \$8,500; no trade; rare bargain. F. A. McKay, Zenda, Wis. 254

For Sale—Stock of general merchandise located in a good Central Illinois town of 1,200. Doing a fine business. Best of reasons given for selling. Stock will invoice about \$24,000. Will take 1/3 in other income property at cash value. Traders need not apply. Address No. 253, care Tradesman. 253

For Sale—A country store, groceries and dry goods. Good locality, good reasons for selling. No trade. D. Veenstra, R. R. No. 1, Allegan Co., Hopkins Station, Mich. 252

Store For Sale—Shoes, furnishings, clothes. Stock of about \$3,000. Old established. Will sacrifice for quick sale. Box 126, Ewart, Mich. 251

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 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. 242

For Sale Cheap—One McCray refrigerator, 6x7x7 1/2, nearly new. For further information enquire A. R. Hensler, Battle Creek, Mich. 241

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. 237

Could you use more money in your business? For plan to increase your working capital address Finance, care Michigan Tradesman. 239

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. 240

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. 238

SPECIAL SALES—Start a spring sale. Let people know you are alive. Oldest sale conductor in the business. Bar no one. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 236

Ex and Importers attention. Send your translating work to H. G. Scholtens, 292 So. Div. St., Grand Rapids, Mich. Low rates. Satisfaction guaranteed. 235

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. 234

An up-to-date shoe stock for sale. Reasonable price if taken at once. Address No. 223, care Tradesman. 233

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. 232

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. 231

Good opening for two first-class stores. One grocery and one dry goods at Starke, Michigan. Suitable location available. Large business room with fine well lighted basement. Centrally located. Address R. S. Tracy. 230

Will pay cash for stock of shoes and rubbers. Address M. E. G., care Tradesman. 229

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. 228, care Tradesman. 228

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. 227

For Sale—420 acre farm, 100 acres timber land that has been cleared several years in cultivation, 100 acres timber land not cleared, 420 acres prairie land, about 300 acres of which can be put in rice; good improvements; all fenced, five houses and large barn. Will accept \$10,000 of purchase price in other property. Price on the 420 acres, \$40 per acre. Address R. H. Woolfolk, Stuttgart, Ark. 226

For Sale—A merchandise peddling wagon, built for carrying groceries, notions, shirts, overalls, etc. For particulars address J. F. Schwitters, Prophetstown, Ill. 224

To Rent—An A No. 1 location for a dry goods and shoe store. Write for particulars. Address H. T. Poggan, Peoria, Ill. 223

Want ads. continued on next page.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 6—The spot coffee market,—well, "There ain't no spot coffee market," nor any other sort. Business is mighty dull, and with No. 4s offered at 13c, with delivery privileges of some months, buyers are not tumbling over each other to lay in stocks. In fact, they are taking only enough for present requirements, and seem entirely willing to let the "other fellow" do the hallooing. Statistically coffee is firm and so far as can be seen by a layman the outlook is certainly in favor of holders. In store and afloat there are 2,470,783 bags of Brazil coffee, against 3,530,263 bags at the same time last year. In an invoice way Rio No. 7 is worth 12¼@12¾c. There is little doing in mild sorts and prices remain practically as last reported.

Teas are moving in a moderate manner. Some business in an export way has been done with London in low grades. Black teas here are meeting with more attention and especially Formosa sorts, while Coughs are also showing a little improvement.

Jobbers are pretty well supplied with sugar; in fact, it is said they have loaded up for three weeks, granulated being withdrawn as required. Refiners, except Federal, quote 4.70c; Federal, 4.60c less 1 per cent. for prompt shipment.

Not an item of any interest can be picked up in the rice trade. The outlook is disappointing as jobbers are doing hardly anything, and have been "lyin' low" for six weeks. In the South it is said that some mills are making concessions if necessary, while others are firm. Prime to choice domestic, 47½@5½c.

Spices—Pepper is firm; ginger is steady. Other goods are moving slowly with futures considerably above spot goods.

Grocery grades of molasses are selling in a moderate way, and perhaps the business is as active as at any season. Good to prime, 25@32c. Syrups are in moderate supply and are unchanged.

The canned goods trade has been chiefly interested in the opening price for asparagus. Some doubt the wisdom of packers naming future prices at this time as there is said to be a big supply held over. Tomatoes have met with some setback, as resales were made of standard 3s at 85c f. o. b. New York. Holders, however, at primary points do not seem to be over-anxious to part with goods at the prevailing New York quotations. Offerings of corn have been moderate. Packers are shy about taking future orders as they seem to have disposed of about all they dare to. Peas, at a figure less than 90c, are not plenty, although the supply appears to be equal to the demand. String beans are well held, with other goods showing practically no change in any regard.

Not over 26c can be named for creamery specials in the butter trade,

although there is perhaps a little stronger feeling than prevailed last week. Extras, 24c; firsts, 20@22c; held specials, 20@21c; imitations creamery, firsts, 17@18c; factory, current make, 16@16½c.

Cheese is steady, with whole milk at 14½@16c. Business has been fairly satisfactory.

The near approach of Easter keeps the egg market fairly well sustained, or at least helps to do so. Finest nearby stock is quoted at 25@27@28c; Western, 20@22@25c, the latter being apparently top.

Manufacturing Matters.

Detroit—The Antrim Chemical Co. has increased its capitalization from \$100,000 to \$200,000.

Detroit—The American Butter & Cheese Co. has increased its capitalization from \$5,000 to \$50,000.

Lansing—The capital stock of the Severance Tank & Silo Co. has been increased from \$50,000 to \$100,000.

Lansing—The Korff Manufacturing Co., manufacturer of runners, etc., has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Main Issue Cigar Co. has changed its name to the Surety Cigar Co., Ltd., and increased its capital stock from \$25,000 to \$85,000.

Detroit—The Excelsior Auto Cycle Co. has engaged in business with an authorized capital stock of \$5,000, which has been subscribed and \$4,000 paid in in cash.

Detroit—The Little Four Transmission & Motor Co. has engaged in business with a capital stock of \$15,000, all of which has been subscribed and paid in in property.

Engadine—The Engadine Butter Factory has engaged in business with an authorized capital stock of \$5,000, of which \$4,900 has been subscribed and paid in in cash.

Detroit—The Factory Skirt & Suit Co. has engaged in business to sell ladies and men's garments, with an authorized capitalization of \$1,000, which has been subscribed, \$50 being paid in in cash and \$250 in property.

Lansing—A new company has been organized under the style of the American Bread Machinery Co., with an authorized capital stock of \$5,000, which has been subscribed, \$300 being paid in in cash and \$2,500 in property.

Ypsilanti—A new company has been organized under the style of the Ypsilanti Indian Shoe Co. to manufacture footwear and leather goods, with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed, \$400 being paid in in cash and \$6,100 in property.

Saginaw—A new company has been organized under the style of the Mika Cooker Co., to manufacture, buy or sell articles of wood or metal, temperature devices and appliances thereto for retaining heat or cold. The company has an authorized capital stock of \$50,000, of which \$40,000 has been subscribed and paid in in cash.

Jackson—The Hall & Holmes Mfg. Co., manufacturer of cement machinery, has merged its business into a

stock company under the style of the Hall-Holmes Mfg. Co., with an authorized capital stock of \$19,790 common and \$5,210 preferred, of which \$10,140 has been subscribed, \$5,050 being paid in in cash and \$5,090 in property.

Net Weight Bills.

There are several bills now pending in the House of Representatives providing for net weight and net weight branding.

Representative Mann, of Illinois, has introduced a bill along these lines which has been accepted as satisfactory to the wholesalers and retailers' national organizations.

The National Association of Retail Grocers will be represented as well as the wholesale grocers by their secretaries and attorneys.

These bills are of a most important character and provide for the stamping of the weight on the package.

Representative Mann's bill is an amendment of section 8 in the pure food and drugs act, which act was approved June 30, 1906.

Section.....No person shall sell or offer for sale, food in package form unless the net quantity of the contents be plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count, provided, however, that reasonable variations shall be permitted; and that tolerances shall be established by rules and regulations made from time to time by.....

Section 2. This act shall take effect and be in force from and after its passage, provided, however, that no penalty of fine, imprisonment or confiscation shall be enforced for any violation of this provision as to products prepared prior to eighteen months after its passage.

Section 3. All acts or parts of acts inconsistent herewith are repealed.

This amendment does not imperil our guarantee clause but leaves it as it is in the bill.

John A. Green, Secretary.

And She Was All Right.

"The other day," said a man passenger in a street car, "I saw a woman in a street car open a satchel and take out a purse, close the satchel and open the purse, take out a dime and close the purse, open the satchel and put in the purse. Then she gave the dime to the conductor and took a nickel in exchange. Then she opened the satchel and took out the purse, closed the satchel and opened the purse, put in the nickel and closed the purse, opened the satchel and put in the purse, closed the satchel and locked both ends. Then she felt to see if her back hair was all right, and it was all right, and she was all right. That was a woman."

BUSINESS CHANCES.

For Sale—Here is a splendid opportunity for someone. General stock merchandise. Will invoice about \$1,000. Store, depot, postoffice and living rooms under one roof. Good barn and 6½ acres good land. Buildings in good repair. Cash for stock. Buildings and land on easy terms. E. A. Bromley, Englishville, Mich. 266

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

For Sale—General hardware stock. Northwestern Ohio town, 2,500 population. An A1 business. Address Room 1, Wallace Theatre Bldg., Peru, Ind. 211

TYPEWRITERS.

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

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

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

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

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 \$6,000 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—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

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, \$1,581.26; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,078.68; flour, feed and grain, \$562; store fixtures, \$1,339.06; accounts receivable, \$346.15; horses, vehicles and harnesses, \$502.50. Come and look it over and make me an offer. Gilbert E. Carter, Receiver, Plumb-Hayes Mercantile Co., Mill Creek, Mich. 166

For Sale—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. Kaufer, 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—At once, manager grocery department. Must be business getter and right in every way. State experience and give references. A good chance for the right person. Parson & Holt, St. Charles, Mich. 267

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

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—Young man desires position with clothing, dry goods or shoe store. Twelve years' experience. References. L. W. Gardner, Tracy, Minnesota. 250

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



The New Home of the

Hazeltine & Perkins Drug Co.

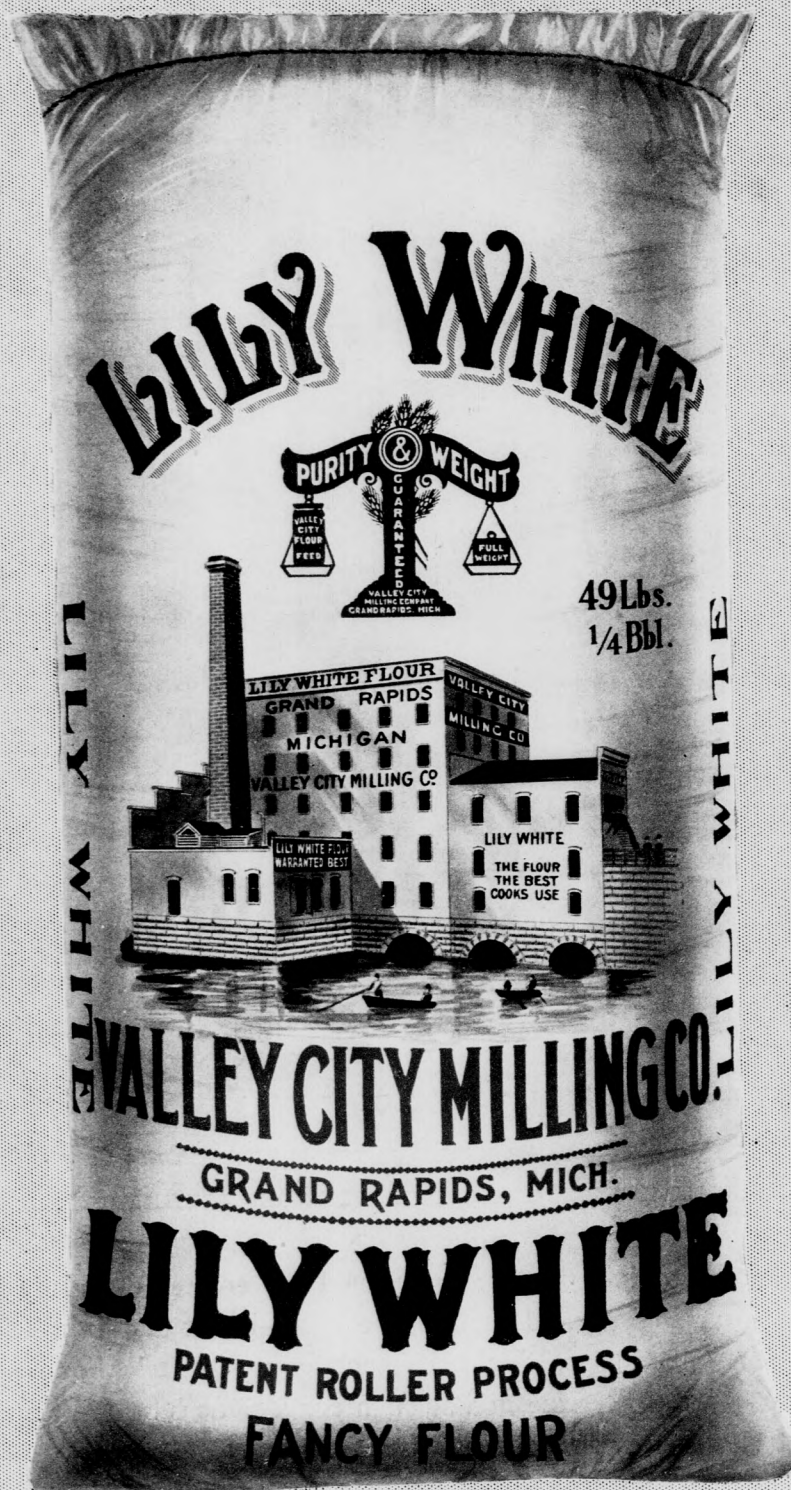
Corner of Oakes and Commerce Streets. Three Hundred Feet from Main Entrance to Union Depot

THIS building has been designed and erected especially for our business. Location the best—Light and ventilation perfect—floor space doubled—stock enlarged—telephone systems—elevator service, and all such conveniences brought up to date and the requirements of the trade.

WE WILL MOVE MARCH 11th, 1911

We invite you to call at your Earliest Opportunity.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan.



“The Flour the Best Cooks Use”