

The Dry Goods Specialty House

When you want a thing right you go to the man who makes a specialty of that thing.

For the specialist knows its every detail. He makes that his business.

We are specialists in **Dry Goods Specialties** for the general store.

Our lines are complete, up-to-the-minute, free from padding and the weight of such no profit "staples" as domestics.

We have made a study of the general store. Our **Dry Goods Specialties** are bought with the general store in mind.

These goods are purchased for FIVE houses and sold by catalogue. The savings thus affected go into quality and come out of prices.

When you consider with these facts that this book goes to you monthly, that it lists all our lines, tells all about them and prints prices **guaranteed net**, you can easily see why we are **THE DRY GOODS SPECIALTY HOUSE**.

Study your copy now. If you have none, ask for No. F. F. 864.

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



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.



Hart Little Quaker Peas

Are Delicious



JUDSON GROCER CO.

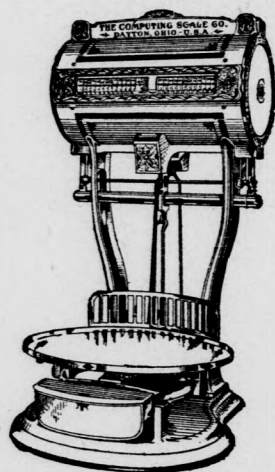
Distributors

Grand Rapids, Mich.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's



No Cut-Down-Pivots in This Scale

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

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

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

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

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

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

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

The Computing
Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
58 State Street, Chicago
Grand Rapids Office, 74 So. Ionia St.

District Sales
Offices in All
Prominent Cities

Please mention Michigan Tradesman when writing

Snow Boy keeps moving out-Profits keep coming in



Start your Snow Boy sales a'moving

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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 15, 1911

Number 1434

SPECIAL FEATURES.

Page.

2. California Pleasures.
3. Where Cocoa Comes From.
4. News of the Business World.
5. Grocery and Produce Market.
6. The Trade in Ginger.
7. More & Brooks.
8. Editorial.
9. Michigan Hardware Men.
12. Butter, Eggs and Provisions.
14. Michigan Hardware Men (Continued).
16. Window Decorations.
18. Parcels Post Silence.
20. Woman's World.
22. Dry Goods.
24. Behind the Counter.
26. The Old Third Ward.
27. A Government Pauper.
28. Advertising Hints.
30. Supporting the State.
32. Shoes.
34. Cheating the Store.
35. Pitfalls in the Policies.
36. Plans with a Pull.
38. Cranberry Growing.
40. The Commercial Traveler.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

THE EVIL WORD.

Some one has recently said of Mrs. George Keppel, a court favorite of the late King Edward, that he would never accept an invitation to a social function unless she was present. The strange part of the matter is that she is as universally popular with women as with men.

The fact that "she has never been known to utter a single unkind word about any man or woman" makes us stop and think. The more we think the more are we inclined to see clearly the cause of her popularity.

Beauty, power, wealth, wit and strong intellectual attainments do not belong to every one, and can not be attained by them. Yet here is a rule, so simple that even a child can follow it, that opens the door to court favor and makes lasting friendships and universal esteem! We may each follow it if we will.

A peculiarity in the evil word is that it begets its like. If we dislike a person and their methods we may keep still for a time; but sooner or later we reveal the feeling to friends, with its cause, perhaps expecting not to publish the matter broadcast. After the secret is divided with another, after the opinion is once expressed, it becomes easier to repeat; and before we are aware we are speaking of the thing publicly.

It is much the same if we resolutely close the lips upon unkind words. They may at first press for utterance, but finally they will fall back and give place to better words and nobler thoughts. "Man must know," says Bacon, "that in this theater of man's it remaineth only to God and angels to be lookers-on." As surely as it is intended that all should work, it is likewise intended that we "judge not." There are so many motives in the heart which the superficial observer can not penetrate. He or she who speaks ill of no one never

regrets what later proves unintentional injury. Worthy silence will secure royal recognition.

TRAINED MEN ARE NEEDED.

When even conservative, exclusive China awakens to the fact that trained men are needed there is strong evidence that the whole world will soon recognize their power. Already the value of skilled labor has so thoroughly permeated the Orient that graduates from our American schools are assured of \$2,000 positions on their return home.

When the Boxer indemnity was waived by the United States the Chinese government decided to expend the entire amount, about \$10,800,000, in educating their young men in this country. One hundred students are accordingly selected each year for the first four years and fifty students thereafter for twenty-eight years, their expenses to be defrayed by the government for a six-year course. The test is an examination, the grade of which is high.

Each student is allowed to select his own institution and course of study. Of the nearly 250 official students now in this country, Cornell proves the greatest attraction, with twenty students. Among the fifty colleges and universities in which they are represented, the University of Michigan stands sixth in rank, with sixteen students.

Besides these government proteges there are as many more sent at private expense. Some are the sons of rich men; others are poor, and that they are making a fight for an education emphasizes the fact that the value of skilled labor is felt more and more the world over.

All honor to the lad who doffs his queue as a more than useless appendage and buckles down to hard work to draw out the best that is in him. The American boy should rouse up to the fact that he will soon be a back number unless he, too, strives with all his might. Competition in mental and manual training may prove a good thing; for it spurs us on to more worthy endeavor. The best training is none too good for modern progress.

EVOLUTION IN FARMING.

It is rather significant that the last census showed diminishing population in the agricultural sections of many of our richest Western States. This falling off in the number of farmers is not due to any decrease in the prosperity of agriculture. On the contrary, the farming industry was never so prosperous as it is at the present time. In all the great agricultural states the value of land has vastly increased and many farmers,

desirous of reaping the profits, have sold their land to the larger landholders and emigrated to Canada or to the Southern States, where cheaper lands are to be had. The farms thus sold have not gone into the hands of new farmers, but have been absorbed by the larger farmers, whose great prosperity has induced them to expand their activities.

In nearly all parts of the country the tendency has been towards larger farms and the cultivation of crops on a larger scale. Diminishing agricultural population does not, therefore, indicate any likelihood of shrinkage in the productiveness of the country. In advocating a return to the farms by the masses who have flocked to the cities, these facts must be kept in mind. Farming is no longer a haphazard industry, dependent upon chance, but a highly scientific calling, which requires capital and a high order of training. As long as land is to be had at reasonable prices it will be cultivated and as long as farmers are able to pay adequate wages to farm laborers they will find no great difficulty in securing them. It is a mistake to suppose that labor that does not do well in the cities will succeed on the farms, as it is more than probable that the city failure would prove an even worse failure in the country.

PERRY'S VICTORY.

Plans are already on foot for a fitting memorial of the victory on Lake Erie in 1813, and the lake cities are vying with each other in a determination to render the commemoration of the naval battle an industrial victory as well.

Erie naturally claims supremacy, for it was in her harbor that the fleet was built. From her forests came the timber out of which the vessels were constructed, and it was largely by her workmen that they were put together. Here, too, the disabled flag ship, Lawrence, came with its hospital service, bearing the wounded. After resting beneath the waves in her bay for many years the old hulk was again brought to the surface and viewed by the curious.

But at Put-in-Bay, opposite the scene of the real battle, it is designed to place the permanent memorial, and at this point will doubtless be the most intense interest. Still, all lake cities expect to be brought into prominence in some historical manner. The visiting crowds will not be satisfied to consider any single point the acme of interest. From Buffalo to Erie they will follow in the mind's eye the trip of Perry in his sleigh upon the ice, whither he went to take command of his fleet. They will want to sail along the same route his boats

traversed and they will also note the industrial progress along the way. There are many points of interest. There are also lessons to be learned.

The man or woman who travels without getting something to bring home to induce better future work shows a deficiency in make-up that is fatal to progress. The best way that we can show our loyalty to the patriotism of the past is to use it in rendering our future greater. All success to the Lake regins in 1913. Great are the victories of war, but greater are the conquests of peace!

OUR PERSONAL INFLUENCE.

Although egotism may not prove a minor feature in our composition, we are apt to under-estimate our personal influence upon the community and the individual. If we stand at the head of the town financially, what we know, or think, or do, is very apt to be taken as authority by those around us. Even if we happen to be among the lesser lights there are still those who gain their impressions from our ideas. Their work is to a certain degree a reflection of our own.

The disappearance of Miss Arnold seems to have generated a mania among girls for disappearing. Every suicide begets others; in fact, crime is multiplied by crime, and we are sometimes wont to think that the increase is not by simple addition or even multiplication, but rather by geometrical progression.

It is evident that our smallest thoughts and acts in some way influence others. In the stream of life we are constantly dropping pebbles. Whether they shall serve to quicken the current and help others along the stream or cause waves to dash them against the rocks rests largely with ourselves. We have an influence which we can not escape; it is only for us to direct.

True, some are more influential than others; and the greater the power for good the more will this influence be felt. We may easily enlarge our fields of usefulness and make them fruitful to the extent of ten or even a hundred fold. In the words of Blanche Fearing:

"Let our chiefest mission be,
To make ourselves the noblest that we may;
And second, to ennoble other men;
Because the great Christ-passion to redeem
Burns in our hearts, and life is but half-lived,
Unless we feel that men have touched our robes,
And virtue has gone out from us."

We are creating sunshine or shadows for those around us as surely as for ourselves. There is no dodging this point. Our only recourse is to let the influence be for good.

CALIFORNIA PLEASURES

And Occupations of Some of the Grand Rapiidians.

Written for the Tradesman

Los Angeles, March 3—W. E. Yates, formerly engaged in the life insurance business in Grand Rapids, who came to this city six months ago in broken health, died yesterday. He was a member of Grand Rapids Lodge, No. 2, Knights of Pythias, and will be buried by members of the local lodges of the order here tomorrow.

William M. Hine, formerly engaged in the book and stationery business in Grand Rapids, is associated with the Newman Printing Co., publishers of souvenir postal cards in this city. His father, C. R. Hine, of Grand Rapids, is spending the winter with him.

"Hank" Perry, the "swatter" of the Grand Rapids Baseball Club during the reign of "Jown" Ganzel, is here in training with the Boston Americans.

Edward E. Peck, formerly of Grand Rapids, located in this city six years ago and is doing a prosperous business as a manufacturing jeweler. The Goulds, to whom he is related, formerly in the hardware business on East Wealthy avenue, are located here.

C. J. Gundry, formerly a clerk at the Eagle Hotel, has settled in this city. His son, who preceded the coming of the father six years, is engaged in the drug business.

David Forbes and wife are spend-

ing the winter here with their son, James B. Forbes.

Alderman John McNabb and wife, who have spent several weeks on the Coast, returned here from San Francisco a day or two ago and will leave for Grand Rapids on March 6. He has given much time to the investigation of municipal government in the Coast cities and will carry to his home many facts and principles of value applicable to the government of cities. A few days ago he was noticed in the bottom of the big excavation on South Hill street, adjoining Central Park, examining the ground plans of the big rest and toilet rooms building, such as is commonly called a comfort station, which the city will erect. He informed the writer of his intention to inspect the plans for the entire structure at the city hall.

John Hunter, who managed the transfer business for "Sid" Ball in Grand Rapids many years ago and who married an estimable lady and started at once for this city, in 1876, has acquired a fortune through judicious investments in real estate and now lives in ease and comfort. He has still fond remembrances of friends in Grand Rapids.

W. F. Shedd, a lawyer and mining promoter, formerly of Grand Rapids, has built a handsome bungalow in Hollywood and occupies offices in the Central Trust Company's building. He is doing well with his mining interests.

L. T. Wilmarth and wife and Mrs.

Northrup are with the Grand Rapids colony at the Netherlands. Mrs. William Winegar and Mrs. Allie K. Tinkham are also at the same place. The hotel is kept by Mrs. Kittie Seymour Stevens, formerly of Grand Rapids.

Mrs. John L. E. Kelly (nee Barnes, of Owosso), a resident of Grand Rapids in 1872, is now living at San Jose.

Mr. and Mrs. L. T. McCrath and daughter, Mrs. Fanna Coon, are enjoying their sojourn in Southern California, despite the heavy rains that have fallen almost daily since their arrival.

Among the former residents of Grand Rapids who attended the monthly picnic of the Michigan Association last Saturday were: O. W. Blain, E. E. Allen, "Cal" Colton (a brother of the late John B. Colton), Stanley W. Parkhill, Mrs. W. H. Cady (formerly Anna Besancon, of the Ryerson library), Jacob Jesson, formerly of Muskegon, and Miss Phillips. Mr. Allen was associated with Moses Taggart when the latter commenced the practice of law in Grand Rapids many years ago, and also served several terms as Assistant Prosecuting Attorney. Mr. Allen is now a resident of Santa Ana.

Arthur S. White.

Ambition is a common thing and properly handled it may work wonders. Give yours a little leeway and see what it will do for your business.

Service, Courtesy, Neatness.

"Service counts, courtesy counts, neatness counts, and all three make for the popularity of a line."

This is the opening statement of a short talk to its employes by the Rio Grande Railway officials in a recent bulletin.

The same things are true of a store. Service, courtesy, neatness—a combination which is hard to beat. They are the three qualities of a quality shop, and are qualities which are good for dollars and cents to the concern.

The excellence of the store service depends to a great extent on the arrangements made by the proprietor, but the question of courtesy and neatness depends to a greater extent on the employes. The boss may lay down good rules for courtesy and neatness, but he can not always see to it that they are strictly obeyed.

It is up to the clerks to attend to the courtesy and neatness. Polite manners and neat appearance is an individual matter, to a great extent. A pleasant, accommodating disposition, manifested in courtesy in treatment of trade, is a great asset to the clerk and makes him or her valuable to the store. Well blacked shoes, a well brushed suit, a clean collar, clean hands and finger nails, clean teeth, clean face and a general tidy appearance are part of the things which the clerk must furnish as his contribution toward the success of the store.

BUTTER COLOR

Dandelion Brand Butter Color is a Staple.

It has been on the market for a quarter of a century.

Ninety per cent of all the color sold is

Dandelion Brand Butter Color

Your stock of staples should never run low and Dandelion Brand is as staple as sugar. Order now.

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



Wells & Richardson Co.

Burlington, Vermont

WHERE COCOA COMES FROM.**How the Tree Producing the Beans Grows.**

The remark has often been made that there never seems to be direct and positive information as to the present and future or the future prospects of the market for cocoa, to be explicit, cocoa beans. We will not attempt to say who or what interests control the world's supply of cocoa beans, but the fact that cocoa is a widely scattered and more or less desultory crop would account in a manner for the lack of positive information concerning it. The tree, scientifically known as the theobroma cacao, is a tree not particularly widely distributed as regards the world's surface, but in the countries where it does grow freely it is widely scattered; except on the regularly laid out and cultivated plantations the cocoa tree is rarely found in clumps or groves.

The cocoa tree flourishes in many Eastern localities, especially along the Indian ocean and in the Malay and Borneo regions. It also grows in profusion in the West Indies, where we have seen it under nearly all its natural conditions.

The traveler in a West Indian island sees groves of pimento trees, orange shaddock and ceiba trees. He will find the calabash, the breadfruit, the tamarind and the annatto tree in communities, groves or in clusters.

The cocoa trees are confined mostly to the hot, moist valleys along

the coast not far above sea level. To associate them with other typical tropical vegetation, they are found associated with the cocoanut palms, that are most plentiful at the sea level, and, also, with the tree ferns that are found growing along the foothills of the mountain chains at the lower levels. One finds them scattered through forests of other trees, sometimes many of them within a certain area, and again they will occur as lone trees along the trails and the paths connecting the native villages. The tree itself resembles the basswood tree or a beech clothed in the leaves of the rubber tree, but the leaves of the cocoa tree are not so large as the leaves of the rubber plant, nor are they so long. They are thick and very glossy on the upper side and like velvet on the under side. The bark of the tree is light in color and the trunk of the adult tree is slightly rough, although the bark is not deeply rough as in the case of our elms and maples.

It is one of the most interesting, remarkable, even curious trees in the tropics, where one finds many wonders and grotesque things, both in plant and animal life. The pods or the fruit grow both on the limbs and on the trunk, mostly, however, at or near the base of the larger limbs. Few are found on the smaller limbs or on the twigs, and very often one will see a tree with the pods hanging thickly over the entire trunk. The pods are cucumber shaped; when they are young they are light green and

velvety in appearance. As they near maturity they turn first a light yellow, then brighter yellow streaked with red, and finally they turn brown and are ripe. It is just after the red streaks appear on the pods mottled with the yellow, and just before the pods are ready to begin to turn brown that they are gathered. They are filled with a yellowish pulp, and this pulp is filled, we might say, jammed full of flat seeds or beans. The pods are cut open, the inside pulpy mass with the seeds or beans removed, and the beans are squeezed from the pulp. In this wet condition with some of the pulp clinging to them the beans are spread on mats in the sun to dry, great care being taken that they shall not be wet by rain. After they are thoroughly dry they are submitted to a rubbing process which removes the pulp, which floats away in the form of very light, airy husks. The beans are cleaned and winnowed and are submitted to no further process.

They are now ready for shipment, and until they reach the factory in the United States or elsewhere, where they are manufactured into chocolate and cocoa, they are simply cocoa beans of a light cocoa color and convey to the taste very little suggestion of the manufactured cocoa. This is brought out to great perfection by the process of manufacture and by the admixture of sugar, and so on.

In a country like Jamaica or Guatemala or Venezuela, where some of the finest coffee in the world is

grown, it is next to impossible to obtain a cup of good coffee. So in the West Indian Islands, where cocoa grows and is exported, one rarely is able to obtain a cup of chocolate or cocoa, and never, in fact, unless it happens to be made from prepared chocolate or cocoa imported from the United States, London or Paris. The natives, however, make some use of it as a beverage and have a way of preparing it.

Selling By the Dozen.

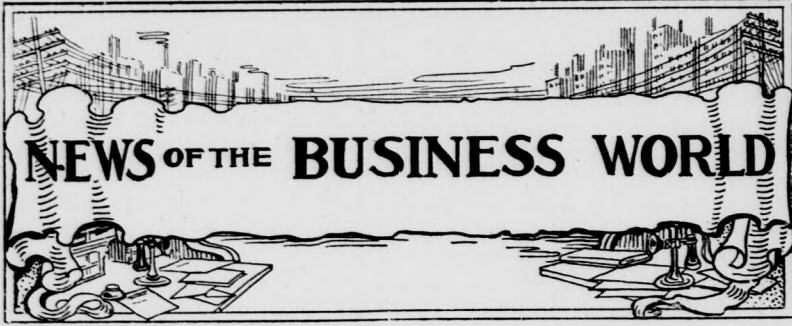
That there are certain advantages to be gained in selling customers a dozen or more cans or packages of one class of goods at a slight discount, can not be denied. In selling the quantity the sales are increased and the customer is prevented from buying those goods elsewhere until the supply is exhausted. In selling the quantity does it result in a profit or a loss? Some dealers do not give sufficient attention to this point. Take, for instance, goods costing 90 cents per dozen, and which usually sell at 10 cents for a single package. In order to induce a customer to buy a dozen, 10 cents per dozen discount would have to be allowed. So adding to the cost of the goods the freight, and cost to do business, the sale results in a loss. This is one of those little leaks that is often overlooked.

If you want to be great do not wait for the chance to do something big or spectacular, just do whatever comes along in the very best way you know how.

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

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

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



Movements of Merchants.

Middleville—Nelson & Co. will succeed W. A. Quinlas & Co.

Dundee—Mrs. Ethel Knabusch, of Toledo, has opened a millinery store here.

Onaway—Frank Trudeau has purchased the Lowe jewelry stock and business.

Kalamazoo—John Butive and P. B. Van Pratt have purchased the Parent cigar store.

Charlotte—W. E. Dell & Co. have opened a stock of electrical supplies and fixtures.

St. Clair—Henry Bruso will open a wall paper and paint store in the Lieberman building.

Portland—R. G. Maloney has sold his bakery business to Arthur Bailey and Ernest Sandborn.

Hamilton—Wm. Borgman has sold his store here and it is reported that he will go to New Era.

Otsego—Geo. Shepard, a veteran grocer, has closed out his stock and will retire from business.

Detroit—The E. H. Pudrith Co., wholesale jeweler, has increased its capital stock from \$50,000 to \$75,000.

New Era—Peter Westing has sold his interest in the Westing Bros. store to Mr. Boreman, of Hamilton.

Fenton—Wolverton & Page have sold their clothing stock to Chas. Leal, a former clerk of Scott & Co.

Charlotte—D. B. Satovsky has completed arrangements to open a branch dry goods store in Eaton Rapids.

Owosso—Benkelman & Mulhall, dealers in lumber, etc., have changed their name to the Mulhall-Erb Company.

Eagle—The C. H. Stoney grocery store and the Eddy Bros.' farm implement building were burned out last week.

Charlotte—Frank Madison has opened a paint and wall paper store in the Gibbard building, on South Main street.

St. Johns—J. H. Ruel, of Pewamo, is promoting the organization of a company to manufacture women's wash dresses.

Reading—Baum & Fellows, of Fayette, Ohio, have purchased the Home Bakery of E. J. Krisher and will continue the business.

Owosso—O. J. Snyder, who recently sold the Owosso Outfitting Co.'s business, has purchased the Munro grocery stock.

Stanton—John W. S. Pierson & Co., dealers in hardware and implements, have changed their name to the Stebbins-Gaffield Co.

Grand Ledge—J. C. Walsh & Son

have rented the building next to Winnie's hardware store and have stocked it with harnesses, carriages, etc.

Port Huron—C. F. Taylor, who for the last thirty years has conducted a hardware and furniture store at 217 and 219 Huron avenue, is closing out and will retire from business.

St. Johns—Sam Schaffer has purchased the interest of his partner, Frank Baumgartner, in the billiard hall, cigar and tobacco store.

Benton Harbor—The A. S. Miles Shoe Company will move into the new Benton Harbor State Bank building as soon as it is ready.

Allegan—The Charles Meines general store at Dorr has changed hands, John De Young being the buyer. It is the largest general store there.

Kalamazoo—The Columbia Candy Company, Nicholas Jours, proprietor, is opening a fruit and confectionery store in the Folz building.

Vassar—E. J. Rice, who recently bought the grocery stock of W. H. Parry, has moved into the building recently vacated by T. E. Taggart.

Sturgis—The W. B. Church store has reopened after being closed two weeks for remodeling and improvement. The store is now one of the handsomest in the city.

Adrian—The grocery stock of the late J. J. Betz, on Division street, has been bought by Ed. Lofberg and his son, John, who will start up the business in partnership.

Charlotte—The dry goods firm of Doyle & Penhallegon is now changed to A. J. Doyle, he having completed the transfer by purchasing Mrs. Penhallegon's interest.

Kalamazoo—John Stillman, proprietor of a general department store at Flint, Mich., and at Newcastle, Ohio, has opened a third store at 116 East Main street and will move his family here.

Stanton—John W. S. Pierson & Co. have purchased the hardware, implement and harness stock of Taylor & Brown. Arthur Taylor and Chas. Brown will remain with the new owners of the stock.

Grand Ledge—Clarence Church has resigned his position in the Burton Gates meat market and with his family will leave soon for Oakland, California, where he will join his father in the meat business.

Muskegon—N. G. Vanderlinde has moved to his new store at the corner of Pine street and Clay avenue. The old building will be occupied by J. George Dratz & Co. and is being refitted for the purpose.

Jackson—A new company has engaged in the grocery business under

the style of the R. Walter Smith Co., with an authorized capital stock of \$10,000, of which \$5,030 has been subscribed and \$2,000 paid in in property.

Lansing—T. Knox Jeffreys, bookkeeper at the Lansing State Savings Bank, has resigned to accept the office management of J. E. Lawrence & Son, wholesale bankers.

Boyne City—Frank Thompson is putting in a full line of men's furnishing goods, to occupy the Selkirk store, on Water street. He has lived here seventeen years and has been employed as clerk in the Beardsley and other stores.

McBain—Edward De Young has purchased the entire interest of O. W. Rice in the hardware, furniture, implement and undertaking business formerly conducted by Rice & De Young and will continue the business at the same place.

Detroit—The Estate of S. K. Taft, dealer in boots and shoes, has been merged into a stock company under the style of the Taft Shoe Co., with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Owosso—Seal Morse, of the Corunna grocery firm of Morse & Mills, successors to M. L. Chase, has sold his interest in the business to Fred Kay, who for some months has been conducting a grocery business for others in St. Charles.

Manufacturing Matters.

Holland—The Central Closet Manufacturing Company will remove its plant to Kokomo, Ind.

Detroit—The Combination Brick Co. has increased its capital stock from \$50,000 to \$200,000.

Ionia—Lynn Bamborough has purchased the interest of John Rowe in the Nickel Plate grist mill.

Jackson—The Frost Gear & Machine Co. has increased its capital stock from \$100,000 to \$150,000.

Grand Haven—The capital stock of the Ottawa Leather Co. has been increased from \$100,000 to \$200,000.

Lansing—The capital stock of the Northrop, Robertson & Carrier Co., pharmacist, wholesale drug and grocery specialist, has been increased from \$140,000 to \$200,000.

Detroit—The John Johnson Co. has engaged in business to manufacture and deal in tents, awnings and flags, steam pipe covers, etc., with an authorized capital stock of \$20,000, of which \$15,000 has been subscribed, \$1,372.50 being paid in in cash and \$13,637.50 in property.

Muskegon—The business of the People's Milling Company, it is stated, has increased 300 per cent. in the last three months through the efficient efforts of an energetic management. The mill has a daily capacity of 250 barrels of flour, and the Home Pride is the standard. The elevator in connection with the mill will hold 25,000 bushels of grain and can handle 650 pounds per minute. Marcus A. Frost is President of the company and the Directors are: Daniel Christie, Chas. C. Kimball and Allen Tunk.

Business News From the Hoosier State.

Mishawaka—The Williams Dry Goods Company has opened in the Masonic Temple building.

Summitville—Herbert Knight, of New Castle, has purchased the O'Meara drug store.

Decatur—A. N. Steele has sold his interest in A. N. Steele & Bro. to his brother, George, and L. F. Mumma will be associated with him in the business of plumbing, heating and agricultural implements.

Kendallville—Leigh Hunt will move his clothing store at Garret to this city to occupy quarters in the postoffice building.

Richmond—Arthur A. Curme and Chas. H. Feltman have organized the Curme-Feltman Shoe Company and will open a large shoe store in Indianapolis.

Geneva—Dr. C. S. Clark and Joseph Tonnellier, of Decatur, will establish a glove factory here.

Bluffton—Alfred S. Abbott, who recently sold his half interest in the general store to his partner, Winnette Reed, has bought back the entire business and will continue it.

Goshen—Robert, of the Hudson Dry Goods Company, of Columbia City, has purchased the interest of Chas. F. Snarf in the Stephenson-Snarf Dry Goods Company and will take an active part in the management of the business.

Kendallville—The Dehus Millinery Company, of Fort Wayne, will open a store in this city.

Indianapolis—The Indianapolis Retail Shoe Dealers' Association is planning an expansion to take in the dealers of the State. A meeting of the Indiana dealers will be called some time in May to consider it.

Forty Year Old Promise.

The Kalamazoo Press says: "When he started in the dry goods business in Galesburg, forty years ago, W. W. Olin, one of the best known merchants in the city, resolved he would retire at the end of that time. In accordance with this resolution he and his son, D. C. Olin, have sold out to two Grand Rapids men and will relinquish control about Mar. 15.

"William Williams, one of the purchasers, is a former resident of this city. He has been manager of the dress goods department at Herpolsheimer's dry goods store in the Furniture City. He left Kalamazoo twenty-three years ago. His partner is from the same firm.

"D. C. Olin at present has no plans for the future, while W. W. Olin intends to spend the rest of his life free from business worries."

New Bank at Pentwater.

The Pentwater State Bank is the name of a new banking organization which will be ready for business at Pentwater April 1. The officers are: President, Richard Simmering; First Vice-President, W. H. Sears; Second Vice-President, Harry V. Huston; Cashier, Francis W. Fincher. The bank is capitalized at \$25,000.



The Grocery Market.

Sugar—The market has been unchanged during the past week and prices are firm. It is thought by good authorities that the low point has been reached in the market, for some time at least. Prices have been low for some time, but the demand is just of a fair size, as retailers have been taking supplies as needed, with the exception of those who have taken supplies enough to last them for several weeks. Beet has been in much better demand than cane during the past two months, which was undoubtedly caused by the great difference in price. The local quotations are 5.24 for Michigan and 5.90 for Eastern.

Coffee—The market for the week has continued to fluctuate actively, with options at the present time about the same as last week. Cost and freight offers continue too high to attract buyers and the belief of Brazil in higher values is reflected by the unwillingness to sell on a basis of spot quotations. The demand has been light, the trade showing a tendency to wait for the sales in April: 600,000 bags to be sold April 1 at market price and 600,000 bags to be sold April 22, if they can get 75 francs.

Canned Fruits—There is very little to report about the market this week, it being well supplied in most lines. Prices are very firm and the demand is of a fair size for the time of year. Supplies are very short on the coast and also in the Southern markets. Gallon apples still maintain a high market and the demand is very light.

Canned Vegetables—The market on tomatoes is holding firm, but prices have been unchanged during the past week. The demand has been of a good size from the retail trade. Eastern canners report a good demand for futures at prices higher than a year ago. Corn and peas are being taken very freely by most of the trade and supplies are light, with very little stock remaining in first hands. Spinach, string beans, sweet potatoes and pumpkin are holding quite firm and the demand is fair.

Dried Fruits—The market on dried fruits shows more strength than any other line of groceries and prices are high and firm. Two or three items in the line have reached such a high point that it has lessened the demand to a great extent. Supplies on the coast are nearly all cleaned up. Peaches have not shown much activity until lately, but now the market is very firm and the demand is in-

creasing rapidly. Evaporated apples have reached such a point that buyers are taking them very sparingly. Prices of raisins show quite an advance over quotations of two weeks ago and the market is very firm.

Syrup—The demand continues of a good size for the whole line and prices remain very low, which has been the case for two months or more. Maple goods are in just fair demand and prices have been unchanged during the past week.

Salmon—The Seattle Trade Register says there is nothing new to report so far as actual trade conditions are concerned. Although jobbers are anxious to place future orders, packers refuse to do any booking at this early date. Much activity is being shown by the different canneries in getting their plants in readiness for the coming season and large quantities of supplies and other materials are being shipped by every boat going to Alaska.

Provisions—It is an open secret in the provision trade that one of the large packing concerns in Chicago has a very large holding of May ribs. This delivery continues to rule at a stiff premium for deferred months. The success of the holder of the property would seem to depend upon the attitude of other packers in Chicago and elsewhere, who probably will be influenced by the demand prevalent for cash meats and the extent of the marketings of hogs, which have improved considerably recently. There was a decrease last week of 200,000 in the packing of hogs for the winter packing season as compared with the year before, but there has been an increase of 130,000 hogs in the first week of the summer season. The trade continues to expect a big run of heavy hogs. Pork closed the week with net declines of 12½¢, lard lost 12½¢@15¢ and ribs lost 10¢@12½¢. Last week's range of prices of the principal articles dealt in on the Chicago Board of Trade was:

| | High | Low | 1911 |
|----------------|-------|------|-------|
| Wheat — | | | |
| May | .92½ | .89½ | .91½ |
| July | .90½ | .87¼ | .90 |
| Sept. ... | .89½ | .87 | .89½ |
| Corn — | | | |
| May | .50½ | .48¼ | .50½s |
| July | .50½ | .49½ | .50½s |
| Sept. ... | .51¼s | .50½ | .51¼s |
| Oats — | | | |
| May | .31½ | .30 | .31½ |
| July | .31¼ | .30 | .31 |
| Sept. ... | .31½ | .29½ | .30½ |

Pork—

| | | | |
|-----------|--------|-------|--------|
| May | 17.70 | 17.20 | 17.50 |
| July | 16.87½ | 16.40 | 16.52½ |

Lard—

| | | | |
|-----------|------|-------|-------|
| May | 9.30 | 9.05 | 9.12½ |
| July | 9.25 | 8.97½ | 9.07½ |
| Sept. ... | 9.25 | 8.97½ | 9.07½ |

Ribs—

| | | | |
|-----------|-------|-------|-------|
| May | 9.65 | 9.32½ | 9.47½ |
| July | 9.17½ | 8.92½ | 9.07½ |
| Sept. ... | 9.17½ | 8.97½ | 9.05 |

The Produce Market.

The early spring weather has so increased the supply of dairy products that the prices are off a point or two, and will probably stay off. Increased receipts of potatoes, together with the rapid advance in the season has weakened the potato market. Bananas are in short supply and prices have advanced about 60¢. Oranges are very firm and have an upward tendency due to heavy rains in California and consequent delay in shipment. First run maple sugar is quoted at 14¢@15¢ to the producer here and about 20¢ retail. Beans are weak and heavy stocks in some of the elevators are reported. Buckwheat for seed is scarce and is quoted at \$1.25@1.50.

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 25½¢ for tubs and prints; 21¢ for No. 1; packing stock, 12¢.

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 14¢ 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—12½¢ 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, \$3.25 per box; Washington navels, \$2.75@3.

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 12½¢ for hens; 13½¢ for springs; 9¢ for old roosters; 16¢ for ducks; 12¢ for geese and 18¢ for turkeys.

Radishes—30¢ per doz.

Sweet Potatoes—Kiln-dried, \$1.60 per hamper.

Veal—Dealers pay 10¢@10½¢.

With the Salesfolks.

Sturgis—Harry Neuman has resigned as salesman in the Neuman furniture store and will represent the

Miller-Hubbard Company on the road. Clarence Fowler will take his place in the store.

Charlotte—Fred Lentz has resigned from George Tubbs' grocery to accept a position in T. L. Gillette's hardware store, and Wm. Smith, who has been working for the Merchants' delivery, will take his place.

Benton Harbor—H. Meinke, formerly with the Washburn-Crosby Co., has accepted a more responsible position with the J. B. A. Kerns & Sons, of Milwaukee.

Saginaw—Herman W. Beckrow, for thirty years a salesman for the Smart & Fox Grocer Company, died last week, aged 53 years.

Flint—Hal P. Hixson, who for several years has been advertising manager for the A. W. Hixson drug and grocery store, has gone to Detroit to take a responsible position with Parke, Davis & Co.

Grand Rapids Drug Club.

The annual meeting of the Grand Rapids Drug Club was held Tuesday night and the following officers were elected:

President—W. C. Kirchgesner.
Vice-President—O. A. Faneckhoner.
Secretary—W. H. Tibbs.
Treasurer—J. Roland Clark.

Following the business session came the annual banquet, with addresses by Prof. Joseph Remington, of the University of Pennsylvania, and Prof. Ebertie, of the Texas University, and several of the local druggists also spoke. President Kirchgesner will soon appoint delegates to the American Pharmaceutical Association, which meets in Boston in August, and to the Michigan Retail Druggists' convention at Flint in October.

Did You Receive a Summons?

The jobbers of Muskegon have issued a summons to all the grocers and butchers of their city to appear at the Occidental Hotel at 8 o'clock on the evening of March 15 and answer to the charge of patronizing the said jobbers of Muskegon. The occasion is the second annual banquet of the Grocers' and Butchers' Association, at which time they will be entertained by the jobbers of that city.

The Retail Hardware Association of Grand Rapids will hold its annual meeting and banquet Friday evening and in so doing will be the guests of the W. C. Hopson Company at its handsome new plant, on Ellsworth avenue. This will be made a house warming function and it is expected the attendance will be seventy-five or 100. The banquet will be served by Jandorf. An interesting programme of speeches will be arranged and a report will be made of the recent State convention.

The Colonial Furniture Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$642.15 being paid in in cash and \$2,357.85 in property.

THE TRADE IN GINGER.

Most Useful of Spices—Its Cultivation and Preparation.

Ginger, known as *zingiber officinale*, has never been known to exist in a truly wild state. It is no doubt a native of tropical Asia, in which it has been cultivated and exported from a very remote period. From Asia it was brought to the West Indies in the sixteenth century. It has now spread from the East and West Indies throughout nearly all the warmer parts of the world, a portion of the present supply coming from West Africa.

Ginger is known to have been cultivated in India and China for many centuries. Knowledge of the tuber seems to have reached Europe via Arabia and Africa. Ginger was known to the Greeks and Romans as a spice, and coming, as it did, via the Red Sea and Alexandria, they considered it a product of Southern Arabia.

As early as the second century it was one of the spices liable to the Roman fiscal duty at Alexandria. During the Middle Ages it is frequently mentioned in the lists of duties and evidently constituted an important item in European commerce with the East. It is mentioned in the Anglo-Saxon leech books of the eleventh century.

During the thirteenth and fourteenth centuries it was, next to pepper, the commonest of spices, costing, on an average, 40 cents a pound, which was about the price of a sheep at that time.

Ginger is one of the most useful spices, and its uses are more numerous and varied than any one of the others. It has long been known both to Hindu and Mohammedan medicine, and its uses in Europe and in the United States are well known.

As a rule spices grow above ground, but this is not the case with ginger. This product is a root and grows beneath the surface of the ground. Ginger is known in two forms, namely, the rhizome or root, dried with its epidermis, in which case it is called coated; or deprived of its epidermis and then termed uncoated or scraped. The pieces, which are called by the spice dealers *racers* or *hands*, rarely exceed four inches in length. They have a somewhat palmate form, being made up of a series of short, laterally-compressed lobes, like shoots or knobs, the summit of each of which being marked by a depression indicating the former attachment of a leafy stem.

The plant flourishes best in rich, well-drained, clayey loam. Small pieces of the root are planted about four inches deep and nine to twelve inches apart. It has red flowers, slightly tinged with green, which appear when the stems of the plant are three to four feet high. When the flowers have withered and seeded the roots are dug up. If left too long the roots put forth stems and become fibrous. If taken up earlier they are only about five inches long,

very succulent and suitable for preserving.

The chief kinds of ginger in the market are Jamaica, Cochin, Bengal, Chinese, Japanese and African. The Jamaica ranks first, followed by Cochin, while the African ranks lowest.

The leading exporting countries and the quantities exported from them in 1909 are as follows:

| | | |
|---------------|----------------|-----------|
| China | 8,157,000 lbs. | \$132,000 |
| India | 7,340,000 lbs. | 537,000 |
| Japan | 3,331,000 lbs. | 170,000 |
| Jamaica | 2,319,307 lbs. | 218,000 |
| Sierra Leone. | 1,617,000 lbs. | 70,000 |

Total ... 22,613,000 lbs.

packed in jars or glass bottles as closely as possible, and these are filled up to the very top with more thick syrup, so as to leave no room for air. The bottles are finally corked and the jars made airtight by lids pasted over with parchment. The ginger exported to Hongkong is fresh and is preserved there, from whence it is shipped to Shanghai, and also to Great Britain, the United States and other countries.

There are several factories for bleaching ginger in India, along the Malabar coast. In these the following method is in general use: The process, in short, consists in soaking and washing the green ginger in lime

ing here some time the roots or rhizomes are placed in small shallow trays made of wicker work and ten inches in diameter. The trays are taken to the bleaching rooms and placed on shelves. Each tray contains about five pounds of green ginger, and there are about three hundred trays to a room. Seven pounds of powdered sulphur are put on a pan and fire started from the outside. The door remains closed for four hours. The ginger absorbs all the fumes produced by the vaporization of the sulphur. After leaving the doors open for some time the trays are taken out and the ginger spread out in the sun for drying. This is repeated the next day and a third time the day after, the material being dipped in lime water before each fumigation.

By a Papal Bull, in the early years of the sixteenth century, the non-Christian world was divided between the Spaniards and the Portuguese, giving to the latter Africa and Asia and the islands of the Pacific, except the Philippines, and to the former America, except Brazil. This excluded Spain from the spice-producing regions of Asia. Spain, however, immediately introduced the cultivation of ginger and other spices in its West Indian possessions. To-day, while ginger is still grown in these islands as well as in Mexico, Brazil and other tropical American countries, the English Island of Jamaica is the only one in which the export of ginger is now of any importance.

The ginger of Jamaica has gained so high a reputation that the impression in many minds is that more ginger is grown and cultivated in Jamaica and exported from that island than from any other part of the world, and it is, therefore, sometimes called the Land of Ginger. China, however, exported nearly three and one-half times as much; India over three times and Japan nearly one and one-half as much as Jamaica in 1909. There has been a great falling off in the cultivation of ginger in Jamaica. It is said to be dying out on account of the persistent cultivation of the same plant on the same land for a long series of years.

Jamaica ginger is considered the best in the market, and this is due to the more careful methods used in preparing it, which are in some respects different from those already described as prevailing in India. In Jamaica ginger peeling is an art. An expert always peels between the fingers of the "hands" of the ginger roots, leaving to less experienced persons the peeling of the other parts. Examination of a transverse section of ginger will show the importance of this operation. There is an outer striated skin, under which there are numerous layers of very thin-walled cork cells. This contains numerous oil cells, they being most numerous at the bud points. The deeper the peeling, therefore, the more of these substances will be carried away with the epidermis and more cells will be opened from which the oil may exude.

As fast as peeled the roots are



From the Clothier and Furnisher

Window Card Suggestions for the Easter Season

In China the young green tubes or roots of the plant are first scalded, then washed in cold water and peeled. They are next covered with a weak syrup, say one pound of lump sugar to six pints of water for twelve pounds of ginger, and left for two days. The syrup is then poured off and replaced by a stronger syrup, and this is repeated two or three times until the syrup is made very thick, say twelve pounds of sugar to twelve pints of water. It is then boiled and stirred until it reaches the consistency of virgin honey and the ginger is swollen, bright and nearly transparent. The pieces of ginger thus charged with syrup are then

water, and then fumigating it with sulphur vapor. The object is to increase the keeping quality and also to dry it without loss of shape. When the green ginger is received it is first put into the washing tank in water. Two or three men tread the roots under foot. The adhering mud is washed off and becomes mixed with the water, the water being changed according to necessity. During the treading the outer skin of the ginger is rubbed off.

Next the cleaned ginger is transferred to the lime cistern. This contains lime water of the consistency usually considered sufficient for white-washing walls. After remain-

thrown in water and washed. The purer the water and the more frequently changed the whiter the product will be. The "hands" are peeled during the day and are allowed to remain in the water over night. This water acquires a slimy feeling and, if concentrated, becomes mucilaginous and acquires a warm and aromatic taste. The natives claim that this takes the fire and poison out of the ginger. A few planters use lime juice in the water. The fumes of chlorine and sulphuric acid are not used in Jamaica as in India. The tropical sun is the drying agent in all cases. Careful planters put the ginger out in the morning when the sun rises, turn it over at noon, and take it in at sundown.

The United States imported 5,595,305 pounds of ginger in the fiscal year ending June 30, 1909, valued at \$374,504, and as it does not re-export any this makes the United States the largest consumer of dried ginger. Practically one-fourth of the world's ginger is consumed in the United States. There are no statistics giving the countries of origin, but from the statistics of the other countries we know it comes mainly from China, India, Jamaica, Japan and Great Britain.—John J. MacFarlane in the Tea and Coffee Trade Journal.

Decay in California Oranges.

Written for the Tradesman.

On account of the many complaints received from jobbers of citrus fruits, the Government of the United States has assigned C. R. Mann, a specialist of the Agricultural Department, to Southern California to study the causes of the unusual decay in oranges. Mr. Mann will inspect the various methods employed in treating and handling the fruit—the relation of washing, brushing and other processes to deterioration and decay. Many growers of oranges express the opinion that the fruit is weak physically this year, and therefore it is less able to resist the ravages of blue mold when it is bruised or the skin broken. In addition to this the big crop this season and the necessity for rapid handling have resulted in less care than usual in picking and packing the crop. Both causes together have brought about a much larger average percentage of decay than in past years, when careful handling prevailed. In twenty-five or thirty packing houses already inspected much less care was noticed in handling oranges. In several instances 85 per cent. of the fruit was injured by clipper cuts. Gravel punctures in the picking boxes cause many injuries. From one-half to three-fourths of the bottom layer of oranges in many boxes examined had been punctured by gravel. Other specimens had been injured by dead branches scraping the fruit while it was being picked.

Several years ago Mr. Mann spent several weeks in California investigating the lemon industry.

Arthur S. White.

Did you ever notice that a stingy man is usually an inefficient man?

MORE & BROOKS,

Contractors, Built the City Reservoir and Improved Streets.

Written for the Tradesman.

Jacob C. More and Thaddeus C. Brooks composed the firm of More & Brooks, in Grand Rapids, many years ago. Their business was contracting for the performance of public work, and during their partnership they graded, graveled and paved many of the streets and constructed a number of sewers for the city. In one of the later years of their partnership Chester C. Siegle was admitted and then the firm built the city reservoir and carried on business on a larger scale. More and Brooks were poor young men when they entered upon their career as a firm and early incurred the ill will of competing contractors on account of their ability to secure most of the valuable public contracts which were let by the Common Council, the city not having risen to the dignity of having a Board of Public Works among its assets. The disgruntled contractors frequently "button-holed" members of the Common Council and reported illegal deeds committed in the performance of their contracts not at all creditable to the firm. Logs and stumps lying in the streets to be filled had not been removed as required but covered by earth; the amount of gravel required in finishing a street had not been furnished and like delinquencies were reported to the aldermen from time to time and by those officials presented to the Common Council. More & Brooks always attended the sessions of that body and when their alleged delinquencies were reported More would snicker and Brooks filled the Council chamber with a horse laugh. These demonstrations irritated the aldermen, but the firm had a faithful friend and substantial backer in Alderman Luce, who never failed to prove that the charges were unsupported. After the completion of the reservoir, a job that has stood the test of time, the firm dissolved. Mr. More engaged in the manufacture of cheap bedroom furniture with L. C. Stow, under the corporate name of the Grand Rapids Furniture Company, in which they were very successful. Mr. Brooks moved to Jackson, Mich., where for a number of years he carried on street improving and sewer contract work very successfully. He was elected to the office of Mayor for several terms.

Messrs. More and Brooks were very industries men. Early risers often found them at work on their jobs hours before the men in their employ arrived to commence their daily tasks. Mr. Brooks was the father of a number of children and in order to relieve his wife of their care while preparing the morning meal he sometimes took them to the street which the firm had under contract, where they played in the sand until the family should be called to breakfast, while he vigorously handled the pickaxe and the shovel.

Mr. More moved to Southern California several years ago, after having

closed out his business interests in Grand Rapids, and is living with an only daughter in one of the suburbs of Los Angeles. Arthur S. White.

Business and Living Costs.

Business, being business, sets about methodically with an idea of determining just what factors are responsible for its increased cost of living. When the individual's bank account fails to show up in a satisfactory manner at the end of the year the somewhat usual excuse is that the money, or part of it, has been spent foolishly.

Just the same conclusion applies to business. Is not a part of the decrease in net profits due to unwise, if not foolish, expenditures; to undiscovered leakages, to wastage and to efforts to save a penny, spending a dollar in the endeavor?

Current business methods, not methods of accounting, are on trial. The book-keeping of any concern should be complete and comprehensive, showing every item of cost, but whether the net profits are paid in the form of dividends, salary or interest on the investment matters very little. A change in methods of book-keeping, while serving in many cases to acquaint the business man with the actual results of his enterprise, will not change loss into profit nor increase the margin of profit. Such increase must come from either enlarged receipts or reduced expenditures.

The thought of the business world is turning toward scientific management without understanding as yet just what scientific management involves. The present status was forcibly presented at the recent railroad hearing on advanced rates when Attorney Brandeis asserted that by economical management the railroads could save \$1,000,000 a day. The railroads' reply was: "We are willing. How shall we do it?" This is a succinct definition of the attitude of the business world: "We are willing to save if you will tell us how."—American Lumberman.

Food is where we derive all our physical and mental energy and the quantity and quality of energy is dependent on the quality of the food—not the quantity. Teaching food hygiene and economy of buying is the greatest point of conservation.

1911 HONORARY MEMBERS.

Value of the Michigan Association of Retail Grocers Recognized.

Port Huron, March 12—The following wholesalers and manufacturers have responded by becoming honorary members of the Michigan Retail Grocers and General Merchants' Association:

Fred Mason, Niagara Falls, N. Y.
A. D. Fay, Diamond Match Co., Chicago.
Worden Grocer Co., Grand Rapids.
Moffett & Sons, Flint.
Diamond Crystal Salt Co., St. Clair.
Lemon & Wheeler Co., Grand Rapids.
Hemmeter Cigar Co., Detroit.
Commercial Milling Co., Detroit.
Valley City Milling Co., Grand Rapids.

One of the largest manufacturers writes: "Organization is the key to rapid and permanent development of business and the organizer is the man who must do the work. We cheerfully enclose our check for \$100 to renew our membership and believe all manufacturers of broad public spirit should give you a similar support."

With such encouragement we feel that we can do such good work in the way of organizing the towns and cities of Michigan that there will be an increase in the membership this year and that it will surprise all the old warhorses in the Association.

We invite merchants in every town who are not organized to write at once and we will make arrangements to assist them in getting together.

J. T. Percival, Secretary.

A Scriptural Injunction.

"Yes, sir," said Dobbelaigh, "horses are ruining my brother Tom. He is crazy about them. Just paid three thousand for a span of mares."

"Well, I don't know," said Billups. "How about yourself? What did you pay for that touring car of yours?"

"Five thousand dollars," said Dobbelaigh. "But what—"

"Well, you'd better not criticise the team in your brother's eye until you have cast out the motor that is in your own eye," retorted Billups.—Harper's Weekly.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

MICHIGAN TRADESMAN

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 15, 1911

PASSING OF MAPLE SYRUP.

Much has been said of late through the press regarding the passing of the buckwheat cake and its attendant, maple syrup. While the former may be concentrated in form to an extent which renders it undesirable from a hygienic point of view save to those engaged in the most active outdoor pursuits, no such objection can be raised to the pure maple product. Combined with the modern breakfast foods, it is as timely as with the old fashioned buckwheat cake. Yet it is a lamentable fact that many of the present generation do not even know the flavor of pure maple.

As it appears in the large cities in forms within the reach of the average citizen, the salesman is never ready to say that it is pure. There is always some attachment to his guarantee, which convinces one that while it may be as pure as is commonly offered, it is not what our forefathers were accustomed to. Pure food laws have stepped in to prohibit the mingling with it of brown sugar and other cheaper saccharine forms, and labels must be modified accordingly. But the fact remains that the pure maple is absent unless one happens to be in favored regions or able to put a stiff price on the product.

It is equally a fact as lamentable as it is useless that one of our choicest distinctive American products should thus be allowed to wane. The destruction of timbered lands may be held in part responsible. When other deciduous trees are removed and the wind is allowed to have free access, the roots of the maples do not anchor deeply enough to survive the blasts; and thus have many good sugar camps been finally sold to the timbermen; it may be after they have been prostrated.

Yet trees grown as shade trees seem less prone to such trouble. In fact, there is no more delightful shade tree, either for the lawn or roadside planting. The owner of a large yard may, if he will, have trees of symmetrical form, rapid growth, beauty in the pendulous blossoms of spring and the golden tints of autumn, together with enough sap to furnish a treat

for home consumption, and that of the pure, unadulterated article. If every land owner would do this there need be no danger of the passing of maple syrup.

SCATTERING BEAUTY.

Dr. Marden tells in a recent number of Success of a woman on a train who was noticed emptying the contents of a small vial from the window frequently, and then replenishing the vial from a sack. Her seatmate was puzzled by the move, but found out from enquiry that she always made a practice when traveling of scattering flower seeds along the way. She might never go the same road again, but the results of her sowing would brighten other lives.

Beauty of form is not the only aim of the true artist. There is a beauty in character which far outshines all this, and he who can add a touch here or blot out a stain there may rest assured that he has not lived in vain. We can almost see the pleasant surprises which await the future passenger over those lines. The bright and unusual forms for such places may for the time arouse puzzling problem in plant migrations in the mind of the scientist; but the commonplace person will feast upon the beauty and ask no questions about how it happened to be there.

There are so many waste places in our own vicinity which need the mantle of love thrown about them; so many wounds which need some antiseptic and healing salve. There are so many phases of moral and spiritual weakness which elude the teacher in the day school and in the Sunday school. Every time that we can aid in strengthening morals or drawing out new powers in a human soul we are as surely scattering the seeds of beauty as was the old lady on the train. Well said Blanche Fearing in "In the City by the Lake:"

"Let our chiefest mission be
To make ourselves the noblest that
we may;
And second, to ennoble other men:
Because the great Christ-passion to
redeem
Burns in our hearts, and life is but
half lived
Unless we feel that men have touch-
ed our robes
And virtue has gone out from us."

TRADE IN FLOWER SEEDS.

Where there is a trade in garden seeds there may be one to a limited extent, at least, worked up in flower seeds. Every one knows sweet peas, pansies and asters and loves them. Yet many forget the possibilities within their reach until a neighbor's bed is in full bloom, and the season is too far advanced to make the flower bed seem worth while. If the seed packets were at hand for a nominal price they would gladly invest in a few of the standard varieties.

If you have doubts about the matter commence in a small way with a dozen of the choicest and most easily grown annuals. Sweet pea, nasturtium, pansy, aster, carnation, phlox, verbena, bachelor's button,

cosmos, petunia, poppy, scarlet salvia and morning glory are among the most popular sorts.

Strive to get the best varieties of these. There is usually a special demand for mixed colors, although if one is willing to put a little more money into it, named strains are finer and the arrangement in the beds more satisfactory. Thus, a mixture of sweet peas may give two colors lacking in harmony side by side, while if the selection were restricted to Blanche Ferry, the old pink and white favorite, Dorothy Eckford, pure white, and Lady Grisel Hamilton, one of the largest and finest lavenderers, no such trouble would occur.

There are many asters, some chrysanthemum-like, others quilled; some tall and branching, others dwarf and presenting a veritable little bouquet. The taller nasturtiums are more satisfactory than the dwarfs, and the double petunias are among the favorites for cemetery planting.

These little facts and many more may help in working up the trade in flower seeds. It takes time, but the fact that you have been directly instrumental in making even a single waste place to bloom should be of more satisfaction than that you have added a few dollars more of profit to your till.

BEING IN SEASON.

There is scarcely an article offered in the trade world that has not some special season in which it is most needed. If we are ready to satisfy the demand in the early and most pressing season, we make the greatest profit. It is the last end, when the necessary cutting of prices comes, which spoils the gain account.

Says Quintilian: "Whilst we are considering when we are to begin, it is often too late to act." Napoleon was noted for his promptness and placed much of his early success upon this point. It is noteworthy that among the things which aided in his defeat at Waterloo was the tardiness of one of his generals. It was only a few moments, but it may have been enough to swing the balance over St. Helena.

It is the first strawberries of the season which command the highest price. The man who wants to seed his meadow does not relish waiting for you to order the seed when he is ready to sow. The seasons demand that things be done on time. Nature has her calendar which must be given due regard. The golden now may be the only time when a certain thing can be done with advantage to either yourself or your patrons.

Make out your own calendar in advance, and then work up to it. There are certain goods, you know from experience, which must be ordered considerably in advance of the season if you would have them on time. The distance from the source of supply may be great. Or the supply not equal to the demand, in which case it is highly important that your order be on time.

Take as much pride in being up to date as is the fashion leader re-

garding her Easter bonnet. It will prove to you a source of profit rather than simply an exhibition of vanity. New goods look more tempting early in the season every time.

LOSS THROUGH SMOKE.

We talk about our losses through "things going up in smoke" and remain quite placid regarding another deficit—the things which smoke eats up. A specialist who recently gave a talk on this subject to the students of the Carnegie Technical School placed the cost in Pittsburg alone annually at \$9,000,000, and to this source he thinks a part of the increased cost in living should be charged.

Among the items enumerated in this expense are included the washing of smoky windows and skylights, painting smoke-stained houses, laundering sooty linen, renewing smoke-soiled goods in the stores, furnishing artificial lights to replace the sunlight obscured, and in other ways striving to brush away the grime.

Besides, there is the injury to vegetation, not simply in looks but in thrift. Still worse, the injury to the human system. It may be said that new paint on the buildings and a renewal of soiled clothing means work for the painter and the laundryman—that they help to keep things moving. This is not progress. It is only repairing waste. The smoke problem is a serious one in any town, and when large manufactories intensify it, the situation may be regarded as appalling. Science may find here a prolific field for abating the nuisance, but until its methods are more fully perfected protection by legislative rules may prove essential.

WASTED ENERGY.

A very small leak in a steam pipe will waste enough power to run quite a bit of machinery. The careless workman disregards it and fails to note that it is gradually increasing in size until the increased work placed upon the boiler may mean serious damage.

There are many points in our everyday work where energy is being needlessly wasted. A man of modern ideas looked with amazement upon the narrow path worn through hard rock where for several generations water for family use had been carried up the steps from a spring. He rapidly figured the number of feet of pipe necessary to enable it to be pumped into the house, and the physical force wasted in the years was to him one of the queer things in life. Yet those who had cheerfully toted the water during this time had never really thought that there might be a better way.

In many ways we are apt to follow in the footsteps of our predecessors without seriously considering the loss in so doing. The less friction in our work the cheaper it can be accomplished. The fewer unpleasant diversions the more we can accomplish. The main point is to see that there is no waste energy; to direct every word and deed into profitable channels.

MICHIGAN HARDWARE MEN.

Annual Convention at Bay City Was a Great Success.

The annual convention of the Michigan Retail Hardware Association in Bay City last week was one of the largest attended, most interesting and in many respects the best convention the Association has ever held. The programme was of unusual merit, with addresses that were timely and instructive. The Bay City merchants outdid themselves in the matter of cordial hospitality. The exhibit was large and instructive. The election of officers resulted:

President—E. S. Roe, Buchanan.

Vice-President — Chas. Miller, Flint.

Secretary—A. J. Scott, Marine City.

Treasurer—Wm. Moore, Detroit.

Executive Committee — O. H. Gale, Albion; F. E. Bissell, Munising; Fred Rechlin, Bay City; Adrian DeWindt, Grand Rapids; C. E. Dickinson, St. Joseph.

Following the election the new President made a felicitous address of appreciation for the honor conferred upon him, and the other officers elect responded happily to the demand for speeches.

Grand Rapids was chosen unanimously for the next place of meeting.

Tuesday, March 7.

The convention opened at 1:30 p. m. in the Council chamber and was called to order by President O. H. Gale. The delegates united in singing "America." Mayor Gustave Hein was introduced by President F. A. Richein, of the Bay City Association, to extend greetings and welcome in behalf of the city.

Mayor Hein said: "It affords me great pleasure to be called on at this convention. I did not know there were as many hardware men in the State as I see here, and I welcome you all on behalf of Bay City to our city, and hope you will be well entertained and enjoy yourselves so that you will feel you want to come back to us for the next meeting. We will do all we can to make it pleasant for you, and I will say in closing that while you are here the city is yours and you are welcome."

Chas. A. Ireland, Ionia, in response to the kindly words of his Honor, the Mayor, said: "I assure you it is a pleasure to respond to the kind words of welcome spoken by the Mayor of this beautiful city. It never before has been the pleasure of this State Association to have its meeting in this city, and I desire to extend my thanks for the welcome we have received, and also for the opportunity to speak of this beautiful meeting place. I hope and trust that on account of the fact that we are meeting in this municipal building, that it is not with a spirit wholly intent upon pleasure, but with the purpose of seriously meeting the conditions which surround the retail hardware trade. Those of us who can go back and view the conditions that obtain-

ed then and compare them with the conditions that obtain now will see quite plainly that our efforts were not in vain. I believe we have an Association of which, as citizens of Michigan, we can be justly proud, and I am glad to know that the Honorable Mayor has been able to and so willingly extended to us the freedom of this city, and while all good men are not hardware men, yet all hardware men are good men. Let us so appreciate the privilege that we will accomplish what we have come together to accomplish. I desire, Mr. Mayor, to thank you for your words of welcome and to say that it is a pleasure for us to be here, and we hope it will be our pleasure to again be with you."

The convention was not quite ready to take up the programme as arranged and President Gale introduced E. St. Elmo Lewis, of Detroit, President of the Association of Advertising Managers, to deliver an address on "Creative Salesmanship." In part Mr. Lewis said:

"A great many people are saying to-day that the retailer has become an automatic distributor, that he does not sell, but that he distributes, and I am not here to spread any salve for you. I am going to talk plainly and from the standpoint of the man who buys instead of the man who sells, for, after all, he is the man who keeps you and me in business. Creative salesmanship is the idea of creating in the buyer's mind the same thought that you have in your mind, the idea of the desirability of an article. Within the last eight or nine months we have had something new arise in business, which is called 'Scientific Management,' and while it has been applied to one great industry in the United States, to-wit, the railroads, we have begun to realize that it has much to do with the whole machinery of goods distribution, and that it is a factor in the making of profits where heretofore losses have been in the ascendant. A man for a long time did not think he could make a living on anything but a 500 acre farm, and to-day a great many men in retail and wholesale or manufacturing industries are in much the same condition as the former. They all seem to think that a large slice of demand should be handed to them, and that if it is not there is no such thing as success for them. They seem to think that all they are expected to do is to carry the goods and have the say; the buyers come in and ask for the goods. Attorney Brandeis placed before the Railroad Commission the problem that before railroads should be allowed to raise their rates they should be instructed to find out whether they were or were not getting sufficient results from the amount of business transacted, and whether they were using efficient methods to reach this point; and it is a fact in the manufacturing lines to-day that costs have gone up and we have reached a place where prices begin to make jumps, and we find that the only difference between costs and prices is where

profits come in. Now then, a greater efficiency is necessary so that you will be able to pass out more goods with the same cost, and you will find that scientific management has a great deal to do with this. In creative salesmanship every man has the possibility to make or mar a stock in trade; that stock in trade is ability to sell goods. There are certain principles for successful salesmanship, and this applies to the salesman whether clerk or traveling man. On the other hand, the employer must follow certain lines in order to get from the salesman the most efficient results. I know there are a great many men in this world who are born salesmen; and we have in our establishment some 376 salesmen. I will tell you how we treat the born salesman: The man who considers himself a born salesman and begins to realize that he has nothing to learn leaves our employ very quickly; we do not want born salesmen in our employ; we want business men who realize that they have everything to learn about selling our product. Just as quickly as a born salesman gets it out of his head that he was born for such, just so soon will he be ready to step into the successful proposition. In our business we hold twelve classes a year on selling and we teach the men how to sell our goods. We have found that the born salesman can spoil more prospects than the trained salesman can overcome in the same space of time. We put them through a course of two to four weeks' instruction, and they are sent out. They again come back to a post graduate course of instruction and they begin to have more efficiency when they discover for themselves that the ideas they learned have made good and have worked out.

"The first proposition I want to speak of to this convention is the process of analysis. What does a man know about his business? Many men keep their books in such a way that they could not pass muster before an expert accountant. A great many keep books by single entry—which is all right if kept right—and some keep their accounts on slips of paper, but just because it is a good way is no reason that it is book-keeping. We have found out that it does not do for John Jones to go stumbling through any business, for we found it was John Jones learning his lesson at public expense. In other words, that somebody pays for it. Then what did we do? We got the credit bureau for the man who was the common variety of failure, and we changed our ledger experience and black-listed him, and the wholesaler would not give him any credit unless he did know something about his business, and therefore he found he had to analyze something if he wanted to be successful in his efforts to continue in business. It is the same with creative salesmanship. A man must be able to put down the things he does know and the things he does not know. That is the whole science and essence of creative sales-

manship to find these two things. Again, there are two kinds of salesmen: The one who takes orders—creates them and creates business; the other is simply there to take what is given to him in the way of orders, perhaps by some kindly merchant who hands him something that nobody else will. The whole object is to get into the game, sell goods and get good prices for them.

"The next proposition in scientific management is, scientific open-mindedness. There are men who do not want to know anything. They have solved all problems. These men are the ones who are playing at toss and ball with Fate. Japan is the best illustration of open-mindedness that I can show you to-day. When she wanted a navy, did she sit down in her own dock yards and think it out? No; they sent men to England to find out how to build ships. She sent men to Germany to learn how to train her army. She learned what she did not know, and what was the consequence? You saw it in Manchuria. It is the same story in her commercial affairs. She is finding out to-day how other nations are doing. She is everlastingly studying the proposition from others. Why, when a delegation of Japanese men visited our place, I found they could ask more questions in fifteen minutes than I could answer in hours. Some men come to this convention and take home something of use; others take back nothing but a headache. There are the practical thinkers and the practical doers, the practical thinker like Edison, and the practical doer like the manager of some great industrial plant.

"If it were not for the fact of theory where would America have been to-day? It is true it took a George Washington to bring it to a head, but the theory of the thinker was there as well. There are two kinds of men required in all things: The men who do the thinking and the men who do the doing, and, after all, it is the same in your business as it is in all else, it is the man who stands on this side of the counter and the man on that side of the counter who decide the fate of the business, not the man upstairs in the office. Do not forget that you have to teach your employes something. This open mindedness that I spoke of is not a question of card indexes and the machinery of system, but the system of mind and heart; learn something and teach something.

"Nothing happens in business, and you only learn that by going through your own business, when you will find a reason for either success or failure in every instance. The only thing to do is to remember it and find out how it happened. It is in this way that you can bring up your employes to greater efficiency. All you have to do is to learn something; education is not putting in something, but taking out something, and the strange part of it is that when we say a thing can not be done we are interrupted by some one doing it. We need open mindedness. It is

the same thing in educating your men, you need it there. You must learn something before you can impart it to others. You have been putting men behind the counter and when they did not make sales you said to them, 'I must have something more out of you,' when the way to do it was to teach them how to make themselves more efficient. Try it out. You will find most of them know nothing of what you thought they did. If you want scientific management you want every bit of brain power in your establishment, and you can only get that in proportion as the men know what you want done. Another thing that leads to sure success is that you must put yourself in right with the public; you want to be known as honorable and retain the confidence of your customers. Get in tune with the times and play the game according to the rules."

The Question Box.

President Gale read his annual address, which was given in the Tradesman in full last week, and was freely applauded, and then the question box was opened under the direction of Porter A. Wright, of Holly. The questions and answers follow:

"Are not the expenses of running a retail store larger than are usually figured?"

Mr. Judson (Grand Rapids)—Yes. We should have a decision as to what is the proper per cent. to add to the invoiced price of goods, what profit to add to a dollar to leave a good dividend at the end of a year. I think it is a study for all of us.

Mr. Ireland—It seems to me the consensus of opinion among the State Associations I have attended is that it is impossible to make any hard and fast rule, as has just been suggested by Mr. Judson.

"Which is correct, figuring profits on cost, or selling price?"

Mr. Popp—In regard to the price proposition: It is really a hard matter to explain, for what may be good in one territory will not work out in another. My judgment is to mark goods at what usually sorjustd nnn goods at just what they will bring.

E. S. Roe (Buchanan)—Regarding the price of goods I want to say this, make them high enough to make a profit and low enough to get the business.

"What is the best advertising medium, newspapers, umbrellas, horse blankets, or what?"

Mr. Benson (Saranac)—I am a firm believer in newspaper advertising for the following reasons: First, it is the most economical. Second, it brings the greatest number of people in the shortest time. My experience of twenty-eight years in retail hardware and eighteen years with all kinds of advertising, without any apparent results, is different from that of the last ten years when I confined myself to newspaper advertising. I know now that I am receiving direct and good results from it. It should be

properly written, with position near the local news, and should have a good display cut, a little different from others. Bring out the best features of your article and use your best thought on it. Be careful to have it set up as you want it and have a proof of it. If I see good advertisements I clip them out and file them and classify them as to seasons. They are good for reference. Note also the name of the paper and the date of it on the margin. You will find most of the cuts you require are furnished by the manufacturers, although you may have to buy a cut now and then to suit your purpose. It used to be a hardship for me to write an advertisement, but I find it a pleasure now, and when a man says it is too much trouble, or he does not know how to do it, I tell him to save his money if he can not get up an advertisement that will catch the eye of the average reader. I have never seen any direct results from my other advertising, such as umbrellas, bill boards, programmes, calendars, yard sticks, etc., but I believe that next to newspaper advertising come personal letters, and these only on one article or subject. The question of expense must be considered, and in this regard I find that by making a yearly contract for a stated place in a newspaper I can get a lower rate than when I do occasional advertising. As to the percentage of cost in advertising I try to limit this to 3 per cent. of my gross sales. I never allow an advertisement in a weekly paper to run more than two weeks. In conclusion I would say: Whatever you do in advertising, do it well; otherwise cut it out, for it will not count in this day and age.

Mr. Rechlin (Bay City)—We adopt about the same system as Mr. Benson speaks of, and we keep all advertisements on file in the same way.

Convention Committees.

President Gale read the committees as follows, and then the convention adjourned until Wednesday:

Exhibit—F. A. Rechlin, Bay City; O. J. Darling, Detroit; John Popp, Saginaw; Geo. J. Frank, Bay City; H. Eickemeyer, Bay City; W. C. Rechlin, Bay City, Exhibit Secretary.

Entertainment—Wm. F. Jennison, Bay City; Robert V. Mundy, Bay City; Frank H. Mohr, Bay City.

Constitution and By-laws—Chas. A. Ireland, Ionia; C. E. Dickinson, St. Joseph.

Question Box—Porter A. Wright, Holly; J. F. Carlton, Jackson; E. J. Morgan, Cadillac.

Resolutions—E. S. Roe, Buchanan; C. P. Judson, Big Rapids; A. H. Palmer, Brooklyn.

Nominations—Fred Ireland, Belding; James Tyre, Detroit; H. C. Minnie, Eaton Rapids; Frank M. Brockett, Battle Creek; M. A. Benson, Saranac; T. E. Bissell, Munising; A. G. Schoeneberg, Saginaw.

Auditing—K. S. Judson, Grand Rapids; Julius Campbell, Traverse City; Emich Solms, Saginaw.

Legislation—Paul E. Dunham,

Lansing; J. H. Whitney, Merrill, Martin H. Holcomb, Pierson.

Sergeant-at-arms—George Hohes, Bay City.

Wednesday, March 8.

With President Gale in the chair the convention resumed business at 1:30 Wednesday afternoon, and as an "opener" sang America, and the hardware men sang the anthem lustily and well. President Gale asked Mr. Wright to reopen the question box, and Mr. Wright, recalling that the question under consideration was the best medium of advertising, asked if anybody else had anything to say. "Has anyone had any experience in advertising special sales?" he asked.

Mr. Tyre (Detroit)—We had a broom sale and found it was a paying proposition.

Mr. Davenport—My experience is that if the local papers have the circulation and you can stand the expense that it brings good results. I can not get results from circulars, but I know that in any town where the paper has a large circulation the advertising will bring quicker and better results than anything else.

Mr. Wright—Is one reason why you do not get better results from local advertising because people do not believe you are going to give them what you advertise?

Mr. Moore (Detroit)—I agree with the statement that the kind of advertising you do depends upon the locality. In Detroit newspapers do me very little good. We are on the outskirts of the city and are compelled to depend largely on the circular reaching the people direct.

Mr. Miller (Flint)—I think newspaper advertising is all right.

Mr. Wright—Now for the next question: Is it a good business proposition to keep your windows lighted until 10 p. m. on week days?

President Gale put the lid on the question box for a time and introduced Saunders Norvell, of the Hardware Reporter, St. Louis, to speak on "The Future of the Hardware Jobber and Retail Merchant." Mr. Norvell was given an enthusiastic greeting and his able address was frequently interrupted by applause.

Address by Norvell.

Mr. Norvell, in an introductory greeting, said he believed the way to get business was to go after it. He related how he resigned the presidency of the hardware house with which he was connected because he had become weary of the routine. He bought the Hardware Reporter, then a struggling trade publication, "Down in Cincinnati," continued Mr. Norvell, "we hired a young lady to take subscriptions for us. We furnished a table, put a sign on the table, 'Hardware Reporter,' and she sat there selling papers for us. By that method we got fifty subscribers. We changed our tactics and in Chicago hired another young lady. She did not have any table, but had to get out and hustle for business. She got us 250 subscriptions by her efforts in

Chicago. Now that is the keynote of the successful or non-successful jobber or retail merchant or manufacturer—the policy of going after business and going after it hard. I have sold hundreds of open stocks, and I know by experience of many who bought their goods, put them on the shelves, hung out a sign and then sat down to wait for the business to come in. Sometimes the trade comes and sometimes it does not, but he who is satisfied to hang on with a meager existence staring him in the face, and complain of the catalogue house and what it is doing to him, is the one to blame, for he is the one with the lack of business or selling ability. I have always said, and do say so now, you can not buy goods cheap. I remember a customer who doubted the assertion, and after going all over St. Louis and getting prices and catalogues he came to me and told me he was prepared to buy a stock of goods, but that I would have to figure pretty close to sell to him. I asked him what he knew about the matter of price, and he admitted he did not know much, and for his benefit I illustrated it to him in this way. I took a piece of paper and drew a line down the page. I said, 'This line will represent your open stock. Now the first thing you want is a certain line of saws, some meat cutters, etc., all merchandise with a fixed price, fixed by the manufacturer, and a price that the jobber can not fix. This stock will represent 25 per cent. of your entire list and the price on it is controlled. Now, you will want some special brands,' naming a list that was found to compose another 25 per cent. of the line, 'and they have a fixed price. Then you take a line of brushes, shaving brushes, and a lot of other things on which you can place no fixed value because you do not know what they are worth, and this line will make another 25 per cent. of the entire stock. This will leave but 25 per cent. for tacks, grindstones and such like stock on which you can get anything like a close price.' That is the retail business today, and I have talked with any number of hardware men who tell me that it is the truth; there is no other way, and the same thing is true of the jobber. We can not buy any cheaper from one than from the other. We have to pay the price because it is fixed. Of course that does not say that we are not privileged to buy as cheaply as we can, but we have no great margin in which to do it. If we can not buy cheaply, we have no limit to the sale price. That end of the business is wide open; the limit is the ceiling. When we started out in business with that idea some ten years ago and took hold of a business that was selling something like a million five hundred dollars a year, we finally made it in the ten years a business of ten and a half millions instead, and nothing did that but figuring prices and using selling schemes. We measured everything by possibilities, we sized up the situation—why, gentlemen, think a mo-

ment, what is the size of your town, what are its possibilities, what could you expect to do with it? Ask yourself those questions. There are two things in every business, salesmanship and book-keeping; they are two different lines entirely; do not try to do both. Oh, you proprietors, you are the limit; you are too old; you are in a rut; you get into the store and no one can talk back to you; you get swelled. The proprietor of a hardware store is a little tin god all by himself. All bow down to him and jolly him and he swallows it all. What you want to do when you get home is to get your clerks together and tell them where your weak spots are. Ask them to tell you where they are and do not fire them when they tell you the truth. Try to learn what you need, and do not think you know it all, and, above all, do not try to do everything in the store. Let some of it be done by others; develop the help that is around you, encourage them, talk to them and try to arouse their active interest. Keep them awake; do not be afraid to listen to them, and find out what they know for it all means help.

"Now, about the traveling salesman: You know there are a lot of dead ones. The first duty of the traveling man is to stir up the retail merchant, tell him where he is wrong, give him a pointer or two and get him to realize what he ought to do. I used to be a mean one. I remember if I saw dirty windows in my customers' stores I was likely to say, 'There does not seem to be any soap around here. Why not get some?' I would criticize every store I went into. I kept them stirred up. I interested myself in the customer and tried to show him so. How many of them take the time to do it to-day; how much new stuff do they show you; how many of them who have some new article to sell ask you to bring the clerks around in the evening so he may demonstrate the goods to them? If a salesman did that you would faint from the shock. Now, possibly he demonstrates it to the proprietor and lets it go at that, whereas, there is a lot of work for the traveling man to do in the line of educating his selling force, the clerks and help around the store of his customer.

"Now for advertising: There is nothing to compare with the strength and power of the direct personal letter, even a trade paper is not so good as it—the direct personal letter is the thing. There should be as much human nature in it as it is possible to get. It should show the personality of the dealer, and it should be properly prepared. It should show care and knowledge of what you are trying to sell and show up its strong points. It should be neat and well gotten up and directed to the customer himself. I am in favor of the personal letter as the only medium for making your appeal for business.

"The hardware dealer in the last five years has improved wonderfully. He has improved in his personal ap-

pearance, and I think that the improvements he is showing are all due to understanding the requirements of a business man, learning from contact with others in these conventions.

"But I am not through with advertising: The jobbers and manufacturers are offering all kinds of free advertising stuff—cuts, circulars, signs, and such things; but I am told that the dealer won't have them. Why? I asked one man why and he said he did not have the time. I find it is lack of time that is the excuse of most of them, and I do not believe it. He has plenty of time. If he lost less time with every Tom, Dick or Harry that came into his store; if he would jot down how much time he spent with this one and that and see where his time went to, he might find that he could have more time to devote to truly profitable work than he has now, and the advertising that is gotten up with great care and expense, especially for his benefit, would be of greater use than he has reason to believe now. Elbert Hubbard says, 'You can't stop the catalogue house; it has to exist and succeed.' Why? 'Because,' he says, 'when I go into a store to buy something it takes up both your time and mine to make the sale and the purchase, whereas, the only time that is taken up in buying from the catalogue house is the time of the farmer, and that is generally at the table in the sitting room in the evening when he looks over the catalogue, picks out his needs, sends in the order, and no time is lost by anyone.'

"Another point I want to make for you to-day is this: Eighty-five per cent. of the goods bought to-day are bought by women. The question before the house is, Is the woman a good buyer? As a matter of fact they are the easiest marks in the country, and these easy marks are walking up and own the streets and the dry goods stores are getting their money. Go home and think of this; think of getting up sales. Interest this 85 per cent. of the buying public and get something out of it, as other men are doing. Department stores are making money because they cater to the women's trade everywhere, and the hardware store is neglecting this greatest of all propositions. Gentlemen, wake up to the needs of your business, learn all you can about it, and apply all you learn, is the best I can say to you."

Mr. Miller (Flint)—I do not keep my windows lighted up to that time.

Mr. Wright—If you have a nice window I think it is a good thing to let people see it.

The next question is, "How many members of the convention are carrying mutual hardware fire insurance?" Mr. Wright asked those who did to raise their hands, and many responded. "Has anyone anything to say along this line?" asked Mr. Wright.

F. Ireland (Belding)—I know we had a fire sometime ago and within three days after the fire a settle-

ment was made. I find that the mutuals settle quickly.

Mr. Wright—It is their aim to do it; get your money to you quickly.

Mr. Whitney (Merrill)—I had an experience along that line and found they settled with me as soon as I sent the report in. I had one policy in an Old Line and two in the mutual.

Mr. Wright—How many members think it is a good thing to carry all their insurance in the mutual? I see two of you.

Mr. DeYoung (Crystal)—I know I had a fire in my house a few years ago; the furniture was insured in a stock company and my building in a mutual. The stock company, when they were adjusting my loss, said that their company would not pay on the usual form because it did not fully describe the building, but I sent a full description of the building to the mutual and the money came right back to me. They were very prompt.

Mr. Wright—What are the catalogue houses doing? Is their business increasing?

Mr. Temmink—We find they are doing more business than we wish they were.

Mr. DeYoung (Crystal)—I know one of your customers who ordered a pair of boots came to me afterwards and got a pair at my price and he told me those he had bought from the catalogue house were of no use to him.

Mr. Wright—Show the customer that when he buys the goods from you if he finds anything wrong he can get an easy settlement with the local dealer better than he can with the catalogue house.

S. H. Hart (Detroit)—I believe every hardware dealer can sell as cheaply as the catalogue house if he will only give the matter proper thought and attention.

Address by S. R. Myles.

Following Mr. Norvell's address S. R. Myles was introduced to speak on Mutual Fire Insurance. He said:

Co-operative Insurance.

I sometimes feel the Hardware Insurance Associations made a great mistake in calling themselves mutual instead of co-operative. The word mutual has fallen into disrepute in many states where the laws permitted the organization of mutual companies that were mutual in name only. As a matter of fact, in many instances they were organized for the purpose of giving one or two men a good job at a fat salary. While it was comparatively easy to organize a company of this kind it proved an entirely different proposition to satisfy at once the greed of the officials, and meet the views of the policy holders as to the saving they expected their own mutual company to make for them. The officers considered their own salaries of greater importance than paying dividends to policy holders, and the inevitable failure resulted. Insurance records show the failure of ten stock companies to one mutual. Stock companies and their agents everywhere worked over time to discredit the mutual plan of insurance and I am firmly convinced that had the more modern term co-operative been used instead of mutual, our several very successful Hardware Co-operative Associations would have met with even greater success from the beginning. However, the officers and directors of the several Hardware Associations have no reasonable grounds for complaint and the great majority of Hardware Association members that have taken advantage of the insurance feature, complain only because they can not carry all of their insurance with the hardware companies.

Widely scattered risks make it possible

for hardware co-operatives to carry larger lines on individual risks than is considered good underwriting by old line or stock companies. The following further demonstrates the solid foundation upon which our hardware insurance is based: Few risks in any one city or village, and very seldom two risks in the same block, the practical elimination of all self-interest, commissions which cost stock companies from 15 to 25 per cent. of the premium charged (and this item of expense recurs with each renewal). The fat salaries paid stock company officers and directors is reduced to a minimum in the hardware co-operatives. The Presidents of the Hardware Associations receive on the average the princely salary of about \$500 annually. The Secretary about \$2,000 and the directors about \$1 to \$5 per day for actual services rendered with an allowance for actual railroad fare and hotel bills; thus keeping the cost of doing business down to an average of 10 per cent. compared with the average stock company expense of about 40 per cent. and an average loss ratio in hardware co-operatives of 15 per cent. against 55 to 60 per cent. on the part of the stock companies.

In the beginning we were assured that no company could long survive that did not have some thorough system of frequently inspecting their risks. This suggestion on first thought was somewhat alarming, but this is the result that this fact has developed: The hardware co-operatives have a larger corps of inspectors than would be possible for any stock company to maintain. To be more explicit, each policy holder in the various Hardware Co-operative Associations is his own inspector and instead of looking the risk over hurriedly once or twice a year, he is on the job full 365 days and his inspection is an interested and intelligent one. When he decides that certain changes in his building, or method of keeping stock can be made that will lessen the fire hazard, they are promptly made, and to this intelligent co-operation on the part of the policy holders, perhaps more than to any one cause can be credited our low loss ratio.

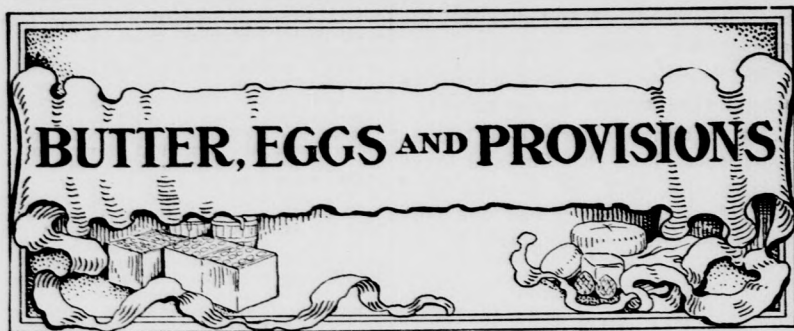
One of the excuses sometimes given by an association member for not carrying any hardware insurance is that some local agent is a good customer, and they would lose his business if they did not buy their insurance from him, but how about it if all of his competitors were buying hardware insurance, as well as himself? Or if there are say three hardware merchants in a town, one of them buying hardware insurance and the other two buying from local agents, what would happen if the one dealer buying hardware insurance should offer these good insurance customers of the other two merchants a bill of goods for 1/2 to 1/3 their price? As a matter of fact most stock company agents get only 15 per cent. of the premium you pay them. How long will a reasonable man insist that you give him an occasional two or three dollars when in so doing you stand to lose seven to ten dollars? Is it profitable to permit sentiment to run away with good business judgment? Why not buy insurance the same as you buy nails? If one jobber quotes you nails at \$2 base, and another at \$1 base, who would get the business?

Once in a while some one complains that buying insurance by mail is equivalent to a farmer buying merchandise from mail order houses. I have never been quite able to follow this line of argument to a logical conclusion. If mail order houses are actually saving the consumer the vast sums which they claim they are, then there is not much argument against patronizing mail order houses, but the real facts are, mail order house prices average much higher, quality considered, than do the prices of the retail merchant, and some day this will be proven to the mail order buyer himself.

If the insurance business as conducted under the stock company plan is entitled to so much consideration, why is it necessary for each state to maintain an expensive insurance department, to regulate the conduct of the insurance business? Eliminate all state control over fire and life insurance companies and permit pools and combinations, and how long do you think it would be until your present rates were doubled or even trebled? In spite of the attempted state control, the rate makers for the stock companies were manifestly unfair when, for instance, they took an entire city or village block, in which the same materials were used in construction, the buildings being either frame or brick, there being in business in that block representatives of ten different nationalities, engaged in as many different kinds of trade, and charged each merchant the same rate regardless of either the moral or physical hazard. The hardware co-operatives have justified the claim upon which they were founded (and that claim was, that when the same rate was applied to the hardware stock, that was charged a millinery store or a drug store, the hardware merchant was paying the other fellow's insurance).

Was not this contention well founded, in view of the fact that nearly all of the hardware insurance departments are now saving their policy holders 50 per cent. of their annual premium? They

(continued on page fourteen)



Wonders of the Egg.

Within the limits of an eggshell are found every element necessary to the support of man, writes M. K. Royer in the American Cultivator. The nature of the food eaten by the hen creates the flavor, the color of the shell having no bearing whatever in the matter. Over \$2,000,000 worth of eggs, it is estimated, are imported into this country each year. The relative weight of an egg is: Shell and lining material, 106.9; albumen, 604.2; yolk, 288.9; one-half the egg is nutriment. The nutriment of meat is rated, at best, as only one-fourth, consequently one pound of eggs, in nutriment value, is equal to two pounds of meat. The average weight of a dozen eggs ranges from fifteen to twenty-four ounces, but single specimens have been known to weigh four ounces each.

Ten years ago Collingwood estimated that the hens of the previous year packed inside the shells of the eggs, in round numbers, 650 tons of

water—sufficient to fill a canal one mile long, 20 feet deep and 300 feet wide. The shells required to hold this water contained 110,000 tons of lime. An acre of corn requires about 300 tons of water during the growing season to produce a full crop. The hens of the country that year put enough water into their eggs to irrigate over two acres of corn. According to a large number of analyses made of domestic eggs at the various agricultural stations, an egg weighing two ounces has the following percentage of composition: Shell, 10.5; water, 6.6; fat, 9.3, and ash, 0.9. A side of beef contains on an average about the same percentage of protein, but a larger percentage of fat. Eggs belong to the nitrogenous groups of foods, and would naturally and quite properly be combined in the diet with material supplying carbohydrates (sugar and starch), such as cereals, potatoes, etc.

There is 4 per cent. less of protein and 6 per cent. less of fat in eggs

than in sirloin steak; half as much protein and one-third as much fat as in cream cheese; twice as much protein and ten times as much fat as in oysters. Fuel value, about one-third that of rich cheese and two-thirds that of beef. It is the protein or nitrogenous matter that builds up and repairs the tissues of the body, while the fat supplies energy. It has often been claimed that the white of an egg is pure albumen, but that it also contains phosphoric acid and sodium chloride, or comon salt, has been proved. The fatty part of the egg, also phosphorus, calcium, magnesium, potassium and iron, are contained in the yolk. There is also sulphur in the egg, which, no doubt, accounts for the dark stain left by eggs on silver.

Medical science says that raw eggs are more quickly digested than cooked ones. Soft-boiled, roasted and poached eggs are more easily digested than when fried or hard-boiled. The stomach will digest a raw egg in from one and one-half to two hours. Soft-boiled and roasted require from two and one-half to three hours, while hard-boiled or fried must be allowed from three and one-half to four hours for digestion.

Dodder in Chilean Red-Clover Seed.

Since July 1, 1910, twenty-three lots of clover seed of probable Chilean origin, aggregating 370,000 pounds, have been imported into the United States, says a bulletin of the Department of Agriculture. In all of these ship-

ments two kinds of dodder seed characteristic of Chilean red clover seed are present. At a normal rate of seeding these shipments are sufficient to seed approximately 46,000 acres, and at this rate of seeding an average of approximately 450 dodder seeds would be sown on each square rod. The sowing of this Chilean seed this spring means that the clover crop on a considerable proportion of the area on which it is seeded will be destroyed by dodder, and farmers should be on their guard against purchasing this seed. Unfortunately most of these importations have gone into the southern part of the clover-producing region, where this dodder will undoubtedly prove disastrous. This Chilean clover seed is itself especially fine looking seed, being dark colored and approximately 50 per cent. larger in size than ordinary red clover seed produced in the United States. It will, therefore, doubtless receive a ready sale on account of its fine appearance.

Almost Landed.

She had talked for ten minutes without a break.

"But what were you going to say, Regulus, when I interrupted you?" she asked.

"Bellatrix," said the young man, looking at his watch and grabbing his hat, "I was going to ask you to marry me, but I shall have to put it off until the next time. I have less than three minutes to catch the last train. Good night."

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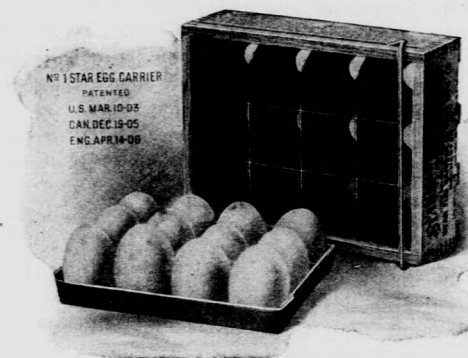
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This sure, safe, sanitary egg delivery service appeals to every woman. Your ad on every STAR EGG TRAY will influence her. Ask your jobber and write today for our booklets, "No Broken Eggs" and "Sample Ads."

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The Qualifications of an Up-to-date Cheesemaker.

"The subject assigned to me is, 'The Qualifications of an Up-to-date Cheesemaker,'" said A. W. Parkin, of Pine Island, Minn., in an address at the Wisconsin Cheesemakers' convention.

"This is a broad subject and I expect to be criticised for endeavoring to bring out a few of the essential qualifications a man should possess in order to be up-to-date and abreast of the times in the art of cheesemaking.

"First, last and all the time a cheesemaker should possess good common sense and be blessed with tact, and to know how, when and where to use it. He needs to be physically and mentally strong, to possess a common school education; at least, be able to read and write plainly and know how to figure accurately in decimals and fractions.

"A cheesemaker abreast with the times will be neat and clean about his person and have all apparatus used in connection with his work absolutely clean and sanitary. By keeping his personal appearance and his cheese factory in a first-class manner he will be in position to command and demand the respect of his patrons.

"He should take and read a goodly number of dairy papers, thus enabling him to be well posted on all matters pertaining to dairying. He can thereby give intelligent information to his patrons in regard to caring for milk, feeding, breeding, etc.

"In order to be well qualified a man must attend some good dairy school one or more terms, attend conventions pertaining to his particular line of work, send cheese to conventions and to the monthly scoring contests now being conducted in our leading dairy states. He should be a good judge of milk and cheese; he should be able to keep his brain working with and ahead of his hands; he should be ever ready to lend a helping hand to his brother cheesemakers, for the uplifting of his chosen profession, and always hungry and eager for information. An up-to-date man is not the man who knows it all, but is at all times a student. He must be ambitious, honest, industrious and a man of good habits. He should possess tact and backbone, so to speak, at the weigh can; be able to hold his patrons and get new ones and he should be able to make a good starter. He should know how to handle different working milks, how to make a good marketable, uniform cheese and should keep posted in the different cheese markets. Our best cheese factory managers are looking for the up-to-date maker and are ready to pay a good salary.

"An up-to-date cheesemaker is not the man that has a 'hurry-up' process in making cheese. He is the man who gives every part of the process sufficient time to make the best possible cheese. He rises early in the morning with a pleasant 'good morning' for everybody. He has the self will and determination at all times to

do better work to-day than yesterday. He will keep tab on his patrons as to the conditions of their cans and quality of their milk and knows the yield of cheese he is making each day. He knows what his losses are in the whey. I do not consider any cheesemaker worthy of the name of being up-to-date when he ignores quality in his product for the almighty yield.

"Above all, do not sacrifice quality for yield. Get quality and the reputation you will gain, as well as the higher price you will receive for the product, is worth far more to you and the cheese industry. The man who is well qualified in the art of making cheese is the man that gets quality first, last and at all times."

Uses for Lemons.

Perhaps few housewives have ever realized all the usefulness of the lemon; its peel, if grated and bottled, then stored in a dry cupboard, will provide delicious flavoring for cakes and curries all the year round; thinnest slices of the outer peel, dropped into a thick boiling syrup of loaf sugar and water, will become crystalized after being spread out to dry upon trays, and serve to ornament the top of cakes or puddings; sections of lemons, with the peel on, may be boiled a few minutes in a similar syrup, then dried, and become delicious wholesome sweetmeats of pretty appearance. Lemon pulp, boiled or fresh, used instead of milk to moisten a cake mixture, gives a rich flavor.

Lemon marmalade requires a pound and a quarter of sugar to every pound of fruit; it can be sliced thin or cut into the finest shreds, and half a cupful of sago to six pounds weight of fruit gives a softer taste and more transparent jelly. It is an admirable plan to use half lemon pulp and half that of vegetable marrow in making clear jelly, which can either be spread on bread as jam or turned out in a shape for a sweet, garnished perhaps by glace cherries cut in halves reposing on leaves of angelica.

Lamb, whether baked, roasted or fried, is improved by being sprinkled with lemon juice. Tea that has an unpleasant scented flavor can be rendered palatable if a slice of lemon peel is placed in the pot, or three or four drops of juice are dropped in at the last. A drink that nearly all young folks like can be made by dissolving two lumps of castor sugar in as much lemon juice as will cover them, then filling up the glass with boiling water.

Fried potatoes, whether in quarters, slices or chips, gain in flavor by being dipped, when nearly cooked, in lemon juice, or having a little added to the fat used in cooking. The strong taste of dripping, when employed for puddings, cakes, pastry or frying fish, is quite removed by the addition of a few drops of the juice of this valuable fruit. A real tonic "pick-me-up," sure to promote appetite, if taken a quarter of an hour before a meal, can be made by squeezing the juice from one lemon into a tumbler, sweetening by a teaspoonful of honey

or golden syrup, filling up with really boiling water, and then adding three or four drops of essence of ginger.

A cure for indigestion can be made by pouring a pint of boiling water over the fresh outer peel of a lemon, letting it stand for an hour or two, then adding a pennyworth of essence of peppermint, obtainable from any chemist. This should be sipped cold, ten minutes after each meal, a small quantity at a time.

Lemon juice, in the proportion of four parts to one part of pure glycerine, is excellent to sip when the throat is sore, or a cough troublesome. Many persons find that the same mixture cures chilblains and chapped hands when rubbed on nightly.

In household work lemon juice will clean Benares brass and silver perfectly; for polishing tarnished copper a paste should be made with the juice and crushed bathbrick; grease marks in wood are quickly removed if rubbed with a cut lemon. A sunburnt white straw hat can be made like new if painted over with a mixture of lemon juice and flour of sulphur, then rinsed in cold water. —London Daily News.

In handkerchiefs the demand is still centered on the one-corner hand-embroidered effects. Novelties in printed color combined with white embroidery are being featured for the Easter trade.

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BAGS New and
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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.

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Send in your orders for Field Seeds

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If any to offer write us

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

MICHIGAN HARDWARE MEN.

(continued from page eleven)

are doing that, gentlemen, on much lower rates than prevailed at the time of our organization.

I want to impress upon you men this one fact, and if you will be honest with yourselves you will admit it, that whether or not you are carrying a dollar's worth of hardware co-operative insurance, as a result of our existence you are buying your stock company insurance at much lower rates than you were able to obtain before, or would be able to get if all hardware co-operatives were to pass out of existence to-morrow. To sum it up, with the hardware insurance companies you get:

1st. A policy free from technicalities put there for the purpose of either avoiding payment entirely, or at least effecting as much saving to the insurance company as possible.

2d. You get prompt adjustment with equally prompt payment and without discount for cash.

3d. You save 50 per cent. of your premiums and get your insurance with companies whose ability and willingness to pay losses has never been questioned.

Never to my knowledge has any Hardware Insurance Association or policy holder appealed to the courts for the settlement of any claim.

The convention closed for the day with the presentation of a beautiful ring to Mr. Wooley for his successful efforts in increasing the membership of the Association and a fine traveling bag to R. O. Micumack, another associate member. The presentation speeches were by E. S. Roe and were very happily worded.

Thursday, March 9.

The always popular and most interesting question box was reopened when the convention resumed business Thursday afternoon, with Mr. Wright in charge, and the first question drawn was, "Is it advisable to allow a cash discount for cash trade?"

Mr. Judson—There was one dealer in our city who tried to do a cash business, and I believe he had to add a discount to that, and I know he has discontinued it altogether. I do not believe in it myself.

Mr. Wright—Why do so many merchants fail to do a profitable business in the hardware line?

Delegate—I think too many of them are afraid to ask the price, and there are many of them who do not know how to do business.

Mr. Wright—Is it on account of lack of capital or lack of experience?

Mr. Miles—I think the fact is that we do not know just what profits we are obtaining or should obtain that is making this trouble.

Mr. Braddock (Tawas City)—We do not need more than one dealer in our town, but there are two, my competitor and myself, and I think that is one of the reasons for the trouble. Two stores in a little town can not do it, especially when one of them does not know much about the business. When you are about to get some of the profit, in he steps with a cut in the price on something on which you have been making your best profit.

Mr. Roe (Buchanan)—I think if you two would get together a little that you ought to be able to do enough business to satisfy you, but the trouble is you do not do so, and hence it is a continual struggle between you.

Mr. Whitney (Merrill)—In our town we have a population of about 1,200 and I find that with competition we are not doing so badly. My competitor is a friend of mine and he

is here to-day. We are getting along all right, for we have confidence in each other. I think if you only tried to get a good legitimate profit you could make it go all right.

Mr. Wright—Would it pay in small towns for dealers to join with other dealers in buying quantities of staples?

Mr. Scott—I never had any experience with co-operative buying and I do not think those who have tried it find it very satisfactory.

Mr. Darling (Detroit)—In our city we have an Association that buys in that way, and we buy, say, a quantity of glass both in the fall and spring, and as we get our money from the dealer before they get the glass we are always ready to offer inducements for a low price. The same is true of nails. We were forced to this to protect ourselves as some of the retail dealers were buying nails in carlots and selling them at jobber's prices.

Mr. Wright—Is there anything to hinder a merchant entering that Association?

Mr. Darling—No, the only necessary thing is that he have the money, and he certainly makes a saving.

Mr. Wright—That is a good idea, and I believe the small dealers throughout the country should do their buying that way, and the only reason they do not do it is because they are not on good terms with one another.

The convention then went into executive session to consider reports and matters of trade interest. The Legislative Committee had no written report, but Chairman J. H. Whitney said that a matter has recently come up that is of interest to the trade, and this is the bill in the Legislature to regulate the sale of fire-arms and ammunition. This bill is now in the hands of the Legislative Committee and a hearing on it will be had next Wednesday. "This bill," said Mr. Whitney, "is introduced at the request of the Grand Rapids Police Department and should it become a law it would seriously affect us as dealers. It seems to me, in the prevention of crime, such a law would not be able to accomplish its object. I think it would be a good plan for the members to take the matter up with their senators and representatives and let them know how we feel about it."

Resolutions Adopted.

The report of the Committee on Resolutions, presented by Mr. Roe, was presented and unanimously adopted, as follows:

Report of Resolutions Committee.

Whereas: The city of Bay City has tendered the Michigan Retail Hardware Association the free use of the city hall for our meetings, therefore be it resolved, that we extend the sincere thanks of this Association, and assure Mayor Hine and the other city fathers, that their courtesy is appreciated.

Resolved, That our appreciation and thanks are due to the exhibit committee, especially to Bro. W. C. Rechlin, to whose labors the success of this feature is largely due.

Whereas, it is a conceded fact that all makers of good stoves have sold their product for many years at a good long profit evinced by the fact that there have been very few failures, and nearly all have grown rich, therefore be it,

Resolved, That the change in discount for cash from 5 to 2 per cent. is an added burden of 3 per cent. on the retailer, and from the fact of the enormous increase in price of stoves, in the past ten years, makes this increase in price look like another demonstration of the power of the Stove Makers' Association, and we should use our best efforts to have the 5 per cent. discount restored or a corresponding decrease made in the price.

Whereas, The good of this convention has been largely increased by our guests and every one feels that he is a better hardware man than he was before, therefore, be it

Resolved, That we extend our thanks to Messrs. Lewis, of Detroit, S. Norvell, of St. Louis, and S. R. Niles, of Mason City.

Whereas, In days gone by it has been the custom to drop from active work, our past Presidents, many of whom were and are among our best workers, and most enthusiastic members, therefore be it.

Resolved, That an honorary advisory board consisting of these gentlemen be created by the executive committee, so they may be kept more carefully in mind, to be called on when needed.

Resolved, That a vote of appreciation be extended to our honorary members, the travelers, for their part in the good work, and especially for the entertainment provided this evening at the Ridotto hall.

Resolved, That we express our appreciation for the loyalty and support given us, by our friends, the manufacturers and jobbers, who have made the exhibit feature of our convention a success. Some of these people have been with us for years, and we feel that an expression of good will and co-operation is due them from this Association.

Resolved, That it is the sense of this Association to recommend to the Congress of the United States before a bill of this nature is framed up, that a committee consisting of a member of Congress, a manufacturer, and a representative of our National Association be appointed and sent to Europe to visit the countries now using Parcels Post, and learn all they can for and against its working, and enter into the matter fairly, broadly and with a complete understanding of its effects, to all the people of this country, so far as may be known.

Whereas, By vote taken yesterday it appears that not more than half of our members are carrying Hardware Mutual Fire Insurance, and we feel this is due to a lack of understanding on the part of the members, who are eligible; for those of us who have tried it out, know that it is the exact equivalent of buying gold dollars for sixty cents, therefore be it

Resolved, That this matter be brought to their attention and every one be urged to try it. It is good, safe, reliable and cheap.

Whereas, A bill known as Senate Bill 100, file No. 90 restricting the sale of small arms, ammunition, razors, etc., has been introduced in the senate of Michigan, which will certainly work hardship on every man who sells in a legitimate way this line of goods. It imposes conditions that require every seller of this line of goods to be possessed of a license from a county official, and can sell only to people who also have a license and that a complete record of all such sales be kept for reference, and yet it imposes no conditions on mail order houses operating outside the State. And this bill if passed in its present form will simply shift the sale of all such goods from legitimate sources to our enemies, therefore be it

Resolved, That it is the sense of this Association to kill this bill in committee if possible, for our present laws take all proper care of the needs of the people along this line. Also the bill introduced by Representative Stewart, which prohibits the sale of all repeating guns for game killing, which is still in the hands of the committee should meet the same fate.

Whereas, A bill known as Union Calendar No. 328 H. R. 30888 has been introduced, which provides for the erection

of embassy legation and consular buildings abroad. Therefore be it

Resolved, That this Association approves of the passage of this bill, for to us it seems only good can come from it.

Whereas, Reports for the year 1909 show first class or letter mail produced a profit of more than \$112,000,000 which profit was entirely absorbed in the losses incurred in handling other classes of mail at less than the cost of service and,

Whereas, Second class mail, a large portion of which is expensive advertising matter, constitutes two-thirds of the mail tonnage and is being carried for one cent per pound, though it costs more than nine cents per pound to handle it, and

Whereas, The Postmaster General has recommended that such mail be raised from one cent to four cents per pound, therefore be it.

Resolved, That the Michigan Retail Hardware Dealers Association respectfully urges upon Congress that the recommendation of the Postmaster General be adopted, and that the business men of the United States be accorded a rate of one cent for the ordinary business letter.

E. S. Roe,
A. H. Palmer.

Secretary's Report.

The report of Treasurer Moore was approved and Secretary A. J. Scott read his annual report, as follows:

While it is only seven months since the time of the last Secretary's report, that period has been an exceedingly busy one and has witnessed the accomplishment of a great deal of work, the results of which are shown in a moderate but healthy growth in membership and an apparent increase in the prestige of the Association.

In planning for this, our first convention to be held in the winter months, the officers have naturally felt considerable anxiety lest the change in seasons would not prove thoroughly acceptable. Our experience will, I believe, however, be similar to that of other State Associations and the results of this present meeting, will I feel, insure a continuance of the practice of holding the convention at this time of the year.

During the past month, a number of your officers have attended conventions in nearby states as delegates from this Association and in addition to helping in this way, to bring about a closer feeling between these other organizations and our own, they have profited by the new ideas which they saw at these conventions and will employ them to the benefit of our own organization. Your Secretary with Mr. F. A. Rechlin, attended the Indiana convention at Indianapolis and we were much impressed with the large attendance of members and the enthusiasm and interest shown in the business meetings.

One thing which struck me as of particular interest at the Indiana Hardware Exhibit, was the fact that the Indiana State Prison occupied a booth for the purpose of furthering its sale to dealers, of prison binder twine. The prison twine in Indiana is all sold through the regular dealer and while we have not had much success in convincing the authorities in our own State, that that is the logical plan for distributing the product of the Jackson Prison, it would be well for us to give further consideration to this matter, with a view to bringing about in Michigan, the same conditions which maintain in our sister State.

By the time this report is read, you will have probably been advised of the present status of the bill known as Senate Bill No. 100. (File No. 90) introduced by Senator Barnaby, intended to regulate the sale and possession of small fire arms and ammunition. The Secretary has received assurance from the chairman of the committee to whom this bill has been referred, that no action will be taken until we have had an opportunity for a hearing and immediately following this convention, I believe our committee on legislation will arrange to appear in Lansing and submit arguments

No business succeeds without **SYSTEM**

A place for everything and everything in its place. There should be a place for twine, particularly the end of it, and that end should always be in the same place. Now, when a

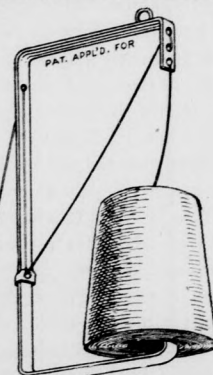
"Tangleless" Twine Holder

is used it is certain that the end of twine hangs 20 inches above the counter, always in the same place, ready for use.

Requires no attention until every inch of twine on the holder has been used and a new cone is necessary.

Until your dealer can supply you, we will send them to you prepaid on receipt of price.

Carlen & Clark Mfg. Co. Detroit, Mich.



PRICE 25 CENTS

showing that this bill in its present form, would prove a great hardship to the local dealer in sporting goods and that about the only result that it would accomplish would be to transfer the sale of this class of goods to the mail order houses located outside the State.

We have said so much about parcels post and issued so many warnings, only to learn later that Congress had not taken action in regard to this measure, that some may have imagined that the possibilities of a bill of this kind being passed are very remote. Instead of such being the case however, each session of Congress promises a harder fight than its predecessor, for in addition to the support of the mail order houses and other interests that have always advocated the passage of this law, we have been compelled lately to cope also with the fact that some of our leading men in public office have taken an active part in the campaign in favor of parcels post. Conditions at the present session made it impossible for Congress to devote much time to the subject but those in close touch with the situation at Washington, are convinced that there is grave danger at the next session and it behooves us to be continually on the alert and prepared to oppose the efforts of the advocates of this law.

While there have been some spasmodic efforts to secure one cent letter postage, it seems that this matter ought to be pushed aggressively. This is one postal reform, the benefits of which would be widely distributed and a campaign properly conducted, should result in securing the practical support of the majority of the people of the country in favor of this reduction. If a rate of 1c on letters could be secured, an effective barrier would be placed for some time to come in the path of lower rates on merchandise.

During the past year a steadily increasing number of our members have availed themselves of the opportunity to participate in the benefits offered by the mutual fire insurance companies. Any doubt which may have at one time existed in regard to the absolute reliability of these concerns has been almost entirely eliminated and when we realize that one company alone paid back to its policy holders over one hundred thousand dollars last year, which would otherwise have been paid to the old line companies, for protection no better than if as good as that offered by the hardware mutuals, it would seem that the hardware man who fails to take advantage of this opportunity for materially reducing this one item of expense, is practically giving away a considerable sum of money every year, for which he receives no return.

We have not had very many complaints from members since the last convention and those which have been received, have in practically every case been satisfactorily settled. Naturally, it is not advisable to make public all the details or dispositions of these complaints but any member who cares to look through the files kept for this purpose, could not fail to be impressed with the fact that through the medium of this Association, trade grievances are being adjusted effectively and evils which the individual merchant would be unable to prevent, are steadily being eliminated. Any member who has a complaint to make against factors who are violating the ethics of the trade, will find it possible, if their complaint is reasonable, to secure redress by placing the matter in the hands of the Association.

It seems that as an Association and as individuals, we should encourage manufacturers to make a conscientious effort to maintain a re-sale price on their goods, provided of course in doing so, a fair margin of profit is provided for a retail distributor. If the manufacturers who are working along this line are not given any reason to feel that their efforts in this connection are appreciated, there will be no inducement to other manufacturers to arrange their selling policies so as to protect the retailer's margin.

It has been customary for the past two or three years for the Association to correct the list of hardware dealers in the State and publish this list in our souvenir program. In view of the short interval between this convention and our last, it was decided unnecessary to go to the expense of having this list corrected at this time. The Association has a supply of printed copies of the list on hand and is glad at all times to furnish these to anyone who has use for them.

It is probably unnecessary to comment at any length upon the exhibit features of this convention and the conscientious work which has been done by your exhibit committee. When we come to the convention and see the booths all arranged for our inspection, we can form no conception of the detail work that has been necessary in order to bring about this result nor of the hard work that falls upon the committee in charge. Our Association has been very fortunate each year in selecting members who would give unstintingly of their time and thought and I hope that as an Association, we will suitably express to the committee, our appreciation of their efforts.

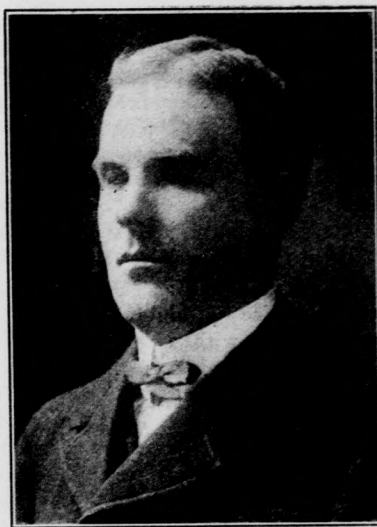
I believe you are all familiar with the contest that has been conducted at this

convention to encourage members to place their orders for goods with the exhibitors represented here. While every manufacturer and jobber who takes space, does so purely as a business proposition and each one derives a great deal of benefit from the publicity which results from his participation, they all like to see actual results and it is only natural that we should take steps to show them that this is a good place to get these results. If a manufacturer did not take an order at the convention, I believe he would be repaid by the acquaintanceship which he makes but if, in addition to this, he can leave the convention with a well filled order book, he will let nothing interfere with his being present at future conventions.

This year we have had no solicitor in the field and have been obliged to depend entirely upon correspondence and the efforts of our associate members to bring in the dealers who were not affiliated with the Association. Some of the traveling men have done very effective work in this connection and Mr. F. E. Woolley as winner of the first prize in the traveling men's contest and R. O. Mimmack, winner of the second prize, have been shown that we appreciate in a practical manner, their kind efforts in our behalf.

While the growth in membership has not been as great as that reported at some recent conventions, yet the increase has been a healthy one and the standing of our membership is now in better shape than it has ever been. Coming down to actual figures the membership report is as follows:

At the time of our last convention we



Arthur J. Scott

had 773 members on our list. Of these thirteen have resigned and fifty-seven have either gone out of business or, failing to reply to repeated requests by the Secretary for the payment of their dues, have been dropped from our rolls. Deducting these seventy firms, we have 703 now on our list who were members at the time of the last convention. We have taken in eighty-six new members which gives us a total net membership of 789. These eighty-six new members were secured as follows:

Taken in at the last convention 26
Received by mail 24
Secured by F. E. Woolley 22
Secured by R. O. Mimmack 5
Secured by W. J. Dillon 2
Secured by J. W. Davis 1
Secured by H. Armstrong 1
Secured by C. S. Graham 1
Secured by R. G. Clark 1
Secured by F. A. Rechlin 1
Secured by C. M. Rice 1
Secured by W. J. Stayer 1

I had confidently hoped to turn the eight hundred mark prior to the convention but although we have not accomplished this result, I am confident that by the time the convention closes, we will have gone well over the eight hundred mark.

During the past year we have been more aggressive than ever before in the dissemination of literature advertising the Association and its benefits. An effort has been made to keep every hardware dealer in the state posted on what we are doing and why the movement is entitled to the active co-operation of every one engaged in the hardware business in Michigan.

The correspondence of the Secretary's office has been very heavy but an effort has been made, with I believe good success, to respond promptly to every communication received and give immediate attention to each matter requiring attention.

The Secretary has received a great deal of encouragement from the spirit of co-operation shown by a large proportion of the members, as evidenced by the number of letters from congressmen

and senators sent in, bearing upon the parcels post bill and forwarded to this office. Everything that has been accomplished is attributable to the manner in which the members have done their part towards building up and strengthening this organization.

President Gale has proven a most capable leader. In spite of the demands of his own business, he has given very liberally of his time to the Association work, has attended numerous committee meetings, submitted exceedingly practical suggestions and advice and has kept in almost daily touch with the Secretary's office.

With the growth of the Association the work of our Treasurer has steadily increased and there are few who realize the amount of time Mr. Moore has faithfully devoted to the duties of his office. His counsel has also been exceedingly valuable in determining the proper course to pursue in many important matters that have come before your executive committee.

All the members of the executive committee have worked faithfully and conscientiously and have given to the Association their best efforts whenever called upon.

Once more I want to thank the officers and all the members for the courtesies and favors which I have received at your hands during my occupancy of the Secretary's office. If you have occasionally felt dissatisfied with the manner in which the work has been conducted, your criticisms and suggestions have been of that kindly nature, which was calculated to inspire one to put forth his best efforts to the work in hand.

Gentlemen, I thank you.

There was further discussion of the matter of express rates and parcels post and a resolution was adopted asking the Legislative Committee to keep in close touch with what may be going on.

The Nominating Committee reported officers for the coming year and they were unanimously elected and the convention adjourned after deciding to meet next year in Grand Rapids.

Dutch Lunch Close.

The convention closed with a Dutch lunch in the Ridotto building, where the traveling men fed their customers with "wire hammers, shovels and cut dynamite for desert." The food was dissolved with Norway Pine turpentine, taken whenever disagreeable effects were felt. John A. Raymond, of Detroit, was toastmaster, and each man called on responded with a story. The following were among the speakers:

Mayor Hine, W. F. Jennison, Fred A. Rechlin, Fred Wortman, of Ionia; J. H. Whitney, of Merrill; Richard Talbot and O. H. Gale, Albion, and E. S. Roe, of Buchanan. The entertainment for the evening was in charge of Manager J. D. Pilmore, of the Bijou, one feature being a tie boxing bout between "Jack Johnson"

and "Sam Langford." Sam was heavier and had a longer reach than his opponent, but the sympathy of the crowd was with Johnson because he looked so small. It was the first time in "Jack's" history he was saved from a defeat by sympathy. Burns, of wrestling fame, wrestled Clyde North, of Grand Rapids, for (?) a side.

Other attractions were the Longfords, Toney & Wordman and Reiff, Clayton & Reiff, from the Bijou.

The following is the menu for the Dutch lunch:

| | |
|-------------|------------|
| Barbed Wire | Nails |
| Enamel Ware | Stoves |
| Shovels | Chasers |
| Varnish | Turpentine |
| Hammers | |
| Rope | |
| Paint | |
| Dynamite | |

Can Not Please Everybody.

No matter what a merchant does, nor how good he does it, he can not please all the people all the time.

At least out of two hundred women customers, he can not expect to find less than one "kicker," and he should not let that worry him.

It is a woman's inalienable right to roast the merchant with whom she trades.

Some of them have to do it as a pastime.

And these kicks by customers are good for a sensible merchant, just as criticism is good for anyone.

And a merchant should not be sensitive about them.

All these things go with the business.

Sometimes the biggest kicker to your face will talk about you best at your back.

Treat the customers fair—only fair—and make just corrections for all claims, and the store will be all right.

In the end, customers expect no more and exact no more than that they be treated fairly. If you do that they will come to your store again and again, regardless of the way they talk to your face.

For fairness will establish confidence in your store and that confidence is worth at least half as much to you as your stock of merchandising.—Dry Goods Reporter.



Display on Outside Stock on Inside

This fixture uses every inch of space it occupies. You can display on the outside any line of goods you handle and carry the stock on the shelves on the inside of the cabinet.

We build nearly 100 styles of fixtures. They represent the most practical ideas ever devised.

Write for our 1911 catalog.

The Gier & Dail Mfg. Co.

211 Grand St. :: Lansing, Mich.



Remember St. Patrick in March Window Trims.

The early part of March is the time for the first spring showings of new merchandise. The showings should be artistic and the trims light and airy, suggestive of the season. Seasonable artificial flowers and foliage used as background embellishments will assist greatly in creating the desired effect.

The first occasion to be treated in a decorative way this month is St. Patrick's day. The story of Ireland is replete with the tales of the wonderful weird doings of their honored St. Patrick. The day set aside to fittingly celebrate his memory falls on March 17. The display should, however, be in the window about March 10.

The first thing to consider in a St. Patrick's background is an appropriate color scheme. This is easy—green and white—and when used with good judgment makes a very effective combination and one which is excellent for a showing of spring merchandise. For the decorative features a liberal use of shamrock wreaths and Erin's harps can be used to good effect. Avoid anything that would in the slightest degree offend national pride or feelings, but, on the contrary, endeavor to make it complimentary and pleasing. The show cards and price tickets used in combination with the merchandise should be green, in shamrock shape and lettered in white. Following are some show card wordings for March that may prove effective:

Spring's Sparkling Styles.

The Swellest Thing of the Merry Spring.

Such Stunning Styles are Seldom Seen.

Freshest, Rightest, Smartest.

Tip Top Styles in Spring Top Coats.

Men Swear by Our Men's Wear.

Sensible, Seasonable, Comfortable, Reasonable.

A Happy Blend of Comfort and Style.

Newly Hatched Notions.

Correct Styles at Correct Prices.

Suggestions for the Spring Window Display.

The show window of a store serves either as a trade magnet or as a means of inducing the passer-by to ignore the offerings and visit the store of a competitor. It is often the standard by which the public judges the character of the store and the quality of goods carried in stock.

The most energetic merchant can not bring his whole establishment,

with its numerous departments, to the prospective purchaser, but he can successfully convey the merit and assortment of his stock through the medium of his windows. Make your window trims attractive and pleasing to the eye, through their simple but artistic arrangement. This done, you have made a good start towards a sale.

The choice of fixtures is, of course, a very important item. With the many styles offered by leading manufacturers of these goods there should be no excuse for a poor selection. Make harmony your goal in arranging your display. Fixtures that are plain, but neat, and that do not detract from the goods are most appropriate. An agreeable contrast in color between them and the background is also desirable. It is a good plan to put in a new trim as often as possible; once a week is a good rule to follow. This will relieve the monotony to frequent spectators, at the same time enabling you to offer more suggestions, to say nothing of impressing purchasers with the large variety to select from.

An appropriate window for the spring opening could have a background of lattice work made of narrow, light green crepe paper. Form the words, "Spring, 1911," in large letters of wide pink crepe paper or of pink paper flowers. Pink crepe paper could also be used for the flooring. Set a palm at each side of the window in the background and cover the pots with red crepe paper. Price tags should be white with light green lettering. For the Easter window a background might be used of purple crepe paper, forming a lattice work, interspersed with white paper lilies. In the rear center of the window place a large egg with a chicken leaving the shell. At each of the extreme ends place an Easter lily plant set in a flower pot covered with green crepe paper. Beside each pot set a neat white card mentioning the special offerings. The lettering on the cards should be of purple with a silver initial letter. White narrow ribbons may connect the three cards with the bill of the chicken. Small white price tags with purple lettering and a small print of a chicken in the upper left hand corner would lend to the showing. The floor should be covered with purple crepe paper. This arrangement will keep your color harmony without sacrificing the selling features of goods, also making it possible to show up the price tags forcibly and yet inoffensively.

The Clothing Window.

It is an established fact, from which there is no getting around, that the passerby or stranger is first attracted to your store by the impression gained from its exterior appearance. An opinion is formed immediately from the character of the merchandise, the manner in which it is displayed and arranged. For instance, in a display of shirts carelessness instead of a set stereotyped arrangement will more quickly appeal to the eye. Open up your shirts, pull out the sleeves, arrange them in a striking and stunning manner with the aid of walking sticks and neckwear, use sets of units as near as possible and a neat card with a small amount of wording directly to the point—also the price. Wherever possible quote the price of set, such as \$1—3 for \$2.75; or \$2—3 for \$5.50, and you will find a great many purchasers who otherwise would buy only one.

In clothing, as well as other merchandise, it should ever be borne in mind that the prime purpose of every display is to sell goods. Make every garment stand out at its best. Overcrowding is a failing of too many of us; show less and to a better advantage and change more often. Do not have a conglomeration of every color in a single window—specialize a certain color with a few garments of contrasting shades.

In regard to accessories—the proper choice is highly important. For instance, with a full dress display a neat showing of white shirts, gloves, neckwear and silk hats is appropriate. In street and business suits, gloves, neckwear, jewelry and canes give a rich finish and tone.

In overcoats, walking sticks run through a hanger with a pair of gloves thrown carelessly over, appeal strongly to the intending purchaser, and it is not out of order to use hand-bags and suit-cases in a display of this character.

In this period of progressiveness we have passed the age of extremes and gaudiness, but years ago it was the custom to build displays up to the ceiling, the idea being to use every available inch of space for the showing of merchandise. To-day how many people would be attracted by such obsolete methods? (and I am sorry to say there are still some trimmers in this net at the present time). I am convinced that goods shown much above the normal line of vision are a dead issue—people are willing to crane and twist their necks to get a view of a roof garden on a twenty-five story building, or an airship, but they will not take the same trouble to view a display of merchandise in your window.

With regard to the other fellows, watch them; you do not know it all. Many is the time that in standing before a display of a brother trimmer I have conceived and executed ideas which proved exceedingly attractive. It is to your interest (as well as the firm's) to grasp at every idea which will increase business. Your value and worthiness depends upon how good you make yourself, and how

many shekels you can draw into the cash drawer. It is an easy matter to put in a beautiful display, but such is only occasionally wanted in this time of hustle and bustle—the successful trimmer is the one whose displays loosen the purse of the passing throng, for in the end is it not money that we are all after?

Now come backgrounds—upon this subject I could dwell at some length, but I will say that the background is only intended to make the goods stand out with more prominence. A failing with too many of us is over-done, gaudy and too-elaborate backgrounds. To my notion a background of mahogany, plush or mirrors is all that could be desired, a few decorations now and then, tastefully and sparingly arranged, serve to catch the eye and call attention to the merchandise, which is the goal we are all looking for.

One great handicap among most trimmers is their lack of proper and needed fixtures. Most merchants have an idea that fixtures are an expense, which is all wrong; it is really an expense and loss to try and get along without them. A very helpful article which I use frequently is a round table or a chair. I firmly believe that all money judiciously spent on windows and fixtures is returned many times over. When a person is in front of your store, attracted by your displays, he has but a few feet to go to enter the store, you have him on the ground, and if the goods are properly displayed and the prices right, the result is certain.

Just a word to window trimmers who are prone to relax their efforts after the holiday windows are completed. It frequently happens that some windows which contain fine displays during the holidays are allowed to become of a very commonplace order afterwards. The good window trimmer realizes that when once having a fine trim, the subsequent displays must, if possible, exceed, in order to keep up interest. There should be no step backward. A man who has done fine work can not hope to add to his reputation as a fine window trimmer by slighting his work in any way that will lower the standard of his displays.

Phillip S. Williams.

Make It Look Active.

In the very big stores changes in locating departments are apt to cause some inconvenience and irritation, but in smaller stores shifting according to season and demand is to be encouraged as showing continual activity and a readiness to meet changing conditions.

Do not tie down to precedents. The perfect store is not yet. Put your best effort where the public can see it. Get something going lively and the whole store will move a bit quicker. Then, do it again!

Candor.

Shopper—Can I hang this paper on myself?

Salesman—Yes, sir; but it would really look better on the wall."—Harper's Bazar.

Avoid Freak Displays.

In dressing a window remember that you are preparing for the prospective customer, his first impression of your stock. An attractive display will catch his eye and lead him to study the window and incidentally the goods that are offered; but a freakish display will not. Reptiles, live stock and ancient doorlocks may draw a crowd, but the impression carried away by the passer-by is not one of the things you have in stock. The reason is obvious. The reptile is a separate attraction in itself—something that might be seen in a circus side show—and entirely unrelated to your goods. Guard against this delusion in regard to what constitutes a successful window. Let the whole effect be harmonious, instead of over-emphasizing the setting.

Showy colors and adornments that fail to adorn are another stumbling block to the well-meaning window dresser. For a shoe store or a dry goods store confine yourself to the more delicate colors which give a soft tone and are pleasing to the eye. A shoe has good, clean-cut lines which a delicate background will emphasize and thus present a better contrast. If you have nothing else to put into the window, do not fill it with artificial flowers. They are not only a common resort when other decorations are not available, but look cheap when crowded into a small window.

A window filled with price-tags is not any better. Some merchants think they ought to show a sample of everything in stock along with its price. This merely confuses the prospective buyer. It is in much the same way that a green salesman handles a customer. Instead of finding out what the customer wants, he throws all the goods on the shelves and soon has him so bewildered that the idea of buying is driven out of his mind. Remember that the window is your first salesman. Select with care seasonable goods, or goods upon which you are making a drive. If you are selling shoes and your best seller is a \$3 grade, do not half fill the window with \$5 shoes. Put in \$3 shoes, talk them up and drive home to customers their good points. You can not all sell the highest grade, and there is no disgrace in establishing a paying business based on the cheaper grades. In other words, study your neighborhood, find out what the people want, and then offer them the best for the price.

First Showings of the New Spring Goods.

February usually sees a continuation of the clearance sales which have been held during January, and a good part of the month's displays will probably be given up to the effort to get rid of all winter goods, such as blankets, shoes, men's and women's clothing, etc. With the month also will come the first showings of new spring goods.

With the change from showing winter goods to showing spring goods, the trimmer should change the entire style of his displays. While

the rich and heavy broadcloths and other dress materials of winter demand a dignified and substantial treatment, the light, sheer fabrics of spring and summer call for a draping in harmony with their character and they should be arranged and shown in such a way as to bring out in its fullest charm their light, delicate texture.

Some trimmers do not give wash goods the care and attention which are indispensable to good effects, because they are comparatively inexpensive. They think it is not worth while to devote much thought and study to them because they are sold at a low price. The element of price should never enter into the window trimmer's calculations. The goods are beautiful, with delicate patterns and exquisite colorings and they will repay any efforts which are given to them.

In the draping of the sheer wash fabrics the greatest care should be taken to use colors and patterns which will harmonize to the best advantage. The goods are in themselves so delicate and beautiful that all that is required to make a pretty window is to select the proper colors to harmonize pleasingly and to drape them in an artistic way. Anything stiff or formal in its lines should be avoided and all the draping should be of that light, fluffy, billowy character which will best suggest the texture of the materials themselves.

Straight uprights and T-stands are all that are needed to make an effective display of wash fabrics. It will often be found advantageous to cover the stand with white cambric and then to arrange the folds in such a way as to keep the goods well away from the stand, so that the light may shine through.

Holidays and Special Seasons Give Trimmers Opportunities.

Window trimmers should keep an eye on the calendar with a view to making use of coming events. The holidays all have their possibilities and so have the church days and other days that call for special observance. The first half of the year is especially rich in these events. Next week is St. Valentine's day. The up-to-date trimmers will have had their reminders out a week or ten days ago that the time for the exchange of love tokens is at hand. Washington's birthday will be here in a couple of weeks. The possibilities here are not so great as with St. Valentine, but a large portrait of the father of his country appropriately draped, displayed on the day itself, would attract attention. March will bring St. Patrick's day, with a demand that should be encouraged for green ribbon, fancy favors and things to serve at St. Patrick's day parties and dinners. The opening of Lent should not be overlooked nor April fool's day nor May day. The queen of the spring festivals is Easter, and the coming of Easter should be anticipated two or three weeks. Watch the calendars for the opening of the fish-

ing season and about ten days in advance show in the window such things as you may have that will interest those who go fishing. Arbor day and Memorial day can be made use of. June, the month of roses and weddings, is rich in opportunities. The Fourth of July should not be overlooked.

The show window is one of the best advertising mediums. Its value is not only to let people know what you have in stock, but also in suggesting things and creating wants, or rather desires. Not all these days will bring large volumes of business, but paying attention to them gives your store the reputation of being up to date, and, besides, the person who comes to buy a five cent piece of ribbon may see something else that may be wanted, and this is distinctly worth while. The special day displays are also of value for the opportunities they give for variety in the window. It is something different, and to have something different always attracts attention.

Properly Dressed Windows.

The importance of properly dressed windows has never been more pronounced than at the present time. The new stores which are opening constantly display marked attention in this direction and every inch of space available for the purpose is placed in service. The windows are most attractively finished and furnish most elaborate backgrounds for the display of merchandise. Old established firms, recognized as being progressive, are constantly changing their windows to make them more attractive, as they recognize that in this feature of their business lies an excellent salesman and profit-bringer.

It is true that there are still merchants who are so conservative that they pay little or no attention to the art of window decoration. It is only a question of time when, no matter how well established is the business, it will begin to slide down hill. A younger and more enterprising firm takes a store near by and their windows fairly talk to the passerby. The result is soon apparent in the increasing number of visitors to the newer and more up-to-date establishment and the loss to the old store of many of its former staunch supporters.

A firm may be seemingly secure in the position it has won and business comes to the store without apparent effort. At the height of success do not forget that a few years may bring a complete change in general conditions. New people move in and others move away. Plan for these conditions by keeping the store up-to-date in every particular and win the stranger in the town by impressing him with the attractiveness of your window display.

In Front of the Sporting Goods Shop Window.

"Say, mother, I've been prayin' for a pair o' skates for ever so long. Don't you think we'd better stop here an' get them an' save God the trouble?"—Life.

Tape Measure at the Door.

Foster Beery, men's store, London, Ohio, pulled off a good advertising deal some time ago. A full page advertisement was run in the local paper announcing their big clothing sale. The type was lifted and circulars run from the advertisement; these were neatly folded and tied with a good tape measure.

Then Mr. Beery and one of the clerks drove through the country and left one of the circulars at every house. They called at the house and stopped just long enough to tell the people a little about the big sale, but did not take time to go in and visit the people—except at meal time.

They report that the results of this campaign were the greatest ever realized from any one effort they ever put forth. The sale was a great success and the business has held up ever since.

In distributing the circulars through the country the clerks took turns, so that each had a nice little outing and had an opportunity of meeting many of their customers right at home, and it was a splendid thing for Mr. Beery, as it brought him in close personal touch with practically all his customers, and they seem to appreciate it, too, as many people now drop into the store to chat a few minutes, who had never been in the store before the "tape measure" bill was distributed and Mr. Beery called at their homes.

Travelers as Trimmers.

Your new traveling salesman should be instructed by the advertising man in the arranging of show cases and show windows, so if he happens to be in a small town where he has two or three hours to spend, instead of sitting on the hotel piazza and smoking away his money, he can put in his spare time arranging a show window for a customer. A new salesman who has knack at this sort of work often makes a good customer by arranging a good show window for him. If you have dead time on your hands it is not necessary to wait for your own goods. A show window can be arranged with goods from some other house. The point to the salesman is to impress the merchant with the idea that he is a "live wire," that he was not "born tired," that he is interested in the merchant's success, and if the salesman accomplishes this, the chances are on his next trip he can arrange the show window with his own goods that have been received in the meantime.

In having advertising cards made up it is better not to have them made too large. A large card is too obtrusive. It is liable to cover up too much show case, show window or wall space. Modest, medium size cards are more in demand by the retail merchant.—Hardware Recorder.

His Limitations.

Guest—Good heavens! Does your chauffeur always speed like this?
Barker—No. Sometimes the car breaks down.—Harper's Bazar.

PARCELS POST SILENCE.

Points the Advocates of Parcels Post Do Not Discuss.

At the annual meeting of the Northwest Hardware and Implement Association, at Spokane, Samuel R. Miles, of Mason City, Ia., made an able address on the parcels post, discussing the subject on broad general lines. He spoke as follows:

"They tell us we should have parcels post because England, Germany and other countries have it, but they do not tell us the average haul for all mail matter in these parcels post countries is about forty miles against 540 miles in the United States.

"They tell us we should have parcels post because the express companies are opposing it, but they do not furnish a single line of evidence to prove this assertion.

"They tell us mail order houses are opposed to parcels post as it would put them out of business, but they do not tell us that under parcels post the big catalogues could be sent through the mails for about 7 cents, as against the present rate of 22 to 25 cents, and that one item alone would save thousands and thousands of dollars annually to the large mail order concerns. Does any sane man believe they are opposed to parcels post?

"Our newspaper friends who are so active in defending parcels post do not tell us that the English rate on newspapers and periodicals is 5 cents for one pound, or two pounds for 7 cents, as against our rate of 1 cent per pound. If we are going to adopt English postal methods, why not adopt them as a whole? Would our friends, the publishers, stand for the English rate; if not, why not?

"They do not tell us that Germany owns her own railroads and makes no charge to the postoffice department for carrying the mails.

"They do not tell us that Germany in estimating a profit of \$20,000,000 from her postoffice department, does not make any charge for railway service, which, if they did, would show an enormous deficit.

"They do not tell us that there is no such thing as rural free delivery in these foreign parcels post countries, but that farmers live in villages.

"They do not tell us that the towns and villages in these countries under 4,000 population do not have any free delivery service at all, but pay about \$4,000,000 to the postoffice department annually for the privilege of having a box at the postoffice, the only possible relief from a very poor service.

"They do not tell us the farmers' present rural free package delivery service would be cut off under any or all of the proposed rural parcels post measures and carriers would be permitted to carry only packages to which postage was affixed. In other words, if this law should go into effect and prove to be as profitable as it is claimed, it would mean that the farmer would pay annually \$10,000,000 to \$20,000,000 postal deficit.

"They do not tell the farmer that under any bill charging 5 cents for the first pound and 2 cents for each additional pound, with a weight limit of eleven pounds, that it would cost 7 cents to market a dozen eggs, or 4 cents per pound to market a five pound jar of butter, or eleven pounds of salt costing 11 cents at the country store would cost 25 cents postage, or ten pounds of nails costing 40 to 50 cents would cost 23 cents postage, or fourteen pounds of sugar, costing 55 to 60 cents, would cost 25 cents postage.

"They do not tell us that under parcels post mail order houses would flood the country with glowing descriptions of all wool suits of clothes that do not contain 50 per cent. of wool, and pure silk dress goods, the silk for which was grown in Texas or Mississippi and picked by colored men, and a thousand and one other items on which the consumer is easily deceived, both as to quality and price and on which the profits are enormous, and all of which could be delivered from Chicago or Boston to the end of any rural free delivery route in the United States for 25 cents or less.

"They do not undertake to enumerate the tens of thousands of items that could be delivered direct to the consumer by parcels post.

"They do not tell us the day the parcels post law goes into effect that all mail order concerns would eliminate staple and unprofitable goods and sell only the profitable lines on which they could well afford to pay the postage.

"They do not tell us this would mean a centralization of manufacturing. What is the use of locating factories in the Middle West or West when the Postoffice Department brings the markets to the doors of the Eastern manufacturer and distributor?

"They do not tell us that notwithstanding a 12 cents per pound foreign rate as against a local rate of 16 cents per pound, the home rate costs the average user less than the foreign; to illustrate, the foreign rate recognizes only even pounds, an eight ounce package sent abroad would cost 12 cents, locally 8 cents; seventeen ounces sent abroad would cost 24 cents, locally 17 cents.

"They do not tell us that which is true—that England has two large concerns doing a mail order business to one in this country.

"They do not tell us that in a parcels post country the small or inland retail merchant is just a shopkeeper, who lives a mere hand-to-mouth existence.

"They do not tell us that for a service which it is proposed to charge about 2 cents per pound, the government pays the railroads alone 5 cents per pound.

"They do not tell us that Congress concedes that under the rural parcels post it will be necessary to increase the carrier's pay at least \$300 per year.

"They do not tell us that with this increase in pay that each one of the

40,000 carriers have to carry five ten pound packages daily to make up for this increase in pay before the Postoffice Department gets any returns.

"They do not tell us about the active railroad lobby in Washington working for parcels post.

"They do not tell us that the railroad companies receive less than 1 cent per pound from the express companies for service rendered, while they receive from the government for hauling the mails more than 5 cents per pound.

"They do not tell us that if all packages weighing up to eleven pounds now going by express could be moved into the mail cars, it would add millions of dollars to the railroad companies revenues.

"They do not tell us the real power behind the throne and the people that are without question paying for all of this newspaper and periodical publicity, are the railroad companies.

"They do not need to tell us that when the railroad companies get busy on any proposition the people's interests are not apt to be considered. In other words, there is a colored gentleman in the wood pile some place.

"They do not tell us that while England has parcels post, her greatest colony, Canada, has it only in a

limited way, and that all of the mercantile interests of Canada are opposing any extension, and this with a full knowledge of what it has done for the mother country.

"They do not tell us that none of the foreign parcels post countries have our splendid express service, and that if we can regulate the railroad rates we can also regulate express rates without going into competition with them.

"Finally, they do not tell us there is absolutely no demand for parcels post in this country.

"The seeming demand for parcels post can be traced to three sources, the railroad companies, the mail order combine, newspapers both city and farm and magazines whose existence depends on mail order advertising.

"Is it not better to investigate first than to be sorry afterwards?"

A man is not necessarily a good humorist because he is good-humored.

Wilmarth Show Case Co.

Show Cases
And Store Fixtures

Take Division St. Car Grand Rapids, Mich.

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

Prize Drawing Schemes.

Without a doubt many merchants throughout the country are making themselves liable to prosecution by the United States postoffice authorities by the use of the mails in advertising special advertising propositions.

An old adage says, "Ignorance of law excuses no man," and many merchants certainly would be able to offer no other excuse than "ignorance of the law" for using the mails in advertising some of the special schemes and plans that they are pushing to boost business, because these merchants are not aware that they are violating the laws of the country.

This is a subject that is being given more attention than formerly because many, not only merchants, but others have found too late that they were violating the laws governing the use of the mails. But it is not at all strange that occasionally a man oversteps the line and gets on the wrong side because the laws are so full of little technical points, and not only that, but it seems next to impossible to get authoritative information on certain points regarding these postal laws.

Some merchants look up the law before venturing on their special schemes and plans, but many others never take time to investigate and find out whether they are throwing themselves liable before they use plans that depend upon chance or luck or whatever you wish to call it; and there are so many little technical points that come into some of these things that it seems impossible to get exact information as to whether they are subject to mail or are violations of the law. In fact you are supposed to be your own judge in using the mails and if you guess all right all is well. But if you happen to miscalculate a little—then you are subject to another judge, and many an honest man has found himself facing charges simply because his legal knowledge did not enable him to see certain points as others better versed in legal forms saw them.

Some time ago a piece of advertising was sent to the postoffice authorities at Washington and in answer a long letter was received from the chief postoffice inspector in which he made it plain that no one would be told whether they were violating the law until after the violation had been made. That part of the inspector's letter is as follows:

"It is the practice of this department not to advance opinions to persons engaged in conducting private enterprises through the mails as to whether their plans constitute a violation of postal laws. It is considered that persons using the mails do so at their own risk and assume for themselves the full responsibility attached by law to any use they make of the mails."

So you see you are presumed to know the law and to use your own judgment in interpreting the same, and if you go astray you will be called upon to pay the penalty—if you are caught.

However, there are some general principles that the merchant should bear in mind when planning to use any sort of special advertising where prizes or premiums of any kind are to be used. As a rule there is apt to be a little element of chance creep into the scheme, and the laws prohibit the sending of any scheme or plan through the mails that has in it even the slightest element of chance. Of course there are many fine points bearing upon this one principle that need not be touched upon here, except in a general way. Be careful and keep away from the plan of having in it the element of chance; something for nothing schemes do not look good to your Uncle Samuel.

The aim of our laws on these things is to protect the innocent, unsuspecting and ignorant, and they are stringent in many cases because it was found that there could be no half way ground in overcoming the fearful injustices that were wrought against the classes of people that were so unmercifully robbed by lottery schemers of all kinds in the days before our present laws were enacted.

It might be suggested to the merchant who uses or contemplates using any prize drawing plan or premium proposition, to write to the authorities at Washington and ask for a copy of the postal law covering these things. This will be furnished free by the department and will help you in case you have any doubts as to whether your plan is mailable—then after reading the law on the subject if you are still in doubt you will be safe in letting it alone.

A short time ago a merchant, a very fine man, too, was hauled up before the United States Court and fined heavily because he had sent out a circular through the mails to his customers and in which he told of some simple little drawing proposition that he had. It was really a very small thing and the merchant was innocent of any intent to do harm to any one, in fact he had asked the local postmaster if he considered it a violation of the laws even before he decided to use the plan. The postmaster thought it was all right, but that did not save the merchant from the wrath of the authorities who saw in it a violation of the law, technical though it was.

Don't think that because you have known of someone using a given plan that it is all right—there are a whole lot of fellows who have escaped simply because no one has stumbled on to the violation and consequently it has simply passed by unnoticed.

If you are uncertain either let the thing alone or send out your advertising matter by special carrier. Be careful and avoid risk.

Value of Dead Timber.

From 7,000 to 9,000 men will be given work for two years by Uncle Sam in the effort to get a practical, proved answer to the question:

"What is the value of the timber that remains after a forest has been swept over by fire?"

Private timber owners and lumbermen are as vitally interested in learn-

ing the answer to the question as is the government.

The officers of the forestry service are now at work learning the amount and location of such timber. When the surveys are completed prospective buyers will be informed and the actual work of disposing of the timber will begin. Everything connected with the test is to be done by the government.

There are several billion feet of dead timber on the national forest reserves and private lands in northern Idaho, western Montana, and eastern Washington. Heretofore this has been considered utterly useless. This is to be collected and sold. The work will not only result in the salvage of much lumber making timber but at the same time it will be a great aid in conserving the remaining green trees, young and old.

The government will determine how long a time after a forest fire elapses before the timber deteriorates until it is worthless for commercial purposes.

Where the dead timber is, how much there is, and how it can be handled will be ascertained.

The big timber owners have awakened to the fact that past methods of lumbering have not been the best, nor even approximately the best, and they are beginning to see the necessity for some conservation effort. The question of the use of the so-called inferior quality of timber has been taken up by them, and they will co-operate with the forestry service.

At the last meeting of the Western Pine Manufacturers' Association, headed by J. P. McGoldrick, in Spokane, the question was brought up and resolutions were adopted urging sawmill owners and manufacturers to direct every effort to the salvage of this timber, and also to assist the government and timber holders not owning mills to handle the products of the fire-swept forests.

"The government and private concerns realize," the resolutions read, "that if properly manufactured the market for our products is the whole United States, and that every portion of this crop, that comes but once in a lifetime, should and can be preserved and utilized; but to make pos-

sible the proper and best use and the widest distribution of this resource, the most thorough and intelligent co-operation is necessary, as all the people are interested and each must do his share to make practical conservation a success."

E. R. Hodson, forest assistant in the forestry service, made a study of the amount, location, and quality of fire killed timber and of the extent to which it was used in a number of the national forests in the southern Rocky mountain regions. The area included was about 13,000,000 acres, on which about 50 per cent. of the timber was fit to saw for lumber, and all of it could be used in the round.

Mr. Hodson learned that dead timber is valuable, but that, though widely used in some localities, it is not regarded in others as worth using. The timber not being used was found to be fully as good as the other. The only cause for its rejection was a misapprehension of its true value.

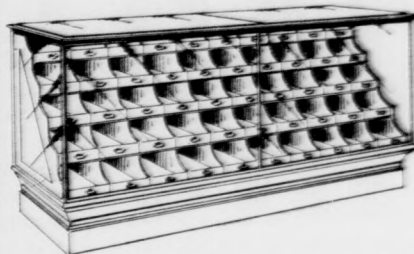
In many places the opinion prevailed that such timber is weaker than seasoned green timber, and the longer it stands the weaker it becomes. Mr. Hodson learned that this was entirely wrong, that the standing dead timber, fire killed, if sound, is, by actual test, almost as strong as seasoned green timber and much stronger than green timber before seasoning.

Another fact brought out by his report was that the forest killed timber is largely used in the ground for mine timbers, coal props, telephone poles, railroad ties, and fence posts. It is better for mine timbers than green stuff, and the mines of Leadville, Colo., use some 350,000 board feet a month.

He found further that it is well suited for boxes and crates because it is odorless and thoroughly seasoned, and a package made from it does not shrink or warp.

Mr. Hodson found that forest killed timber has been used, instead of live green timber for everything except thin sawed lumber.

The forestry service believes there is no reason why it should not be used for making thin boards, and proposes to work these 7,000 men for two years to test the point.



"Crackerjack" Small Wares Case No. 30

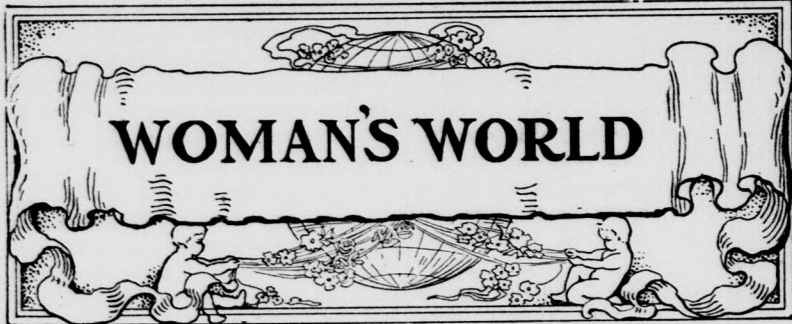
Dimension—42 inches high, 26 inches wide. Fitted with 5 rows of drawers usually 5 inches deep and from 7 1/4 inches to 9 1/4 inches

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

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

Grand Rapids Show Case Co.
Grand Rapids, Mich.

The Largest Manufacturers of Store Fixtures in the World



A Young Man's Fancy Likely to Turn Lightly.

Written for the Tradesman.

Now that the season of the year is right at hand when, according to indubitable authority, a young man's fancy is especially likely to turn to thoughts of love, a few words of sympathy and condolence for his parents and intimate friends are not inappropriate.

The words sympathy and condolence are used advisedly. For it is a well-known fact that when a young man's fancy, which begins so lightly, deepens into seriousness, as it frequently does with incredible swiftness, his chosen bride is apt to be a persona non grata to those who hitherto have stood closest to him. Being freely translated into plain English, this means that the girl very often does not suit his folks.

The vulgar make a caustic generalization which runs to the effect that the man's family never think the girl is good enough for him. Before falling in with this harsh, unfeeling view of a most trying and difficult situation, imagine yourself in the family's place for a little time, until you can realize how very natural may be their mortification.

Here are a father and amother who have succeeded in the all but impossible task of raising a son who is the very flower of all youthful masculine virtues and desirable attributes—in short, is in every way a model young man. Do you think they do not know what a prize he is, and that they have not figured on his commanding a very high premium in the matrimonial market? Their hearts swell with pride, pride that is perfectly justifiable, mind you, and it is not to be wondered at if their heads swell a little also. Some supernatural being, an angel or a seraph may be, might in their estimation fittingly mate with their idolized young demigod, but no mortal woman with human faults and frailties.

Picture to yourself, if you can, their chagrin when the young man makes known to them that he has irrevocably delivered his affections into the care of some very commonplace damsel, greatly his inferior in refinement and social standing. One sorely wounded mother thus breathed her troubles into the sympathetic ear of a confidential friend: "We had such high hopes for Fred. And to think that he has passed by all the beautiful, cultivated girls in his own circle—any one of whom would have given her very eyes to get him—and

taken up with this plebeian little Carrie, whose taste never can rise above rag-time, and who actually"—here the maternal voice sank to a horrified whisper—"who actually—chews—gum!" Small wonder that the best this young man's people were able to do was to look upon the affair "with one auspicious and one dropping eye, and if there were not "mirth in funeral," at least there was "dirge in marriage."

Then there is the other all too common case where the son is anything but a model young man, and, disregarding parental prayers and pleadings, has grown up worthless and dissipated, bidding fair to do little else in years to come but harvest the very large acreage of wild oats he has wasted his youthful energies in sowing. Can the father and mother of such a one afford to be anything else than very fastidious in their ideas of what their daughter-in-law should be? For is there not a widespread belief that the wildest kind of a fellow will settle down and straighten out of the kinks in no time at all, if only he succeeds in marrying just the right kind of a girl? Do we not have Saint Paul to show that an unbelieving husband may be sanctified by a believing wife? The parents of the dissipated chap, even more than those of the model, have good reason to be critical of the coming bride, and to be grievously disappointed if she does not measure up to the required standard.

Love is called the blind god. He might also well be called the most careless, unheeding, imprudent, inconsequent of all deities. When a young man is to choose her who is to be his lifelong companion, not only should he employ his own best judgment, but he really ought to call into requisition the counsel of his most sagacious friends, and seek the guidance of all the sages of all the ages. Dignity and even solemnity should mark his movements at a time so fraught with weighty consequences. But, no, the poet has put it correctly, it is not a young man's judgment at all, but his fancy, that lightly, alas, how lightly! turns to thoughts of love.

Do substantial merits and real virtues attract him? Hardly. More often his fate is settled by the alluring tones of a soft, caressing voice, by a soulful glance from the depths of dusky eyes, by the swish of dainty silken skirts about a trim pair of ankles, by the sweep of long lashes against a rose-petal cheek—possibly a cheek that has artificially been tint-

ed to a deceptive semblance of the matchless color of the rose. Perhaps he surrenders to the witching influences of a moonlight evening; perchance he walks unwittingly into the snare cunningly set for his unwary feet by a clever, scheming mamma—however it may come about, it is a young man's fancy that lightly turns to thoughts of love, not the shrewder and more astute faculties of his brain.

Is there any kind of mental shock that the family of a marriageable young man are not liable to have visited upon them? Are they well educated, with all kinds of intellectual antecedents and traditions, regular high brows, in fact? A scion of this noble race is likely to throw them all into consternation by becoming engaged to some doll-faced beauty who not only can not rise to a comprehension of their talk about Browning and Ibsen, but is so far removed from their intellectual plane as to be a bit shaky regarding the multiplication table.

Here is a very different family, one whose members always have shone in society, and who would so appreciate a daughter-in-law with engaging manners and one who would know how to dress, in short, would have some style about her. But the one their son brings home may be an incorrigible bluestocking with a penchant for dowdy clothes. An Episcopal household, imbued with all the good principles of the prayer book as to the sacredness and inviolability of the marriage bond, may see their only boy fall captive to the charms of some dashing grass widow, and be compelled to give her such welcome into their family circle as their consciences will permit.

This recital of specific instances is too painful to be further prolonged. What can be said to assuage the sorrows of the afflicted?

One thing that can not be done is to make the young man see with the

eyes of others, even of those who have his interests most at heart. It will be his fancy and not yours that will dictate his choice. So, if the girl is not actually cross-eyed or hair-lipped, put as good a face as possible on the situation and accept her. If, dreadful to think of, she should be cross-eyed or hair-lipped, even then accept her just the same, with the best grace that can be summoned.

It certainly is in best form for a family to swallow its bitter pill of disappointment alone, in silence and behind closed doors. Act just as if everything had happened to your liking, and do not neglect to say often and with emphasis that "she certainly is one lovely girl." By frequent reiteration you may in time come to hold some partial belief in the statement yourselves.

It may furnish a sort of negative consolation to reflect that if your son had not chosen just this one, it might have been some other even more impossible in your estimation. You may rest assured it never would have been that nice girl you picked out for him. Why wouldn't it have been? Because those best laid parental plans rarely, if ever, materialize.

Further, it may dull the sharp edge of your grief to consider that every family with a son either has undergone or is likely to have to undergo some such bitter experience as your own. Of the occasion of your sorrow it may aptly be said, as the queen-mother said of the over-mournful Hamlet, "Tis common;" and as Hamlet himself admitted, "Ay, madam, it is common." Quillo.



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.

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.



Heart in Your Work.

Why are you working? For what you get or for what you give?

Answer that question honestly and you will know if you are only holding down a job or are filling a position in the best way you know how.

It has often been thrown up to women workers that their hearts are not in their work. They work from expediency, not because they love it.

Men declare that women go into the business world because they must have money or because they are bored and unhappy at home. They only intend to stay until "he" comes along, so why bother to learn a lot of things they need not know?

There is no more fatal attitude toward one's work than this. It breeds discontent, restlessness, half-heartedness, which rapidly grows into carelessness and the bad graces of your employers.

A young and pretty girl took a position in a large department store. She was quick, had pleasant manners and could have made a splendid saleswoman had she wished. She did not think it worth while to bother with the petty details of her trade. She was engaged, expected to be married within a year, and did just what kept her from being discharged, no more.

Toward the end of the year came the panic; also a fight with "him" and the parting of the ways. The girl who had not thought it important to make herself indispensable was the first to go. She could not even count on a good send-off from her last place to help her to a new job.

Do not do it, girls; do not get the idea that it does not count to get down to business, even if you expect to stay but a short time. No knowledge is ever lost; it helps you at unexpected times, often in strange conditions and places.

It is bad to make money the chief aim of a business career.

Money? Certainly, it counts tremendously. Most of us want all we can get of it. But money is more apt to come our way if we do not make it too plain that gold is the only thing we are after.

Who is the girl who gets pleasant surprises in her pay envelope? She who is in business for cash only, or the one who is interested in work for work's sake, although far from despising its rewards?

The former is a surface worker. She makes grandstand plays for the favor of the boss—does the things she thinks will get her salary raised, but does not trouble to get a thorough grasp on her business.

The latter is really interested in what she is doing.

If she sells lace, she more than knows the boxes in which it is kept and the cost. She learns the name of each kind of lace, the different patterns in each variety, how this year's styles differ from those of last year.

Perhaps she finds out from her friend in the dressmaking department what laces are best suited to differ-

ent materials; whether princess or filet drapes more gracefully; if Torchon or German Valenciennes wears better for underclothing. She may even take out books on laces from the library and get a knowledge of their history and making.

Then she is equipped to help her customers.

Do not think, girls, that those customers do not soon know it. That girl will be waited for when she is busy and telephoned to when a big order is to be filled without coming downtown.

Some one else knows it, too. When there is a new assistant buyer to be chosen in that department, the girl who has made it her business to learn her work for all there is in it is the girl to whom the coveted promotion falls.

Get down to business, you money-making girls. It pays more than in ways financial. What if you are to be married? Won't you make better, more helpful wives because you have learned that it is worth while to do well what is to be done?

Put your heart in your work. Learn that your employer's interests are yours; what helps him helps you.

Get down to business; you will like your work better and will be better liked as a worker. Alice Marion.

Not All Seek the Bargains.

Very recently a man who wanted a fine fur-lined coat went to the fifth floor of a New York department store and after leaving the elevator said tersely, "Fur coats," to the polite floorman. He turned the customer over to a ready salesman, who led the way to a rack of fur-lined coats and began to select from them for showing. "There is nothing there I want," said the prospective custom-

er; "these are Persian collars; I want seal."

"Oh!" said the salesman, "we have none with seal at \$58."

"I don't want a \$58 coat," replied the customer; "I want something much better."

"Excuse me," said the salesman; "these are advertised and I thought you came to see them; but, of course, we have what you want in the next room."

Salesclerks should not take it for granted that a customer comes in for advertised items only or for such as are displayed in the windows. Rather show the best things you have and come down to the "great value," if that is what the customer wants.

It is harder to sell the better goods if you begin by making a splurge about the value of the lower-priced offering—first, because the customer thinks your strength is on cheaper lines, and, again, because the comparison invited may act against the higher-priced item.

Flowers To Bloom.

There seems to be a leaning toward small and medium sized flowers, which are arranged for the most part in bouquets that are more or less severe in effect. Roses of all kinds will as usual be good. Some favor the moss and old-fashioned June rose and buds. Velvet foliage is being offered with the other varieties and it is not unusual to see two or more kinds combined. Nor is it unusual to see large and small flowers together, the small flowers, arranged in clusters, being nested among the larger ones, as, for instance, lilacs or wistaria. There is every reason to believe that it will be an excellent flower season. Last spring and summer could hardly be so described, but for that rea-

son it may be argued that this will be a banner year for flowers.

For the new flat hats there are feather bandeaux and wreaths that are very handsome when shaded. French blue, grey and white was the harmonious color scheme of a willow which encircled the crown and had a feather standing upright at one end. It is to be noted that in practically all cases where there is a high effect in trimming it is arranged at the back. Hats that are broad and decidedly flat elsewhere have often some slightly raised arrangement of the trimming, if not directly in the back, at least toward it at one side or the other.—Millinery Trade Review.

All the Same To Him.

One of a party of gentlemen left his corner seat in an already crowded railway car to go in search of something to eat, leaving a rug to reserve his place. On returning he found that, in spite of the rug and the protests of his fellow passengers, the seat had been usurped by a woman clad in handsome clothes. With flashing eyes she turned upon him:

"Do you know, sir, that I am one of the directors' wives?"

"Madam," he replied, "were you the director's only wife I would still protest."

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Originals and all Duplicate Copies, *Practical Bookkeeping*, 100 Sheets of Carbon Paper, 2 Plates of Letter Cases. While this is true you give them a trial. If you are not satisfied you will return them. If you are satisfied you will keep them. This is a special offer. The *ORDER* through your dealer. Agents Wanted. NOTE: It is not necessary to send any money to receive these books. It is only necessary to send a check for \$4.00.

IF A CUSTOMER
asks for
HAND SAPOLIO
and you can not supply it, will he
not consider you behind the times?

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.



Trend of the Latest Styles in Dry Goods.

Many novelties in garments and accessories are being brought out for spring and summer, as the present styles are particularly favorable for the construction of models built on original lines. While these new garments embody the latest French style features, they have modifications to meet the requirements of conservative American women.

The cape effect is the latest interpretation of fashion's new demand for the short fancy coat to complement the dressy costume. The cape touches the waist in the back and extends, in curving outline, over the arms at a point halfway from shoulder to elbow, pointed tabs ending at the waistline form the front finish. Black satin is used to develop these dressy three-piece models, and the new flat silk braids are employed for tailored trimming finish. The costumes finished with these short capes are classified with the bolero and Citoyenne suits, brought out for spring and summer by the leading French couturiers.

A new note in the development of some of the latest style gowns is the use of lingerie materials with satin, silk or cachemire de soie. Gowns with veilings of transparent materials over satin underbody have deep bands of cotton embroidery arranged above the foot-band.

The newest patterns of these wide embroideries have a deep pointed edge, and this irregular finish is applied at about knee depth, with the straight edge caught into the foot-band. Touches of the embroidery are also used on the waist and appear uncovered in vest or yoke outline, and in the wide cuff finish for elbow or three-quarter sleeves.

During the summer of 1910 velvet was largely employed by French dressmakers for the finishing touches to the lingerie gowns, and this idea is now incorporated in high-grade merchandise for the American trade. Footbands, girdles, sashes, buttons and narrow band edges for fancy collars and cuffs, when made of black velvet, give a suggestion of the black and white combination so much in vogue.

The use of fur on evening dresses for the coming season is one of the newest trimming notes. Narrow bands of moleskin are applied at the yoke outline, as a sleeve finish and arranged together with lace for the waist garniture. This is one of the extreme novelties, however, and is confined to expensive merchandise.

Chiffon coats, which will be worn to a considerable extent with expensive summer dresses, are now featured in 52 and 54 inch lengths. Slashes extend to the hipline and allow a glimpse of the gown. Charlotte Corday collars, with deep cut revers and side fastenings, are style features embodied in many of these dressy wraps. Hand-embroidery elaboration is used for the collar, revers and cuffs, and follows the bottom edge of the coat.

The plaided, Dresden and Persian silk hoods seen on exclusive pongee models recently brought out extend over the shoulder to the top edge of the revers, at which point the silk hood is attached. Other style features are the shortened waistline, straight cut skirt and broad Directoire cuffs.

The Russian influence is reflected in the linen outing dresses now placed on the market for misses and young women. The waist is cut on similar lines to the Russian blouse, with two box-pleats in both back and front. A broad patent leather belt holds the model snugly to the figure, while the sailor collar and wide cuffs of contrasting colored linen gives trimming suggestion.

The waist extends over the skirt about halfway to the knees. The skirt is made with groups of pleats, both back and front, with gored side-sections, and measures about two and one-half yards.

Large bordered squares of foulard are combined with plain colored material to develop some of the latest style one-piece dresses. The waists are cut on lines similar to the handkerchief models brought out last fall, but show lace trimmings and elaboration in the way of embroidery or braiding. The high-class department stores now have this foulard in stock, but it is sold by the square, as well as by the yard.

The fact that the coming season promises to be a good one for the sale of jumpers has stimulated interest among manufacturers in these models. A new style is the jumper made open to the waistline, both back and front, thus allowing the waist to appear uncovered. Hand embroidery, braiding and fancy trimmings closely follow the edge, and are also used with trimming effects in the side front sections and in the sleeves.

Other styles of jumper designs have folds of chiffon over the shoulders and extending well over the sleeves. These chiffon bands are

crossed in surplice effect and attached to a wide matching girdle.

Indications point to an extensive vogue for sashes of wide variety and they are arranged in various ways to give different effects. One of the clever arrangements which has recently appeared is made of 4 inch satin ribbon, and starts from the front yoke section, parallel with the line of the shoulder, crossing in surplice fashion at the waistline in the back. From this point the ends fall to the skirt edge and are finished with heavy silk fringe.

The Trouser Skirt.

Notwithstanding all the newspaper comment concerning the trouser skirt, the novelty promises to be only a swiftly passing fad to be adopted by the most venturesome women for street wear, and by a few actresses who thus find an economical method of gaining considerable publicity.

The bloomer garment appeared a number of years ago, but disappeared in the face of popular derision. The divided skirt had temporary favor, especially for use in bicycling, but the invention of the drop bar soon helped to put it out of service and it now survives only for equestrian use.

The hobble skirt, while widely advertised, has never been generally

taken up because of its impractical features. It impedes walking, sometimes even to a point of danger, and it also makes the foot look clumsy—not to mention the encroachment upon modesty which the extremely tight skirt makes.

The new trouser skirt will be represented among the spring fashions, but there is no evidence that it will have even the short vogue of the hobble.

Unless a garment adds grace to the feminine figure it is quite sure that it will not be generally worn and the trouser skirt appears to lack this attribute. We predict for this new style creation a very short existence. —Dry Goods Reporter.

We are manufacturers of
Trimmed and Untrimmed Hats
For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.



Barre

A plain poplin 28 inch medium weight cloth with satin stripe, a nice range of colors, especially suitable for skirts, shirt waists and children's suits. Special price 11½ cents, well worth 15 cents.

Write for samples.

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Michigan

P. S.—Beginning April 1, we close at one o'clock Saturdays.

30 Dozen Jumpers To Close Out

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

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

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

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





Carl Knott & Company, Ltd.

Attractive back trim is shown in this white Panama, trimmed with lilacs and roses and pale blue velvet bow.

Flowers in Millinery.

It is difficult to say just what single species of flowers is strongest in the season's new millinery. The consensus of opinion, however, places roses among the leaders, if not the foremost. Almost every kind of rose is taken in excellent quantities. American Beauties, June roses, ramblers, moss roses all are in demand. Among the season's novelties in roses are the chiffon or mousseline two-tone effects. In these are shown black mousseline over rose color, yellow, blue or white. Perhaps the most exquisite of this type of rose is a novelty made of mousseline, shading from pink to mauve. Poppies are in large demand, and the newest varieties are shown in coral and cerise-colored velvet.

Black and white combinations are also being featured, the materials being either satin or velvet; frequently white poppies of cotton plush are combined with others of black velvet or satin.

In point of precedence flowers may be placed of coral, rose and cerise coloring first in the list, as these tones predominate in millinery at present, with the lavender and purple varieties next. Violets, particularly Russian violets, are in excellent demand. Lilacs appear in profusion, alone or in combination with roses. French modistes are using exquisitely shaded ones; those grading from a pale lavender to a deep purple, or from a bright cerise to a red purple touched with navy blue or black, are much admired. Two-tone effects in lilacs are also featured, pale blue and pink, blue and brown, etc.

Pansies are shown in all ranges of natural colors and materials, the nacre effects going unusually handsome. Wistaria is selling well and

sweet peas and hydrangeas are also taken in good quantities.

Handsome sprays of combinations of flowers are strongly featured. Nodding sprays of lilacs shooting out from a central bunch of roses are prominent. French milliners are making use of high-wired sprays of flowers posed singly and in thickly bunched spears. These, almost invariably, are placed at the back or side and incline backward. Cockades of roses are shown which are made over a foundation narrow at the bottom and spreading out toward the top. The base consists of a triangular arrangement of roses, while leaves or petals are glued to the upper part of the foundation.

Garlands of hydrangeas in blended pale blues, pinks, lavenders and greens are shown in single and double rows, which are intended to conceal almost the entire crown.

Small garlands of forget-me-nots in blue and pink are intertwined with similar garlands of heliotrope.

Entire turbans and separate crowns of roses, violets, poppies, etc., are a strong feature of the season.

Make Your Store Clean.

Clean up.

The store should have its renovation as well as the home and it should be as thorough.

The store will become more or less of a junk shop unless the proprietor is alert and endeavors, so far as possible to keep it in perfect order and to prevent the accumulation of dirt and unsalable stock.

Wherever possible the house cleaning operations should include an application of fresh paint and paper, or in store rooms whitewash. Cleanliness may thus be made more of a reality. It will be more visible to others. The influence it exerts will be

proportionately increased. The expense is relatively light. Not many retailers handle paper, but nearly all the general stores in the country carry their own paints and the expense will be limited to the wholesale price of those commodities. Often there is some one about the place who can put it on, but even if there is not the painter will do it at a low figure, and he may be owing you, too.

Fresh paper, paint and whitewash will give an establishment an attractiveness which it has not hitherto possessed and there will be that additional reason for trading there. The cost will all come back in increased sales and further development of trade. Purchasers of goods at retail are quite likely to gravitate to the store presenting the most attractive appearance. It is natural and in the long run is productive of much improvement in business.

The old fashioned elbow grease is one of the most profitable investments a merchant can make at this season. A little of the spirit of the old time Dutch housewife, whose repeated scrubblings kept her floors and walls white as boards could be made, would be a profitable addition to the assets of every retailer. These features would have an influence in attracting customers because they would create the impression that everything about the place is as clean as what is in sight.

The clerk who never asks for "a day off" may both need and deserve it more than the others who do.

The Tell-Tale Price Tag.

As often as not it is a joke when you get a present delivered from a store and find the price tag still on, betraying what your friend expended. But it is never a joke to the customer who finds out such laxity in a store's service.

Every provision should be made to save such annoyance, and perhaps embarrassment, to people who trade with you. A good plan is to have a large tag printed, with "No Price" in plain red letters, to be attached to all articles bought for gift delivery.

When this reaches the packer the original price mark can be carefully removed, with the tag signifying the request, while the store system of inspection has not been interfered with.

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-MAYERS COMPANY CHICAGO
VIKING GRADUATED WING SUNDAY
1ST GRADE CLASSY FIFTING

SWATCHES ON REQUEST

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

"The Crowning Attribute of Lovely Woman is Cleanliness"



Unseen—Naiad Protects

NAIAD
DRESS SHIELD

ODORLESS

HYGIENIC

SUPREME IN

BEAUTY! QUALITY! CLEANLINESS!

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

The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Wrinch McLaren & Company, Toronto—Sole Agents *Clonmada*

BEHIND THE COUNTER

A Sale Should Not Be Lost Through Inattention.

While the customer is in the house, his is the only interest which should occupy your time and attention; do not give him half-hearted, luke-warm consideration.

To stand by the rack and, with a wave of the hand, tell him to "Look at these suits," is almost a sure way to miss the sale; certainly he can see the kinds and colors of material as they hang before him, but would you be satisfied to make a selection of a suit in a like manner? You should know something about his preference before going to the rack, his size, and from his general appearance draw a conclusion as to the color and kind of material to show him; then take the coat down and show it to him as if it were just what he was looking for. Give it value by the manner in which you hold it up over your left arm, heightening its value and fitness by implication rather than by words. Let him feel you are showing him something that is unusual because of its make, style or material. (It would be time well spent to drill on these points.) Never let your eyes wander from his face; to go star-gazing at such a time is to run a big risk of losing the sale, for the first impression you make on the customer, if favorable, is the way to a successful effort. When you have tried on the coat be on the alert every instant to see how well pleased, or dissatisfied, the customer may be; and when the transaction has progressed to the point of his retiring to the dressing room to try on the trousers, do not walk to the door to get a better view of the passing crowd, or begin a discussion of some event with fellow salesmen. If he comes out with a good fit, you are fairly sure of the sale, but any objection now makes it ticklish. The sizes should have been noted and the next nearest pair handed him as soon as his objection is voiced.

To let him come out and wander around the room, trying to see how the suit fits by twisting and turning his head and body is inexcusable; be on hand and show him the mirror at once; assist him in adjusting it, that he may have a good view of himself, and stay with him until he is thoroughly impressed, suited and satisfied. Induce him to put on the entire suit. It will look dressy and be a fine selling argument in pleasing him with his personal appearance.

A sale is never completed until the money is in the till, and there are so many chances of "a slip betwixt

the cup and the lip" that it is culpable and inexcusable to take any risk through carelessness. It will be seen that I am talking to the salesmen in the average size clothing store. In the larger establishments the discipline is too strict to allow flagrant violations of duty; it is the store where the salesman is an independent man; where the first call almost equals the proprietor in freedom of action and importance, and in which concerns the above criticised faults are more likely to creep in.

While from this class come some of the most successful salesmen, the opposite is also true because of a lack of ambition and not realizing the importance of correct conduct.

More particularly is the inclination to be "independent" most common with the inefficient salesman who overvalues himself than in the case of the capable man who always wants to do his work "a little better."

So long as the customer is in the store there is a fighting chance to sell him, so never leave his side for a moment. If you have failed in suiting him or selling him the article of his first choice, or the garment he asked for when he came into the store, interest him in some other line, and bring him back when you have found your mistake, and the reason why you did not sell him at the first trial.

There will always be "misses" as long as there will be "sales," but if always courteous and solicitous for the welfare and taste of the customer they will be fewer, and come less often through any fault of the salesman.

There is no reason why you should permit inattention or carelessness to rob you of that which you earn through attention and application; you may miss on size, material or price and feel you could not help it, but a miss from inattention "never." —Apparel Gazette.

Clerk's Value Is Measured by the Trade He Commands.

A clerk has every opportunity to make headway in his profession, and his value to his employer lies wholly with himself. He may start his career, as most of them do, as a stock boy at a salary of perhaps \$3 a week, and may work his way up the ladder until he is drawing from \$25 to \$50 a week.

On the other hand, he may remain in a cellar position all the days of his life unless he makes a change for the better. He may be a first-class salesman while working on the

floor, selling his prospective customer every time goods that are sure to please, yet for some reason, perhaps unknown to himself, he does not advance as fast as some of the other salesmen.

One reason for his failure to obtain a better salary lies in the fact that a clerk is often a mechanical salesman, waiting on the trade that comes into the store but never bringing any new trade in himself. This is the way with many clerks. They think that when the store closes for the night their duty to their employer ceases, but that is a mistake which is forever keeping them down.

In order to be a successful salesman one should always endeavor to make as many new customers for the store in which he works as possible. He should go out among the people whenever an opportunity presents itself, and never be ashamed of the fact that he is a clerk. It is the good "mixers" who advance the fastest; they are the live wires in the store that are always attracting more and better business.

Perhaps you will say, "I do not earn enough to permit me to go about as much as some of the other fellows do," but this is where the unsuccessful salesman makes another mistake. His ability to draw trade to the store is his best asset, and the money he spends in drawing this trade is his best investment.

The writer knows of one instance where two young men started in a shoe store at the same time (some three years ago), each drawing a salary of \$7 a week. Although the store at that time was not doing over \$15,000 a year the proprietors thought that the two men were needed to wait on the trade. One of the men lived at home with his parents and had practically no expenses as far as living was concerned, while the other had to support himself. The first put the most of his money into swell clothes and saved what was left.

The other man thought that he could not afford as good clothes as his comrade in business and was more inclined to spend his money in sociability. He joined one or two clubs, went to all the dances and plays and mixed generally with the younger set. He secured odd jobs for his leisure moments that few knew about, and many times burned the midnight oil studying how he could bring more business into the store where he worked.

This man figured that the money which he spent in drawing trade to the store would all come back, and it did. Not a year has passed since his entry into the business that he has not received a raise in salary as sure as January and July roll around. The other man is now out of the store, while this hustler, the "live wire" in the business, is the only salesman employed, and the store is doing more than twice as much business as when he first went to work there.

Politeness is another asset that every salesman who wishes to make a success should cultivate. It costs

nothing, and a cheery "Good morning," or "Good afternoon," as the customer enters the store, and a pleasant "Good day and come again" as they leave, makes a good impression on patrons. The man who always carries around a "grouch" should give up his place and go to work where he will not have to meet people. One "grouchy" clerk will drive way more trade in a day than a booster can bring back in two.

It does not pay a clerk to think that he should do just enough work to earn the salary that he gets. He should ever be on the lookout for advancement, and the only way to secure it is to show his employers that he is doing all he can to build up the business of the store. For the man who will do this, bigger and better things await him at the top of the ladder, and he will climb up over older and more experienced men, while they wonder how he does it.

The more conspicuous the location of your store the more conspicuous will be its success.



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



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

Do Not Abuse the Confidence of the Clerks.

Some managers while impressing upon their clerks the necessity of watching stocks closely and reporting or making note of all "outs" and "wants" are given to delaying orders on one excuse or another and thereby abusing the confidence of the clerks which they have invited. These managers are not in the habit of explaining to the clerks that delay has been made in ordering, nor do they take the trouble to inform the clerks why an order does not come in within a reasonable time after it has been given, although they may have received proper notification to that effect from the shippers or wholesalers. The result is an amount of confusion for which the clerks are not to blame and for which the store suffers through loss of sales and loss of the confidence of a portion of the public affected.

In one store of this kind where the manager, who is the owner, insists on having a prompt report of all goods that are not or are needed to meet the demands of the trade. His wrath at a failure in this respect is something worth observation, or would be were it not true that he seems to take delight in putting his clerks in a hole regarding goods expected to be received from such instructions. This man sometimes even goes to the extent of instructing his clerks to write out their own orders for goods in stocks of which they have charge and then deliberately cuts the orders and eliminates many things wanted without any notification to the clerks.

The result is that customers call for the goods and are informed by the clerks that they are on order and should be in at such a time. The goods do not arrive and the clerk is not aware of the failure to order until a direct question is put to the boss. The clerk is then expected to apologize and excuse the affair to the customer and take the blame for not being properly informed. The boss takes the arrogant view that so long as it is his business he is not under obligations to his clerks to consult them as to what he shall do or when he shall do it.

Is it any wonder that in this abuse of confidence the clerks soon become indifferent to the interests of the store and proceed to find other jobs as soon as they can do so? The boss has a chronic complaint that no matter how carefully he attempts to win over his clerks he finds them ever ungrateful and ever ready to desert him during a time of need if they are able to find other positions. He simply finds that for which he is searching when he abuses the confidence and the business willingness of the people who suffer from his strangely short-sighted policy.

If a clerk is important enough to trust with such duties as indicated, he is also important enough to be taken into confidence when goods are not ordered or there is any reason for cutting down an order beyond that which is desired or expected by the

clerk. Clerks so treated not only have greater respect for their employers, but they also the more rapidly develop into business people worth having in the store. They take the interest in making things go right which is not taken and can not be taken by the clerks who have the right to feel themselves misused. The clerk problem is always a tough one to solve, but the clerks are never all to blame for a lack of interest in the business. The retailer who finds such a condition will do well to find out why the condition exists.

On Honor.

You salesmen in stores have a peculiar and often delicate task to perform.

You are hired to sell goods. Probably the boss of the store keeps a record which shows each week just how many goods you have sold. He judges your work partly, at least, by that record.

There are times when you can better serve your employer by not selling goods. That seems somewhat paradoxical, but it is true.

For instance, suppose a customer comes to you with a request for a certain kind of a certain article. You do not have it in stock. You offer to show what you have, and try to persuade him to take what you have in stock for what he originally wanted.

That is all right, provided you do not over-persuade.

Better let the customer go away without buying than to sell him some article with which he will be thoroughly dissatisfied, and which he will feel he was persuaded to buy against his will.

When you persuade a man to substitute some article for another which he said he wanted, be very sure that the man is going to be satisfied with the substitute.

Here is another example: Suppose you are selling hats. A man comes in and tries on a hat. It is not becoming, but the man does not know it. He turns to the clerk and says: "Now, what do you think of that hat? How do I look in it?" Even although the clerk knows it is likely to lose him a sale, he had better tell the man the truth, and assure him that he would not be satisfied with the hat and should buy another style.

When a customer asks a clerk for information, he should get that information "on honor."

It hurts the store for the future more than it helps it for the present to sell goods at the cost of displeasing customers.

Why Swear?

Suppose you are given to the habit of profanity. You enter into conversation with a man who never swears, in other words, a gentleman. By and by you begin to perceive that he is the superior man. Your cheeks begin to burn with a sense of your friend's excellence. Your pert little oaths sound coarse and rough and vulgar, as they are. They begin to drop out of your sentences, ashamed to remain in the company of good,

honest English words, until, as you discover that you are carrying on your part of the conversation without swearing, you feel easier and your intellectual stature is increased by a foot. Observe this, my boy, and see if I am not right. You will blurt out some time; oh, yes, in some way you will. I know some good men—some of the best in the world—who will "confound it," and in New England even a deacon has been known to "condemn it." As a rule, my son, do not do it. Do not swear. It is not an evidence of smartness or worldly wisdom. Any fool can swear. A great many fools do. I, my son? Ah, if I could only gather up all the useless, uncalled-for swears I have dropped along the pathway of life, I know I would remove stumbling blocks from many inexperienced feet, and my own heart would be lighter by a ton than it is to-day. But if you are going to be a fool just because other men have been, what a colossal, what a hopeless fool you will be.

Bob Burdette.

"Wandering In."

This "wandering in" does not mean anything. She is there to buy. She tells you she is only looking around, but don't you believe it. Get your book and pencil ready. That woman has money to spend and if you are the right man you will get it. Let her wander a bit, but nail her before she gets out. What the woman really needs is a good talking to. She needs to be impressed with her importance at your store. She needs to be told of your specials for that day. She ought to sample the butter and she ought to paw over your cut-price oranges and feel of that big head lettuce you are making a run on.

It does not do to let anybody out if you can help it without giving them the impression that they are noticed. This applies particularly to women. They are our stand-bys. They are responsive and have a free hand. Men, generally, are like children in a grocery. They go where they are told to go and buy just what is written on the list.

Did you know that? You are in the biggest and most democratic and most intensely interesting and supremely educational school you ever entered. You are grocerymen.

E. W. Sweeney.

Clerks Should Read the Advertisements.

A merchant should instruct his clerks to read his advertisements. The majority of clerks will not so much as look at their employer's advertisements and they do not know what goods are advertised at reduced prices. If clerks do not work in harmony with the advertising, it eliminates the value of the advertising.

To get the most profit from money invested in advertising is to do it properly with due regard for all persons interested and especially the printer.

The printer, like the merchant, is in the business to make money and when a merchant tries to beat him out of his profit on the job he will

naturally side step and put as little work on the advertisement as possible. The consequence is that the merchant will be the loser in the long run by getting poorer advertisements and less profit on the investment.

See that the store and the advertising harmonize and the money paid out for advertising will be an investment and not an expense.

Post Toasties

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

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

G. J. Johnson Cigar Co.

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

There is no risk or speculation in handling
Baker's Cocoa
and
Chocolate

They are staple and the standards of the world for purity and excellence.

52 Highest Awards in Europe and America

Walter Baker & Co. Ltd.
Established 1780. Dorchester, Mass.

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.



THE OLD THIRD WARD.

Some of Its Prominent Residents Recalled.

Written for the Tradesman.

When the city of Grand Rapids was incorporated in 1850 all that part of the corporation lying south of Lyon street, east of Monroe and Division streets, north of Hall street and west of East street was designated as the third ward. In later years a part of its territory was detached and organized as the second and tenth wards. Within its boundaries there resided men who represented the greater part of the wealth, the social and political power of the city. In 1870 there resided upon a single block, the one bounded by College avenue, Fulton, Union and Cherry streets, six men whose wealth was greater than any other six men in the city. They controlled largely the capital of the local banks, and two were presidents of the two National banks that carried on business in the city that year. The names of these rich men were Ransom E. Wood, Wilder D. Foster, William B. Ledyard, Solomon L. Withey, Moses V. Aldrich and Ezra T. Nelson. Mr. Withey served his country as Judge of the United States District Court; Mr. Foster as a member of Congress and Mr. Aldrich filled the office of Mayor three terms. Among other prominent residents of the ward was Judge Lovell Moore, who lived on the corner covered by the Livingston Hotel; Solomon O. Kingsbury (capitalist and for one term postmaster, whose house was razed to make room for the building occupied by the Herald); Henry Fralick, who owned the property on the southwest corner of Sheldon and Fulton streets; L. D. Putnam, whose widow still occupies the old home on the northeast corner of Sheldon and Island streets; Harvey P. Yale (a postmaster from 1856 to 1860) who owned the ground now covered by the Wellington Flats; Ransom C. Luce, who lived for many years on the southeast corner of East Fulton street and Jefferson avenue; Noyes L. Avery, who served as postmaster under an appointment made by President Lincoln, lived in the fine old stone house at the east end of Island street, and (not to mention the location of their homes) Freeman and Silas Godfrey, E. S. Eggleston, Col. R. P. Sinclair, James S. Crosby, Martin L. Sweet, Aaron Dikeman, A. W. Pike, Truman H. Lyon (a former postmaster), Leonard H. Randall (a one-term Mayor), William D. Telford, Henry Spring, Edwin Avery, Thomas D. and Franklin B. Gilbert, Judge William A. Robinson, C. C. Rood, James C. Buchanan, C. B. Allen, H. G. Stone, Timothy W. White, James Lyman, Dr. George K. Johnson, A. B. Turner (for many years owner and editor of the Eagle), J. Mortimer Smith, Damon Hatch, R. E. Butterworth, Amos Rathbone, George H. White, ex-Mayor and ex-State Senator (a Democrat), George H. White (the second of the same name, former City Attorney and a

Republican), Ira Hatch, Francis Letellier, William Morman, A. B. Judd, Charles P. Calkins, Sarell Wood, Harvey J. Hollister, James Miller, E. S. Eggleston) for a short time Consul to Cadiz under appointment of President Lincoln), Simeon L. Baldwin, E. P. Huntley, John Kendall, Edwin Cole, Jacob Quintus, George C. Fitch, Wilma Cole, John Ball, Henry S. Smith, Philip M. Graff, Charles Chandler, Joseph Herkner, William Haldane, David Burnett, William S. Gunn, O. A. Ball, Sluman S. Bailey, Joel Merchant, William Sears, Joseph Fitch, Judge John Holmes, W. D. Roberts, Eben Smith, Lowell Hall, Cyrus E. Perkins, Andrew T. McReynolds, O. W. Horton, Zenas E. Winsor, Jefferson Morrison, John W. Champlin, J. L. Davidson, John F. Godfrey, Truman R. Atwater, J. H. Deane, Silas H. Raymond, Benjamin A. Holland, A. X. Cary, Thomas B. Church, Robert M. Collins, George Kendall, J. Frederick Baars, Albert Preusser, Dr. A. B. Botsford, James Gallup, Heman N. Moore, William I. Blakeslee, Moreau S. Crosby (who served several terms as State Senator and Lieutenant-Governor) and Julius C. Abbe, all of whom were prominent in business or the professions and were noted for their public spirit and liberality in promoting the public welfare. The houses in which these men lived have in many instances been replaced with others of greater value. The site of Jas. Lyman's home is now occupied by the Christian Science church; Z. E. Winsor's fine old Colonial stone house was removed to make room for the hall of the public museum; O. A. Ball's house, on the northeast corner of Fulton and Barclay streets, was moved by Don Leathers, after he had purchased the property of Mr. Ball, and upon the site he erected the handsome house now owned by the First Methodist church and used as a parsonage. The beautiful home of Ransom E. Wood is now owned jointly by Mrs. D. H. Waters and Dudley E. Waters. Upon this spacious lawn in early days the people assembled to celebrate on the Fourth of July and other occasions.

A. Hosford Smith, who served the Government many years in the local office of internal revenue, lived on the northwest corner of Park and Ransom streets. The grounds covered by the St. Cecilia building were formerly the homes of E. S. Eggleston and L. S. Hill. John F. Godfrey built the fine house owned at present by Dr. Barth and died a year or two after taking possession of the same. Columns might be written that would interest the reader concerning these men, but in this paper only a few can be mentioned. Although the old third ward and her children have always been strongly Republican in politics, before the enactment of the Australian ballot law by the Legislature the political campaigns were fought between the Republicans and Democrats with great earnestness and sometimes bitterness. Henry Fralick led the Democrats and Ran-

som C. Luce the Republicans. The Democrats very rarely elected any of their candidates, but two victories won in the aldermanic contests of the seventies were worth a great deal to Mr. Fralick and his followers. Philip M. Graff, a young banker who had but recently taken up his residence in the city, defeated one of the old wheel horses of the Republicans nominated for alderman. It was charged that Mr. Graff, on the Sunday before election, attended service at a church for colored people and had put a \$50 bank note on the collection plate and thereby secured the vote of every male member of the church. Mr. Graff did not deny the charge. Senator William Alden Smith's first ambition politically was to occupy a seat in the Common Council. He received the Republican nomination, but was badly defeated by E. P. Huntly, a fat and jolly butcher.

Oliver Blake kept a grocery on the southeast corner of Lagrave and Fulton streets. Mr. Blake was a Democrat and the Democratic cohorts were accustomed to assemble at that place for consultation and organization. Mr. Blake always had pure whisky and beer on tap in the rear of his store and this fact commended him to the highest consideration in the estimation of such gentlemen as were in the habit of mixing a little of the spirits with their politics. Harvey P. Yale, A. W. Pike, John F. Godfrey, L. S. Hill, Truman H. Lyon, E. P. Huntly, Robert H. Smith, C. C. Rood, W. S. Gunn and Charles H. Deane were among the frequenters of Mr. Blake's place.

Ransom C. Luce owned Luce's block and sold dry goods in the corner store where the Herpolsheimer Company are located. He used to call the Republicans to caucus or conference in his building from time to time as the interests of the party required. Here would be found the ever-faithful S. L. Baldwin, Benjamin A. Harlan, O. A. Ball, N. L. Avery, Henry S. Smith, A. X. Cary, J. C. Buchanan, C. W. Watkins, Eben Smith, James B. Willson, H. J. Hollister, S. L. Withey, Wilder D. Foster, Moses V. Aldrich and the Gilberts. Mr. Luce's campaigns never lacked financial support.

Ransom C. Luce served the city for years as an alderman for the paltry salary of \$1 per year. He devoted the greater part of his time to the duties of his office and was the hardest working chairman of the Committee on Streets the city ever had in its employ. All public work was carried on under the direction of committees of the Common Council in the early days of the city and Mr. Luce spent a great part of his time as inspector upon the streets while grading, graveling, paving or the construction of sewers was in progress. He not infrequently went upon a street, after its completion had been reported by the City Engineer, with a pick ax and shovel and made excavations at short intervals to satisfy himself that the amount of gravel or other materials specified in

the contract had been put into the street by the contractor.

Early in his official life he conceived the idea that large round field stone was the only proper material for paving streets, and pushed through the Council a resolution declaring the paving of Monroe street with such stone a necessary public improvement. When the job was completed the traffic on the street was so noisy as to distract the people and many demands were made for the substitution of wooden blocks for the stone. When asphalt was first introduced as a material for paving streets Mr. Luce obtained a quantity and caused it to be spread over the round stones on Monroe street in front of his block. The sheet was laid very thin and without proper preparation. With the unfavorable influence of frosts and rain the sheet was quickly destroyed, vindicating Mr. Luce's judgment as to paving material to his own satisfaction at least. Mr. Luce also caused East Fulton street to be paved with large round "hard heads," as he called them, but no teamster would drive over the street with a conveyance if he could avoid it. This pavement remained on the street until after Mr. Luce's death, but wooden blocks were substituted for stone on Monroe street within a short time of Mr. Luce's final retirement from the Council.

In the above paragraphs I have mentioned some of the public positions held by residents of the old

We Want Buckwheat

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

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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

third ward, and I will now proceed out of order to add a few more: John W. Champlin served the city as Mayor and the State as a Justice of the Supreme Court. Henry Fralick was a member of the Constitutional Convention of 1850, also a member of the Legislature several terms from Wayne county and for nearly a decade was the President of the Board of Education. Colonel McReynolds was a member of the Legislature in 1846 and ably supported a bill making an appropriation for organizing, arming and equipping the troops recruited in Michigan for service in the Mexican War. He then resigned for the purpose of entering the army and served his country gallantly, winning distinction on the battle fields of Mexico. When the war between the States broke out Colonel McReynolds organized a regiment of cavalry and received his commission as its colonel from President Lincoln. He rendered important service to the Government in the field and camp.

John Ball erected and operated the first plaster mill in Michigan, crossed the mountains in advance of Fremont and was the first to engage in educational work in the State of Oregon. J. Frederick Baars served the city many years as its Treasurer. Colonel R. P. Sinclair won his title on account of having rendered distinguished service in the army during the War of 1861, and for a short time held the office of Collector of Internal Revenue during the administration of President Johnson.

The old third ward has reason to be proud of its early citizens.

Arthur S. White.

Origin of Window Curtains.

Like the origin of a number of things of common every-day life, window curtains were indirectly brought about by religious observance.

When the trend of commerce brought Arabian travelers to the West, the turning to Mecca with them was to face in an easterly direction. According to their custom it was necessary to pitch their tents so that the openings faced the east. The most devout time of prayer with the followers of Mohammed is after sundown. Following his custom it was not unusual for him to bow reverently on his prayer mat until late in the night.

The following morning, however, when he desired to sleep to make up for his night of devotions, he found the facing of his tent toward the east allowed the sun to shine directly in his eyes, greatly disturbing his morning slumber. To overcome this he conceived the idea of hanging his prayer mat at the opening to exclude the sun. The idea was a happy one and soon was generally adopted by the Arabs. A bright thought like that was so worthy of imitation that adaptations of the idea soon found favor with other Eastern peoples. In this way the use of curtains to temper and regulate the glare of sunlight became common in the Oriental countries.

A GOVERNMENT PAUPER?

Old Soldiers Worthy of What They Receive in Pensions.

Written for the Tradesman.

"What an ado over a Government pauper."

Harry Wadsworth pricked up his ears at sound of a complaining voice, cracked with age and a sour disposition. A funeral cortege was passing through the village street, not a long one, yet attended by some of the best people of the county. Old Shadrach Greene sat cross-legged, chewing his quid of home grown Connecticut leaf, eyeing the procession with vinegary growlings.

"Who is that man?" queried the young dry goods drummer of the man who sat next, an oldish chap with a rubicund countenance and happy eyes.

"The man in the casket is Daniel Farland, an old soldier, brought from the Soldiers' Home to die," informed the schoolmaster, whose own illness had prevented him from being one of the followers of the dead veteran.

"Yes—and a Government pauper! Do you know, sir, that sort of language grates harshly on my ears; I never hear it without feeling like licking somebody," broke forth Harry Wadsworth, with a tightening of the lips and a fierce glance toward the withered old man who had uttered the opprobrious epithet. "Who is the fellow that has no good word for a dead veteran?"

"He! Why, that's Daddy Greene, the worst old soldier-hater in seventeen counties," explained Tanner. "He was always cursing the Government; he was drafted in war time; got clear because of defective teeth and has never forgiven the Government since."

"Ah, perhaps he was one of the copperheads I have heard Uncle George tell about: a fire-in-the-rear, stay-at-home in the old war days?" suggested Harry.

"That's him exactly."

"What do you know of the dead man?"

"I know that he was a worthy member of one of Michigan's crack regiments. As a boy he worked for my father. When the first call to arms came Dan Farland was a boy of 15. He dropped his work and enlisted, going almost immediately to the front. The regiment was one of several sent by water to the blockaded coast of South Carolina. In a charge on a Confederate battery Dan fell with a bullet through his body."

"Yet you tell me his body lies in yonder casket?"

"I do. The boy was reported in the papers as mortally wounded. We at home never expected to see him again. The little chap disappointed all of us by living to come home, despite the fact that a bullet from the gun of a Rebel sharpshooter had gone through his body, cutting through one lung. He walked half a mile after being shot before falling. His case was considered mortal so that he was one of the last of the injured to receive attention."

"And with such a wound he pulled through. He had wonderful vitality."

"True. He was a pioneer preacher's son, actively engaged in outdoor life, consequently tough as a pine knot. As soon as his wound healed Dan re-enlisted."

"And went again to the war?"

"Certainly; not an uncommon thing in those days. He chose the cavalry service this time and served until the bloody war was nearly ended. If I remember right his service amounted to something like four and one-half years in all."

"And to think of calling such a man a Government pauper!" exclaimed Harry Wadsworth, glaring at the old man who had given utterance to the ugly words.

"Oh, that is nothing. A few degenerates of the past generation and perhaps a thoughtless few young people think, if they do not utter such things. I did not go to war, was scarcely old enough at the time, but I never see a soldier's funeral without taking off my hat until the last cab has passed."

"I have never thought exactly like that," returned the young drummer, his gaze following the procession as it wound out of view beyond a corner. "I have heard considerable fault found with the enormous amount paid out in pensions, and have sometimes thought there might be good cause for some of the criticism."

"Well, I have lived long enough to learn that no matter how good a thing may be there are weak spots, defects and some wrongs connected with the good. It's that way with the pensioning of our old vets."

The schoolmaster wiped his forehead with a silk handkerchief on the corner of which was a picture of the immortal Lincoln. The old man was celebrating in a quiet way the near approach of the martyred President's birthday. Not that he would not have liked to see and hear some of the good things to be given out at the Lincoln Club banquet, but being a "back number" his application for a ticket had been turned down to give place to a younger, more "progressive" citizen.

The drummer rose to go. He laid a hand on old Tom's shoulder, waiting for what was to come.

"You do, then, admit there are defects in our pension system, Mr. Tanner?"

"Yes, I do. I met a man the other day who served four years and a half in the Union Army, eight months being passed in Andersonville Prison. He is past 70, in very humble circumstances and draws twelve dollars a month from the Government."

"Another man, ten years his junior, went in at the close, was out three months in all, never leaving his State, and is now drawing a pension of seventeen dollars. I do not call that justice. There are defects in our pension legislation that some of these modern patriots who are shouting themselves hoarse over a new nationalism might look into."

"Will they do it, think you?"

"Not likely; they are too busy sav-

ing the country in other directions. I reckon I am too old to understand some things that have taken such hold of the younger element. I might get into politics if I kept on, Harry, and that I do not wish to do. Stand-patters and gray-heads are down and out, will remain so I imagine until some prodigious change in the business affairs of our nation brings even the most optimistic of "progressives" to understand that all is not gold that glitters even in matters pertaining to tariff and land reforms."

"Good for you, Tom," and the drummer shook the schoolmaster's hand at parting. Old Timer.

A Superior Ancestor.

A Western buyer is inordinately proud of the fact that one of his ancestors affixed his name to the Declaration of Independence. At the time the salesman called the buyer was signing a number of checks and affixed his signature with many a curve and flourish. The salesman's patience becoming exhausted in waiting for the buyer to recognize him, he finally observed:

"You have a fine signature, Mr. So-and-So."

"Yes," admitted the buyer. "I should have. One of my forefathers signed the Declaration of Independence."

"So?" said the caller, with rising inflection. Then he added:

"Vell, you aind't got nothings on me. One of my forefathers signed the Ten Commandments."



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.



ADVERTISING HINTS AND CRITICISMS

SPRING ADVERTISING.

Make Common Sense Copy in Publicity Work.

Written for the Tradesman.

It is almost time for the spring publicity campaign to open, and one naturally wonders if the well-remembered style of copymaking will appear.

Will there be the old, familiar "Slaughter Sale?"

Will the public be informed that "The Knife Has Been Put in Up to the Hilt?"

Will the "Alteration Sale" follow the putting in of a new desk?

Will there be the usual "Ruinution Sale?"

Will the "Sacrifice Sale" still take up half the space paid for in the local newspapers.

It is a strange thing that a merchant who exercises good sense in other matters will fall down so utterly when it comes to advertising.

For instance, if some merchants have had a good day they will greet the advertising solicitor with a smile and give him the contract he is after. If trade is bad they will shut up like clams and refuse to do business with him.

When business is dull is the time to advertise, provided there is money in the community and provided the goods advertised are seasonable. Many a merchant makes a mistake in running large advertisements calling attention to high-priced goods when the people who buy such goods are away at summer resorts, or when there is a little pinch in the money market.

The time to advertise is when people are buying, of course, just as the time to fish is when fish are biting, but the fact remains that there are always a few buying, and the man who gets this trade, to carry him over dull times, is always in better shape than the man who gives up and does not try to get it. Besides, the keeping of the store always before the public counts for a lot. Still judgment must be used in general dull-time publicity and the market studied.

It is desirable that if Spring runs a dry goods store the people will always think of Spring when they think of buying dry goods. How often does one hear a woman say, on returning from shopping, "There, I never thought of Minef's. I ought to have gone there the first thing." Perhaps Miner had not been advertising. Per-

haps the place where she did buy was so well known, through years of advertising, that her mind involuntarily took cognizance of it as the place to look for what she wanted.

In the spring advertising the merchant should watch weather conditions. Where is the sense in putting a light, nobby suit, fit only for a hot day, in a display window on a damp and chilly day? And, as in all other advertising, he should tell the truth about his goods and his store. If the store is in a large city and has a certain class of trade the merchant should do all in his power to bring in other classes as well as keep the customers he has.

There was a department store in a city of good size which catered to the cheap trade. Fine goods were carried, too, but the customers were mostly of the money-Saturday-night-broke-all-the-week class. The advertising manager did not believe the better class of people in the town knew what sort of a store it was, so he wrote a big advertisement telling all about it, where the departments were, how much floor space was used, how many clerks were employed, and all that. The next day the Manager said to him:

"I don't believe this 'big' talk amounts to anything."

The advertising man did not agree with him, so he stood out by the main entrance the next day and listened. He saw new faces coming in and heard such talk as this:

"Why, I thought it was just a little store where laboring people bought groceries and clothing of the second class. I never knew they carried such goods."

This was good advertising, because it opened up to shoppers departments of a store which they had always overlooked. It informed people who stepped in to buy trifles near the main entrance that there were great departments in behind which they had never visited. It was good advertising because it took the public into the confidence of the store.

In advertising at this season of the year it is always advisable to have some one new department or grade of goods. It will help to catch customers who buy here, there and everywhere. It will bring new people to the store. Besides, it gives the public something to talk about, especially if the new thing is original or novel. It is the prime result of advertising when a shopper asks another:

"Did you see the new department at Jones' to-day?"

It makes no difference what the ladies say—if they do not have cause for fault finding—so long as they bring Jones into their home and club talk. But about making copy for the spring advertisements:

For an old firm it is enough to say that "Jones has the latest seasonable goods ready for inspection." Then go on and give lists and prices. If competition is strong and prices are cut it is a good idea to take the reader into your confidence and tell why your goods are being sold below the market.

Trust the women to know about the prices. To a man it looks like a trivial thing to take off a cent or two on a yard, but if the take-off makes a bargain, a real one, you will see the women running from one house to another with their shawls over their heads and a copy of the newspaper containing the advertisement in their hands. This is good advertising. Two newspapers in a block with the right kind of copy in the space paid for are worth more than a hundred in the same district with copy which does not set the women to talking. Women will talk about the unusual in prices as they will talk about the unusual in social life.

Tell the truth to customers. If the advertising man does not write good copy stand him up by the side of the best salesman you have and let him hear the talk that goes on. If he gets as good arguments into the newspapers as the salesman gets into his talks, his work will count. There is usually something which can be said about every article of merchandise, and this information, given by word of mouth or through the newspapers, is so personal and so intimate that those reading or listening get the notion that they are being especially favored by it.

Straight talk will win in advertising just as it will win in personal matters. A man who lies in his advertising will not long be trusted. When you hear a man saying that sales advertising does not draw, you

may conclude that he does not write good copy, that he uses the wrong advertising mediums, or that he has tried to make fools of his customers at previous sales.

People who are invited to a store by the right kind of advertising expect to find everything as represented. When they ask for an advertised article they expect the clerk to know all about it. In too many cases the clerks do not read the advertisements and blunder and antagonize customers before they get the right cue. If a buyer goes to a certain department and asks about sales prices and the clerk knows nothing about reductions, why, the conclusion is that he has been robbed of his time by means of false pretenses.

The reason why people go to a store is that they believe there is something they want in the stock. Usually if the advertising man has done his duty they know before entering where the article is, how much it will cost and how much the reduction is. This is the motive of the visit. No name, no old-time respectability, no foolish phrases in the copy has brought them there.

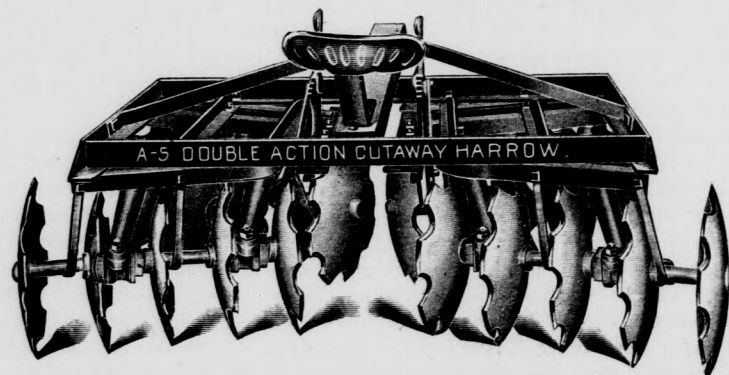
One may pile adjectives a foot high on his advertising copy without producing results if he does not tell plainly what he has and what it costs, and tell the absolute truth about it. The copy writer may run jokes, or pictures, or flash displays to attract attention to his advertisement, but if the copy is not otherwise satisfying there will be no results. People want to know. Tell them. Cut out "Slaughter Sales."

It is a pretty good idea for a merchant to talk about new styles and shades in pure reading matter on the day his big advertisement goes in. If he talks of green or blue shades in his advertisement—in other words, if he has invested in that sort of stock—his reading notice ought to talk about that shade as being the style. This reading notice should not show that it is paid matter. Sometimes newspapers will run such mat-

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

Our 1911 Implement Catalog

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



BROWN & SEHLER CO. Grand Rapids, Mich.

ter—if it is the truth—to please advertisers.

But, above all, merchants should not use time-worn phrases in advertising. They make the advertising look cheap. There is an air of insincerity about them which drives good customers away. There is another thing about this spring advertising which is well worth mentioning here: It is not necessary even to "keep before the public" that a merchant should put an advertisement in every day in the week.

When you advertise have something to say. Don't write the copy while the solicitor is waiting for it. Study the stock and get the copy right. Make it strong and simple and put it into good space. Twice a week is enough if you run a new one every time. DON'T run a stock advertisement! If you have nothing new to say do not advertise.

The idea in advertising is to tell your old customers what you have, and to tell new ones that you have something that will interest them. Look out for the new ones. Spread your advertising all through the county. Mail order houses are great because they have the whole continent for their territory. If you talk to 100,000 people you will get more customers than if you talk to 10,000. If you are advertising a real good thing, cover as large a territory as you can. Don't pay for space in which to run a lot of old chestnut headlines like "Slaughter Sale." It will not pay. People do not believe that a "knife was run in up to the hilt" in clothing! Alfred B. Tozer.

Top Tying of Sacks.

Written for the Tradesman.

Experience in purchasing goods at various stores leads one to believe that there are some points upon which many clerks receive no instructions or suggestions. They may begin by copying others without a thought as to why such methods are followed; or they may have a way of their own and never seek improvement.

How frequently we see a clerk using two or three times as much twine as is necessary, delaying an anxious purchaser, and finally producing a package from which the twine slips off in the hands of the customer, causing vexation and perhaps loss. This is more often the case with a large package like a dollar's worth of sugar, three or four pounds of crackers, eight or ten of rolled oats, or the like.

Quite frequently the paper bag used is ample to be gathered at the top, as the miller or farmer gathers a grain sack, and tied securely with only two or three times around with twine.

Let this plan of tying be followed whenever practicable and the purchasers who carry their own goods will be saved annoyance or loss, even if they do not discover and commend the improvement.

E. E. Whitney.

Do not act as though you had met with a loss when you refund money on an error. It never was yours.

The Store Without System.

Probably one of the most helpless things imaginable is a ship without a rudder. People who have never had a nautical experience can scarcely imagine the helplessness of a vessel when the rudder is lost. The vessel may be a great steamship worth with her cargo millions of dollars, with a crew of hundreds of men, hundreds or even thousands of tons of coal, plenty of all that goes to make a vessel a mighty queen of the sea, but without a rudder she is at the mercy of every wave, current and wind.

A store without system is in exactly the same position, says the New England Grocer and Tradesman. All the brains, clerks, stocks and other equipment may be of the best, but without system the business has nothing to guide it and is, therefore, at the mercy of any incidental thing that happens along.

Many clerks may be employed, the sales of each day may make a good bank account, but many a merchant has found himself insolvent when he thought he was thousands of dollars ahead, and nine times out of ten this is due to a lack of system.

One enters a railroad train with the full assurance of a safe journey, entrusting himself to the system which the officials have evolved, but when there is the slightest break in the system there is a catastrophe. This same principle applies to commercial matters, and no dealer, large or small, should relax the system of his store any more than the railroad should.

The system should pervade every square inch of the space occupied by the stock; articles of a class should be grouped together. By adopting a system various articles of a class will be naturally brought together and divided into sections. Under such

conditions it is a simple matter to tell almost at a minute's notice what sections are the paying ones. This leads to specializing, and this is only a further step along the line of system, which leads to further success and profit. We know of a retail grocery store which, while attractive in a sense, and while carrying a fresh looking stock of goods as a rule, seems to be entirely lacking in that great essential, system. Almost invariably a clerk has to institute a long search before he can find a can or a package of goods called for, and it is a very common thing in this store for a customer to wait while a clerk gets a hatchet and opens a case of goods. This is a very rough outline of the lack of system in this store, but anyone can see that with such methods in vogue it would be absolutely impossible to tell where profit is being made and where it is not being made, or whether the business as a whole was making money or losing money.

We do not believe in puttering. The man whose time and ability is of any account, and who is worth anything either to himself or to anyone else, can not afford to waste his time in useless details. There are some people in business who would tread around in the same spot until they excavated a hole for themselves and entirely disappeared. We do not advocate any such elaborate system as this; too much system results in a shameful waste of time. System should be of such a kind as to economize time; too much system uses up all the time there is and leaves no time for efficient business. Please bear in mind that there is a difference between an efficient, business-like system and what is ordinarily known as puttering. We once knew an office manager who had evolved a

system of keeping account of the business of the concern, tabs on himself and on everybody else in the office, and his system included such elaborate checking and cross-checking, checking up and checking down and sidewise, in every direction, that the work of the office was soon in a state of chaos, simply because the system had occupied so much time and so much labor that it was impossible for the office help to do the real, necessary work of the office.

The business man who amounts to anything, whose ability is worth anybody's while and anybody's money, employs just enough system to give him time to attend to broad generalities. Such men should hit only the high places, as the saying is, for their time is too valuable for anything else. System has made many business successes and it has ruined many a successful business.

Unnecessary Questions.

Dobbleigh had just come upon Hawkins standing in the middle of the road with his motor-car turned completely upside down and surrounded by a crowd of curiousurchins.

"Hello, Hawkins!" said he, stopping his own car. "What's the matter? Car turned turtle?"

"Not at all, Dobbleigh, not at all," replied Hawkins. "These kids here wanted to see how the machinery works, so I hired a derrick and had the car turned upside down just to please the little dears."—Harper's Weekly.

Discharged.

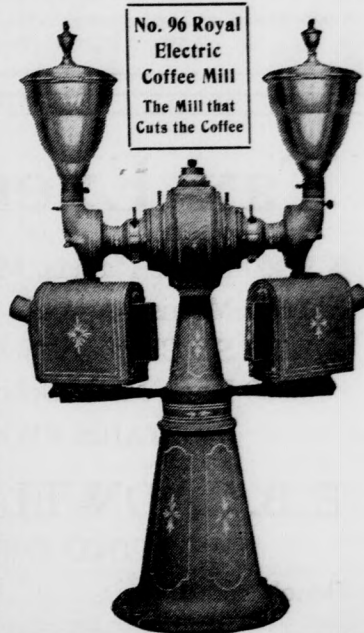
Judge—What's the charge, officer? Policeman—Your honor, he stole a brace from a carpenter shop.

Judge—Discharged! There is no penalty for taking a brace.—Judge.

A Royal System in Your Coffee Department

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

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



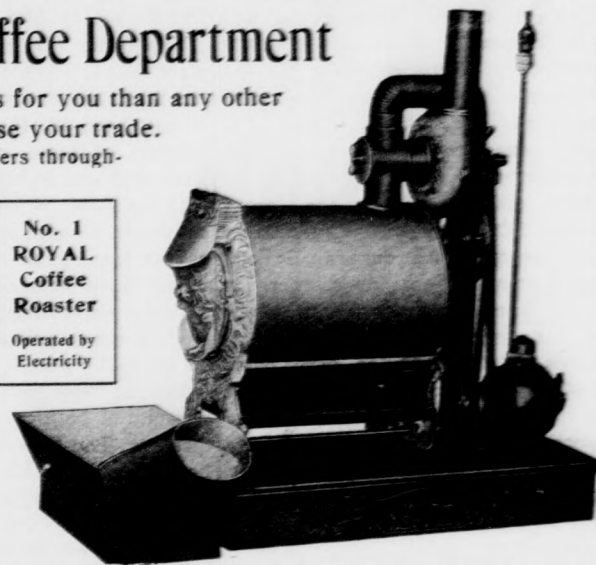
No. 96 Royal Electric Coffee Mill
The Mill that Cuts the Coffee

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

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

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

We also manufacture Electric Meat Choppers and Meat Slicing Machines.



No. 1 ROYAL Coffee Roaster
Operated by Electricity

The A. J. Deer Co.

1246 West St., Hornell, N. Y.

SUPPORTING THE STATE.

How State and Local Taxes May Be Separated.

Written for the Tradesman.

That we could have a better system of taxation and one more fairly and equitably administered if State taxes were separated from local taxes is conceded. How may this be done?

The State has large revenues from various sources that at present go into the primary school fund. This fund in recent years has increased to a size far greater than is needed to carry out the original intention of affording proper encouragement to the cause of education; greater than is used for the entire payment of teachers' wages in many schools; so great, in fact, that some measure to hold down the accumulative tendencies of a large number of school districts is absolutely necessary.

What ought to be done with all this money?

Below are given the figures of the specific tax fund of Michigan for the year January 1, 1910, to December 31, 1910, as furnished by the Auditor General. (This is for the year ending December 31, 1910, and so will not coincide with the printed report of the Auditor General soon to be issued, which is for the fiscal year ending June 30, 1910):

Receipts.

| | |
|--------------------------------------------|--------------|
| Franchise fees | \$ 86,171 53 |
| Inheritance tax | 363,927 59 |
| Insurance companies ... | 483,609 56 |
| Plank road companies .. | 154 50 |
| Railroad companies | 4,384,616 73 |
| Car loaning companies .. | 22,701 84 |
| Express companies | 26,606 96 |
| Telephone and telegraph companies | 245,161 79 |
| Water power and river imp. companies | 6,319 00 |

\$5,619,269 50

The eyes of the average reader will gloat longest over the \$4,384,616.73 contribution of the railroads, but the inheritance tax, the insurance companies and the telephone and telegraph companies make very respectable showings.

After deducting from the gross amount, \$83,503.30, for the interest on the University, Agricultural College and Normal School funds, there is left on hand and reported as available for distribution to the primary schools, \$5,535,766.20, or very close to \$7.40 for every child of school age in the State. In 1905, when the apportionment of primary money was less than half this amount (\$3.30 per capita), a goodly number of districts in the State went to piling up money.

The specific tax fund, large as it is now, could be considerably increased. The temper of the people seems to be very much in earnest about bringing under special tax mines and corporations of various kinds that now are regarded as not bearing their proper share of burden.

If the present mortgage tax is abolished, and a record tax or a stamp or a fixed per cent. substituted, the proceeds could go into State

funds. If mortgages are taxed, all interest bearing credits should be taxed also. If every land contract, promissory note, certificate of deposit and municipal or corporation bond had to bear a State revenue stamp to make it legally collectible—the denominations of the stamps need not be large enough to be felt as in the least burdensome—a surprising amount of revenue would come into the State from a class of property that now practically is escaping taxation. It could easily be arranged so that it would be extremely difficult and even impossible to evade the matter of the stamp.

Some one has suggested that automobiles be placed under special tax, graded according to the horse power of the machine. They are a luxury and they make very extensive use of the roads that are built and maintained at public expense. It is held they should pay a modest stipend for their privileges, above the usual property tax to which they are now subject.

Abstract books are not, I believe, assessable under the general property tax, there having been court decisions to the effect that they do not possess intrinsic value. Then place them under specific tax. Nothing oppressive, of course. Not such a tax as a person who recently has paid for a lengthy abstract might in vengeful wrath want to see imposed; just a reasonable levy and no compulsion. Only if the owners of the books did not want to pay, they would have to stop selling abstracts. This resource, now unworked, might be made to yield a very neat little sum.

It is not necessary to go on farther along this line. It is easy to see that the present revenues of the specific tax fund might be considerably augmented from sources that very properly could be made to contribute to the State.

Supposing the specific tax fund were increased \$500,000, so that instead of being \$5,619,269.50 for 1910 it had been \$6,119,269.50. The total amount of State tax levied for the year 1910 was \$4,729,000.07. The specific tax fund, if increased as spoken of, would have paid all the State taxes for last year and \$1,390,269.43 would have been left over for the primary school fund.

How much primary school money do we really need?

Let us first calculate on giving substantial help to poor and isolated districts. The Superintendent of Public Instruction, while urging the needs of such in his last annual report, does not state just how many such districts there are in the State, nor how many pupils they contain. Probably he can not tell with exactness; but from statistics that are given it easily can be drawn that in the whole State the number of children of school age living where there are so few people and so little property that a good school can not be maintained by a moderate tax, can not exceed 15,000. Let the Superintendent of Public Instruction be vested with discretionary power to grant special aid

in such cases, conditioned upon actual need, and the amount graded according to circumstances. Say that an average of \$15 per pupil be allowed the 15,000. This could be done for \$225,000. There can be no doubt that this is an outside estimate both of the number of pupils so situated and the amount of help that wisely could be granted them.

If from our supposed \$1,390,269.43 we deduct this \$225,000 and also the interest on the University, Agricultural College and Normal School funds, there would remain \$1,081,766.13 primary school money, which would allow a per capita distribution of \$1.47 to all the school children in the State reported last June, except the 15,000 specially provided for.

One dollar and forty-seven cents per pupil really is a very respectable amount. In 1890 the apportionment was only \$1.33, in 1895, \$1.44. When \$3.30 per pupil starts the accumulation of unused money in a large number of school district treasuries, a general apportionment must fall considerably below \$3.30 to be regarded as a judicious use of money.

Does some one object to this plan of separating State and local taxes, on the ground that in some years the amount wanted for the State might be larger than the revenues from the sources available for State purposes would furnish, at the rate and in the manner these revenues now are coming?

To this it may be replied that at present there are many State expenditures that very properly might be greatly reduced; and also that it would be hard to devise a better method of keeping down expenses than for the State government, instead of getting all the money it wants by levying taxes on a submis-

Kent State Bank

Main Office Fountain St.
Facing MonroeCapital . . . \$500,000
Surplus and Profits . . . 225,000Deposits
6 Million DollarsHENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½ %

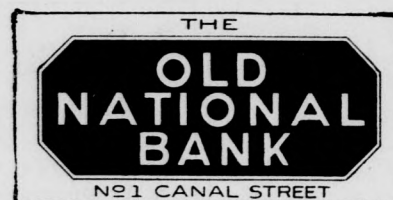
Paid on Certificates

You can transact your banking business
with us easily by mail. Write us about
it if interested.Grand Rapids
National City
Bank

Capital \$1,000,000

Surplus and
Undivided Profits
\$350,000

Solicits Your Business

Capital
\$800,000Surplus
\$500,000

Our Savings Certificates

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

Tax Exempt Bonds

\$ 9,900 Maple Rapids, Mich. Schools 4½'s, 1913-21
4,000 Munising, Mich. Sewer 5's, 1920-25
2,000 St. Charles, Mich. Electric Lgt. 4¾'s, 1921-22
15,000 Hart, Mich. Schools 5's, 1912-26

DETAILS UPON APPLICATION

E. B. CADWELL & COMPANY
BOND DEPARTMENT

Penobscot Bldg.

Detroit, Mich.

sive people, to be obliged to secure its revenues from kicking railroads, telephone, telegraph, express and insurance companies, with the erstwhile submissive people keeping a keen eye on all outgoes, in order that the amount left available for primary school money be left as large as possible.

If it were seriously feared that under the plan outlined—which would be simply keeping expenditures within income, which is the way all individuals and some governments are obliged to do—the State would be cramped for needed funds, then the budget might be arranged like this: Let the State take the railroads and the other public service utilities that are at present contributing to the specific tax fund, and such other properties as now are paying or as shall be made to pay specific tax into the State treasury, as its sources of revenue. Let the proper officials make an estimate as they do now of the amount of money needed for State purposes. Add to this enough more to allow a reasonable primary school fund, enough to pay the interest on the original funds, and, under normal circumstances, enough more that after the interest on the college funds is discharged, and aid granted to specially needy schools, there would be enough money left for a moderate per capita apportionment.

From the gross amount thus found to be required for all State purposes, deduct the strictly specific taxes, as on inheritances, insurance, mortgages, etc. Then spread the remainder on the valuation of the railroads and the property of other public service corporations as assessed by the State Board of Assessors.

Whatever plan might be considered best in detail, it is clear that the revenues from the sources mentioned are great enough now, or easily could be made great enough that State taxes could be cleft slick and clean from local taxes. This would do away with the endless pulling and hauling between different counties as to respective valuations, which has the inevitable effect of injustice upon individuals and communities.

In Michigan the only real obstacles in the way of separating State and local taxes are psychological, not financial. True, the present huge and unwieldy primary school fund would have to be reduced, but would the taxpayers have suffered any real loss if, in 1910, this fund had been cut down \$4,729,000.07, provided they had been relieved of paying that same amount in State taxes? Indeed, separation of State and local taxes would mean a decided money gain over our present system, because now a large share of the primary school money is being stored up unused, while State taxes have to be met with ready funds.

If State taxes were taken care of as proposed, the next problem would be to put an end to the jealousy now existing between the townships, wards and cities of every county as to county taxes. Each township keeps down its roll as low as possible so

as to avoid paying more than its proper share of county tax.

This difficulty could be obviated by making the county the unit of assessment, the assessing officers being responsible to all the people of the county, and also being under the direct supervision of the Board of State Tax Commissioners. The number of assessors to a county would be gauged by the population.

With this system there would not be the ever-powerful incentive for omissions and under-valuation that exists under our present system. Assessment would most easily and naturally be made at cash value, and there would be no possible excuse for the injustice that some property owners now are suffering because certain classes of property are of necessity assessed at full cash value, while the great body of property is kept far below true value.

Township, village and city organizations would be maintained just as at present, only the one assessment would be used for all purposes; just as now each school district has its own affairs and determines the amount of money it will raise, but the township assessment roll is used for spreading its tax. There should be a board of review meeting in each township, on which local and county power should be carefully balanced. As a further safeguard the assessing officer or any other member of each board of review should have the right to appeal a roll to the Board of State Tax Commissioners. Thus it could be made practically impossible for an assessor to fasten an over-valuation on a community, or for local authority to reduce assessments unduly. Individuals should have the same right they now have of appeal to the Board of Tax Commissioners.

As to the probable merits of county assessment compared with township assessment, we may gain some idea from our school system. Many Tradesman readers can remember when township school inspectors were empowered to grant teachers' certificates to all applicants whom they might, on their own individual standard of proficiency, deem qualified. Our schools were at a low ebb in those days. Nothing in the history of our whole educational system has been more marked nor is more properly a subject for congratulation than the rapid strides forward that all our schools have taken since our present system of county school commissioners, working under State authority, was inaugurated.

Might it not be possible that the work of assessing property for taxation would gain the dignity which it properly deserves under a well-devised county system?

Ella M. Rogers.

"Incidentals."

A retail grocer, who has not been long in business, was recently discussing the matter of expense and made the statement that it was easy enough to figure out his cost of doing business, as the principal items to be included under this heading, were rent, clerk hire, horse feed, heat

and light and a "few incidentals." Just what "those few incidentals" would amount to, would probably prove surprising to this grocer if he would read over a list of fifty-seven items compiled by the Merchants' Journal, to show the things that must be taken into consideration when figuring the expense of doing business. Here is the list:

Advertising.
Bad weather days.
Brooms.
Cleaning.
Commercial club dues.
Depreciation on fixtures.
Donations.
Drayage.
Errors in figuring.
Express.
Freight.
Fuel.
Newspapers.
Interest.
Clerks' salary.
Employer's salary.
Insurance.
Clean towels.
"Lost in transit."
Wagon grease.
Horse shoeing.
Long distance phones.
Light.
Leakage.
Nails.
Messenger service.
Pencils.
Pens.
Phone.
Postage.
Postoffice box rent.
Public contributions.
Church programmes.
Rent.
Repairs.
Sales pads.
Soap.
Stationery.
Spoilage.
Street sprinkling.
String.
Taxes.
Telegrams.
Water rent.
Wrapping paper.
Market declines.
Spoiled vegetables.
Free candy.
Harness.
Extra help.
Goods not charged.
Bad debts.
Barn rent.
Feed for horse.
Fires.
Leakage.
Free cigars.

Sign Inspection.

In most small towns there is nothing to prevent a merchant from hanging a heavy sign in any way that suits his fancy, so that he does not trespass upon some neighbor's preserves.

The result is that there are a good many poor jobs of sign hanging, which are likely to prove disastrous—and are proving disastrous.

This is a windy country some times. If a heavy wind storm comes along, frisks a big sign board from its moorings and sends it through somebody's plate glass window, the man whose

sign was lifted should have to pay the damage.

If a sign is blown from a building, and kills a few people, as happened in Philadelphia the other day, the owner of the sign should be liable for damages.

It is quite a fad in some towns to hang big signs out across the sidewalk. Some of them are supported merely by wires, or slender irons, from the building. Such signs are dangerous, not only to property, but to life.

Every merchant should exercise great care in hanging his signs. And a city ordinance providing for sign inspection by the city marshal, or some other duly constituted inspector, will be a desirable thing in some towns.

Indecision contributes more to failure than wrong decision. Make up your mind one way or the other, do something anyway, but do not hang forever in the balance.

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.

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



Shoe Styles Change Swiftly—Designing the Patterns.

The ever increasing demand for new and attractive features in foot-wear has brought deserved recognition to those specialists, the last and pattern makers, who have been such important factors in giving to the American shoe its admitted excellence.

Every progressive retail shoe buyer in the United States is constantly on the lookout for the latest styles, and in order to meet the demands of fashion and keep his business alive and profitable the manufacturer must be at all times in touch with the designer, the importance of whom may be best estimated by the number of well appointed plants in the United States devoted exclusively to the manufacture of lasts or patterns.

An idea of the swiftness with which styles change may be gained in considering the recent adoption of the high arched high toe last, a radical departure from the medium spring last receding toe in vogue a season ago, and, although so extreme a change, it has met with popular favor and very likely will be again shown in next season's goods. This last, in men's, carries a Cuban or military heel measuring one and three-fourths inches to two inches in height, with a high round toe and draws not more than one-quarter size.

The same last in women's style is best known as the "Stage" last and carries a heel two inches or more in height. The popularity of this last may be explained by the fact that it gives a dainty and trim effect to the foot.

A modification of the knob or high toe is called the ridge toe and presents a "cottage" or ridge through the center. There are other styles in lasts now being shown by the manufacturers which carry new features, but for variety of design, the greatest demands are made upon the designer of patterns. With the advent of the short last, came the short vamp, a women's shoe carrying a vamp longer than three or three and one-eighth inches, and a man's shoe with a vamp longer than four or four and one-eighth inches being now unsalable in the popular lines.

Button boots with short vamps and specially designed button flies, bluchers, some with straight front effects and others with short vamp lines, allowing a world of opportunity in variety of panel and foxing design, button oxfords with either two or three buttons and blucher oxfords with four eyelets are some of the best sellers.

Pumps for street wear in both men's and women's goods are now being shown.

A fair idea of the variety in patterns alone now being shown to the retailer by the salesman may be obtained from the fact that one pattern firm has presented to the trade nearly three hundred designs in shoes and low cut patterns during the last season from which manufacturers could choose such designs as they thought would best suit their needs.

Not only in outline, but in material, is there a large field from which to choose in women's shoes and boots, silks, velvets in blue and brown, black suede and black satin with beaded and ornamental vamps, together with effects in burlaps, linen and cravenettes, in addition to the stable leathers in dull calf, patent leathers and tan with some bronze. There is a tendency toward the adoption of some of the velvets and cloth tops in men's boots and without doubt white canvas oxfords and low shoes for both men and women will be strong for summer wear in 1911.

The successful designer to-day has no easy task for he not only attends to the immediate demands of the shoe manufacturer, but he must be able to anticipate the demands of the season ahead so that his customers may be up to the minute in that very important feature, style, which, with quality of material and excellence in workmanship, makes the winning combination in the American shoe.

Bring Out Spring Sellers.

Dealers in country districts have certain special classes of goods that sell in spring and do not sell at any other time. The gardening and farming operations will begin shortly, and it will, therefore, be well to prepare for the demand which comes with the re-opening of the season. There will be the old tools to be replaced. Nearly everybody has broken or used up in some way their garden and farming tools, always with the idea of purchasing others when required. A display of this type of goods will undoubtedly bring liberal returns.

Following these will be the demand for seeds. Practically all grocers and general merchants handle seeds of different sorts, some even going so far as to carry an assortment in bulk. In the case of grass seeds, seed oats, barley, rye and such other grains as may be grown extensively in one's own region, this is a profitable opportunity. Only the best and most approved varieties should be handled and these should be such as can be

guaranteed. Following these will come the other seeds in their regular order. In regions, for example, where canning is done sometimes the grocer can secure additional trade by preparing to supply the corn or the peas or the beans for seed. During the past few years it has been almost impossible to find these seeds in sufficient quantity to satisfy the demand, but possibly this year the grocer can, by beginning operations a little ahead, secure supplies which will return him a good profit when the season opens. It would be well to investigate this phase of the seed subject before making any considerable investment.

The Boss—Mr. Stubben, when you came in this morning I detected a trace of liquor about your person. The Book-keeper—That's fine, sir! Fine! That shows how much better your cold is, sir.—Puck.

Because your store is on the wrong side of the street is no reason why it must remain there. If you see a better location anywhere, begin at once to figure on getting into it.

Mayer

Leading Lady

Fine Shoes
For Women

SATISFY THE TRADE

We Supply the
BEST in

**Rubber Boots
And Shoes**



At the Lowest Possible Price
Complete Catalogue Mailed Promptly

Detroit Rubber Co. :: Detroit, Mich.

RUBBERS



A rubber cannot wear well unless properly fitted, and with the great variety of styles of shoes now being worn it is absolutely necessary that the dealer carry rubbers made on the most up-to-date lasts.

No other manufacturer makes so wide a variety of lasts in rubbers as the Glove Rubber Company. Our men will carry a complete line of samples when they call to get your detailed order for fall shipment. Do not detail your order before seeing these samples.

We are sole agents for the Glove rubbers, and are in position to handle your wants promptly and efficiently.

Hirth-Krause Company

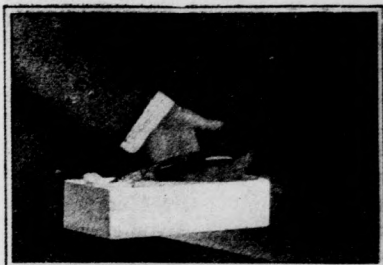
Shoe Manufacturers

Jobbers of Glove and Rhode Island Rubbers

Grand Rapids, Mich.

Protect Your Slippers.

Do not allow your salesmen to handle carelessly the highest priced part of your stock, namely, women's dress slippers, if you wish to avoid a depreciation in your store which can never be entirely recovered. It may seem like "carrying coals to New-



Lifting from the box

castle" to advise a retail shoe dealer, or the manager of a big department, to guard his slipper stock from every possibility of careless handling, but such an important warning can not be repeated too often, considering the frailties of human nature.

Every shoe dealer appreciates, of



Showing the goods

course, that there is a way to handle fancy slippers, which, if followed, will leave them practically as perfect after they have been tried on the customer as when they came from the manufacturer. The shank of the slipper with the high French heel gives a natural hold for the salesman's hand



Fitting

for every necessary part of the operation of fitting. The slipper can be removed from the carton and fitted to the woman's foot without the salesman's hand coming in contact with the delicate fabric or leather of the upper.

Added Costs of Shoemaking.

It has been estimated that the button shoe costs at least eight cents a pair more to make than the ordinary straight bal, polish or blucher boot. This is true of both men's and women's shoes. It used to be that twenty-eight or thirty feet would cut a dozen in women's shoes. It is no uncommon thing to use from thirty-four to thirty-eight feet to-day. This has entailed an added cost of probably

ten cents a pair for upper leather, and the recent change in discounts, if enforced, would add a few cents more for the sole leather. It is costing many manufacturers at least two cents a pair more to make the high toes.

Summing it all up and down, it may be said at the very least, that twenty cents a pair has been added to the manufacturing cost of women's shoes in the past few years in these items alone, besides many other points which would need to be considered.

We have wondered whether retailers fully appreciate that phase of the present situation, and appreciate along with it the necessity of getting away from any lingering remnant of the "fixed price" idea which was so strongly entrenched ten years ago, but has gradually been almost eradicated.—Boot and Shoe Recorder.

Shoe Store Findings.

Perfumed foot powders are finding ready summer sales.

The well groomed men and women of to-day manicure their own feet as well as their dogs' feet and manicuring articles for the feet sell readily.

The out-of-the-ordinary catches the eye.

A half worn pair of shoes may be used to display shoe trees. One shoe must be nicely filled out by the shoe tree, while the other placed beside it untreed and wrinkled will create a desire for a pair of trees in the mind of almost any onlooker.

Home-shining outfits neatly displayed in the window with the card, "Shine Your Own Shoes—Save Time and Money," always augment the sale of polish, as well as sell many polish outfits.

New possibilities in findings open up each day. They are all profit promising possibilities at that.

The wise man is he who grasps his opportunities. The findings game is the shoeman's present opportunity for bigger profits.

First Showing of New Shoes.

The first showing of spring shoes should have the best setting you can build. It should be something new and fresh, because much future trade will depend on the favorable impression made by the first display of the new goods.

Every shoe should be carefully selected and fitted for the window. It should be rubbed, cleaned or polished and in every way made to look as fresh as possible. When the shoes are arranged in the window they should not be crowded, but every shoe should be so displayed that it will stand out by itself, and if possible so that the onlooker may see all sides of it.

You know, there are men and women as much interested in the shape of the sole as they are in the appearance of the upper.

Let your price tickets be neat and small. For a change we suggest that the tickets be made with the price spelled in letters instead of using figures, as is the general rule, that is, have the ticket read, "Four dollars," instead of having it in figures, as \$4.

Is?

His foot extra wide across the ball?

Has he a short, thick foot and a high instep?

Sell him a Bekhäm, and see him go on his way rejoicing.

Bekhäms are made from kangaroo horsehide and fine chrome leathers, blucher or bal cut.

They are a wonderful combination of foot ease and long hard service.



Rindge, Kalmbach,
Logie & Co., Ltd.

Grand Rapids, Mich.



Stock the Profit Makers Now

H. B. Hard Pan and Elkskin Shoes

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

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

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

Herold-Bertsch Shoe Co.

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

Grand Rapids, Mich.

CHEATING THE STORE.

Season When "Cunning" Customers Play Tricks.

Written for the Tradesman.

It is a pretty good sort of a man who won't try cheating if constantly brought into contact with people who are trying to cheat him. The clerk who is beset almost every hour of the day with some cheap proposition which would lose money for the store, the cashier who is always the prey of short-change people, the public service man who is considered the legitimate prey of the public, these ought to have Carnegie medals for moral courage after a few years of service if they give the boot to the little devil called Cheat who is always whispering his name into their ears.

"What's the use?" the little devil says to them. "Everybody is trying to cheat you. Come back at them! There's that Mrs. Snifkins coming to your counter now. She tried to sneak a lace collar worth two dollars under her coat last month. She would have stolen it, and you would have made the loss good rather than lose your job. Now she is coming to buy some of the fancy lace she looked over at that time. She does not know the difference between the real and the imitation. Sell her the counterfeit and make a big profit. That will serve her just right. Cheat and the world cheats with you; be square and you walk alone!"

"Here comes a man who tried to stick you with a plugged dollar last week," says Cheat to the shoe clerk. "He doesn't know the difference between a genuine vicikid and a cheap imitation. Soak him! He would have soaked you, and don't you forget it. Soak him good and plenty!"

Then Cheat comes back at the conductors on street car lines.

"Look at this company," he says to the conductor, who is working for about one dollar and seventy-five cents a day, "the men who own it have about half a million in real money invested, and they are getting good dividends on two million dollars. What do you know about that? You can't work two hours a day and get pay for ten hours, yet they can invest a dollar and draw dividends on five. Soak 'em! Give 'em a jolt every time you get a chance! Look how they treat the public! Promise the best service, and run these rotten old cars, and fail to keep them warm. As said before, Soak them good and hard!"

Well! I don't say that the conductors accept the advice of the little devil, for everybody knows that most conductors are self-respecting men, who have families to support, and are not thieves; but there are enough who do listen to keep the companies guessing. The conductors used to make change out of their pockets.

Then the funny little metal box with an alarm in it was tied on their tummies. Then the shock with which the company received your nickel was announced by a big alarm clock in plain sight of every one in the car.

But the owners didn't believe in that either. They invented the pay-as-you-enter cars, and there is no knowing what device they will adopt next in order to get all the nickels they think are coming to them.

It takes a pretty good sort of a person to keep straight when all the world seems going crooked. If you don't believe some of those who wait on the public go wrong under the constant nagging of Cheat, under the constant example of the people they work for and do business with, just observe the devices now on the market to prevent people getting something for nothing.

Why, there are the banks. They believe in their depositors, don't they? Yes, they do! If you go and get a certificate of deposit or a bit of New York exchange the teller will look you over in words and figures something like the following:

"You look honest, and I think you are, but, entirely for the reason that this bit of paper may fall into other hands, or you should become infected with a brain storm, and not be responsible for your acts, I'm going to fix it so you can't cheat the bank. This does not reflect on you, of course, but, then, you know, we have to be careful!"

So the teller takes your new deposit slip, or your nice new New York exchange and cuts letters into it which read:

"Not for more than Fifty Dollars."

All this by way of showing that every year the wise ones are inventing new methods of keeping people honest! Just as if men and women could be made honest by machinery! Now, there is the new commission form of government proposition. Des Moines likes it, and Port Huron thinks she will like it as soon as she gets used to the feeling that no "pull" goes with the city. This may be called the pay-as-you-enter civic system. In other words, it is the latest device to prevent looting.

There used to be aldermen, in a city not far away, two to a ward. The people were afraid the aldermen were not to be trusted, as things were, so they had only one alderman from a ward, and a lot at large. Then they thought the Council still had its faults, so they took the largest part of the city's business away from the aldermen, who, by this time, were back on the two-to-a-ward basis; took the business away from the aldermen and gave it to boards—a board for the police, a condensed school board, a board for the firemen, a board for the parks, a board for the water works, a board for the burial of the dead, and a board for everything under the sun, with the moon a close second.

I guess the people who made all these changes, or got the state legislature to make them, rather, did not work on the theory that the men they were stripping of power were thieves. They only thought that, at some far distant time, the people would elect corrupt men to office. Anyway, they wanted the power to do things in the hands of their own kind of people!

Now this commission form of government is coming along. This is on the theory that a man who legislates for a city for \$10,000 a year, and is the Poo-Bah of all, will be straighter in his accounts, and more economical, and fairer in giving contracts than the man who works for \$300 a year. If any of these Poo-Bahs ever do get a city, they will get it right, clear down to the bottom of the artesian wells, if not a few hundred feet into the original trap rock, which is believed to be the ultimate thing.

And, after all, the whole thing hinges on personal integrity. It doesn't matter how people are chosen, or how much money or power you give them. The one thing is absolute honesty. That is the sort of clerks the merchants are looking for, the clerks who won't cheat because their customers try dirty little games on them. That is the kind of conductors the street car men are looking for, men who will turn in the last nickel, no matter how many people try to run ten-year-old boys in on them as too young to pay, no matter how many try to ride on old transfers, no matter if the owners get fifty per cent. dividends on the actual cash investment.

If you have any idea that clerks are not tempted, go into a large store just after the holidays, during the season when cunning customers try their little tricks on the store people. Here is a sweet young thing with a new coat. Chawley gave it to her on Christmas. Chawley wouldn't buy her the jewelry she had set her heart on, but would give her the coat which cost \$60.

The sweet thing goes to the store where the coat was bought and looks through the jewelry department. The kind of hair ornament she wants is not there. She has just the nicest, sweetest, fluffiest dark hair a young wife ever had, and she must have an ornament that glitters—a small diamond will answer.

But the firm hasn't got the diamond, so she goes to another department store and finds the ornament she wants. Then she goes to the coat department and asks for a credit slip for the \$60 paid for the coat. The clerk is about to arrange the matter to the satisfaction of the sweet thing when something about the cost mark attracts her attention. The tag is all right, but there is a blunder in the cost mark. The sweet thing has taken a tag off something else and tried to imitate the cost mark on the other tag, the cost mark belonging to the other firm! There you are!

"But this was not bought here," says the clerk, then.

The sweet thing says she bought it herself, and hunts up the floor-walker, and he scolds the clerk until he is told. Then the sweet thing hunts up the department manager, and tells him, and he scolds the clerk until he is convinced. Then she hunts up the superintendent, and wins him over, and there is another bad ten minutes for the clerk. Then the

sweet young thing goes away with her cloak.

This is the season of the year when such things are done; but don't you, Mr. Clerk, get to thinking that the whole world is going to the bad. Never you mind the things the little devil of Cheat whispers to you. You know very well that in every walk of life the crookedness of the world is being recognized by the invention of devices to keep the employees straight, but don't you ever need anything to keep you straight. You'll sleep better nights if you're straight. Banks may save money by "Not more than \$40" stamps, street car owners may profit by pay-as-you-enter cars, civic corporations may prevent graft and boodling by the commission form of government, but it is doubtful. The only thing to do is to insist on individual honesty, and punish without mercy those who boodle as well as those who burgle.

This is the season of the year when you'll feel like taking a whack at the crooked customers, but don't you do it. You'll be just as dirty as they are if you do. Alfred B. Tozer.

Lower Egg Prices.

James A. Clark, of Chicago, believes that eggs will go into storage at much lower values than for several years past, and following are the reasons he gives for the faith that is in him:

"1. Our reciprocity agreement with Canada, if it is passed and confirmed by the Canadians, will make lower prices on eggs in all the seaboard markets East after it goes into effect. This bill is likely to be passed in April at an extra session.

"2. The laws that have been passed and the laws that are pending in a great many of the states limiting the time for storing food products to six months.

"3. The curtailed buying power of the butter and egg dealers on account of the heavy losses they suffered last year on butter, eggs, cheese and poultry.

"4. The largest holdings of hens in the country ever known, caused by the high prices of eggs the past few years.

"5. The lower level of prices on all food products that will be reached in a few months."



CADDY DISPLAY RACK

Keep your vegetables off the floor and walk. It is very cheap. Write for price list.

KORRF MFG. CO., Lansing, Mich

PITFALLS IN THE POLICIES.

Credit Men Issue Fire Insurance Warning.

The Fire Insurance Committee of the National Association of Credit Men has issued a warning to holders of fire insurance policies which every merchant should heed. It is pointed out that much bad feeling, litigation and loss to fire sufferers results from the carelessness of agents and those they insure. The root of the trouble usually is that the policy contains some clause or provision which does not harmonize with the actual conditions, but which is overlooked at the time the policy is written.

"There is hardly a merchant who will pay for a \$10 invoice of goods without checking every item, no matter how numerous they may be," says the report, "yet the merchant is rarely to be found who will check the clauses of his own policy, which, if correctly drawn, may be worth 500 times \$10 to him some day."

So get out your policy and follow along, observing first the printed matter. The frequency of the word "void" should draw our attention.

For instance, we destroy the validity of the policy if (without specific agreement to the contrary written in the policy)—

(a) We had, when the policy was written or at any time during its life, procured any other contract of insurance on property covered by the policy.

(b) We knowingly increase by any means the chances of fire.

(c) We employ mechanics in building or repairing the insured premises for more than fifteen days at a time.

(d) Our interest as insured is other than unconditional and sole ownership (not the property, but the person named in the policy is protected—that is important to remember), or if the property insured be a building on ground not owned by the insured.

(e) In the case of property other than buildings if it becomes incumbered by a chattel mortgage.

(f) Illuminating gas be generated or if there be kept or used on the premises benzine, dynamite, ether, fireworks, gasoline, powder, naphtha, explosives, phosphorus, petroleum or any of its products of greater inflammability than kerosene oil of United States standard, and then in prescribed quantities.

(g) Again, unless specifically mentioned, the following property is not covered by the policy—signs, awnings, store and office fixtures, tools, etc.

In this short space not all the printed conditions of the policy can be listed, but the important thing to bear in mind is that the policy is a contract full of conditions made by the insurance company. Then there are the special provisions which the agent inserts in the space above the printed portion of the policy to be considered. They have two special purposes:

1. One to make the policy fit the

property and method of conducting business.

2. To make certain modifications of the policy in the company's favor, for protecting the company against hazards not contemplated. Do not trust anybody's mere "say so" regarding them. See for yourself that they fit the risk.

If any of the printed conditions are not now, or probably will not be, strictly lived up to in your business insist that there be written in this space the necessary permissions. Insist that they be written on the policy and do not take the friendly agent's "Oh, that will be all right."

Just a word as to standard policies: Legislatures have made policies standard for the protection of the people. It is a great protection to know that the printed text in one policy is exactly the same as in all the others, and that after understanding one you need only examine in each the written or attached portions which, by the way, should read word for word exactly alike in all policies applying to the same property.

While, generally speaking, it is true that clauses written into policies modify them to the advantage of the insurance company, it is only fair to remember that the company is at a natural disadvantage. It can not see the property insured all through the year; it can not know as much about it as you do, and, therefore, it seeks by restrictive clauses to guard against risks not anticipated at the time of the application.

Your duty is to know the contract and to know that you are living by its terms. It is not enough that the agent who signs the policy reads it. For, remember, he is the company's agent and not yours.

Better Business Spirit.

Although there are still "town rows" and business animosities of a personal nature, there is not a bit of doubt that conditions are getting better all the time.

Business men are working together more; they have concluded that it is folly to try to "run somebody out" by cutting prices.

Price cutting is in most cases inspired by a desire to cut the business throat of some competitor. Generally it results in a battle wherein two throats are lacerated, and two business concerns suffer. The crows who pick the bones are the only ones who get any benefit from such bloody affairs.

But the modern business man recognizes that his competitors are bound to exist. There is always going to be competition under present conditions. As long as a store has good, decent competition, it should be satisfied. A monopoly created by price cutting is bound to be short lived, for wherever there is a good opening for a store, there will be somebody with the courage to put in a store. And the old timer on the job can't cut prices forever.

With this upgrowth of better business spirit, it becomes more easy for

merchants to co-operate in merchants associations, and to get together on broad lines of business policy, which are good for the merchants as well as good for the town. The merchants, if they will waste less time in fighting each other, can work together to fight their competitors in the big cities. It is the mail order house and the big city that the small town merchants must fight, and when the small town merchants all pull together in this fight, they will win.

On the Road.

One night a couple of traveling salesmen arrived in a small Kansas town and found the hotel crowded. Not a room was to be had.

"I hate to disaccommodate you,

gents," said the hotel proprietor, "but even the pool table's occupied. But, say, see that old church across the street? I bought it to build a new hotel on the site. If you don't mind, you can go over there and sleep in the pews. They're upholstered and they ain't bad sleepin' in at all."

The tired pair decided to try it.

About 1 o'clock in the morning the hotel proprietor was awakened by the loud clanging of the church bell. He got up, roused the porter and told him to hurry over to find out the trouble. In a few moments the porter came back. "Well?" asked the owner, excitedly. "Party in pew 26 wants a gin-rickey," was the answer.—Everybody's.



S—sh,
I've got a NIBBLE!

Watch This Space
for a
Good Story

PUTNAM FACTORY
National Candy Co.
GRAND RAPIDS, MICH.



More Popular than Ever

It's just wonderful how that superb

"WHITE HOUSE" COFFEE

does SELL. Wherever it is introduced it promptly ESTABLISHES ITSELF in the most PERMANENT manner, and becomes one of the most active items in the grocer's stock—BECAUSE it ALWAYS suits.

HUNDREDS OF CARLOADS EVERY
YEAR SAY SO

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

PLANS WITH A PULL.

Methods Used To Attract Trade from the Country.

Since the advent of the town-boosting era in municipal development the get-together spirit among business men has done much to solve the problem of bringing in the farmer trade. For when the business men really begin to work out their problems and sink their differences, then results begin to show.

Usually town boosting begins by the formation of a commercial club of which all business and professional men are members. Of course, the attracting of trade to the town is only one phase of the work performed by such a club, but it is an important phase and worthy of study. Briefly are stated below some of the ideas and plans which have been used both by commercial clubs and by individual merchants to attract the attention of farmer customers:

One of the vital things is to get acquainted with the farmers who naturally would trade in town. For this purpose weekly or semi-monthly excursions should be made to outlying smaller towns and to farms themselves, by representatives of the commercial club or by a group of business men equipped with advertising literature. Let these trips be made in automobiles. Have literature ready to distribute. Take souvenirs of some kind for distribution, or merely get out and talk to the farmer in the field and his wife at the house. Give the farmer to understand he is not only welcome but sought after. It is well if such trips be taken before some special sales day or merchandising event that will attract attention. A better acquaintance is most desirable, and the memory of such a visit in the country will live long in the farmer's mind. Some town boosters take a band with them to give concerts.

Scores of towns have special Saturday sales days for which special advertising is done, special amusements provided and the whole day made a gala one for the country visitors. A feature of interest on these sales days, which almost has become a custom, is that of the auction sale of goods brought in by the farmers. An auctioneer is furnished free by the commercial club. Results are usually very good. During these sales days each store makes special offerings of attractive goods at attractive prices. Newspapers aid in the work. Games may be provided with a band concert in the afternoon and evening.

Since the agitation first started for better seed grains, the farmer institutes or short courses conducted by commercial clubs or a body of business men have been productive of much good. Programmes of especial interest are prepared for a course of a week or more, and usually a professor or two from the state agricultural college is called in. Local farmers prominent in any particular branch of agriculture are given places on the programmes. Prizes are offered for the best displays of seed

grains. Banks, stores, business men, all join in making such contests attractive. Household-science classes for the women provide instruction for the wives and daughters, so no members of the farmer's family are slighted. This is one of the best methods of showing an interest in the farmer's business. It indicates an appreciation for his work in building up the community.

Hold a good roads convention of farmers and townspeople. Invite the farmers for miles around. Have an illustrated lecture on the subject. Any agricultural school will furnish the names of persons to consult. Show the farmer you wish to make it easier for him to come to town and to bring his goods in for sale. Ask your local newspaper to co-operate by publishing good roads matter for two or three weeks before the meeting. In fact, never forget the newspaper. It can do you more good than anything else to spread the good news.

Do you hold a Chautauqua in the summer? Be sure that there are some lecturers on the programme who will appeal particularly to the farmers. Let a day or two in the course deal with farm subjects. Ask prominent farmers, three or four of them, to sit on the board that selects the speakers. It will do more to popularize the course in the country than anything else you can do.

Be certain that you are handling the matter of country produce in the best possible way. Many Western towns have established produce exchanges at which all country produce is bought and sold, the stores holding an interest in the business, but not handling any of the stuff in the store. Checks are issued in exchange for produce. These checks may be presented at any store in the town and are good in trade at those stores. In such towns the troublesome matter of country produce is settled once for all and in a most satisfactory way both to farmer and merchant.

Then take the matter of rest rooms. Is there one in your town if not in your store? No town nowadays should be without it. It gives a place for the farmers' wives to rest. Serve hot coffee and tea there. Give it free, if you wish, and always mention that the rest room is the place to eat luncheon. That is a greater factor than is generally believed in making things comfortable for the women folks from the farm. It is a good thing always.

In Iowa there is a general merchant who livens up trade on Saturdays by offering a prize to the farmer who comes in from the greatest distance. This, he finds, has caused some good-natured rivalry and has helped his sales. In announcing this plan he does not say what the prize will be but makes it worth while to the man coming a considerable distance to buy at his store on those Saturdays. Sometimes the prize is a hat for the man or a skirt for the woman or a suitable present for the children, in which case the store advertisement appears on the article.

Closely akin to the "greatest distance" idea is that of the merchant who offers an inducement to the man bringing in the biggest load of "folks." The method put into practice in connection with this plan is to have the farmer come to the store upon first arriving in town and register and submit his flock so that the heads may be counted. A worthwhile prize in the form of a sack of flour or some other staple grocery item will be an incentive to the man to "come and bring the family." The sales can not help but expand with the aid of this feature and the first prize or the sole prize need not be an expensive one.

Every town in the country has its moving-picture shows, and they have been recognized as a real aid by many merchants. A combination of business with pleasure here can be made a very delightful one. It has been done by some merchants to the decided advantage of their sales. The merchant's circulars mailed to the out-of-town trade announce the fact that on a certain day the store will give to all out-of-town trade a free ticket to the moving-picture show. In the store are displayed signs telling the farmer and his family that he may go to the show on the "house." "Ask the cashier for a free ticket to the show. See ——— at our expense." This has been found to make a big hit in some localities and it can be done on a very economical basis. The moving-picture proprietor can be made to see therein the means of getting into his place strangers who have held aloof. The merchant's sales should be given a boost as the result of the advertising.

Serving hot coffee on Saturdays is by no means a new way of drawing trade to the store on cold days. Test the strength of it by giving it a try-out. Despite the fact that it has been out to use frequently one has only

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

PERFECTION For \$1.90
FOLDING I will ship
IRONINGBOARD you complete
Ironing Board
and Clothes Rack. No
better selling articles
made. Address J. T.
Brace, De Witt, Mich.

We Light Your Home
or Store—from cellar to garret—with 100 to 700
Candle-Power brilliancy—at less than 1/4 cost of
kerosene (and ten times the light)—giving you
Gas at 15c Per 1,000 Feet
(Instead of \$1 to \$2 which Gas Companies
charge) with the "Handy" Gasoline Light-
ing System or "Triumph" Inverted Indi-
vidual Light you get the best known sub-
stitute for daylight (and almost as cheap), can
read or work in any part of room—light
ready at a finger touch—don't have to move
these lights—the light comes to you. Write
for Catalogue and Circular (to Dept. 25).
Brilliant Gas Lamp Co. 42 State St. Chicago

SNAP YOUR FINGERS



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

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

Walter Shankland & Co.
Michigan State Agents
Grand Rapids, Mich.

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.

CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

Foster, Stevens & Co.

Wholesale Hardware

10 and 12 Monroe St. :: 31-33-35-37 Louis St.
Grand Rapids, Mich.

to consider for a moment where the trade would drive when the mercury is low, to a store where there is a cup of steaming coffee awaiting them or to a store where there is not that attractive feature held out.—The Modern Grocer.

"Lost Art" of Tempering Copper.

That the famous "lost art" of tempering copper, said to have been possessed by the Aztecs, Toltecs and Tarascans in prehistoric days in this country never existed is the claim of several archaeologists and ethnologists of Mexico City.

Experiments made during the past week show that none of the many copper tools found in the ruined cities and in the graves of these dead tribes ever were tempered. Copper axes and knife blades found at Atzacapotzalco were discovered to be so soft that they could be cut with a common pocketknife. On the other hand, Tarascan copper cutting implements from the Balsas River ruins in Guerrero were so hard that they would turn the edge of a modern knife.

Comparative analyses showed that the blades from Atzacapotzalco were of precisely the same composition as the copper found in the ore of the nearby hills. Similar treatment showed that the hard, apparently tempered blades from Guerrero were of precisely the same composition as the copper in the ore from their hills.

Then comparison of the two classes of ores was made, also by analysis, and it was shown that the natural ore of the local hills was pure and soft, while that from Guerrero had been alloyed by nature with nickel and cobalt, making it almost as hard as steel in its natural condition.

Then across the minds of the scientists flashed the answer to the alleged copper tempering of the Mexican aborigines. In some sections of Mexico the copper was already tempered for them; the cobalt and the nickel fused with the copper when heated in their primitive furnaces, and the result was a grade of alloy which, when heated and sharpened, gave an edge which would cut like steel. The Indians knew nothing of the art of tempering the metal themselves, and could not have removed the cobalt and the nickel from their ores, even had they so desired.

On the other hand, in other parts of Mexico where the copper occurred practically pure, the implements made from it were soft, and remain so to this day, proving decisively that the primitive Tubal Cains knew not what ingredients to put into their axes and knives to make them hard. The hard axe and knife would be, of course, infinitely superior to the soft, and it is impossible of belief that the Indians who built Mitla and Palenque and the other wonderful cities of America's Egypt did not know this, and would not have hardened their weapons to a razor's capacity for sharpness had they been able so to do.—Mexican Herald.

If you want a job done, call on the busy man. It is only the idle who always are complaining that they can not find time for this or that.

Trade Journal and Credit.

"Does he subscribe for or read his trade journal?" This is a question which a manufacturer or distributor of practically any form of merchandise is accustomed to put up to the salesman who has sent in an order from the dealer. Why, it may be asked, does the manufacturer or jobber in making enquiries concerning the responsibility and reputation of a customer, place such importance upon the position of the trade journal in his business affairs, as to seek to learn whether or not he subscribes for the publication devoted to his interests? The reason is obvious. The shrewd up-to-date credit man realizes that the life and prosperity of a business depend upon the capability of its owner to adapt himself to modern business methods and ideas and to keep in touch with the latest developments in business conduct. The credit man realizes that in so competitive an age as this it is absolutely necessary that the merchant keep pace with his more progressive brethren in the trade, post himself upon what they are doing and be able to meet any emergency attendant upon the changing conditions in business. He realizes the importance of the retail dealer acquainting himself with a knowledge of his goods, becoming thoroughly versed in the science of merchandising and posting himself upon current happenings in the trade. The credit man knows that the business man of to-day, to be a business man, must read, and experience has taught him that the modern trade journal—the business man's encyclopedia—is the one and only agency that can supply the information and knowledge which he insists the twentieth century business man should be in possession of. The modern credit man has his own opinion of the merchant who does not subscribe for nor read his trade journal, and it is certain that this opinion will not inure to the reputation or sound credit of such a merchant. It is not surprising, therefore, that the manufacturer's or jobber's salesman is questioned by his house as to whether a dealer applying for credit is a regular subscriber to the trade journal published in his interest.

The trade journal is the one and only means which the merchant has of keeping abreast with progress. The most successful business men of to-day have attributed their advancement in business to following the suggestions and advice so freely dispensed in the trade press. It is almost impossible to conceive of a more forlorn spectacle than a struggling dealer, toiling and slaving day after day, absolutely out of touch with the spirit of the times as a result of failure to associate himself with his trade paper—the cement that holds the business structure together. Education nowadays is a necessity of existence, and this is doubly true of business existence, which is beset on all sides with perplexing problems and conditions the solutions of many of which can only be

obtained by close study and the interchange of ideas through the medium of the trade journal. Common sense must convince any merchant that if he has but little time to read his trade paper it would pay him to take more time.—American Artisan and Hardware Record.

Linoleum Growing in Favor.

Even in costly mansions linoleum is taking the place of hardwood on the upper floors. Less pretentious dwellings have found it useful in dining rooms, living rooms and halls, but the hardwood is usually preferred on the lower floor of the house if the purse can afford it. However, there are exceptions even to this rule. For house use linoleum comes not only in soft, velvety plain colors, hardwood floor and tile patterns, but in floral and geometrical designs as well, and in imitation of the finest matings. It is easily cared for, and is not the bill of expense to keep in repair that are hardwood floors. In kitchen, linoleums have taken the place of zinc or tile since they were put upon the market. Instead of covering a few feet or around the stove, they extend over the entire floor. They are much less work than the old-fashioned wooden floor, as they never need scrubbing, but are easily wiped up, seldom or never stain, wear for years and are much easier to stand and work on all day than a wooden floor. Even in large establishments, such as hotels and restaurants, linoleum is being used in the kitchens for these same reasons in preference to wood or tile. Warm water with a little castile or other light soap cleans linoleum perfectly. The one care should be that no water gets under the edges or through the seams. It should not be doused with water, but a little should be put on at a time and wiped up carefully. Since linoleum came into the market, oilcloth is seldom heard of for floors. Occasionally in some districts far removed from modern traffic, in the homes of those who quaintly cling to the old, no matter what the advantages of the new, is still to be found a square of it gayly protecting treasured carpets of bright hues and ancient designs, but it is practically never met with in city stores or houses. Improved makes of oilcloth are, however, in daily use as coverings for kitchen ta-

bles, shelves, traveling bags, rain blankets and other purposes requiring a light surface that is easily cleaned with water or which will protect from moisture.—Indianapolis Star.

A Mistake.

"The hand that rocks the cradle is the hand that moves the world." "I beg your pardon. The hands that move the world are storage companies' hand."—Baltimore American.

Bankrupt Hardware Stock For Sale

Here is a rare opportunity to secure good business in Charlevoix. Michigan. city of 3,000 people with all modern advantages. The Raymond Bentley stock of general hardware is in my hands, as trustee, and must be sold. If you want to get into the hardware business, here is the chance of your life. Inventories \$5,000. Must go quickly. Act at once if interested. Information gladly given, but better come on and look things over. WILL E. HAMPTON, Trustee. Charlevoix, Michigan.

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.



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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

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47-49 N. Division 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.

CRANBERRY GROWING.

This Fruit Is Cultivated Only in the United States.

Cranberries will grow and thrive where no other form of vegetation can exist, according to scientists; requiring chiefly water and air for perfect development.

The United States is the only country in the world that cultivates the cranberry as an article of food, and even then, cranberry growing is restricted almost solely to the States of Massachusetts, New Jersey and Wisconsin, and to narrow it still farther, to only small sections of the respective states named. Still these three states in normal seasons grow in the aggregate a sufficient crop to supply not only the wants of the American people, but the growers are preparing to make a systematic invasion of the chief European countries, similar to that which certain Western apple growers pursued in establishing a market for their apples in European centers.

An inferior cranberry grows wild in some parts of Europe, but is given little attention as a food article.

Cape Cod, Massachusetts, is the premier cranberry producing section of the country, and always has been. In fact, the growing of cranberries and deep sea fishing are the two chief occupations of the people now living in the old Pilgrim land. Western New Jersey is next in importance in production, and Wisconsin brings up the rear.

All of the New England States furnish more or less cranberries. In the low lands between the hills are many bog meadows. Many of these will grow good cranberries, more especially if the meadow-land is of such a character that it can be flooded at the desirable season of the year.

Where there is a good gravel pit alongside the meadow a frequent top dressing of this is given the cranberry ground with good effect.

It is a rather difficult and expensive matter to try to make cranberries grow in a place to which they are not peculiarly suited. On the other hand, they may be found growing on swamp land that will produce little else but moss and a weak variety of grass. It is often said in truth that when a piece of meadow land is unfit for anything else it can be made to furnish a good crop of cranberries.

It was only about seventy years ago that cranberries were grown in quantities and offered for sale in the Eastern markets, so that the festive turkey has not always enjoyed the boon companionship of this ruddy delicacy, even in New England.

Cranberries grow only upon moist, alluvial soil, sand and muck being the best. This land must be so situated that it can be flooded promptly, for two purposes—first, to ward off insect pests, of which there are several, that damage the growing crop; and, second, to thwart killing frost in the fall when the berries are maturing. The plant flowers in June and is ready for picking from early in September to October 15.

The crop is not always a reliable

one, but in recent years through the application of more scientific methods of cultivation, it is becoming yearly more so.

Many people are under the impression that the cranberry grows mostly in stagnant swamps or bogs. It does grow in bog, but the berry thrives with the moisture near the top of the soil and circulating very freely through the ground. Worms are the greatest enemies of the cranberry, and there are several varieties of them.

Size and color are the chief requirements of the market handlers of this delicious berry. Light-colored berries never sell as well as those of a deep red color, although they may actually be as ripe. One particular Eastern variety is cream-colored, but the supply is so limited and the quality so good that it seldom reaches the open market. But color and size, as said before, play the most important part with the trade, both wholesale and retail. Fine, showy berries always bring top-notch prices.

Experts, however, say that the medium sized, uniformly colored fruit is best both in flavor and quality, while the smaller sizes are generally the best keeper and the most solid.

In marketing the berries in the best condition much care is needed both in the picking and packing, as cranberries will not stand very much handling, in fact, very little, before they begin to decay. Cranberries can be stored like apples, at about the same temperature, but will not stand freezing. They also should not be kept near a stove, or any other form of heat in the grocery store, neither should they be left in the sunlight, as in each instance they fast begin to show signs of deterioration.

There are several varieties of cranberries, even in shape, but they do not vary radically in quality in any given section, provided proper cultivation is adopted. Probably the three best known standard varieties are the Early Black in Massachusetts, which ripens about September 1, and is a fairly good keeper. The Early Red, also a standard, and the Howe, a late berry, and more largely grown than any other.

Cranberries are usually shipped in special size barrels, holding 100 quarts, but many markets prefer the fruit shipped in boxes holding a bushel.

Owing to the new methods that are now being adopted wherever cranberries are grown on anything like an extensive scale, the old-time methods of picking, cleaning and packing are fast becoming obsolete, and devices and machines now supplant the former berry pickers, especially the females, and old-time scenes at picking time are fading away in the East. The Indians in Wisconsin are yet depended upon for most of the labor in this respect, but they also in time will be superseded by mechanical appliances.

Many grocers do not give the attention to cranberries that they should, for as a matter of fact, during the fall and winter season, this berry is the poor people's sauce, so

to speak, and if intelligently bought and handled is a good profit producer for the grocer. It is not pleasing, however, to go into many groceries and notice the wholly careless manner in which this fruit is handled, and often mixed up with the commonest of vegetables, for it should be distinctly understood, as previously stated, that the cranberry will not stand rough usage and should be both handled and displayed intelligently, and given proper attention to insure its attractiveness to prospective customers.

Then again, it is not among the improbabilities that before long there will be offered to the public a new article in the cranberry line in the shape of an evaporated product, destined to compete with the apple, peach and apricot for a share of the people's favor.

Every Transaction a Trial Balance.

To know that the day's work is done when the store is closed for the day is a sort of Arcadia for the merchant—a new era of vast content that so many are already realizing.

The loss in retail business is brought about largely by trying to remember those things that old methods of book-keeping did not supply—so that the month-end was a compilation of the tag-ends of whatever could be recalled.

This loose way of transacting business is being dissipated by the modern method that eliminates all books—makes trial balances a thing of the past—that gives a perfect check on every credit account—and that looks after all charges and credits properly and at the time they occur.

The secret is found in the huge success of the American Case & Register Co., of Salem, Ohio, which inaugurated a system for merchants some years ago that has spread all over the continent. It is based on a single writing—so that the tabulation of the bill of goods bought is a check on every feature of the transaction. Filed away in order these records give a complete history of every customer. It is a sort of home method of Dun and Bradstreet reports on small buyers. It shows what goods were purchased—how much was paid, how much was charged—and the exact time of every transaction.

Every C. O. D. is under a perfect checking system. The desirability of every credit customer is seen at a glance. When a patron comes in to make a payment there are no books to consult. There is no time wasted in disputes. There is nothing carried over until the next day—no lying awake nights trying to remember.

If the store should burn to-night the fire insurance adjusters would have a complete record to consult. Nobody would be able to disclaim statements because the original records would be on hand.

The average merchant errs by trying to force his memory, and the memory of his clerks, when their minds should be free to think about the live details of the business.

So satisfactory have been the re-

sults, every merchant who has installed this system endorses it as the best investment he ever made—as an investment that pays continuous returns in money and time saved and in relief from worry and the dreaded end of the month with its additional labors.

Campaign of Education.

Traverse City, March 13—A campaign of education has been conducted in Western Michigan during the winter by the Western Michigan Development Bureau. The representatives of the Bureau have been going from county to county and holding meetings to get the people of the different communities to appreciate the opportunities that are theirs.

The purpose of these gatherings is to stimulate the rural population into activity so that the individuals will put in their best ticks the coming summer that the day of general prosperity in Michigan may be hastened. The speakers at these meetings have been doing more than preach optimism, they have been giving valuable instructions as regards the producing of better crops, and urging the adoption of the most improved methods for farm and orchard.

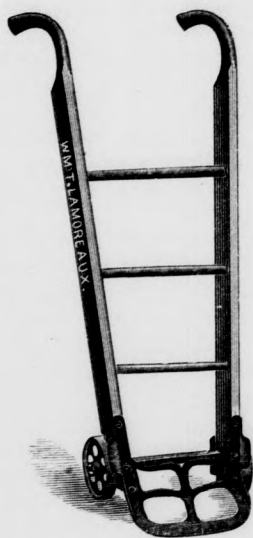
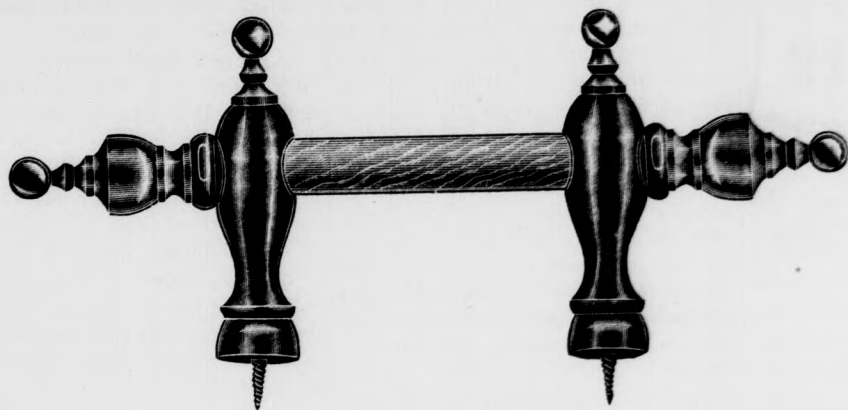
Already meetings have been held in Mason, Manistee, Leelanau, Benzie and Charlevoix counties. The plan is to reach the other counties before the beginning of the spring farm work.

This is the year, to a certain extent, that will decide the future. If the Western Michigan farmers and fruit growers do what is expected of them the region will get a reputation that will insure the realization of its greatest ambition. Fruit growing is the most attractive of the agricultural industries, and the Western Michigan country proposes to be the orchard land of the central part of the American Continent. It has the climate, the soil and the strategic location; all that it needs to realize its dreams are a few thousand of energetic and progressive men and women.

Coffee Advertising.

There are many ways of advertising coffee. Some grocers use the newspapers, some demonstrate it at their stores and others send out samples every so often or have their delivery men leave samples when delivering goods. All these ways are good, but more direct results can be obtained from demonstrating than in any other way—that is, if it is well advertised in the newspapers so that people will come to the store.

In demonstrating have a large sign near where the coffee is served calling the attention of the customer to the grade of coffee that is being demonstrated. It is also essential to have good cream and some one who understands how to make good coffee. Too many times when samples are given to customers the coffee is spoiled in the making and the result is they do not think it any better than what they have been using.



Wood Engraving Is Fast Coming Into Its Own Again

DURING the rapid development of the Zinc Etching and the Halftone Cuts it looked as if Wood Engraving would soon be a lost art, but time has proven that no mechanical process will ever take the place of the HAND ENGRAVED WOOD CUTS for certain classes of illustrations.

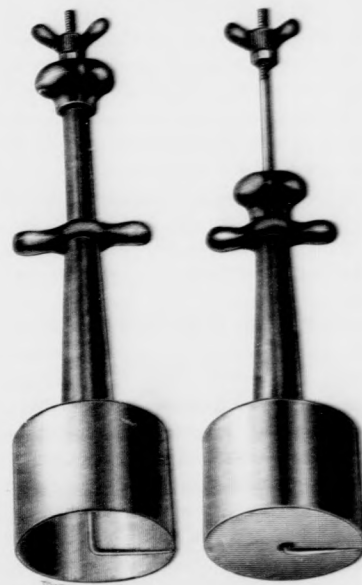
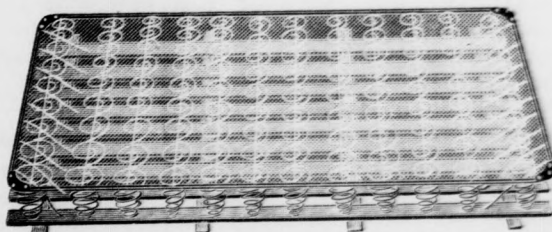
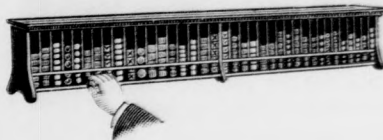
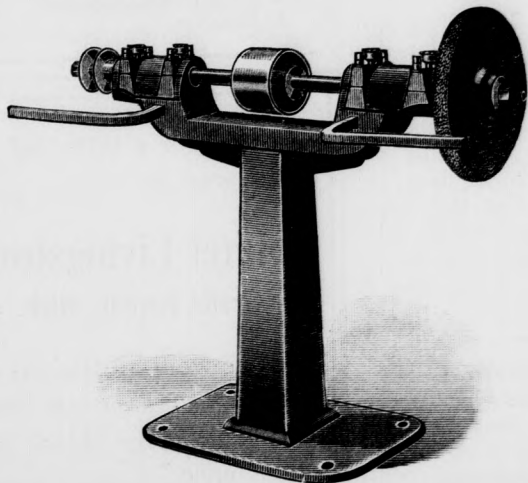
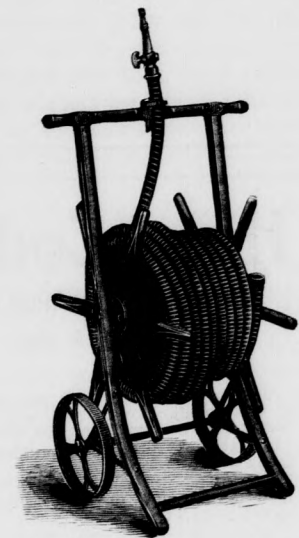
**We Are the Oldest
Wood Engravers in
Grand Rapids**

WE do all kinds of high-class engraving, including our Special process of making cuts direct from such articles as brass trimmings, wooden knobs, etc. This process not only saves the expense of drawings but makes an exact reproduction, which cannot be obtained from drawings.

ASK FOR PRICES AND SAMPLES

Tradesman Company

Engravers and Printers :: Grand Rapids, Michigan





Commercial Traveler—Methods of the Old and the New.

The traveling salesman of this quarter of the century is a keen, live proposition, full of information that is of value. He stands for money, brains and energy. The more one's mind is stored with matters and information outside of his business the greater value he is to his own business. In the case of the traveling salesman this is especially true: his knowledge of life and human nature are a great asset to him in his selling capacity and of equal value to merchants in keeping in touch with a real live wire. The greatest study of mankind is man, and this implies the necessity of coming in contact with men at all times and under all conditions. A great many merchants would do well to ask themselves the question seriously, "Is it right for a dealer to get ostensibly busy when a traveling salesman enters his door unless he can show that he is actually busy?" The merchant who does not give a courteous and alert attention to the salesman is standing in his own light, is shutting out deliberately business information that will be of value to him, is saying to the outside world that he does not care to keep in touch with progress. If the house represented by the salesman did not know him to be bright, energetic, alert, and a money-making proposition, they would not send him out. One should not, however, be talked into placing an order for an article. If the thing looks good, rely upon innate judgment enough to take a chance on it, and if one does not believe it will be a seller, know when to say "No." One does not have to buy seven thousand dollars' worth of anything. Try seven cents' worth or seven dollars' worth and see how the plan works out. A variety of stock draws trade, and one's floor should be kept free for new goods with which to tempt critical trade.

The tendency of the time seems to be to laud the old at the expense of the new. It is only fair to consider the plea of the younger man. After all, it is quality which counts, and when that is of high grade and linked with that tremendously strong factor—enthusiasm—even valuable experience must sometimes step aside. It is wise for the heads of firms to remember that although they may wish to save time by engaging an experienced man to push either a new or an old line, often the very experience of the older man

makes less certain his success for them. If his habits are set and not in line with the policy of the managers it is difficult for him to change; and as a man adds to his years it is human nature to idealize old ways at the expense of new. The younger man wastes no time, but is all agog to make a good record on his new sheet. When a retailer glances at the card of a commercial man handed to him he usually wishes to take more than a glance at the traveler before granting an interview. Should he be youthful and representing a well-known firm, he may get the interview for the sake of his house only, or perhaps because the retailer wishes to make enquiry about some older representative whom he has dealt with and respects. Such an interview calls for great tact on the part of the new man. If the buyer has years of experience himself he may unconsciously resent the idea of dealing with a younger man whom he feels he can himself instruct. An older salesman, on the contrary, may gain his desired interview and score his points because his presence and dignity of manner demand a courteous acknowledgment, even although he is a stranger. When the new recruit gains a first hearing, if he has a lack of commercial training or experience, he needs to exercise all the natural or developed tact that he can muster to ingratiate himself with the older business man. Sometimes his very youthfulness makes it incumbent on him to show a modesty he may not feel. Assurance demonstrated in a crude way may lose his game, while the polished self-assertion of the experienced man may win his.

Although the young man has no experience, his way of attacking the problem is the important thing. If his first steps are wavering he may have many a tumble, but the bruises will educate him for his task if he is anxious to learn, and he may quickly leave behind the older man who does not always put into practice the knowledge he has gained. The man of experience too often has a fixed method that he carries out in all circumstances. It is here that the younger man may find his best chance and be ready to show his firm that he can avail himself of any new points of view that are presented to him, and do it cheerfully. If the customer is made to feel this infusion of new blood it may put him into a sympathetic attitude if he belongs to the new school himself, for such a man likes to be brought into touch with latest developments in

his particular field. If the standing of the firm is high the problem set the young traveler is less puzzling. This point, however, hardly cuts the figure now that it did in the past. Competition is so strong that the newest firms are frequently given as respectful a hearing as the old. But because a firm, either young or old, decides to cut down expenses by sending out younger men, the young men themselves can not be blamed for lack of years of experience, and oftentimes their enthusiasm and willingness to go more than halfway is a large asset for all concerned.

This is the day of the young man; there is no doubt of that, but the truth has perhaps been applied in a too liberal way in many instances. Certainly the modern method of covering long distances with lightning speed; the rapid development of new policies, and the need of the utmost adaptability to new combinations, are best suited to the vigor of the young man. The older man is accustomed to more comfortable and leisurely methods. While he is thinking a thing over and laying his plans the young man will have made a dash and brought the whole thing to a climax.

Although older retailers may prefer to continue their dealings with the travelers they have known for years, it must be remembered that their own ranks are thinning constantly, and that their sons or their business successors will doubtless prefer to start with the next generation of travelers themselves. Naturally such retailers like to feel that they are cutting their own swath. They have no mind to be treated like schoolboys and instructed as to what they shall do or shall not do by weathered "knights of the road." They feel ready to take their own particular bull by the horns, and when there come along young commercial missionaries in the glistening armour of some school of salesmanship they are given a warm welcome. This new brotherhood may hand out much information, but it is sugar-coated, and it is not rammed down the dealers' throats, as in the old way. The very fact that sellers of goods are expected to be well informed as to the quality and technical construction of the products they represent makes it better for them to be not too wise in dealing with customers who have opportunities to study their business and often appreciate a friendly comparing of notes. There is now a tendency on the part of able and well-informed young men with retail experience to take up travel on the road, and they prove good material for the purpose, often making better salesmen than the recruits who come out of the office or factory.

Salesman's Decalogue.

At a recent salesmen's lumber convention in Chicago Sam D. Dare, Ohio representative of E. B. Foss & Co., circulated the following "Ten Commandments for Lumber Sales-

men," compiled by J. P. Bartelle, Secretary and Treasurer of the Ohio Lumber, Sash & Door Salesmen's Association:

1. Thou shalt have but one "line," for it is written thou canst not serve two masters with profit to thyself.
2. Thou shalt not take the name of thy competitor nor his house in vain. If thou canst not speak good of him unburden thyself in silence.
3. Remember to keep holy thy calling and set not an evil example to thy brethren, that the standard of thy craftwork may be higher because thou art in it.
4. Honor thy house and thy customer that thou mayst be long on the road and the good will of both may follow thee.
5. Thou shalt not "knock," neither shalt thou carry a hammer with evil design.
6. Thou shalt measure thy conduct as thou wouldst thy lumber—with a rule—yea, even with the Golden Rule.
7. Thou shalt give to everyone full measure and honest count that all may know that from thee shall they receive a square deal.
8. Thou shalt not deal harshly with thy brothers' faults nor expose his weaknesses, but by precept and example help thou him to mend his ways that the sunlight of charity and fraternity may brighten the land.
9. Thou shalt not covet thy brother's orders.
10. Thou shalt not covet thy brother's job, but hustle thou all the harder that thy house may receive even its full share of business and thy boss be able to say to thee, "Well done, good and faithful servant; thou hast been faithful in many things; take thou now one on us."

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.

It may be a little out of your way to

Hotel Livingston

Grand Rapids, Mich.

but we went a little out of our way to make our Sunday dinners the meals "par excellence."

A GREEN RIBBON BRIDE.

Concerning a Clerk's Loyalty To the "Auld Sod."

Written for the Tradesman.

Maggie Considine presided at the ribbon counter at Cronwell's. She was a clear-eyed, wholesome girl of 20, with brick-red hair and a nose which seemed to be turning up at the end in order to inspect the freckles which adorned it. Maggie's face would have looked lonesome without the freckles.

Last St. Patrick's day Maggie entered the store with her chin high in the air. Mike, the foreman of the gas-house gang, and one of the boys who could carry his own precinct, had walked to the store with her and she had tied a fair green ribbon in the top button-hole of his coat. Mike had twenty men under him, and was getting money enough every Saturday night to run a six-room flat with luxury and a free hand, but never the word of helping him care for it had he said to Maggie.

On occasion Mike took Maggie out to a ten-twenty-third performance, and sometimes there was a lunch at Bert's after the last act, but the lad was slow in giving the ribbon clerk his promise, much to the grief of the girl. Mame, the clerk at the next counter, knew how matters stood and advised Maggie to be very firm with Mike.

"He's a jewel," Mame used to say, "and you have him snared, only he does not know it. He'd let you walk on him in the wet street to keep the soles of your boots dry, and here you're leaving him free to be roped by Kate Scannon!"

Maggie tossed her head when Mame unloaded this sort of advice on her, and wondered what she could do to give Mike the necessary courage. But to Mame she would say:

"And what would I be doing with a man? Tell me that! Me with a widow mother to care for, and able to do it! Faith, an' Kate may have him if she wants him."

Then Mame would laugh and go back to her own counter and wish she had the same chance at a fine, up-standing man like Mike Clancy!

The ribbon counter was speckled with green that morning when Maggie got through with it. Mame said that it looked like the seventeenth of Ireland, all right, and Maggie smiled and fastened a great bow of green on her own waist.

"Mind Clay Emmett when you do the likes of that," Mame warned, seeing what Maggie was doing. "He's Orange."

"More shame to him," said Maggie.

Presently Clay Emmett, the floorwalker, passed by and saw the loyalty to the auld sod displayed in Maggie's department. He walked on to the end of the store to formulate some wicked remark and stopped when he came back.

"You're Irish!" he snarled.

"Praise be!" said Maggie.

Emmett frowned and disarranged the green ribbons the girl had placed

on her case, poking them about with his finger.

"Well," he said, "you're not at Dennybrook fair now. Put up this green stuff and take that emblem of St. Patrick off your waist."

Maggie put her knuckles on the counter and faced the floorwalker with all her Irish spirit showing in her angry eyes.

"Do it now!" ordered Emmett, and walked on.

"I told you!" said Mame.

"The cheek of him!" cried Maggie.

"He's your meal ticket," said Mame. "Take 'em down before he turns to come back this way."

"An' him with the name of Robert Emmett!" whispered Maggie. "A beast like that with an Irish name!"

"He's coming!" Mame cried.

"I wish the floor would break with him!" was Maggie's response. But she made no move to conceal the green ribbons.

Then, in a moment, Emmett was back, standing with an ugly face before her counter, frowning at her.

"Clear out this Irish business!" he ordered. "If an Orangeman should come in here and see this he'd have a fit, and the store would be boycotted by all the Orange lodges of the town. Cut it out."

Maggie's knuckles were on the counter again.

"You hear no Irish word against it," she said, "when I put out orange ribbons on the 12th of July, the anniversary of the battle of the Boyne."

"Don't argue!" warned Emmett.

"I'll not take 'em down, then!" cried Maggie, forgetting that there was no money in her thin purse and that the rent was due the next week. "I'll not take them down, bad luck to you."

"Then," said the floorwalker, "you can go and report to the Manager. You're discharged."

Maggie turned white, but her eyes blazed.

"An' you, she cried, "with the name of a man that died for freedom! You stole the name of Emmett, so you did, for it's not yours by right of birth. I'll go on out to the Manager, and tell him the Orangeman you are, and if you look at me again, or come within me reach I'll spoil your face for you!"

As may be inferred from this outbreak, Maggie's anger was past all bounds. She went to the Manager and then to the Cashier, and when she passed her old counter there was a black-haired girl who looked like a Greek grinning at her. Five minutes after she left the store Mike Clancy came in and saw the slender, dark face at the ribbon counter. Then Mame told him about Maggie's defense of the day and of her going down to defeat because the floorwalker represented a bloated corporation with no love for the auld sod in its make-up.

"Show him to me!"

Mame thought Mike looked as if he wanted to make the acquaintance of Emmett for a specific purpose and pointed him out.

"Tis a big body of a man he is,"

she said, by way of encouraging Mike in the idea which she believed to be in his breast.

"I'm thinking wid pleasure of forming his acquaintance," said Mike, and went out to linger in front of the store.

While he stood there Maggie came along, her face troubled, her eyes shifting away from Mike's like the eyes of a disgraced woman.

"Is it trouble you're in?" asked Mike.

Then Maggie told him, flaming red at mention of the insult to the green emblem of the auld sod. Mike considered, his hands in his trousers pockets, his eyes fixed on the skyline.

"Have you been home to y'r mother wid the story?" he asked, then.

Maggie shook her head.

"It will break her heart," she said.

"Then don't tell her," said Mike.

"Come to Bert's at 1 and we'll have lunch together and go out a pleasuring this afternoon."

"But I must get a new job," urged Maggie, blushing harder than ever.

"Don't be uneasy," said Mike. "I can get you one with the turn of me wrist. Put on y'r smiles and come wid me the afternoon."

So Maggie wandered about the streets, wondering what Mike meant, and wondering, too, how the rent was to be paid. Mike waited in front of the store until Emmett came out for lunch. The two men walked down the street together, Mike swinging his great fists and talking rapidly. Emmett was easy in his mind, for he was depending on the police power of the Government to send this anarchist about his business. But the police power of the Government seemed to be on a vacation that day, for Rooney, the officer on that beat, laughed in his sleeves when he saw two men fighting and hastened in another direction, with his club swinging free in the air, his eyes on a couple of boys who were shooting craps in an alley.

When Mike came to Bert's to meet Maggie his collar was off, and there was a scratch on his cheek. Besides, he had the knuckles of his right hand wrapped in a white handkerchief. Also he was breathing hard and was red in the face.

"Whatever have you been up to?" demanded Maggie.

"I had an argument with Emmett," Mike replied.

"You never went to the store to try to have me taken back!" Maggie almost shrieked. "You never did that!"

"Not at all, at all," Mike replied.

"We met in the alley back of the theater, and they took him home in a green ambulance, an' the driver had green on his coat, and on his hat, an' the smoke that came out of the machine was a beautiful green."

"Oh, Mike!" cried Maggie. "Now you'll be arrested!"

"Let be," explained Mike. "I'm to have him pinched the morning. Two policemen, Doherty an' Whalen, saw him attack me in the alley. I called to them to protect me before I pasted him one. They'll swear to it."

"Oh, Mike!" said Maggie, joyfully. "I'm glad you didn't begin it."

"Sure not," said Mike, "an' now I've the license and the flat, and we'll go to the house of the priest."

And so Maggie was a green ribbon bride, and a happy one.

Alfred B. Tozer.

BEWARE OF IMITATION.

Thus the consumer is repeatedly warned, and equally does the dealer need the warning. We see a good thing, and the first impulse is to secure something like it. Our neighbor has a window trim which strikes our fancy, and we at once set out to make a duplicate, forgetful of the fact that the charm of the pattern may rest in its being different; and that repetitions soon become odious.

Besides, those who have seen the first display at once detect the fact that we are only followers and our reputation wanes accordingly. He who seizes upon an idea of another and dresses it out in new form or with new applications deserves the praise which is sure to follow; but he who is content to copy bodily the thought of another and pass it on as original is branded as a plagiarist. A man may invent along strictly original lines and the world applauds; but let him encroach ever so little upon the brain work of another and the laws of the patent office are at once read to him forcibly. We may see some neat arrangement in a window and it starts the ideas into action, resulting in a something resembling the original in ways, yet with a certain individuality of our own. The plans of others are more effective to us when not copied bodily, but transformed to suit our individual requirements. Adaptations are more desirable than copies.

Those who are satisfied with continually following in the path of another never make original discoveries. It is the man who explores new paths, tests new methods and ideas who really progresses. He familiarizes himself with what others have done, compares ways and means and strikes a new balance which is based upon the work of others and yet bears his own individual impress. Be attentive to the ways and works of others, yet prove by your own that you are more than a mere copyist.

Keep right on boosting for your home town—to-day—to-morrow—all the time. If it is worth living in, it is worth boosting. If it is not worth living in, better vamoose, skedaddle, navigate or aviate. When you go, just leave that hammer behind.

The Western Sales Co.

99 Randolph St., Room 10
Chicago, Ill.

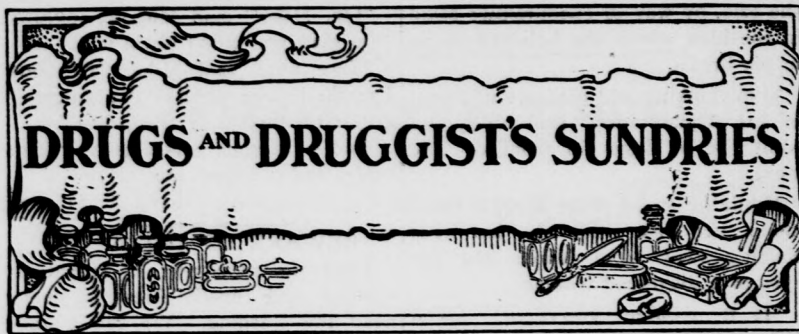
Late Reports:

Sold out entirely A. W. Hong Stock, Wauwatosa, Wis.
Sold out entirely Enterprise Co. Store, Sheboygan, Wis.

Held Reduction Sales For:

Woodward, Everett & Walz, Calumet, Mich.
Burdick & Murray Co., Madison, Wis.
Broese-Loomis Co., Portage, Wis.
Thos. A. Carter, Ionia, Mich.

Write Them—Write Us



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

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejans, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
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Michigan State Pharmaceutical Association.
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 Next Meeting—Battle Creek.

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

Some Facts About Insect Powder.

The insect powder of commerce is the powdered flowers of chrysanthemum, usually either *C. conerariaefolium* or *C. roseum*. These plants are native to the Balkan and Caucasian countries and are now cultivated on a commercial scale in California and elsewhere. Insect powder appears on the market as Pyrethrum, Dalmatian and Persian insect powder. The use of the name Pyrethrum for this drug is both incorrect and confusing. Pyrethrum, U. S. P., being a different plant which is used for medicinal purposes solely. The only plants whose insecticidal properties have been so far investigated are chrysanthemum, its near allies, and a few others.

The insecticidal value of Chrysanthemum Flores ranks high. Our recent experiments have made it certain that when the powder is brought into contact with insects it is fatal to most kinds. How this action is produced has been largely a matter of conjecture. Beyond stating that the action is not the generally accepted one of clogging the spiracles we are not at present prepared to go. On certain insects the powder or an extract of the same is effective when used as a fumigant, proving a most efficient method of combating the dreaded disease carriers, mosquitoes. Used in this way the action is apparently through the respiratory system on the motor nerves, for its action is most peculiar, throwing the insects into violent convulsions which continue for hours before they succumb. The theory that insects are

poisoned by eating the powder has been completely exploded by our extensive series of experiments.

Different views have been advanced as to the nature of the active principle of Chrysanthemum Flores, it having been variously claimed to be a volatile oil, a resin and an alkaloid. The determination of this point falls within the domain of the chemist rather than that of the entomologist. What is of more practical importance in manufacturing insecticides is that this active principle may be extracted by alcohol, acetone, ether and other solvents, a fact we have proved by numerous tests on the insects by various methods of application, all of which gave corroborative results. We name this active principle of Chrysanthemum Flores, Chrysanthol.

The yield of extractive matter is being used as a measure of the potency of insect powder, but whether it can be relied upon is open to question. We conclude from our experiments that it can not. Greater or less quantities of leaves and stalks of the plant are ground in with the flowers. These also yield an extractive, with the difference, however, that it has not the same insecticidal properties. On this account false values are inevitable, and no two samples of insect powder found on the market yielding the same amount of extractive would probably show the same insecticidal value. We therefore suggest that the insect-killing method which has long been used in our laboratories for standardizing Kreso Dip might well be used in conjunction with the chemical assay, and we have so adopted it to great advantage. In short, our method constitutes a real physiological test on the insects themselves and gives a means of standardizing such products to a uniform strength.

Of course we know that certain adulterations of the powder can be detected under the microscope, but not the difference between blown and unopened blossoms. Yet it is positively asserted that this also means a material difference in insecticidal strength, a point we have in mind for further investigation. Without discounting the value of microscopical examination in general the same dependence can not be placed on it as on the chemical and physiological tests in determining the activity of these products. Moreover, the method requires special knowledge and expert technique to apply and takes time which can ill be spared for the purpose. The claims that insect powder

deteriorates with long standing are not substantiated.

Chrysanthemum flowers were first used as a remedy in Southeastern Asia, where fleas are a plague and where the plant grows wild. Thence the remedy was introduced into Europe by travelers at the beginning of the last century; it is therefore one of the oldest and best known in use to-day against household insects. It has always been a favorite remedy as it is easily applied and safe to use around the house and on the person, whereas the use of poisonous preparations is not advisable.

Powdered Chrysanthemum flowers make an efficient insecticide by all methods of application. The method of applying it, however, requires to be varied to hit the different insects.

The most practical part of our work has been to determine the relative effectiveness of the powder and fumes on the different insects, the quantities required, the best method for making the applications and that the active principle resides in the extract. Lastly, and of importance to the druggist, it has been our purpose to devise a method whereby a uniform product can be marketed. All of these things will lead to the wider use of this cheap, safe and efficient insecticide, and enhance the value of standardized preparations to both druggist and consumer.—F. B. Lowe in Bulletin of Pharmacy.

Poisonous By the Side of the Non-Poisonous.

Ever since I have been working in a drug store there is one custom that I have disliked. It is the habit of putting a poisonous drug by the side of a non-poisonous one of nearly the same name, like calomel and corrosive sublimate, or paregoric and laudanum. Calomel goes by the name of hydrargyri chloridum mite, and corrosive sublimate, a very deadly poison, by the name of hydrargyri chloridum corrosivum. Paregoric is called tinctura opii camph., while laudanum is known as tinctura opii. These bottles are placed side by side. Since I have stated how our bottles stand, I may proceed to tell you of my mistake:

For nearly a week I had been staying up late at night either working or going to parties. One afternoon I was sitting about the store very sleepy when a pretty girl, Katie Jones, the girl that I had been courting at the parties, brought in a prescription from Dr. Bonner and asked me to fill it.

I took the prescription, which called for five grains of calomel and five of soda. Not thinking much about what I was doing, I went behind the counter, got a bottle which I thought was calomel, and measured out five grains with which I mixed five grains of soda. This I divided into powders and wrote the directions: "One powder to be taken at 6, 7 and 8 tonight." I wrapped them up and handed the package to Katie.

After I gave the package to her she talked a little about the party, then left for home. In about an hour Dr. Bonner, my boss, came in

and asked me whether I had fixed the prescription he sent me by Katie. I told him that I had. Then he walked behind the prescription counter, but came back in a hurry with a bottle in his hand.

"Have you been selling corrosive sublimate to anybody?" he asked.

"No," I replied.

Then he asked, "What have you been doing with this bottle?" I looked at the bottle and realized that instead of calomel I had put in five grains of the deadly poison, corrosive sublimate, in the powders.

I did not say a word to Dr. Bonner. I just glanced at the clock, seeing that it was five minutes to 6, and jumped on my bicycle. Mrs. Jones, Katie's mother, lived about a mile out of town. I was determined to get to her house before 6 o'clock and prevent Katie from taking the medicine. I pedaled with all my might, but it seemed to me that my wheel would only creep along.

After what seemed to me at least half an hour I came in sight of Mrs. Jones' house. I did not take my eyes off it, but pedaled harder than ever. The first thing I knew I heard a crash, and my wheel dashed into a stump, throwing me over the handle bars. I did not stop to see if my wheel was broken, but jumped up and ran on to the house as hard as I could. I rushed up the steps and nearly knocked the door down before anybody could open it. After a few seconds Mrs. Jones opened the door and started to say something, but before she could open her mouth I hollered: "Has Katie taken her medicine yet?"

She told me that Katie had not taken it, but was going to do so in a few minutes. Then I knew that I must cover up my mistake or I would lose my job and our store would lose a great deal of trade.

I checked myself and tried to act cool. I told her to tell Katie that Dr. Bonner had requested her not to take that medicine, that he had decided to change it and give her another kind.

Mrs. Jones asked me why I had been in such a hurry. I told her that Dr. Bonner had bet me a pound of candy I could not get there in time to keep Katie from taking the medicine. She laughed at this, and told me that I would have to give her and Katie half of the candy.

I asked her to give me the powders, and after I got them I started on back to the store. When I reached my bicycle I found that it was not injured the least bit. I got on it and rode on back to town.

After telling Dr. Bonner how I had stopped the medicine from being taken, and how I covered up my mistake, he did not get very mad but said that it would teach me a lesson in the future, and I can truthfully say that it did. As long as I live I may make other mistakes in a drug store, but I will never mistake the poisonous corrosive sublimate for the common household drug, calomel.—Sam'l L. McDowell in Bulletin of Pharmacy.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets By Columns

| Col | |
|-----|-------------------|
| A | Ammonia |
| B | Baked Beans |
| C | Candles |
| D | Dried Fruits |
| E | Farinaceous Goods |
| F | Feed |
| G | Gelatine |
| H | Herbs |
| I | Hides and Pelts |
| J | Jelly |
| K | Licorice |
| L | Matches |
| M | Meat Extracts |
| N | Nuts |
| O | Olives |
| P | Pipes |
| Q | Pickles |
| R | Playing Cards |
| S | Provisions |
| T | Rice |
| U | Salad Dressing |
| V | Saleratus |
| W | Salt Soda |
| X | Salt Fish |
| Y | Seeds |
| Z | Shoe Blacking |
| | Snuff |
| | Soap |
| | Soda |
| | Soda |
| | Spices |
| | Starch |
| | Syrups |
| | Tea |
| | Tobacco |
| | Twine |
| | Vinegar |
| | Wicking |
| | Woodenware |
| | Wrapping Paper |
| | Yeast Cake |

1

ARCTIC AMMONIA

12 oz. ovals 2 doz. box 75

AXLE GREASE

1 lb. wood boxes, 4 doz. 3 00

1 lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10 lb. pails, per doz. 6 00

15 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

1 lb. can, per doz. 90

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

English 95

BLUING

Sawyer's Pepper Box

Per Gross

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

Sawyer Crystal Bag

Blue 4 00

BROOMS

No. 1 Carpet 4 sew 4 00

No. 2 Carpet 4 sew 3 75

No. 3 Carpet 3 sew 3 50

No. 4 Carpet 3 sew 3 25

Parlor Gem 4 50

Common Whisk 1 40

Fancy Whisk 1 50

Warehouse 4 50

BRUSHES

Scrub

Solid Back, 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

Stove

No. 3 90

No. 2 1 25

No. 1 1 75

Shoe

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 50

BUTTER COLOR

Dandelion, 25c size 2 00

CANDLES

Paraffine, 6s 8

Paraffine, 12s 8 1/2

Wicking 20

CANNED GOODS

Apples

3 lb. Standards 1 00

Gallon 3 20@3 50

Blackberries

2 lb. 1 50@1 90

Standards gallons 5 00

Beans

Baked 85@1 30

Red Kidney 85@95

String 70@1 15

Wax 75@1 25

Blueberries

Standard 1 30

Gallon 6 50

Clams

Little Neck, 1 lb. 1 00@1 25

Little Neck, 2 lb. 1 50

2

Plums

Plums 1 00@2 50

Peas

Marrowfat 95@1 25

Early June 95@1 25

Early June sifted 1 15@1 80

Peaches

Pie 90@1 25

No. 10 size can pie 1 30

Pineapple

Grated 85@2 50

Sliced 95@2 40

Pumpkin

Fair 85

Good 90

Fancy 1 00

Gallon 2 50

Raspberries

Standard @

Salmon

Col'a River, tails 2 25

Col'a River, flats 2 40

Red Alaska 1 60@1 75

Pink Alaska 1 20@1 30

Sardines

Domestic, 1/4s 3 75

Domestic, 1/2s 3 50

Domestic, 3/4s 3 25

French, 1/4s 7@14

French, 1/2s 18@23

Shrimps

Standard 90@1 40

Succotash

Fair 85

Good 1 00

Fancy 1 25@1 40

Strawberries

Standard

Fancy

Tomatoes

Good 95@1 10

Fair 85@90

Fancy 1 40

No. 10 3 25

CARBON OILS

Barrels

Perfection @ 9 1/2

D. S. Gasoline @ 13 1/2

Gas Machine @ 23

Deodor'd Nap'a @ 12 1/2

Cylinder 29 @ 34 1/2

Engine 16 @ 22

Black, winter 8 1/4 @ 10

CEREALS

Breakfast Foods

Bear Food Pettijohns 1 90

Cream of Wheat 36 2lb 4 50

Egg-O-See, 36 pkgs. 2 85

Post Toasties T No. 2

24 pkgs. 2 80

Post Toasties T No. 3

36 pkgs. 2 80

Apetit Biscuit, 24 pk 3 00

18 pkgs. 1 95

Grape Nuts, 2 doz. 2 70

Malta Vita, 36 1lb. 2 85

Mapl-Flake, 24 1lb. 2 70

Pillsbury's Vitos, 3 doz. 4 25

Ralston Health Food

3

Largest Gum Made

55

Sen Sen 55

Sen Sen Breath Perf 1 00

Yucatan 55

Spearmint 55

CHICORY

Bulk 5

Red 7

Eagle 5

Frank's 7

Behner's 6

CHOCOLATE

Walter Baker & Co.'s

German's Sweet 22

Premium 31

Caracas 31

Walter M. Lowney Co.

Premium, 1/4s 30

Premium, 1/2s 30

CIDER, SWEET

"Morgan's"

Regular barrel 50 gal 10 00

Trade barrel, 28 gals 5 50

1/2 Trade barrel, 14 gal 3 50

Boiled, per gal. 60

Hard, per gal. 25

COCOA

Baker's 37

Cleveland 41

Colonial, 1/4s 35

Colonial, 1/2s 35

Epps 42

Huyler 45

Lowney, 1/4s 36

Lowney, 1/2s 36

Lowney, 1s 40

Van Houten, 1/4s 12

Van Houten, 1/2s 20

Van Houten, 1s 40

Webb 72

Wilber, 1/4s 33

Wilber, 1/2s 33

COCOANUT

Dunham's per lb.

1/4s, 5lb. case 29

1/4s, 5lb. case 28

1/4s, 15lb. case 27

1/4s, 15lb. case 26

1s, 15lb. case 25

1/4s & 1/2s, 15lb. case 26 1/2

Scalloped Gems 10 1/2

1/4s & 1/2s, pails 14 1/2

Bulk, pails 13

Bulk, barrels 12

COFFEES, ROASTED

Rio

Common 17

Fair 17 1/2

Choice 18

Fancy 19

Peaberry 19 1/2

Santos

Common 17 1/2

Fair 18

Choice 18 1/2

Fancy 19

Peaberry 19 1/2

4

Current Fruit Biscuits

12

Cracknels 16

Cocoanut Brittle Cake 12

Cocoanut Sugar Cake 11

Cocoanut Taffy Bar 12

Cocoanut Bar 10

Cocoanut Drops 12

Cocoanut Macaroons 18

Cocoanut Hon. Fingers 12

Cocoanut Hon. Jumb's 12

Coffee Cake 10

Coffee Cake, iced 11

Crumpets 10

Dinner Biscuit 25

Dixie Sugar Cookies 9

Family Cookie 9

Fig Cake Assorted 12

Fig Newtons 12

Florabel Cake 12 1/2

Fluted Cocoanut Bar 10

Frosted Creams 8

Frosted Ginger Cookie 8

Fruit Lunch Iced 10

Ginger Gems 8

Ginger Gems, iced 9

Graham Crackers 8

Ginger Snaps Family 8

Ginger Snaps N. B. C. 7 1/2

Ginger Snaps N. B. C. 8

Square 8

Hippodrome Bar 12

Honey Cake, N. B. C. 12

Honey Fingers As, Ice 12

Honey Jumbles, Iced 12

Honey Flake 12 1/2

| 6 | 7 | 8 | 9 | 10 | 11 |
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| Lemon & Wheeler Co. White Star, 1/2 cloth 5 50 White Star, 1/4 cloth 5 40 White Star, 1/8 cloth 5 30 Worden Grocer Co. American Eagle, 1/2 cl 5 35 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 00 Seal of Minnesota 6 10 Wizard Flour 4 60 Wizard Graham 4 60 Wizard Gran. Meal 3 60 Wizard Buckwheat 6 00 Rye 4 40 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 40 Golden Horn, bakers 5 30 Wisconsin Rye 4 50 Worden Grocer Co.'s Brand Ceresota, 1/2 6 10 Ceresota, 1/4 6 00 Ceresota, 1/8 5 90 Lemon & Wheeler's Brand Wingold, 1/2 6 00 Wingold, 1/4 5 90 Wingold, 1/8 5 80 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 5 80 Laurel, 1/4 cloth 5 70 Laurel, 1/8 & 1/2 paper 5 60 Laurel, 1/4 cloth 5 80 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/4 cloth 5 90 Sleepy Eye, 1/8 cloth 5 80 Sleepy Eye, 1/2 paper 5 80 Sleepy Eye, 1/4 paper 5 80 Watson-Higgins Milling Co. Perfection Flour 5 00 Tip Top Flour 4 60 Golden Sheaf Flour 4 20 Marshall's Best Flour 5 80 Perfection Buckwheat 3 00 Tip Top Buckwheat 2 80 Badger Dairy Feed 24 00 Alfalfa Horse Feed 26 00 Kaifir Corn 1 35 Hoyle Scratch Feed 1 50 Meal Baked 3 40 Golden Granulated 3 60 St. Car Feed screened 20 00 No. 1 Corn and Oats 20 00 Corn, cracked 19 00 Corn Meal, coarse 19 00 Winter Wheat Bran 26 00 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 37 50 O P Laxo-Cake-Meal 34 00 Cottonseed Meal 30 00 Gluten Feed 26 00 Brewers' Grains 26 00 Hammond Dairy Feed 24 00 Alfalfa Meal 26 00 Oats Michigan carlots 36 Less than carlots 38 Corn Carlots 48 Less than carlots 50 Hay Carlots 16 Less than carlots 17 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 42 Choice 42 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 Bulk, 2 gal. kegs 95 Bulk, 5 gal. kegs 90 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 35 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs, per doz. 2 25 TOOTH PICKS Hardwood Tooth Picks 2 00 Ideal 85 PICKLES Medium Barrels, 1,200 count 7 75 Half bbls., 600 count 4 50 5 gallon kegs 2 25 Small Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90 Gherkins Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75 Sweet Small Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 00 POTASH Babbitt's 4 00 | PROVISIONS Barreled Pork Clear Back 22 00 Short Cut 18 50 Short Cut Clear 18 50 Bean 20 00 Brisket, Clear 23 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 11@11 1/2 Compound lard 9 80 lb. tubs 1/2 advance 1/2 60 lb. tubs 1/2 advance 1/2 50 lb. tubs 1/2 advance 1/2 20 lb. pails 1/2 advance 3/4 10 lb. pails 1/2 advance 3/4 5 lb. pails 1/2 advance 1 8 lb. pails 1/2 advance 1 Smoked Meats Hams, 12 lb. average 14 1/2 Hams, 14 lb. average 14 1/2 Hams, 16 lb. average 14 1/2 Hams, 18 lb. average 14 1/2 Skinned Hams 14 1/2 Ham, dried beef sets 17 California Hams 11@11 1/2 Picnic Boiled Hams 20 Boiled Ham 20 Berlin Ham, pressed 11 1/2 Minced Ham 12 1/2 Bacon 16@16 1/2 Sausages Bologna 8 1/2 Liver 7 1/2 Frankfort 9 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 20 1/4 bbls., 40 lbs. 2 15 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 90 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 35 Beef, rounds, set 20 Beef, middles, set 70 Sheep, per bundle 80 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 11@18 Canned Meats Corned beef, 2 lb. 3 60 Corned beef, 1 lb. 1 95 Roast beef, 2 lb. 1 95 Roast beef, 1 lb. 1 95 Potted Ham, 1/2 50 Potted Ham, 1/4 50 Deviled Ham, 1/2 50 Deviled Ham, 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 @ 3 1/4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 SALT SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 20 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 95 SALT FISH Cod Large whole 7 1/2 Small whole 7 Strips or bricks 7 1/2@10 1/2 Pollock 5 Halibut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoop, bbls 11 50 Y. M. wh. hoop, 1/2 bbl 5 75 Y. M. wh. hoops, kegs 75 Y. M. wh. hoop Milchers 85 Queen, bbls 10 75 Queen, 1/2 bbls 5 50 Queen, kegs 65 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 | Whitefish 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 8 lbs. 92 100 lbs. 4 65 40 lbs. 2 10 10 lbs. 75 8 lbs. 65 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond 50 8 oz 2 30 Dusky Dnd 100 6 oz 3 30 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 00 Lome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 2 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 85 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 25 Big Master, 70 bars 3 85 German Mottled 3 45 German Mottled, 3 oxs 3 40 German Mottled, 10 bx 3 35 German Mottled, 25 bx 3 30 Marseilles, 100 cakes 4 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toll 2 10 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24s family size 4 00 Snow Boy, 30 10c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 50 Kirkline, 24 4lb. 3 80 Pearlina 3 75 Soapine 3 75 Babbitt's 1775 3 75 Roseine 3 70 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-N-More 3 85 Scouring Enoch Morgan's Sons Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 30 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 19 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-30 30 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 45 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 19 Cassia, Canton 12 Ginger, African 12 Mace, Penang 75 Nutmegs, 75-30 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 45 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 1/2 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 2 1/2 Half barrels 24 | 20lb. cans 1/2 dz. in cs. 1 40 10lb. cans, 1/2 dz. in cs. 1 35 5lb. cans, 2 dz. in cs. 1 45 2 1/2lb. cans 2 dz. in cs. 1 55 Pure Cane Fair 15 Good 20 Choice 25 Michigan Maple Syrup Co. Kalkaska, per doz. 2 25 Japan Sundried, medium 24@25 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@25 Regular, choice 30@33 Regular, fancy 36@40 Basket-fired medium 30 Basket-fired choice 35@37 Basket-fired, fancy 40, 3 25@30 Nibs 25@30 Siftings 10@12 Rannings 14@15 Gunpowder Moyune, medium 32 Moyune, choice 38 Moyune, fancy 40@45 Ringsuey, medium 25@28 Ringsuey, choice 30 Ringsuey, fancy 40@45 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, fancy 45@50 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@55 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 50 Hiawatha, 1 oz. 56 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 40 Ojibwa, 5c pkg. 1 85 Ojibwa, 5c 47 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 75 Sweet Cuba, 5c 5 60 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 00 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 75 Sweet Mist, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs 4 90 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 25 Plug Am. Navy, 15 oz. 27 Drummond, Nat Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 37 Boot Jack 37 Bullion, 16 oz. 46 Climax Golden Twins 48 Lays Work 48 Derby 48 5 Bros. 48 Gilt Edge 48 Gold Rope, 7 to lb. 58 Gold Rope, 14 to lb. 58 G. O. P. 48 Granger Twist 48 G. T. W. 48 Horse Shoe 48 Honey Dip Twist 48 Jolly Tar 48 J. T., 8 oz. 48 Keystone Twist 48 Kismet 48 Nobby Spun Roll 48 Parrot 48 Peachey 48 Picnic Twist 48 Piper Heidsieck 48 Redcut, 1 1/2 oz. 48 Red Lion 48 Sherry Cobbler, 10 oz. 48 Spear Head, 12 oz. 48 Spear Head, 14 1/2 oz. 48 Spear Head, 7 oz. 48 Square Deal 48 Star 48 Standard Navy 48 Ten Penny 48 Town Talk 14 oz. 48 Yankee Girl 48 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 24 Wool, 1 lb. bales 3 VINEGAR Highland apple cider 22 Oakland apple cider 17 State Seal sugar 13 40 grain pure white 10 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 | Bushels, wide band 1 15 Market Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 6 25 Willow, Clothes, men 7 25 Butter Plates Wire End or Oval 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 50 Clothes Pins Round Head 50 1/2 inch, 5 gross 50 1/4 inch, 5 gross 50 Cartons, 20 2 1/2 doz. bxs. 50 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers, 15 sets 1 35 Faucets Case, medium, 12 sets 1 35 Corks Cork, lined, 3 in. 70 Cork, lined, 3 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 80 No. 1 common 80 No. 2 pat. brush holder 1 40 12lb. cotton mop heads 1 40 Ideal No. 1 35 Pails 2-hoop Standard 2 00 3-hoop Standard 2 00 2-wire Cable 2 10 Cedar all red brass 2 10 3-wire Cable 2 10 Traper Eureka 2 10 Fibre 2 10 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 40 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 90 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 75 Double Peerless 3 75 Single Peerless 3 75 Northern Queen 3 75 Double Duplex 3 75 Good Luck 3 75 Universal 3 00 Window Cleaners 12 in. 1 45 14 in. 1 35 16 in. 1 30 Wood Bowls 13 in. Butter 1 60 15 in. Butter 2 25 17 in. Butter 4 25 19 in. Butter 6 25 Assorted, 13-15-17 2 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common Strain 2 Fibre Manila, white 2 Fibre, Manila, colored 4 No. 1 Manila 4 Cream Manila 4 Banners' Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 15 Whitefish, No. 1 12 Fresh, frozen 12 Strictly fresh 15 Trout 12@15 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 20 Boiled Lobster 10 Cod 10 Haddock 8 Pickerel 12 Pike 3 Perch 3 Smoked, White 12 1/2 Chinook, Salmon 15 Mackerel 12 1/2 Finnan Haddie 12 1/2 Roe Shad 12 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 7 1/2 | Green No. 1 7 1/2 Cured No. 1 7 1/2 Cured No. 2 7 1/2 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured No. 1 12 Calfskin, cured No. 2 12 1/2 Pelts Old Wool @ 20 Lambs 50@1 00 Shearings 50@1 00 Tallow @ 5 Wool @ 4 Unwashed, med. @ 20 Unwashed, fine @ 25 CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 9 Extra H H 9 Boston Cream 9 Big stick, 30 lb. case 9 Mixed Candy @ 8 Grocers @ 8 Competition 7 Special 7 Conserves 7 Royal 12 Ribbon 10 Broken 3 Cut Lead 3 1/2 Leader 3 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 French Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 12 Peanut Squares 12 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 12 Lozenges, plain 10 Champion Chocolate 10 Eclipse Chocolates 14 Eureka Chocolates 14 Quintette Chocolates 14 Champion Gum Drops 14 Moss Drops 10 Lemon Sours 10 Imperials 10 Ice Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 12 Auto Bubbles 12 Fancy-in Six Boxes Old Fashioned Molasses Kisses 10 Orange Jellies 10 Lemon Sours 10 Old Fashioned Bore 10 Round drops 10 Peppermint Drops 10 Champagne Choc. Drops 10 H. M. Choc. Drops 10 H. M. Choc. 12 and 10 Dark, No. 12 10 Bitter Sweets, 1/2 lb. 12 Brilliant Gums, Cryst. 10 A. A. Licorice Drops 10 Lozenges, printed 10 Lozenges, plain 10 Imperials 10 Window Cleaners 12 in. 1 45 14 in. 1 35 16 in. 1 30 Wood Bowls 13 in. Butter 1 60 15 in. Butter 2 25 17 in. Butter 4 25 19 in. Butter 6 25 Assorted, 13-15-17 2 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common Strain 2 Fibre Manila, white 2 Fibre, Manila, colored 4 No. 1 Manila 4 Cream Manila 4 Banners' Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 15 Whitefish, No. 1 12 Fresh, frozen 12 Strictly fresh 15 Trout 12@15 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 20 Boiled Lobster 10 Cod 10 Haddock 8 Pickerel 12 Pike 3 Perch 3 Smoked, White 12 1/2 Chinook, Salmon 15 Mackerel 12 1/2 Finnan Haddie 12 1/2 Roe Shad 12 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 7 1/2 |

Special Price Current

AXLE GREASE



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

BAKING POWDER

Royal



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

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

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

CIGARS

Johnson Cigar Co.'s Brand



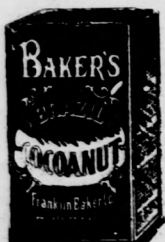
S. C. W., 1,000 lots .31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand

Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Pantallas, Flms35
Pantallas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



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

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

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

Cotton Victor

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

Cotton Windsor

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

Cotton Braided

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

Galvanized Wire

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



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

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

FISHING TACKLE

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

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

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

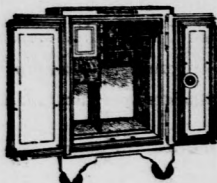


Small size, doz.40
Large size, doz.75

GELATINE

Cox's, 1 doz. large1 80
Cox's, 1 doz. small1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd, doz.1 25
Oxford75
Plymouth Rock1 25

SAFES



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

SOAP

Reaver Soap Co.'s Brand



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

Tradesman Co.'s Brand



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

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

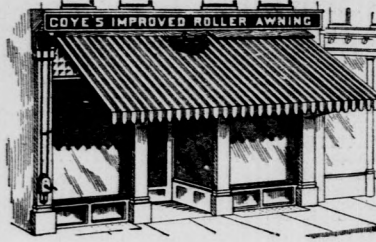
Books

Made by

Tradesman Company

Grand Rapids, Mich.

Awnings What Is the Good



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.

Mica Axle Grease

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

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

Grand Rapids, Mich.

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

The Tradesman Company

GRAND RAPIDS, :: MICHIGAN

Outlast Shingles Slag or Tin

THERE is no question but that Reynolds Flexible Asphalt Slate is the most durable and satisfactory roofing material known today. It is practically indestructible. These slates are 8x13 inches in size, lay 4 inches to the weather, and because of their slightly flexible nature, are never broken by frost and ice.

Reynolds Flexible Asphalt Slate

are made of asphalt (no coal tar) felt and crushed granite. Cost about one-half the price of quarry slate laid, and last much longer. Never need painting. Do not hold snow. Cannot stain rain water and are fire and lightning proof.

Reynolds Flexible Asphalt Slate makes a fine looking roof—fully up to quarry slate in appearance. We back them with a ten year guarantee, but know from years of experience that they will last many times that length of time. Write for free booklet on slate.

We also manufacture Asphalt Granite roofing in rolls.

H. M. Reynolds Roofing Co.

172 Oakland Ave.
Grand Rapids, Mich.

Established 1868

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale or Exchange—160 acres heavy timber, Ashland Co., Wisconsin, near railroad. Want stock of clothing, furnishings and shoes. Address No. 276, care Tradesman. 276

For Sale—Suburban dry goods and shoe stock, Kalamazoo. \$4,000, new stock. Good trade, cash or time. Address Merchant, care Tradesman. 275

Wanted—By a young shoeman, a whole or part interest in an exclusive shoe store. Write V. R. Wakefield, Howell, Mich. 274

For Sale—Stock of general merchandise, inventorying \$25,000, eight miles south of Custer. Rare opportunity. Proprietor recently died. Mrs. C. Hoffman, R. F. D. No. 2, Custer, Mich. 273

For Sale—Country store, dry goods, groceries, shoes, drugs. Stock \$6,000, real estate \$2,500. New country, farming and lumbering. 1910 sales \$13,400. Cream station in connection. Business established 11 years. First-class condition. Terms easy to reliable buyer. Owner cannot look after business. Address No. 272, care Tradesman. 272

For Sale—Hardware stock of about \$3,800, in town of 1,400 inhabitants. Address No. 271, care Tradesman. 271

For Sale—\$8,000 drug store, big summer resort business. Address No. 270, care Tradesman. 270

For Rent—Photograph gallery in best location in Saginaw. Address L. A., 626 North Michigan Ave., Saginaw, Mich. 269

For Sale or Trade—Fine orchard of 15,000 to 18,000 bearing apple trees, standard winters. Situated in best fruit belt in U. S., Washington county, Ark. Soil is good, the lay of the land is perfect. Well fenced, good buildings. Want good clean stock general merchandise. Prices must be right when writing in particulars. Encumbered. Outlook for fruit crop is good. For particulars write S. R. Stone, Olathe, Kan. 268

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—Drug store in Grand Rapids, inventorying \$2,700. Will sell for \$2,000. Suitable terms. Reason for selling, owner sick, unable to attend to business. Address A. B. Merritt, Valley City Milling Co., Grand Rapids, Mich. 278

Administrator Sale—Two-story double store; lot, groceries, restaurant and rooming house; fixtures; annual sales \$6,000. Quick sale price, \$2,500. Chas. A. Sheffer, Fennville, Mich. 277

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

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

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, Illinois. 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 floor 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—One McRay refrigerator, 8x10x11½. For particulars write L. R. Withington, Jonesville, Mich. 255

For Sale—General store in small town; stock and building; \$6,500; 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 ½ 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

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, 6x7x7½, nearly new. For further information enquire A. R. Hensler, Battle Creek, Mich. 241

Wanted—Position as grocery clerk, young married man, five years' experience. Best of references. Address Box H, care Michigan Tradesman. 247

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

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. 233, care Tradesman. 233

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

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

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

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

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,600 if sold quick. Address W. C. P., care Tradesman. 166

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 moneymaker. Owner retiring. Agents need not apply. Address No. 201, care Tradesman. 201

For Sale—At a great bargain, brand new up-to-date stock of clothing and gents' furnishings. Would inventory about \$6,000, including fixtures. Corner store, best location in city. Enquire at Mercantile Brokerage Co., Bay City, Mich. 191

For Sale—One of the oldest established general merchandise and milling businesses in Michigan, located at Comstock Park. Inventory taken January 3, shows groceries \$1,288.78; dry goods, \$2,247.16; boots, shoes and rubbers, \$1,581.28; hats and caps, \$137.49; hardware, \$310; drugs and paints, \$1,078.68; flour, feed and grain, \$562; store fixtures, \$1,339.06; accounts receivable, \$346.15; horses, vehicles and harnesses, \$502.50. Come and look it over and make me an offer. Gilbert E. Carter, Receiver, Plumb-Hayes Mercantile Co., Mill Creek, Mich. 166

For Sale—Grocery and shoe stock in live town Central Michigan. One competitor. Address No. 111, care Tradesman. 111

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

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

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

Salesmen making small towns, write for order book to-day on A1 consignment line. Goods shipped and commissions paid promptly. Canfield Mfg. Co., 208 Sigel St., Chicago. 246

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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

SITUATIONS WANTED.

Wanted—Young man desires position with clothing, dry goods or shoe store. Twelve years' experience. References. L. W. Gardner, Tracy, Minnesota. 250

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

Want ads. continued on next page.

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, ENVELOPES, COUNTER BILLS.
TRADESMAN COMPANY
GRAND RAPIDS

WHAT IS THE GOOD



Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else.

It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you—in printing.

Tradesman Company

Grand Rapids :: Michigan

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 13—The week starts in with about the duldest spot coffee market we have had this year. Buyers are apparently simply waiting to see what will turn up, and meantime are taking very small quantities of the product. Sellers are holding on pretty firmly and are not by any means discouraged, as they claim that "everything" in the coffee situation is in their favor. In store and afloat there are 2,467,079 bags, against 3,467,066 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 12 $\frac{3}{4}$ @12 $\frac{1}{2}$ c. Mild coffees show some improvement, but it is slight. Good Cucuta is quoted at 13 $\frac{3}{4}$ c.

There is a fairly steady demand for teas and holders are encouraged in the belief that with the advancing year the business will continue to show in their favor. It would be a difficult matter, perhaps, to find any large lines of colored teas, and what there is is held in few hands. We have had quite a good enquiry from London for low grade Congous for blending purposes. Quotations are practically unchanged.

Sugar is firm and business shows a steady improvement, small although it be. Standard granulated 4.70c with practically all refiners.

New Orleans molasses is moving in a small way at quotations showing no change from previous report. Foreign stock is selling fairly well, as is new Ponce—to arrive. Good to prime open-kettle, 25@32c; fancy Ponce, 38@40c. Syrups are in very moderate supply, but there seems to be enough to meet all demands.

Little of interest can be picked up in the canned goods trade. Tomatoes would move freely if—there were not a "difference of opinion" between buyer and seller as to the value. This difference seems to be about 2 $\frac{1}{2}$ c per dozen. Some holders have sold at 80c, but no great amount of desirable goods can be found below 82 $\frac{1}{2}$ c f. o. b. Some New York State corn has changed hands at 82 $\frac{1}{2}$ c, and this price, too, is below the view of holders. Some business has been done in future corn, but the market is not yet in full swing. Western peas have been selling in futures and packers are about done. Spots are moving in a very moderate manner, most of the enquiry being for cheap grades. String beans are in very moderate supply. Other goods are without change.

A better feeling exists in the butter market than prevailed last week. Creamery specials are quoted at 27 $\frac{1}{2}$ c; extras, 25 $\frac{1}{2}$ @26c; firsts, 20@23c; held stock, 19@21 $\frac{1}{2}$ c; imitation creamery, 17@18c; factory, 15@16 $\frac{1}{2}$ c.

Cheese is steady and without noticeable change. Whole milk New York State is quoted at 14 $\frac{1}{2}$ @16c. Export trade is assuming importance.

Eggs are steady. Supplies are ap-

parently ample to met all requirements, with good quantities on the way. Best Western, 19@22c.

Vanishing Buckwheat Cakes.

Intone a threnody for the buckwheat cake. Undone by the patent breakfast foods of an effete age, which allows itself to be cheated with gravel, bran and sawdust, the buckwheat crop, according to millers of New Jersey, has been over produced, not because the farmers raise too much, but because the American people eat too little. Here is a pretty tale for a rising generation. Consider the dignity of the buckwheat tradition. With the first frost came the mystic rites; the batter crock was set for the night near the fireplace, or, in later times, adjacent to the stove. The cakes (which filled a breakfast plate) were baked on a large flatiron warmer, three at a time, and turned with a mason's trowel; none genuine without. Thus all this talk about eating thirty at breakfast is unscholarly, and associated with a spurious cake no larger than a modern bread and butter plate. Five of the genuine made any jacket tight until noon; three caused the eyes to bulge (though a growing boy is on record as having been able to "chew, though he couldn't swallow any more"); six made a grown man's meal, and seven made a "regular gorge." The normal human stomach would not contain nine, though eight were known to have been eaten at a sitting.

The cake itself was a rich, golden brown with a crisp rim, particularly toothsome. When young, one ate the center, and saved the rim to the last, as we save frosting. With the cake came a jug of the purest brew of maple syrup; others liked them with sausage, though this was an acquired taste. It was also customary to cut a small square out of the center of the cake as a pool for the syrup. The moral issue was the tendency of the cakes to grow cold on the platter if cooked faster than consumed; and many a stoical character and generous disposition was trained on the yielding of the warm cake to the younger children, and the eating of the cold. For a cold cake to a warm one was as friendship to wedlock; wholesome but unsatisfying. Even the element of domestic tragedy once entered when the cook spoiled the batch by mixing in plaster of paris by mistake. The execrations of a whole family followed that cook. Buckwheat cakes were the entire breakfast. Other food was a mockery, and to descend to oatmeal, or even doughnuts, after such sublime refecton, betrayed a base mind.

New Englanders claim the origin and rise of the art of the buckwheat cake. Be it conceded, but their descendants, emigrated westward, carried the craft and improved it. The practice finally reached its highest development in that part of the Middle West known as Ohio, and in that part of Ohio known as the Western Reserve. At least so Ohioans say, and they are all honorable men. It was there that the properties of the flatiron warmer and the trowel were

at length fully apprehended. The turning of the cake required as subtle a flex of the wrist as the change from up-bow to down-bow of the violinist; to make the cake land exactly in the spot where it was taken up required an accuracy of aim above the sharpshooter's. A certain great-grandfather who retained his steadiness of wrist far into fourscore was an object of general veneration and awe. Nor is the fame of the Ohio buckwheat cake local. It is recorded that an American woman acting in Paris, and besought by a family of the French nobility to marry its heir, first asked the heir if he could supply her on occasion with the Ohio buckwheat cake and maple syrup. And when the unhappy gentleman assured her that his chef should make them at any hour, the infuriated girl chose as her husband a youth from Chillicothe who knew a buckwheat cake when he saw one. Aliens who trifle with the mystic faiths of Ohio invite their doom.

So the buckwheat cake is fading from our national life, and what stock of heroes shall be bred on canned soups? Sound tocsin on the flatiron warmer with the trowel. Wait. Somewhere in the valleys of the Western Reserve, untroubled by health foods (we stake our scholarship on it), on a crisp morning of autumn we shall find a batter crock, a wrist with the cunning flex, and the serene, incorruptible art, uncorroded by time. Maybe such can be found in rural New England, but certainly not in any club or restaurant known to benighted Bostonians. — Boston Transcript.

One Day at a Time.

It is easy enough to say, "Do not worry," but every now and then some of us get to thinking about all the work we have ahead of us, or about some particularly hard thing we have to do, and the first thing we know we are worrying—using up our vital force in crossing bridges before we come to them. Somebody has said that the things we worry about the most never happen.

One of the most helpful things to remember when we get to worrying about the future is the old fable about the clock that got to thinking about how many times it would have to tick in the days and weeks and months and years ahead of it, says an exchange. As it calculated it all up the thought became so appalling that the clock stopped. Then someone pointed out to it that it had to tick only one tick at a time and advised it not to think at all about the ticks in the future. The clock found that one tick at a time was easy, and so resumed its work with ease and pleasure.

So we must remember that we have to live only one day at a time, to meet the problems and difficulties of only one day at a time, and when we think of it that way it seems easy enough. It we start to living a whole month or a whole year in one day, to borrowing trouble from the future and bringing it back in to the

present in a bunch, of course we will find it hard. If some of us knew what we had ahead of us in the years to come we would have nervous prostration. But one day at a time is enough.

In some other ways it is a good plan for us to divide our lives up into days and live one day at a time. It is a good plan to start out each day with a resolve to live up to our ideals during that one day. That is really easier than to resolve to live up to them for three hundred and sixty-five, and if we can do it for one day then it is easier to do it the next day.

Investment, Not an Expense.

Do not look upon your advertising as an expense. Figure it as an investment which will return to you many fold before the season is over. The principal mistake retailers make is in figuring their advertising as an expense, while it is as much a part of their investment as the money put into goods to be offered over the counter. The expense idea should be banished before you begin. Above all things do not lose your nerve. Keep at it until you see results regardless of what may appear during the earlier portion of the season. You have to take time to get things coming your way, and until you do get them coming they will not suit you. When they begin, however, they will continue long after the advertisement which attracted them has disappeared from your memory.—Grocers' Criterion.

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

Buffalo, March 15—Creamery, 24@26 $\frac{1}{2}$ c; dairy, 18@22c; roll, 16@18c; poor, all kinds, 12@14c.

Eggs—Strictly fresh, 18@19c.

Live Poultry—Fowls, 15@16c; chickens, 15@16c; ducks, 17@18c; geese, 13@14c; turkeys, 18@20c; old cocks, 10@11c.

Dressed Poultry—Fowls, 15@16c; chickens, 15@17c; turkeys, 20@23c; ducks, 18@20c; geese, 12@14c.

Beans—Peas, hand-picked, \$2; medium, hand-picked, \$2; marrow, hand-picked, \$2.30@2.40; white kidney, \$2.50; red kidney, \$3@3.25.

Rea & Witzig.

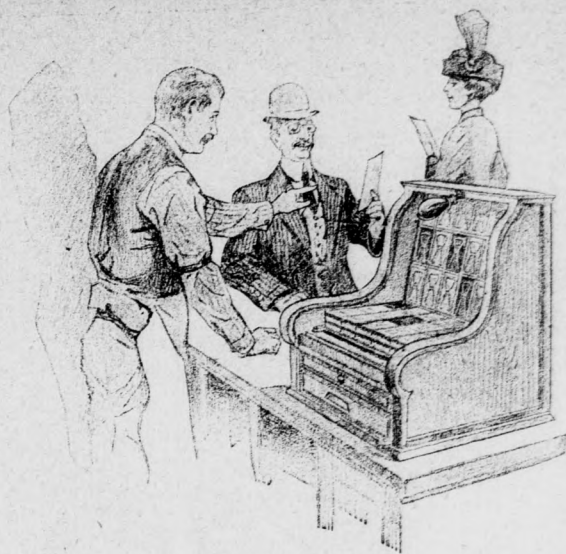
Traverse City—The Traverse City Canning Company's property has been sold at receiver's sale to R. J. MacDonald for the B. J. Morgan estate and plans are under consideration for the reorganization of the business.

Charlevoix—Orlowski & Son have plans prepared for a modern brick store building 70x75 feet, which they will build this spring for the wholesale and retail grocery business.

A man's perfection is in proportion to his hopes. Take hope out of any man and you will have just what the world would be without it—nothing.

BUSINESS CHANCES.

For Sale—An up-to-date store building with good clean stock of groceries. Write for particulars. Simon Schaub, Provemont, Mich.



It Pleases Your Trade

When you please your trade you are building success, commercially.

The easiest way is to let your customers know just what they pay for goods, what they owe after each purchase and to have your accounts in such shape that you can, without making another figure, tell them the total of their indebtedness.

With The McCaskey Gravity Account Register System every account is posted and totaled with each purchase and each customer has the same record of the account as the merchant and in the same handwriting. Giving the customer a statement in full with each purchase inspires him with confidence in his dealer. He wants to trade where he knows how his account stands at all times; where his account is ready for settlement at the same figures he has whenever he is ready to settle.

Is in use in 70,000 retail stores in the United States. Seventy thousand merchants find that The McCaskey System cuts out useless bookkeeping (posting and copying from one book to another), prevents errors in keeping accounts.

Only
One Writing

The McCASKEY SYSTEM

Without Any
Book-keeper

prevents loss of customers through disputes over accounts, prevents forgetting to charge, acts as an automatic collector, as an automatic credit limit and puts them in position to prove their loss in case of fire.

Do you want to know who in your locality is using The McCaskey System? We have thousands of testimonials, some from merchants you know in your state, county and town.

A postal card or a letter will bring you information without obligation on your part to purchase.

Better write today, or tear out this advertisement, sign your name and address. We'll know what you want.

The McCaskey Register Company

Alliance, Ohio

Agencies in all principal cities

Manufacturers of McCaskey Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

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



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Best advertised
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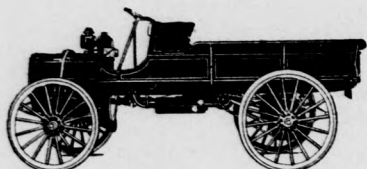
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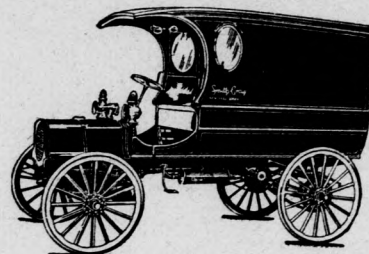
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Kellogg name
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Chase Motor Delivery Wagons and Trucks Built at Syracuse, N. Y.



Model D - 1000 Pounds Capacity - \$900 00

Chase Motor Wagons are built in several sizes and body styles adapted to many different lines of business from 1000 lbs., to 2 tons capacity.



The Chase Model D, Price \$1,050 00

We beg to announce that we have secured the agency for Western Michigan for the above line.

The Chase is not an experiment. Its superiority is not a theory. As the oldest and largest makers of Commercial Wagons in America, they have the experience and the facilities to make the most efficient and economical business Motor Wagons.

The Chase Model D is the car that completed the Reliability Run from Philadelphia to Atlantic City and return with a perfect score—120 miles at a cost of \$1.57. Below is the record:

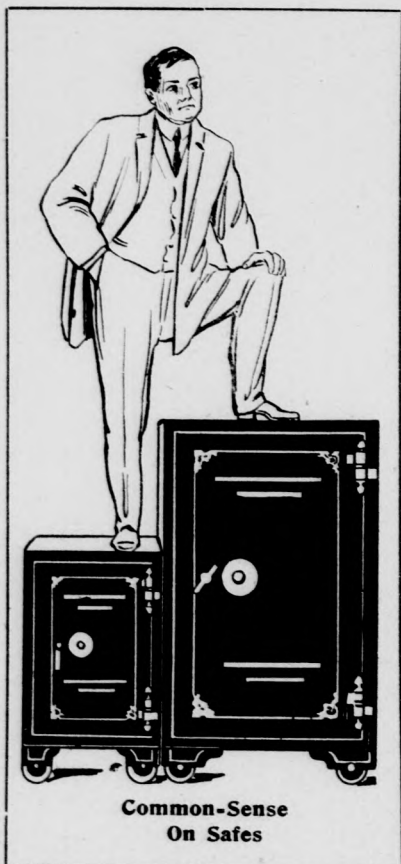
Weight of load, 1,000 lbs.; gasoline consumed, 8 gallons, 2 qts; lubricant consumed, 1 quart, 1 3/4 pints; average time, 15 miles per hour.

It is easy to sell a motor wagon, fairly easy to get a testimonial letter from the user; but repeat orders prove that the wagons are satisfactory. The Rockwell Transportation Co., of New York City, have ordered Chase Wagons as follows: Nov. 18, 1909, 1; Dec. 20, 1909, 3; March 11, 1910, 2; Sept. 22, 1910, 5; Sept. 30, 1910, 2; Oct. 18, 1910, 1; Oct. 30, 1910, 2. If you are interested, and want to solve your delivery problems, send for our Free Catalogue of Chase Motor Trucks and Delivery Wagons.

47-49 N. Division Street

ADAMS & HART

Grand Rapids, Mich.



We Employ No Salesmen We Have Only One Price

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

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

If You Want a Good Safe—

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

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.