

"Katie Lee and Willie Gray."

Two brown heads, with tossing curls,
Red lips shutting over pearls,
Bare feet white and red with dew,
Two eyes black and two eyes blue—
Little boy and girl were they,
Katie Lee and Willie Gray.

They were standing where a brook,
Bending like a shepherd's crook,
Flashed its silver and thick ranks
Of green willows fringed the banks;
Half in thought and half in play
Katie Lee and Willie Gray.

They had cheeks like cherries red;
He was taller—'most a head;
She with arms like wreaths of snow,
Swings a basket to and fro,
As she loiters half in play,
Chatting there with Willie Gray.

"Pretty Katie," Willie said,
And there came a dash of red
Through the brownness of his cheek,
"Boys are strong and girls are weak,
And I'll carry, so I will,
Katie's basket up the hill."

Katie answered with a laugh:
"You shall only carry half."
And then tossing back her curls,
"Boys are weak as well as girls."
Do you think that Katie guessed
Half the wisdom she expressed?

Men are only boys grown tall;
Hearts don't change much, after all;
And when, long years from that day,
Katie Lee and Willie Gray
Stood again beside the brook,
Bending like a shepherd's crook,

Is it strange that Willie said,
While again a dash of red
Crossed the brownness of his cheek:
"I am strong and you are weak,
Life is but a slippery steep,
Hung with shadows, cold and deep.

"Will you trust me, Katie dear,
Walk beside me without fear?
May I carry—and I will—
All your burdens up the hill?"
And she answered with a laugh,
"No—but you may carry half."

Close beside the little brook,
Bending like a shepherd's crook,
Washing with its silver hands,
Late and early at the sands,
Is a cottage where, to-day,
Katie lives with Willie Gray.

In the porch she sits, and lo!
Swings a basket to and fro—
Vastly different from the one
That she swung in years ago:
This is long, and deep, and wide,
And—has rockers at the side.

—Philadelphia Press.



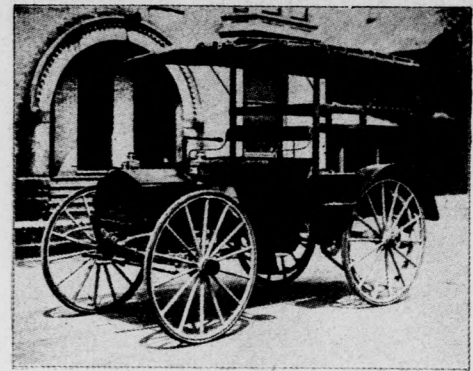
51 BUICK—Chain drive, 1906 model F, equipped with enclosed body, plate glass sides and piano finish. Delivery body, cost \$300.00, also touring car body (5 passenger) with top. Paint and tires in excellent condition. Cost, complete, about \$1,600. Price, \$690.00.

Two Rare Bargains in Light Auto Delivery Wagons

Fifty other cars all makes and models, \$75.00 and up. I give a good square deal.

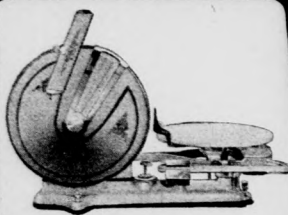
MY SPECIALTY, USED AUTOS

S. A. DWIGHT
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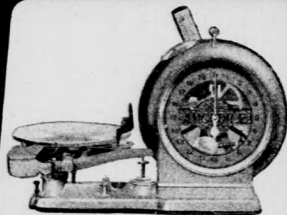
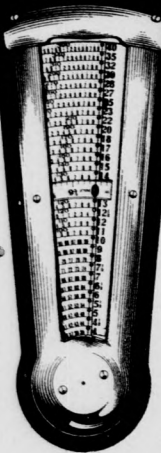


49 DUER High Wheel Delivery Wagon—1909 model, 2 cyl., 16 H. P., air cooled with top for grocer delivery. This machine is in excellent condition and has wonderful power, cable drive, and is very practical for anything but the deepest sand. Cost \$800.00. Price, \$490.00.

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Angldile Computing Scales have certain patented principles possessed by no other scales.

The Angldile is the scale with the cone-shaped chart; the only scale yet made which shows a plain figure for every penny's value.

The Angldile's chart is the easiest read, because it stands at 45 degrees—the natural angle at which we hold books and papers.

All men—short or tall—read the Angldile chart alike. There are no hair lines to count—no pin points to guess at.

The Angldile is a gravity scale. It has no springs. Hot or cold weather does not affect its accuracy.

The Angldile buys itself because by its accuracy it saves its cost in a few months, and then goes on saving for its owner forever.

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MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 22, 1911

Number 1435

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SECOND ANNUAL BANQUET.

Wholesalers of Muskegon Entertain Grocers and Butchers.

The second annual banquet of the Muskegon grocers and butchers, extended them by the wholesale dealers of that city, was held at the Occidental Hotel Wednesday evening, March 15. About 150 guests enjoyed the hospitality. The banquet was elaborate and was served in a manner that reflected much credit upon the management of the hotel. Beerman's orchestra enlivened the occasion by the rendition of many beautiful selections.

After the inner man had been more than satisfied. Toastmaster Chas. B. Cross took charge of the programme and in his pleasing and eloquent manner he introduced the speakers of the evening and gave each one of them a reason for trying to come back at the toastmaster.

Paul R. Beardsley, the Muskegon corset manufacturer, was introduced as being a man who greatly admired nature, but being a student of art and science was trying to go the Creator one better by endeavoring to improve the feminine form. Mr. Beardsley's subject was "Just Talk," and this gave him all the latitude he needed to roast and toast the grocers and butchers of Muskegon. He said his manly figure of 125 pounds was the product of their excellent and well kept stocks. He insinuated that he might fare even better were it not for their stringent credit system. Mr. Beardsley did not undertake to tell the grocers how to run their places of business, but he congratulated them on the efficient work they had done since forming their organization.

The next speaker was fittingly introduced as Fred Fuller, from the city that "knows how." Mr. Fuller, being an old war horse in organization work, was down for a talk on "Statistics." This being a dry subject he did not stick to his text very closely, but gave the audience some valuable information along the lines of needed legislation, improved business methods and the dangers that lie in the parcels post bill should it

ever become a law. Mr. Fuller's enthusiasm makes his talks on organization work interesting and profitable to his hearers. He is one of the best known men in the Grocers' Association in the State and his advice is always timely and good.

The toastmaster introduced Congressman James C. McLaughlin, the principal speaker of the evening. His subject was, "Organization, Not Opposition, Is the Life of Trade," and no doubt he could have given a very interesting and profitable talk on that subject, but he stated that as the much discussed and talked about parcels post bill had been mentioned by the previous speakers he thought it wise for him to express his opinion and views so that there could be no misunderstanding as to just where he stood. He then proceeded in a very clear but emphatic manner to tell his listeners that he was in favor of a local parcels post and gave his reasons. He said he had given the subject much careful thought and study and was satisfied in his own mind that such a law would help the merchants in the rural districts and would be the means of increasing the revenue of the free rural routes so as to materially reduce the now enormous deficit caused by this department of the postal service. Mr. McLaughlin was very careful to make every point clear and he answered many of the objections that have been advanced by those who oppose the bill, the principal one being that such a law will open a way for the large mail order houses to extend their business into the rural districts and thus injure the local stores. To this objection he said it was the purpose of the local parcels post bill to assist the local merchant in doing business with the farmer. "The argument that the mail order houses would ship their goods into the different towns and cities by the carload or by large freight shipments and then mail them direct to the farmer through the local postoffice is not a feasible proposition," said Mr. McLaughlin. "They could hire a special delivery in each town for less money than they could send eight or ten four-pound packages by mail." He went on to say that he was firm in his belief that if the people once had local parcels post that they would not think of doing without it any more than they would now want to do without the free rural delivery service.

While Mr. McLaughlin's remarks were in direct opposition to the opinion of at least 99 per cent. of his hearers every one respected him for his frank, honest and clear statement of where he stood. Whether he made

any converts by his talk is not known, but every one knows now that Congressman McLaughlin will vote for a local parcels post bill if he ever gets a chance unless some one can show him that he is wrong. He says he is open to convictions, but for a man from Michigan he has a lot of Missouri in him.

The toasts were interspersed with short talks from several who could not escape the "eagle eye" of the toastmaster. Among those called upon was Geo. H. Shaw, of Grand Rapids, who read a letter of greeting from Glen E. DeNise, President of the Grand Rapids Association, who could not attend the banquet on account of sickness.

Another letter was read by the toastmaster from A. R. Bliss, Muskegon's representative of the Fleischmann Co., who was sick and could not be present. Mr. Bliss is one of the live wires of Muskegon and his absence was greatly regretted.

Michigan Retail Grocers.

Port Huron, March 20.—The following firms have become honorary members of the Retail Grocers' and General Merchants' Association of Michigan:

Symons Bros. & Co., Saginaw.
Postum Cereal Co., Ltd., Battle Creek.
Michigan Grocer Co., Detroit.
The Fleischmann Co., Detroit.
Petoskey Grocer Co., Petoskey.
Williams Bros. Co., Detroit.
Aikman Bakery Co., Port Huron.

I desire to get in communication with a few live wires in merchant lines who desire to improve the conditions of their business and organize their several towns.

J. T. Percival, Sec'y.

Business News From the Hoosier State.

La Grange—J. G. Rettenmund has opened a men's furnishing store on South Poplar street.

La Grange—F. M. Vedder is closing out his stock of groceries and crockery with the intention of starting about the middle of April for South Dakota, where he will engage in farming.

Elkhart—J. Forest Gemberling and Chester A. Bodge have bought the business of the Hall Grocery Co.

The John V. Farwell Company of Chicago, since the death of Simeon Farwell, has reorganized by electing John V. Farwell President, Francis C. Farwell Treasurer, Herbert M. Anning Assistant Treasurer, Frank F. Ferry Secretary and John A. Yates Assistant Secretary.

A man never knows when he is well off until afterward.

Monroe Street Landmarks.

Written for the Tradesman.

In its original size the Monroe street facade of the Morton House was but four, and the Ionia street section three, stories high. The additional stories and the annex of red brick were erected after the Fannlinds purchased the Smith interests in the property.

The old four-story building located between the Widdicombs block and the Boston Store was erected in 1865 by Truman H. Lyon, Jr., and the upper floors were used as an annex to the Rathbun House, of which Mr. Lyon was the proprietor.

The original plan of the Aldrich building, in which the main offices of the Kent State Bank are located provided for six stories and an elevator. M. V. Aldrich, the owner, died while the structure was in process of erection, and the executor of his will, the late W. B. Ledyard, decided that the plan was inexpedient. He cut out the elevator and stopped the upward flight of the builders after the fourth story walls had been completed. The foundations of this structure would support two more stories. Perhaps the plan of Mr. Aldrich may be carried out in the future.

The oldest structure located on Monroe street is the two-story building adjoining the Gilbert block on the west.

The lot on the junction of Ottawa and Monroe streets was used for many years as a hotel. As such it was last known as the Gilsey House. It was erected upwards of sixty years ago.

The tower building, occupied by the Fourth National Bank, is not, as many supposed, constructed of grey marble. Its walls are of brick and its facades are of galvanized iron.

When the building occupied by the Grand Rapids Savings Bank was erected, in 1865, through an error of the engineer in staking out the lot, it was placed in the street, several feet off the lot line. In later years the builders of the Ashton and adjoining buildings helped themselves to a part of the street, solely for the purpose of aligning their buildings with the bank.

All buildings on the north side of Monroe street, southeast of Market street, occupied by F. A. Wurzburg, the Raxter Company, the J. C. Herkner Jewelry Company and the Seymour Company were erected before the outbreak of the Civil War, following a fire that occurred in 1862, which destroyed a collection of dilapidated wooden structures that occupied the ground.

Arthur S. White.

THE ULTIMATE REMEDY.

Cause of Our Tax Troubles and How To Cure Them.

Written for the Tradesman.

The problem of taxation, as it now presents itself in this State, has two main aspects:

1. Our taxes are altogether too high, because in public expenditure we do not get the worth of our money. Not that we are having too thorough an enforcement of our laws, nor too many, nor too great public improvements, but we are paying too much for what we do have.

2. The burden of tax is not equitably distributed. Owing to a system of taxation—just in theory but never so in its actual workings, and which present conditions have entirely outgrown—coupled with a lax and faulty administration of this system, which varies with local customs and with individual assessing officers, and which may briefly be described as even more anomalous than the system itself—some property well able to bear its proper share is escaping taxation altogether, while other property in some localities is carrying a tax that is nothing short of oppressive.

While these two aspects of the difficulty are entirely separate and distinct, they both spring from the same root, and that root is the apathy, the calm, stoical unconcern which has existed and to a great extent still exists among the great body of taxpayers regarding the injustices from which they themselves are suffering.

Legislators count on this apathy. They may do a little patching up on our tax laws here and there, but they do not give them the thorough overhauling that is needed, probably shrewdly surmising that they would get no thanks for it if they did. Assessing officers and all others having to do with the levying of taxes can count on this same indifference.

The average taxpayer, if he finds his taxes are unusually high and considers them unduly so, kicks on the day he pays them. Perhaps he growls a little over them the next day and the day after; he may even grumble mildly for a week or two, when he can secure a sympathetic listening ear. Then he drops the subject and turns his attention to other things. His tranquility of mind has been temporarily ruffled, but he has not gotten to the bottom of things at all.

Just now there is a strong popular demand that the mines and the various public service corporations be made to pay their share of tax. This is good so far as it goes; but the great body of voters and taxpayers have not as yet gotten into the edges of this subject of taxes.

Why is it that almost all public offices are so eagerly sought after? A chance for graft? Sometimes, but not always, nor is this the chief reason. An office is, generally speaking, a good job; public service of almost every kind is paid for at a rate that in a short space of time would drive any private concern into bankruptcy.

A patient, easy-going people are so accustomed to being bled, they know so little of just what becomes of their money, that they do not realize where the trouble comes in.

Let the people take hold of it in earnest and see to it that public service of all kinds is gotten down to a business basis. Then taxes would be reduced to payment for what we actually get. Incidentally, politicians would have to go to work for a living.

Simultaneously with getting taxes down to where they ought to be, there is needed a strong movement to place on our statute books a system of taxation as just and equitable as the best skill and knowledge can devise. A scholar sitting in his study can not draft a system of taxation that will be just in its practical workings. Let us do away with theories and get down to facts in making tax laws. If constitutional amendments are necessary to our having the best system, let us make the amendments.

Since legislation can not go far in advance of public opinion, what is needed most is that the average man and woman make a study of taxation; not a light, momentary, touch-and-go turning of the attention to the subject, but a steady, continued, get-at-the-root-of-the-difficulty investigation, to last until present conditions are radically bettered.

Moreover, the rising generation should be trained to the study of the tax question so that those who

are to take our places in ten, twenty or thirty years will not be groping in the dark as we are doing now.

In the old-time arithmetics there was a certain "rule" or division of the subject called "Taxes." This treated of the computations necessary to ascertain the amount of a given tax, something of how to spread a tax on an assessment roll, and the like. The study as outlined in those text books being merely certain specific applications of percentage, really amounted to very little, and it is perhaps just as well that some of the arithmetics now in use omit it altogether.

The study of taxation ought not to be dropped. The old superficial handling of it should be superseded by a thorough and practical treatment of the whole subject. It ought to have its place in every high school course. We fill up the curriculum with studies which there is only a bare possibility that the pupils can make direct use of. We omit what every one of them will need to know.

The display of the flag has become an integral part of our school system, and the children have the beauties of Old Glory constantly before their eyes. Many schools go a step farther and the pupils salute the flag and are instructed daily in its significance of freedom and justice to all. These necessary lessons of patriotism can not be too well learned nor too deeply implanted in the minds of the children who are growing up. There is another symbol of Govern-

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NEW YORK CITY

ment no less fundamental than the flag, although it does not have the same soul-thrilling associations of poetry and song and historic sacrifice, one which it is equally essential should be maintained in purity and with intelligence. That other symbol is a tax receipt.

Ella M. Rogers.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Spring business is opening in good shape at Lansing, the railroads there having added to their forces at the freight houses to take care of shipments.

Port Huron has secured an aeroplane factory, that is, when local stock to the amount of \$25,000 has been subscribed.

The annual banquet of the Saginaw Board of Trade, held last week, was a notable success, being attended by about 700 members and guests.

Bay City has a new railroad now, the Detroit, Bay City & Western, which reaches across the Thumb and opens valuable trade territory.

Charlotte wants more factories, but how to raise the money to secure them is the question. The legality of raising bonus money by taxation is called in question by attorneys.

The sixth annual banquet of the Flint Board of Commerce was held last week, with an attendance of 400 members and guests.

Cedar Springs has voted to bond for \$15,000 for electric lights and new industries.

Big Rapids will vote on the question of issuing bonds for \$25,000 to secure new factories.

A few years ago the Traverse City Board of Trade tried to secure one of the Dupont powder plants for that city and in view of the recent powder-quake the city is not at all sorry now that success did not attend its efforts.

Kalamazoo's stringent gasoline ordinance will go into effect in sixty days. Under its provisions one gallon is the largest amount that can be stored anywhere without special permit. Buildings for storing gasoline must be solely for that purpose; must be at least four feet from any other building and must be labeled with the word, "gasoline," in large letters on all sides of the building.

Benton Harbor will vote April 3 on the proposition of bonding the city for \$100,00 for a permanent water system, also on extension of the franchise of the Benton Harbor-St. Joe Railway and Light Co.

Laurium is practically certain to have free delivery of mail this year.

The Board of Trade of Delton, a small town in Barry county, has adopted an economy measure that might well be adopted in Grand Rapids and other cities. A baler for waste paper has been purchased and proceeds from the sale of baled paper will be used for local improvements. The general custom of burning up newspapers and magazines that have a cash value ranging well up towards a cent a pound is only

one of the many wasteful customs prevailing in America.

The privileges of the Hackley public library, Muskegon, have been extended to all the people of the county, benefiting 20,000 people who have never been reached before.

The fifth annual banquet of the Allegan Board of Trade was held Mar. 16, the principal speaker being Phil T. Colgrove, of Hastings, who told of the industrial strides that are being made by Barry county's metropolis. President Nichols' suggestions as to plans for a greater and better Allegan were workable and valuable, every one of them.

Almond Griffen.

Business News From the Hoosier State.

Mishawaka—Joseph Herrold has sold his grocery to J. H. Doyle, of South Bend, who will continue the business.

Ft. Wayne—The Besse Jewelry Company has been purchased by Frank J. Walsh, S. J. Walsh and Frank Besse and will be continued under the same name, with Frank Besse as President.

Bluffton—H. H. Barcus has sold his confectionery and ice cream factory to H. G. Maddux, of Bloomington.

South Bend—The John Hale Hat Manufacturing Co. will open a large hat and cap store here with P. H. Daremus, of Peoria, as manager.

La Grange—Robert J. Oliver is opening a general line of agricultural

machinery and will make engines and threshing machines a specialty.

Decatur—Otto Peters, of Willshire, has purchased an interest in the Holthouse Drug Co. and will move his stock to this city.

Decatur—W. J. Archibald, City Treasurer, has purchased an interest in the True & Runyan store, general merchandise, and will take an active part in the business.

Decatur—Amos Yader has sold his interest in Yader & Brushwell, grocers, to C. E. Baker.

Kendallville—Gutelius & Miller have plans prepared for a two story brick building, which they will build for their own use.

We believe that there is just as much money to be made in the grocery business as ever, not along the lines probably that the retired "veterans" made it. Conditions have changed, but even at that the grocer who studies his business, takes care of his credits and the "leaks" that have been allowed to run loose, regulates his business as to what it costs to do business, will always win out and have money in the bank.—Grocers' Advocate.

Salesman (showing umbrellas)—Here's one with an exceptionally attractive handle. Customer—Not for me. All my umbrellas have been entirely too attractive.—Boston Transcript.

No man ever acquires polish from being rubbed the wrong way.



THE grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



Movements of Merchants.

Reed City—C. H. Smith has opened a bakery in the S. T. Johnson bakery.

Imlay City—John Lancaster and son, James, have opened a new grocery.

Lansing—Melvin Sargeant has purchased the Dehn Brothers' grocery, 110 North Butler street.

Marshall—O. L. Linn & Son have opened their new store with new fixtures, furniture and stock.

Portland—Arthur Bailey and Ernest Sandborn have purchased the City Bakery from R. G. Maloney.

Detroit—The Riverside Storage & Cartage Co. has increased its capital stock from \$15,000 to \$150,000.

Coopersville—C. W. Streeter has sold a half interest in his grocery store to Ray Marvin, of Berlin.

East Jordan—Chas. Bacon has purchased the Hunneler confectionery store and will add a lunch counter.

Adrian—Adelbert Bedford has bought the Hill grocery and will continue the business in the Trim store.

Fennville—The meat market of Conner & Sons has changed hands, Chas. Chillman again having control.

Flint—The partnership of Merithew & Rapley has been dissolved. Wm. M. Merithew will continue the business.

Alvordton—Mrs. W. H. Geesey has purchased the stock of dry goods of C. H. Samson and is now running the business.

Marshall—C. H. Ostrander, of Albion, has bought the jewelry stock of G. M. Bromeling and has taken possession.

St. Johns—Hugh W. Morris has purchased the old National Bank building and will conduct his art store there.

Freeport—Mrs. Geo. Clarke, of Grand Rapids, has purchased the Foglesong millinery stock and will continue the business.

Fremont—C. F. Johnson has purchased of K. Mulder his store building and residence property, also a stock of groceries.

Manton—A. E. Kromer & Co. have remodeled their hardware store and now have one of the handsomest places in the State.

Zeeland—Paul H. Fabiano, of the Zeeland Fruit Store, has leased larger quarters in the G. Lage building and will move this week.

Manistee—Emil Johnson & Son have moved their shoe stock to 333 River street, which they have nicely painted and decorated.

Trufant—John O. Doe, Cashier of the Trufant Exchange Bank, has re-

signed and will be succeeded by Clare Kelly, Assistant Cashier.

Cass City—C. H. Mellon, of Rock Island, Ill., has leased the Fritz block and will open a confectionery store and ice cream parlor.

Portland—Arthur S. Nunnely has purchased the interest of his partner, Claude Lakin, in the produce business and will conduct it alone.

Jackson—E. E. Russell has sold the store at the corner of Blackstone and Trail streets to Charles G. Conklin, who will continue the business.

Ludington—H. G. Price, of Alma, has purchased the stock of R. Leonard, on South James street, and will continue the business at the old stand.

Brown City—Scott & Witmer, general store, have dissolved partnership, Mr. Witmer selling his interest to Scott & Co., who will continue the business.

Kalamazoo—Saul Saloman, who bought the bankrupt stock of the South Side Dry Goods Store a few months ago, has sold to D. Welt, of Toledo, O.

St. Joseph—William T. Morrison, former Cashier for the Union Banking Co., has purchased an interest in the W. G. May's children's clothing store, Detroit.

Merrill—Joseph Phelan has sold his interest in the Dillon & Phelan store and will open up a new stock of general merchandise in the former John Stanton building.

Coopersville—Raymond Irish has resigned his position as clerk in Lillie & Son's store and has accepted a similar position with the Friedman store in Grand Rapids.

Boyne City—I. Nurko has purchased the M. Fraser dry good store at East Jordan and will conduct the business at the same stand. He will continue his store here.

Eaton Rapids—Chas. Gould, clerk at Milbourn's drug store for several years past, is planning to engage in business for himself, although a location has not been decided upon.

Owosso—The stock of the Owosso Paint & Wall Paper Co. remaining after a portion belonging to Mrs. E. H. Strahler had been disposed of, has been purchased by J. H. Laverock, for \$300.

Romeo—The Proctor-Gray Stone Co. has engaged in business to deal in crushed stone, with an authorized capital stock of \$8,000, all of which has been subscribed and \$4,000 paid in cash.

Owosso—Arthur Ward, of Munising, has purchased a half interest in the furniture and hardware business

of F. W. Pearce, and the business will be continued under the style of Pearce & Ward.

Kalamazoo—Charles E. Gray, a popular-priced clothier, furnisher and hatter, and P. M. Atkins have purchased the store at 1322 Portage street, known as the Kinney Dry Goods Company.

Boyne City—E. V. Smith will open a music store on Water street. He has bought the sheet music line of Bergy Bros. Mr. Smith has also taken the agency for the Baxter Steam Laundry, of Grand Rapids.

Freeport—Miller & Everhart have sold their "corner store" of dry goods, groceries and general merchandise to C. J. Ryker & Co. Mr. Miller will continue his business as heretofore with the Hirth-Krause Co.

Traverse City—The R. J. Orchard Co. has engaged in business to operate and develop fruit lands and orchards, with an authorized capital stock of \$10,000, of which \$5,600 has been subscribed and \$1,200 paid in in cash.

Owosso—The firm name of Benkelman & Mulhall has been changed to the Mulhall-Erb Company, Lewis Erb, of Detroit, who has been connected with the business for the past year, having been admitted to a partnership.

Grand Haven—A. Poel, merchant tailor here since 1877, has sold his interest in A. Poel & Son to H. H. Fongers, of Muskegon, and the business will be continued by Poel & Fongers, Met Poel, the son, retaining his interest.

Traverse City—K. D. Lewis, Paying Teller in the First National Bank, has resigned to accept a position with the Traverse City Chair Co., and Ben. I. Church has been advanced to his window and there are several other promotions.

South Haven—L. C. Ryall, until recently a resident of this place, but now living in Chicago, has purchased the Bennett drug store in Gobleville and will take immediate possession. Mr. Ryall is a graduate in pharmacy of the Ferris Business College of Big Rapids.

Benton Harbor—Sam Enders, formerly with the Hipp, Enders & Avery clothing firm, and George A. Boers, until recently manager of the shoe department at the C. L. Young & Co. store, have opened a shoe store in the Bell block under the name of the Enders & Boers Co.

Lansing—The business of the late Louis Beck and that of Beck Bros., have been combined under the firm name of Louis Beck Co., and the officers are: President and Manager, Simson Beck; Vice-President, Joseph Beck; Secretary-Treasurer, Samuel A. Beck. Simson Beck was formerly the manager of one of the largest clothing houses in Denver, Colo. For the present, the business will be continued at the two stores, but both will be under the same management.

Stanton—The name of John W. S. Pierson & Co. has been changed to the Stebbins-Gaffield Co. E. S. Stebbins remains as President of the corporation, he having held this posi-

tion since the retirement of John W. S. Pierson from the active management of the corporation three years ago. Charles L. Meach, Secretary and Treasurer, retires, his stock having been acquired by B. L. Gaffield, who succeeds him. Chas. L. Meach has formed a copartnership with Claude E. White, of this place, and they have purchased the Gee Hardware Co.'s stock at Lakeview.

Hudson—Thirty-two business houses, representing all the merchants of this place, have entered into an agreement to discontinue the use of trading stamps, cash register checks, rebates and premiums of all kinds for one year from March 1. They have become convinced that these expedients are profit cutters rather than trade producers and will stand together in eliminating the evil.

Kalamazoo—A new company has been incorporated under the style of the Williams & Hamacher Co. to engage in the dry goods and notion business, with an authorized capital stock of \$40,000, all of which has been subscribed and \$4,000 paid in in cash.

Manufacturing Matters.

Ypsilanti—The J. B. Colvan Co., manufacturer of underwear and knit goods, has increased its capital stock from \$5,000 to \$7,500.

Adrian—George Mills, of Hudson, is at the head of the Mills Manufacturing Company, just organized to manufacture paper baling machines.

St. Joseph—The Barnes Baker Manufacturing Co. has engaged in business to manufacture umbrellas and parts, with an authorized capital stock of \$40,000, of which \$20,000 has been subscribed and \$4,000 paid in in property.

Battle Creek—A new company has been organized under the style of the Battle Creek Box Co., to manufacture boxes and deal in lumber, etc., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$3,600 paid in in cash.

Flint—The Greissell Baking Co., manufacturer of baked goods, has merged its business into a stock company under the style of the Greissell Bread Co., with an authorized capital stock of \$5,000, all of which has been subscribed and \$50,000 paid in in property.

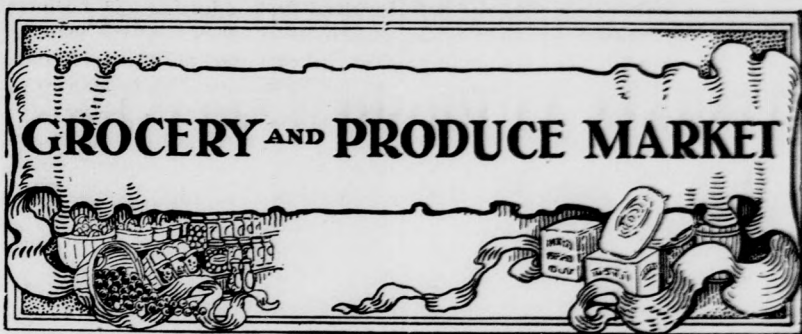
Scottville—Work on the W. R. Roach & Co.'s canning factory here will begin in earnest about April 1. The plant will be completed by June 20. There will be eight buildings in all, which will cover two and one-half acres of cement foundation. This will make six Roach factories in the State.

Elgin Butter Prices.

Elgin, Ill., March 20—The market declined 1c to-day. With other principal markets at a lower range the sentiment seemed to be for the lower price here.

Only one bid at 26c was put on the Board, but no goods were sold at that figure.

Output shows some increase this week, the first for the season,



The Produce Market.

The produce market is quiet, which is usual at this Lenten season. The local supply of old vegetables of all kinds is equal to the demand except onions, and the change in prices to 90c and \$1 indicates a shrinkage. The supply of spring vegetables from the South is steadily increasing in quantity and variety and improving in quality as the season advances, and they are offered at very reasonable prices. The extreme South just now is furnishing the supplies, but the producing zone is moving northward. Oranges are inclined upward. The first of the new season pineapples from Cuba are in and by the middle of April or the first of May will be coming in carlots. The poultry market is short of home grown stock and some frozen goods are coming from Chicago to supply the demand. The egg market is easy. Buying for storage has not yet begun, but this will start soon and the impression is that the buying price here will be around 14c.

Apples—Western, \$2.75@3 per box.

Bananas—Prices range from \$1.50 @2.25, according to size.

Beans—\$1.55 per bu. for hand-picked; \$2.75@3 for kidney.

Beets—45@50c per bu.

Butter—Local handler quote creamery at 27½c for tubs and prints; 24c for No. 1; packing stock, 15c.

Cabbage—45c per bu.

Carrots—40c per bu.

Celery—20c per doz. for home grown; Florida, \$2.35 per case.

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

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

Cucumbers—\$1.35 per doz.

Eggs—Local dealers are paying 14c delivered.

Grapes—Malagas, \$5.75@6 per keg.

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

Honey—15@16c per lb. for white clover and 12c for dark.

Lemons—Californias, \$3.75@4 per box.

Lettuce—12c per lb. for leaf; Florida head, \$2.50 per hamper.

Onions—Spanish, \$1.60 per crate; home grown, 90c@\$1 per bu.; green, 35c per doz.

Oranges—Redland navels, \$3.25@3.50 per box; Washington navels, \$2.75@3.

Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.

Potatoes—The market is steady at 25@30c at outside buying points.

Poultry—Local dealers pay 12c for

hens; 14½c for springs; 9c for old roosters; 15c for ducks; 12c for geese and 18c for turkeys.

Radishes—30c per doz.

Sweet Potatoes—Kiln-dried, \$1.75 per hamper.

Veal—Dealers pay 10@11c.

The Grocery Market.

Sugar—The market has been firm. The visible supply of sugar is reported to be about 340,000 tons larger than a year ago, but this fact does not seem to have much effect on the market. Prices are still low after the recent advances and many retailers have been selling twenty pounds for \$1. The demand has been very good.

Coffee—The market has been dull the past week. There were no changes of any importance in either spot goods or options. The strong position is reflected by the steady tone of the market, which has been maintained in spite of business having been practically at a standstill. Brazil continues very firm at prohibitive prices, and holders seem to be able to continue to withstand the bearish tendency of the trade at large. Mild grades have ruled very quiet, with quotations unchanged, and the primary market is too high to do business.

Canned Fruits—The market is unchanged, but more activity is shown by many retailers, who find their supply running short in many varieties. Future prices on gallon apples are reasonable, but the buying is light. Prices on spot supplies of apples remain high and the buying is light, but it is expected to increase as soon as the supply of green apples is well cleaned up. Business is increasing a little in pears and peaches, and stocks of pie goods are small.

Canned Vegetables—Conditions show little change, but the demand is increasing over the demand of a few weeks ago. Future goods are also reported to be selling well with most packers and brokers. Stocks of spot corn are not large and peas in some grades can not be obtained at any price.

Dried Fruits—The demand for prunes continues good, even with prices holding at a record price, as they have for several months, and now very little stock can be obtained in any market. The demand for peaches is just of a fair size, but with several articles in the line so high and scarce there is little doubt but prices will be higher and that the demand will be greatly increased. Evaporated apples are holding as

high as ever; prices this week are from 13½@15c per pound.

Rice—The market has been quiet, although prices were steady at previous levels, which are very reasonable in comparison with other articles of food. Prices of rice are cheaper than a year ago and while some of the retailers are holding off buying for fear the market may go still lower, they will be compelled to pay a higher price, as it seems out of the question to expect that prices should go any lower than they are at the present time.

A Treat For Grand Rapids Grocers.

The thirteenth annual banquet of the Retail Grocers' Association of Grand Rapids will be held Monday evening, March 27. The Arrangement Committee has been fortunate enough to secure as the principal speaker of the evening, Fred Mason, manager of the Shredded Wheat Company, of Niagara Falls. Mr. Mason was at one time Secretary of the National Grocers' Association and is not only well qualified to talk to a meeting of grocers but is a live wire and a pleasing speaker upon any or all occasions. Every grocer in Grand Rapids should hear him. A. L. Smith will be toastmaster and Clarence A. Cotton and Glen E. De Nise will be the other speakers.

With the Sales People.

Grand Ledge—Clarence Warner has resigned from the Gates market and will move to Lansing to take a position at A. J. Clark's store and market, on Saginaw street.

Mt. Pleasant—Joe H. Campbell, who for the past year has been employed in W. E. Lewis' clothing store, has accepted the management of James Bicknell's clothing store at Clare.

Cadillac—Edward Bromley, of Algonac, has been secured as pharmacist in O. L. Davis' drug store.

St. Johns—Miss Pearl Wood, of Sturgis, has taken charge of the millinery department in George H. Chapman's store.

John G. Doan, the well-known produce dealer, has leased for five years the building at 37-39 Sonto Market street and April 1 will occupy the same with a general line of fruits and produce. With his increased space he will be able to conduct his produce and basket business under one roof.

A new company has been incorporated under the style of the Scott Zoet Lumber Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash. Those interested are Chas. B. Scott and Martha Scott, of Holland, and Joseph Zoet, of this city.

Henry J. Vinkemulder has returned from a month's trip to Florida and Cuba. He was accompanied by his wife and son.

The man who can, but doesn't, must give way to the man who can't, but tries.

Butcher Organizations.

Butcher organizations exert a wonderful power for good. Through their existence many of the difficulties which confront the butcher have been done away with and much of the progress which the business has made has been rendered possible. In places where there are well-regulated, active organizations conditions of the trade as a rule will be found to be on a high plane of excellence. This is due to the effect of the organization, the educating effect which it has on the individual members and the restrictive effect it has in correcting and preventing evils and abuses which exist in other places. There are degrees of efficiency, however, among the organizations. For instance, in one city we may find that the butchers are handled together by fraternal affiliation, just as they are in another city. The organizations may be on an equal footing as far as membership is concerned, yet they may be far removed from one another when compared on the basis of what each has done and is doing for the advancement of its members. In one place may be found a live society, with meetings well attended and the members enthusiastic about the work which they are doing. This is what should be found everywhere an organization exists, and if such is not the case there is a reason for it. The reason for apathy and indifference on the part of the members usually is that they have not been educated to realize the full advantage which membership in the society offers them. As a matter of fact, the full advantage is not given to them, because lack of interest begets lack of vigilance, and lack of vigilance permits the existence of price-cutters, the passage of unfair laws and other evils which are not possible where live butcher organizations exist. The infusion of new life and new vigor into a society must rest with its officers, for they are the directing forces and from them must come the first signs of animation. The officers, then, should fully realize the obligation which rests upon them when they assume office. The efficiency of the organization is in their hands. They have the power to weld the individual members into a powerful unit. If they do not do so they are neglecting their duty. Whenever a butcher organization is found which is weak and an unimportant factor in directing the forces which control the business, the blame for this in large part may justly be laid at the feet of the officers.—Butchers' Advocate.

It is no use to pretend that hard luck does not take the manhood out of man; when he has an inferior part in life to play he begins to look the part, and he looks the superior part when he has that to play.

There never was an emergency that didn't have its remedy. But sometimes it is not easy to find the man who knows the remedy and how to handle it.

HARDWARE BANQUET.

Retailers Enjoy Hospitality of W. C. Hopson & Co.

The eleventh annual banquet of the Grand Rapids Retail Hardware Association was held Friday night at the new plant of W. C. Hopson & Co., on Ellsworth avenue. Mr. Hopson gave the banquet as a house warming and also as a celebration of the thirtieth anniversary of his start in business. Mr. Hopson was at the head of the Reception Committee, with all his associates and employees to assist, and nothing was neglected to make the affair enjoyable. The new plant is 66x141 feet, five stories and basement, mill construction and in every way modern, and in appearance and arrangement is one of the best of the new buildings in town. The offices are on the first floor and the operating departments are above. The banquet was served on the second floor, where a large room had been arranged and handsomely decorated. The banquet was served by Jandorf and about 100 attended. Mr. Hopson occupied the seat at the head of the table, and with him were the officers of the Association and honored guests. Warren Weatherly occupied one of the seats at the speaker's table and Mr. Hopson explained that it was with Mr. Weatherly that he had his first job as an apprentice thirty-eight years ago, and whom he left eight years later to engage in business for himself. Another guest was Arthur Kromer, of Manton, who was the first employee Mr. Hopson engaged when he began business. Adrian DeWindt was master of ceremonies and chief usher.

Harvey J. Mann, of Foster, Stevens & Co., was toastmaster and served with the ability and good humor of a veteran. In opening the programme he recalled how impossible it would have been a few years ago to get such a company of hardware men together, but now the dealers are on friendly terms and out of their pleasant relations come co-operation and the good of all.

Wm. B. Jarvis spoke of sporting goods in the hardware line. He said this department is becoming important and that dealers should safeguard their interests and profits in this department as carefully as in any other. There should be good profit in sporting goods, but too often the dealer looks upon the sporting department as a mere adjunct and not as a contributor to his prosperity. This is not the right attitude to assume, but the dealer should study the possibilities and go in to make money on what he handles, whether firearms, fishing tackle, bicycles, skates or any other article. This branch of the business is pleasant because the goods are in the luxury class and those who come to buy are usually anticipating the pleasure of a hunting or fishing trip and are in good humor accordingly.

Willard Milmine, of Foster, Stevens & Co., and F. H. Locke, of the Alabastine Company, gave interesting talks on window trimming, illus-

trating their remarks by displays they had arranged. The Milmine display was of carpenter's hardware and Mr. Milmine explained the philosophy of the arrangement. Mr. Locke spoke of the importance of the window as a medium to draw trade, and he emphasized the importance of having a window that would attract attention.

Karl S. Judson, of Alden & Judson, gave an address on Cost of Doing Business, illustrating his remarks with a large diagram. His address was full of sound sense and valuable suggestions. It follows:

Cost of Doing Business.

There is probably no subject in the business world more written about, or talked about, to-day than profit. It is the one mystery in the retail business. All other things seem plain and easily understood; but profit is the most sought and least often found feature of the trade.

Profit is the little mite which is left to the proprietor after the balance has been taken away. It might be likened to a small delicious kernel, which remains in a great nut after the husk and shuck have been removed. One may spend considerable time in taking away the husk and breaking the shuck to reach the kernel. It is fine, splendid, delicious, if the kernel is there after the hard work is done, but rather disappointing if we find nothing but a cavity.

I have asked a number of dealers on what basis they figured profit. The majority of them have said "We figure profit on the selling price of goods." That may do at the end of a year's business in order that you may know what per cent. you have made on the whole; but, tell me, where did you get your selling price to figure this per cent. of profit on?

The financial end of selling at retail is made up of four factors:

- The wholesale or factory cost.
- The freight or delivery cost.
- The selling expense and
- The profit.

The first cost of your goods, covering the first two factors, may, for illustration, be \$1. Your selling expense will be 20 cents, making your total cost \$1.20. What is your profit? The selling expense includes rent, salaries of proprietor and employees, taxes, fuel, light, heat, insurance, advertising, donations, telephone, horse and wagon, office supplies, depreciation, loss on bad accounts and some incidentals.

There is but one profit, and that is to be added to the selling price after everything has been provided for.

There are many solutions of the rent problem. I will give you but three:

1. If the merchant is renting of other people the amount paid must be charged to the expense account.
2. If the dealer owns his building he should charge to the building account all the items of repairs, taxes, insurance and any other expense involved in the up-keep of the building, and then give the building account credit, and charge expense ac-

count to an amount equal to the current rate of interest on the valuation of the property plus the amount paid out for rent, taxes, insurance and other incidentals.

3. If the dealer owns his building he could charge the expense account an amount equal to what he would pay for exactly as good a building that would answer his purpose. In any of the above plans the amount must be charged to expense, and thus the rent will share its part of the cost of housing and doing business.

Salaries.

I want to emphasize the importance of placing the amount of your salary as proprietor in the fixed expense account, as it is one of the items that must be considered in the cost of selling your merchandise. This salary, of course, must be determined by you. I assure you if a man is capable of earning a certain salary per month working for some one else, he should be worth considerably more as a proprietor of a business, because he has the added worry and responsibility as well as the risk. Good business reasoning would indicate to me that the man who is content to pay himself wages only equal to what he can receive working elsewhere, and who is satisfied with earnings on his investment of 6 per cent. or less, might better sell out his business and loan his money at the 6 per cent. rate, secure employment for himself and thus avoid the responsibility and care

involved in conducting his business. This item of salary and the rate per cent. of earnings on the investment are the two vital things to the proprietor.

The proprietor should receive a salary equal to what he would have to pay a man to take charge of his business, and he should figure the profit high enough on goods to yield him a per cent. of earnings on investment far above the ordinary 6 per cent.

I flatter myself that I am not extravagant in the above assertions and I sincerely hope I have impressed upon your minds permanently the importance of these two essentials, that is, a fair salary to you as a proprietor and dividends on the investment that are in accordance with the risk assumed.

Remember there is but one profit, and that will be added after everything else is paid.

may offer you an article for \$4.00

A salesman entering your store may offer you an article for \$4.25, which he declares you can sell for \$5, thus making 75 cents. Have you ever been fooled in this way? One merchant was, and one day a sheriff took possession of his store, and it took an expert accountant three whole hours to demonstrate to Mr. Merchant that he had lost 10 cents on this very transaction. Why? Simply because, like many others, he had been figuring the profit upon the wrong basis, forgetting that it actually cost money to do business,

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

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.

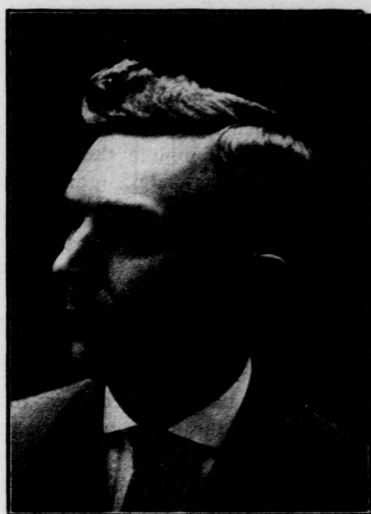
"HIGHLAND" Brand Cider and White Pickling
"OAKLAND" Brand Cider and White Pickling
"STATE SEAL" Brand Sugar Vinegar

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

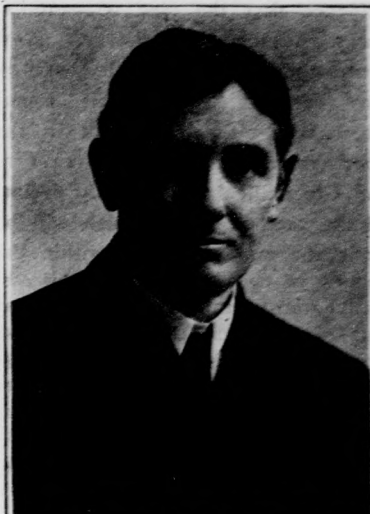
Oakland Vinegar & Pickle Co. Saginaw, Mich.



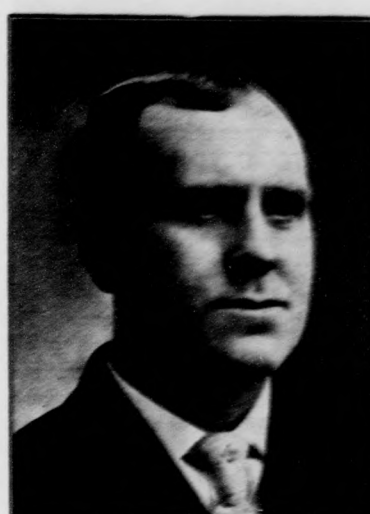
Officers of the Michigan Hardware Association



President E. S. Roe



Vice-President Chas. H. Miller



Treasurer Wm. Moore

Officers of the Michigan Hardware Association.

E. S. Roe, of Buchanan, the new President of the Michigan Retail Hardware Association, elected at the recent convention in Bay City, was born in Buchanan Feb. 3, 1864, and received his education in the public schools and at Valparaiso, Ind. He studied winters and worked in his father's sawmill and on the farm in summer, but was able to graduate from the high school at the age of 17. In 1884 he entered the hardware business as a clerk, was admitted to a small partnership interest when he reached 21 years of age and out of

and that the first cost is only one of the many elements that enter into the figuring of the profit. To bring this subject right home to us, many of us are handling the Russell-Jennings bits put up in cases, which exactly fits the above illustration. We buy them at \$4.25 per set and the selling price is \$5. Have you ever realized that you are losing 10 cents on this transaction? If you figure actual cost of selling, you will find that this is true, and if you do not take the trouble to figure it, look out for the sheriff.

You must realize that the cost of doing business has increased considerably within the past few years. Wages have increased from 25 to 50 per cent. Your other expenses have increased in about the same proportion, so you see how important it is for you to know your cost of doing business each year before you can intelligently establish a selling price.

The more I study into the matter of profit the more I am convinced that the problem is a difficult one to solve. But it is only through the solution of it that we, as merchants, can put our business upon a positive, substantial foundation. I am more convinced that guessing at the selling price of goods, as you will have to admit the most of us have done, is an unsound business principle and that some method based upon actual black and white figures must be

his savings was permitted to add a little each year to his holdings until 1893, when he purchased the other interests and took over the business, which he has since conducted under his own name. He is one of the best type of business men, with high ideals, square in his dealings and successful.

Vice-President Chas. H. Miller, of Flint, has been a Michigan man ever since he was born at Ypsilanti, forty-eight years ago. He moved to Flint about twenty-five years ago and engaged in the hardware business and has been at it ever since. He has been successful in business, is esteemed as a citizen and the place he holds in

adopted by us if we hope to be successful, progressive business men.

If it were possible for a merchant handling a varied line of merchandise to set down and add a fixed per cent of profit to every article sold business life would be easy, and one long sweet song of joy to the now worried manager. This per cent. is the point of science in every business. It is just on this point, of prices up here and down there, that makes or breaks a business.

It is not possible to add to each article for sale an absolute determined per cent. of profit, since, as you know, at the present time some things, such as nails, for instance, are actually sold at a loss. This is all wrong, of course, but in order that on the year's business we shall net a reasonable profit we must understand these things well enough and must understand the general cost of doing business well enough to sum up an actual legitimate per cent. of profit on the whole amount invested.

I wish to speak of some things that will aid us in securing a better profit.

First and foremost, a better understanding of how to figure profit.

Second, fixed or resell prices established by the manufacturer.

Third, organization.

I have already said enough about figuring profit to convince you of its importance.

By the second, fixed or resell price

the State Association is an evidence as to how he stands with the trade.

Wm. Moore, of Detroit, Treasurer of the State Association, has been a resident of Detroit for thirty years and as a boy apprenticed himself to the sheet metal workers' trade, and when he had served his time he engaged in manufacturing. On Jan. 1, 1897, he opened a hardware store at the corner of Milwaukee avenue and Russell street, and has since been engaged in business at the same stand, and his business methods have won for him the confidence of his patrons and success. He has been Treasurer of the State Association for four years.

es, I mean an agreement between the manufacturer, the wholesaler and the retailer, whereby the manufacturer specifies a minimum retail price at which he will allow his goods to be sold to the consumer. As, for example, we have the Russell carpet-sweeper, the asbestos sads, the Gillette razor and many other articles which you will agree are all assuring us a reasonable profit without fear of a cut price from other dealers. I, for one, believe in the fixed price system, because I believe it not only assures a good profit to the retailer but also because of this guaranteed price the manufacturer, standing upon a firm foundation, can assure to the consumer better and more honestly made goods. Cutting prices not only demoralizes the trade but must necessarily demoralize and cheapen the goods, since the manufacturer will certainly look after his own profit.

I now come to my third: If organization stands for anything it must stand for a legitimate profit. If we can not help each other in securing it we have certainly missed the point of organization. I believe it would be a most excellent idea if this subject of figuring profit could be taken up and made more of in our regular monthly meetings.

Organization develops in us an altruistic spirit, or a spirit of live and let live, which the world seemed to be forgetting before the days of or-

ganization. We may want the business, but we can ill afford to sacrifice a principle to get ahead of a fellow competitor. I think we have all demonstrated this fact. Again, in organization we can influence a manufacturer to produce better goods, and I believe that we can suggest, if not demand, that in his fixed price we shall have our share of the profit, and that that profit shall be a reasonable one.

Finally, let me again urge you to study this subject of how to figure profit and establish your selling price. Get your business upon a scientific basis. You will then know where you are and your success will then depend upon the amount of business you are able to command.

P. A. Wright, of Holly, delivered an able address on Demands of the Present Day. He said that not many years ago a hardware store could be started on a capital of \$500 or \$600. Now it takes \$10,000 to \$15,000, and the expenses of doing business have increased in the same proportion. Merchants to succeed to-day must be careful with their credits, must know the cost of doing business, must be up to date, well dressed, clean, honest and must know what is going on in the world around him. This is an age of organization and dealers should belong to their local association and to the State Association that they may get the benefit of new ideas and co-operative spirit.

The State Hardware convention will be held in Grand Rapids next year and Mr. Locke hoped in arranging the programme the local committees would not put in too much entertainment. The dealers come to the convention to learn and too much fun will interfere with the practical benefits to be derived. He hoped the question box would be made a strong feature of the convention, as this brings out the best discussion and the most instruction.

Mr. Hopson and Mr. Weatherly made brief speeches and the banquet came to a close with the singing of America. Many souvenirs were distributed among the members, including programme cards with a push plate as a holder. The banquet was a great success in every respect and will be long remembered.

"That new steamship they're building is a whopper," says the man with the shoe-button nose. "Yes," agrees the man with the recalcitrant hair, "but my uncle is going to build one so long that when a passenger gets sea-sick in one end of it he can go to the other end and be clear away from the storm."—Life.

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

Never let others do what you can do for yourself. You thereby strengthen your own powers, independence and fitness to cope with the vicissitudes of life.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

March 22, 1911

TWO MICHIGAN STATESMEN.

At the banquet of the retail grocers of Michigan last week Congressman J. C. McLaughlin declared himself in favor of the local parcels post, and said he would vote for the measure when it came up in Congress.

It is to be regretted that this is Mr. McLaughlin's position, but the disposition to quarrel with him is taken away by his courage and apparent honesty of purpose. The local parcels post is only the entering wedge for a general parcels post. Its establishment would be a misfortune for the local merchants, who find it hard enough now to meet the competition of the mail order houses. Mr. McLaughlin does not see it this way and in an audience of retail merchants comes out openly and above board and says so and tells why. Mr. McLaughlin is mistaken, at least the merchants of his district and the State believe he is, but he is not a coward. He may be wrong, but he is not afraid. The merchants who oppose the parcels post in whatever form it may be presented will regret that Mr. McLaughlin is not on their side, but believing in his sincerity and admiring his courage, they will respect his opinions and be inclined to forgive him his error, in the meantime hoping that he may yet see the light.

Senator William Alden Smith is not of the McLaughlin type. Where he stands in the matter of parcels post is still a deep secret. The question has been under discussion for six months or more and repeatedly he has been asked where he stands and how he will vote. But not a word has Senator Smith to say concerning this important issue. Whether he is for or against it nobody knows. Apparently it is his desire to make both sides believe he is friendly. He will sidestep and dodge just as long as he can, and when he can do this no longer it can be depended on his vote will go to the side not upon which he may have honest convictions, but to that side which he thinks will carry the greater number of votes—for him. This is the

Smith idea of real statesmanship. The open and above board opposition of Mr. McLaughlin is infinitely more satisfactory and pleasing to a people who admire honesty of purpose and moral courage than the shifty Smith method.

A REVOLUTION IN SKIRTS.

The world of fashion is just at the moment in a turmoil, compared with which the threatened scrap between Russia and China and the possibility of a Japanese invasion of our Pacific coast sink into insignificance. The modistes of Paris and London are discussing heatedly in the newspapers the pros and cons, and the boulevards and salons of Paris are in a fever of animation on the subject. Whether or not to accept the "harem skirt—in other words, the trouser skirt, or the "jupe culotte," as the Parisians call it—is the bone of contention. Some Paris tailors who create the fashions swear they will not make so unfeminine a garment, while others are equally emphatic in their determination to do so and to make it the style for the coming spring.

The new feminine garment, although bifurcated a la Turk, is said not to convey the impression of baggy trousers or bloomers, still it differs little from such garments, and women who wish to be ultrafashionable will no doubt wear it and make a holy show of themselves if fashion so decrees. No doubt the suffragettes will be quick to adopt the new style of dress as bringing them one step nearer to the political wearing of the trousers, to which they so ardently aspire.

Just how soon the new style will cross the Atlantic remains to be seen. If it is adopted in London and Paris, American women will wear it, as they are exceptionally keen about being in the fashion. Whether it will have a long reign or a merely ephemeral existence, like the hobble skirt, the bloomer and other similar absurdities will depend upon results. If the female form divine shows to advantage in the harem skirt it will last for a while and pass through as many shades of fashionable transformation as any other popular form of dress, but if it does not show the wearer to full advantage it will go the way of the bloomer in short order.

What mere men may think of the matter will cut little figure in the prevailing discussion. Even the Paris tailors, who dub the "jupe culotte" unfeminine, will have to accept it or go out of business if the feminine leaders of fashion and models of form decree that it is to be the style. A proper accompaniment to the harem skirt would be the adoption of baggy breeches by the masculine ultrafashionables. Surely, the ladies will not complain if the men choose to keep them in countenance by adopting some of their ideas.

What we call initiative in a business man is called skill in a great surgeon. It is knowing the next move and making it at the right time.

THE CITY BEAUTIFUL.

Almost every day comes some new evidence that the idea of beautiful parks and towns is growing. Now comes the report of a rivalry between two Western Pennsylvania towns which will ultimately result in the improvement of both. Grove City and Greenville have formally declared the race on as to which will be made the more beautiful within the coming year. The former is now one of the most beautiful towns in that part of the State, its attractiveness being due largely to the many magnificent trees with which the streets are lined. Its competitor has natural advantages which will be rendered available, and to hazard a guess as to who shall be the winning party would be but a lottery.

The plans, it is announced, are not to be of the "posy bed" nature, but are to include generous park systems. Liberal appropriations have already been made, and the contest promises to be a spirited one.

It is safe to predict that this is but the initial effort along lines of public improvement; and that the movement may be as widely and as generously patronized as that of modern athletics. The spirit of honest rivalry may always be relied upon to do things. When one town attempts to outrival a neighbor along beauty lines, she is pretty certain to succeed in at least outrivalling herself.

Local features are usually more or less along parallel lines in such instances, so the chance for competition is more evenly balanced. There are the same natural advantages, the same features to contend against. Whether natural features shall be fostered or artificial ones substituted depends upon the public will. But that interest will be created through the rivalry and artistic surroundings gained through this interest can not be doubted.

THE ROOSEVELT TROPHIES.

To those who are becoming impatient regarding the ultimate disposal of the African hunting trophies brought back by the Roosevelt party it may be some satisfaction to know that the collection is being put into available form as rapidly as possible. The larger skins have been tanned and made soft and pliable so that they can be folded as easily as blankets, and are thus in convenient form for study.

Of the 3,000 skins brought home the ordinary observer would be able to detect not more than fifty different kinds, but to the scientist there are sex, race and individual problems which they are expected to answer. Many of the skins will not be mounted, it being deemed wise not to burden the museum with duplicates, but only to use the collection in supplementing those already made by making the history of each animal complete.

Yet this does not mean that the remainder of the collection will be stored away and rendered useless to

the progress in natural history. Neither will they be exchanged with other institutions. They were intended for the Smithsonian and there they will remain. Hard work has already been put upon getting the collection into permanent form and value. It will take much labor still. The determination is to complete the work in a way that will be enduring and show the variations in life among the tropics.

As a single illustration of the peculiar problems constantly coming up it may be mentioned that after a careful investigation of the best and most reliable tanning establishment, and after a label had been chosen that would endure the wear and tear of the operation, the additional precaution was taken of marking further by engraving numbers on the hoofs and claws. Let us then reserve our criticism and patiently await the months or years necessary to render the collection permanent. Such a one will probably never come again.

THE GENUINE.

The annual spring housecleaning season is a great temptation to the dealer to fabricate some sort of an excuse for slaughtering his goods. Removal to another building, going out of business and a number of other equally valid excuses may serve to impress the public with the fact that they are getting bargains at less than cost prices. Sooner or later they waken to find that the little story was all a hoax.

Then comes the loss of grip upon the public, one which is far greater than the vantage ground gained by the little prevarication. The boy who cried "Wolf" worked the game twice successfully and then found it an utter failure. The public have grown more discerning, and a single instance is in most cases enough to leave the tinge of odium and distrust clinging for life.

If you have a legitimate excuse for making a slaughter of goods do not hesitate to say so. If you are moving from one store to another and advertise to cut prices rather than employ draymen, the reason is legitimate. But if you make special rates on a certain grade of hosiery—promising real bargains as long as the goods last—and a week after you have confessed yourself sold out of this stock start up again along the same line, the suspicion at once comes that this is no bona fide closing out sale, but only a systematic barter in a poorer quality of goods; one which proved so successful that a new consignment has been ordered. At once there is a comparison of quality and prices with other stores, only to find that the "bargains" were skillfully concealed cheats. Such methods kill the slaughter sale and follow the one giving it for months, if not for years. Whatever you do, prove that you are genuine!

Usually the man who is putting up a job on somebody else forgets to look behind him to see who is putting up a job on him.

TO OREGON IN 1832.

John Ball Was Among the First To Make the Overland Journey.*

Before I begin the description of the Oregon trip of which I am to speak, I would like to dwell a few minutes on the previous history of that country and the motives that led to the underaking of what was then a very hazardous and almost impossible enterprise.

The Columbia river was discovered in 1792 by Capt. Robert Gray, an American, who gave it the name of his vessel. Priority of discovery was one of our claims to the country. The explorations of Lewis and Clark, in 1803-05, instigated by the far-seeing mind of Thomas Jefferson, was our second claim. To establish the third claim, that of occupancy, was the underlying impulse that urged such men as Nathaniel J. Wyeth and John Ball to this enterprise of 1832.

A slight glance at history will show how great the odds were against them and why it proved a failure in the way of making a permanent settlement there at that time.

In the twenty-seven years from the Lewis and Clark expedition to that of Capt. Wyeth there had been but one attempt made by Americans for occupancy. This was by the American Fur Co., which in 1811 under the direction of John Jacob Astor established a trading post at the mouth of the Columbia river and called it Astoria.

This post was captured by the British in 1813 and nominally returned to the Americans according to the terms of the Treaty of Ghent, in 1815. But as there was but one American left, it practically remained in the hands of the British North West Co., which had already purchased what remained of the Astorian outfit.

In 1821 the Hudson Bay Co. and the North West Co. consolidated and established Dr. John McLaughlin as chief factor at Fort Vancouver, on the Columbia river, and the British were rapidly gaining absolute dominion over all that tract, known as the Oregon country, having for its southern limit the 42nd parallel and a northern boundary of 54 degrees, 40 minutes.

A treaty for joint occupancy of this region was made in 1818, its future possession to be determined by the respective interests and occupancy of the two nations.

It was much easier for the British fur trading companies to reach the Columbia river by the water courses of the Canadian route than for the American fur companies to cross the rugged Rocky Mountain chains of the United States. This far-away Oregon did not attract the people's attention and only occasionally would a voice be heard pointing out our danger of losing the territory.

Dr. Floyd, a representative of Virginia, took the matter up in Congress in the session of 1820-21. A bill was reported "to authorize the occupation

*Read at the meeting of the Historical Society of Grand Rapids, February 28, 1911, by Miss Lucy Ball.

of the Columbia river and to regulate trade and intercourse with the Indian tribes thereon." This bill was not ridiculed, out of courtesy, but nothing was done.

President Monroe in his annual message of 1824 urged the establishment of a military post at the mouth of the Columbia, but Congress did not act.

A certain Boston school teacher, Hall J. Kelley, gave himself up for years to agitating the subject. Through his efforts in 1828 a large immigration society was organized, having for its object the colonization of Oregon. It was duly incorporated in 1831 and John Ball became a member of the society. It is not to be wondered at that he was greatly in-

organized condition of Kelley's proposed expedition.

"Detroit, Feby. 26, 1832

"My dear Ball,

"Ten minutes ago I received your favor of the 18th Inst. and at your request hasten to answer it. Months ago doubts of the efficiency of the plans adopted and of the sanity of the General agent and of the final departure of the expedition from St. Louis had disturbed me and induced me to keep a watchful eye on the movements going forward. Since I have been here I have seen several persons who have been to Santa Fe and to Council Bluffs who whilst they admit the possibility of the journey by men inured to fatigue and hardships, say that it would be a tempting of providence to undertake it with women and children and they could not believe it possible that such an idea was seriously entertained. I had noticed that Mr. Everett had presented a petition to Congress, but at the same time stated that



JOHN BALL—From a portrait painted at Troy, N. Y., in 1831, a year before he started for Oregon.

terested in this movement. As a boy he had listened to the thrilling tales of Sergeant John Ordway, who was a member of the Lewis and Clark expedition, and whose family lived in the same town in New Hampshire as Mr. Ball's family.

I find letters to him from Mr. Kelley in 1831 showing that he took an active part in promoting the interests of the society in the way of printing and distributing pamphlets on the subject. He also had much correspondence with other proposed immigrants. I will give extracts from one which I think will be of interest as it is written from Detroit and perhaps put the seed in Mr. Ball's mind that ultimately resulted in his coming to Michigan. It also showed the dis-

the settlement of that country would be an infringement of the existing treaties with Great Britain. I have a friend a Mr. Crary who is an intimate friend of a member of Congress, who I believe is on the committee. He wrote at my request for information. An answer was secured last Sunday and I have it now before me. It says, in general terms, that however desirable to the United States and however profitable to individuals the settlement of that country would eventually prove, yet they deem it under present circumstances as not only impolitic and an infringement of treaties, but extremely dangerous. He further says that Congress will probably not have anything to do with it.

Again there is too much shuffling in our friend Kelley to suit my ideas of strict honesty. At all events he must be destitute of judgement or of honesty. Can you calculate what would be the weight of provisions, oil for fuel, and tools and implements, etc., that would be

necessary for 1000 men and the number of horses and wagons required to carry them and the number of oxen to be driven and the water which in some parts of the journey will have to be carried for a week, etc. One hundred men might procure game, but the very numbers of our expedition preclude us from deriving but very little if any from that source. These observations will naturally force themselves upon the mind of any one—but still I have thought in this way, that if when we congregated at St. Louis I could get a party of 1 or 2 hundred to go in advance of the others I would form one of them—and that is the course I have all along calculated upon, but I find now that the expedition is again deferred till June, thus making three postponements, all tending to discourage the body of emigrants and rendering it extremely doubtful whether any number large enough to form a permanent settlement will eventually be collected. A Mr. Ketchum from Kuseville was here a few days ago. He and a friend of his, a Mr. Chamberlin, had intended to have gone with the expedition and Mr. C. had purchased a certificate, etc. They went on to St. Louis in January (the time appointed) and after staying there a month and finding no preparations made and nothing known of it there, then Mr. K. came home and Mr. C. went on to New Orleans from where he has just returned via St. Louis. He left St. Louis the last time on the 9th Inst. and there heard that there had been some 12 or 14 others on for the same purpose and had returned home disappointed and cursing Mr. Kelley in no unmeasured terms. Now for myself I must know the certainty of the case very soon or I don't go. It has already cost me some 200 dollars, the relinquishment of a good situation, and the rejection of offers which had my friends known of they would have insisted upon my accepting. If Kelly would satisfy me that 200 men would go on and at the same time tell me that there would be 10 chances of ruin, starvation and death to one of success, with your good company I would go it. I could bear to be starved, frozen, poisoned, hanged to death by bears, scalped to death by Indians, and kicked to death by grasshoppers—but it passes my philosophy to bear this state of damning, torturing suspense. Since I have been here I have in a measure become more satisfied with life this side the Rocky mountains. Some parts of Michigan that I have seen are as delightful as I had imagined Oregon and as little known to the white man. And I shall locate here if I am not speedily satisfied as to Oregon matters. You know my object in going to Oregon was to form a settlement for life, which I do not see that Capt. Wyeth's plan would enable me to do, and I have \$120 worth of Company Stock so that I shall be obliged to wait for Kelley. I should be glad, you know, of your company and shall feel like a lost sheep if you are not there—curse on the piddling conductors—what say you to forming a company of our own or forming a Town of our own—here in Michigan? We can buy the county seat of any county before it is located for 100 dollars and by judicious application to commissioners get the location and get rich in a week, and form a town after our own heart. Or what say you to going around the world by sea or anything else you please to mention. I shall have to do something very soon, that's flat. I shall write you soon as I have determined on anything and direct to St. Louis. If the expedition does not start what must I do with certificate of Stock, etc. If you do not go, I can assure you that next to Oregon, Michigan will suit you. I know a town just laid out part of which Mr. — and Mr. Crary have purchased where they want exactly such a man as you and where you would undoubtedly be pleased to live, but you must come and see on your return, or if you could come up this way you would enter upon as new a field as in Oregon, and would be well paid for your journey. Adieu my dear Sir and be assured that whether

in Oregon or Michigan my esteem and best wishes will be with you,

Chas. S. Smith."

As indicated by this letter Kelley's project fell to the ground, and two, at least, of the would-be Oregon immigrants joined Capt. Nathaniel J. Wyeth's expedition.

A word in regard to this Capt. Nathaniel J. Wyeth. He was a Yankee, with all of the Yankee characteristics of commercialism, assurance and untiring energy and enterprise. Not content with the original and lucrative occupation of ice cutting from his native pond near Cambridge, Mass., and shipping it to the West Indies, but fired by Kelley's writing he conceived the plan of making an immense fortune by Indian fur trading and salmon catching at the mouth of the Columbia.

His first purpose was to join his forces with Kelley's immigrants but abandoned it when he learned Kelly thought of taking women and children. His plans were carefully made with such knowledge as he could obtain, for the future success of the party. Among other preparations he invented a certain wagon boat, vehicles that could be detached from their wheels and used as boats to cross rivers. He encamped his little party on an island in Boston Harbor a week before their departure, then they sailed for Baltimore. He was joined there by my father, who, however, did not join his commercial enterprise. Now we see a little party of 21 men composed of all classes and characters led by this enterprising young man 29 years of age. His brother, Jacob Wyeth, a physician, was also in the party.

The men were dressed in some uniformity with woolen jackets and cow hide boots. They all had muskets and carried bayonets and hatchets in their belts and their equipments generally were that of soldiers. Their appearance excited many remarks from the people, and made some newspaper comment.

They left Baltimore the last of March going the first 60 miles on the Baltimore and Ohio R. R. to Frederick, Md. This railroad was run by horse power, its stringers were of granite. These had become loosened by the frost and probably was rough enough so they left it with little regret to take up their march along the National Cumberland road. They had wagons for their baggage and tents, and slept and ate by the roadside.

They did not use the inns or hotels along their route, though once while among the Pennsylvania Dutch in the mountains, Capt. Wyeth asked admittance and refreshments, at a public house, but the inn-keeper on learning he was a Yankee from Boston refused him, for no other reason than an over fear of Yankee shrewdness. The altercation ran high and it was only after threats and persuasions that Capt. Wyeth and three of his members were allowed to sleep there which they did with pistols in their belts. Even among the savages, later in their journey, were they ever received so inhospitably.

Arriving at Brownsville they took passage on a steam-boat to Pittsburgh, a dirty, bustling city even at that time.

At Pittsburgh they embarked on a large steam-boat called the "Freedom," and had a beautiful sail down the river, enjoying its picturesque shores and noting the coal mines on the way.

They stopped a day and a night at Cincinnati, which was the largest city in the western country. The Rev. Lyman Beecher was a passenger on the boat as far as this place.

After they left Cincinnati Capt. Wyeth required his men to assist in bringing on wood to heat the boilers. This was done in part payment of their passage according to agreement with the Captain of the steamboat. Some demurred, but all, however, went to work except the Captain and his brother, the physician.

They ran the rapids at Louisville and soon steamed into the broad Mississippi. Slower progress was then made in stemming its currents and avoiding the snags.

They arrived at St. Louis the 18th of April. They found this place but a small village not comparing favorably at all with Cincinnati, altho it was a much older town. It was composed mostly of old French buildings situated on one street and along the levee. I do not know just how long the party stayed there, but long enough to get information of a Mr. Wm. Sublette, a fur trader who was then fitting out for a trip at Independence in the western part of the state.

To join him the party took passage on the steam-boat "Otter," going up the Missouri river. With them up the Mississippi went another steam-boat full of United States soldiers bound for the Illinois river where they expected to meet and fight Black Hawk.

Their progress up the Missouri was slow. What with snags, sawyers and sand bars, as good progress could be made on foot. Some of the party did leave the boat and walk, my father among the number. They stopped at the log cabins of the settlers at night. The beautiful country and the hearty hospitality was much enjoyed, and many thought there would not be greater hardships all the way to the Rocky mountains. The party on foot arrived at Lexington first. When the boat came they all went together to Independence where they found Mr. Wm. Sublette.

Mr. Sublette readily consented to Capt. Wyeth's joining him, but on the condition that the entire party should be under his command and direction and maintain the most strict military discipline. He made this trip annually, taking Indian goods to some meeting place in the mountains where he met his trappers and Indians and traded for furs. A Mr. Campbell of St. Louis with his men also joined the party. Capt. Wyeth under Mr. Sublette's instructions purchased 15 sheep and a yoke of oxen besides horses.

His wagon-boats had been left be-



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hind at St. Louis and now more baggage brought from the East had to be discarded.

The three parties consisted of 80 men and 300 horses besides cattle for food; each man had three horses, one to ride and two with packs. They marched double file, Mr. Sublette leading the band and giving orders, and Mr. Campbell as lieutenant bringing up the rear. Before they started, however, Capt. Wyeth was deserted by two of his men.

It was the middle of May when this cavalcade started on the old Santa Fee road through a beautiful prairie country. They crossed the border of the state at a Mormon settlement called "Far West" and after some miles left the Santa Fee road and went northwest until they came to the Kansas river at a point near Topeka. Here they found one white man, a gun-smith to the Indians. This was the last white man they saw save of their own party until they reached the mountains.

Before I take them further on their journey I think it would be interesting to tell of their manner of camping and daily mode of life. Mr. Sublette would select their camping ground on the border of a stream for the purpose of safety from attack and for water. The order to halt came about the middle of the afternoon if such a place was reached, the horses were unpacked and the men arranged themselves in messes so as to form a hollow square, the river forming one side. The horses were hobbled and turned out of camp to feed with a guard placed beyond them. About sundown would come the order. "Ketch up, ketch up." Then each man would bring the horses he had charge of inside the square and tie them to short stakes which they carried with them. Guards were always set for the night. As soon as it was light in the morning the order would come, "Turn out, turn out." All would spring from the ground, turn their horses out for a bit, eat a hearty breakfast, then saddle and pack their horses, and form in line to wait the order to march, the most expeditious taking their places near the commander.

In the middle of the day a half hour rest was taken. The horses were unpacked but not fed, and the men ate a cold lunch. In this way about 25 miles a day was made.

They marched along the Kansas river until they came to the Big Blue. The Indians at that season were in the mountains to find game. They passed some of their deserted villages. While following the Big Blue to its source they passed Capt. Bonneville, made famous by Washington Irving, who was on a trading expedition with wagons and went much slower than our party.

From the head of the Big Blue one day's march brought them to the Platte at about where now is Fort Kearney. The South Platte was crossed above the junction and they then followed the North Platte on the south bank.

The ascent had now become more

decided, fuel was growing scarce, and buffalo dung had to be used for cooking their food. The provisions brought with them were becoming exhausted, and it was not until the day of their last meal did the welcome cry of "buffalo, buffalo," run through their ranks, for it was upon the buffalo meat that they must now depend for their food.

When the buffalo did not cross their path they would send out experienced hunters with pack horses, while the main body continued their line of march. These hunters never failed to bring game in at night. Other days they would see the buffalo in countless numbers grazing on the river bottoms and bluffs like herds of cattle.

It is said that when these animals started in a certain given course nothing will turn them. They had an example of this one day when ascending the North Platte. On the opposite shore they saw a small herd starting to cross the river. As they came right towards our travellers wading and swimming, Sublette gave the command to halt and the party stood ready to receive them. The band came on paying no attention to the shots, and a large number fell while the others rushed on their way.

The buffalo meat that season, however, was lean and poor. That with the hard journey and the bad water of the Platte made many of Wyeth's party sick. Their surgeon, Dr. Jacob Wyeth, suffered most of all and there was a great deal of grumbling.

My father, however, kept his health and found no fault with the restricted diet. I have often heard him say that he never had any sleep like that he had then, with his buffalo robe thrown on the ground for a bed, his saddle for a pillow, and a cloak thrown over him. He was constantly interested in scientific observations and seemed to have found more enjoyment than hardship.

The country was becoming more rugged, and they came in sight of what seemed to be a big castle. This was Chimney Rock.

(Continued next week.)

Machinery in Preparing Food.

The application of machinery to the production and preparation of food has revolutionized the grocery trade within thirty years. It cost as much per pound to refine sugar in 1860 as granulated sugar is worth to-day. It was within twenty years that a method was discovered to clean coffee and rid the bean of gravel, by means of the air blast. You can not look at a can of fruit or vegetables without thinking that the low cost is due to machinery. Think of a "viner" taking the pea vines, beating off the pods, shelling the peas, sending them in one direction and the hulls and vines in another. The pea sifter, cleaner, blancher, filler and capping machine combine to cheapen canned peas, so that a good article is sold as low as 90 cents the dozen tins.—American Grocer.

It is not necessary to say all we believe, but it is necessary to believe all we say.

"That huckster who comes around here is a back number." "I had thought that he carried a very satisfactory stock." "Yes, but he sells his apples by the peck, instead of by the dozen."—Buffalo Express.

We might forgive the fellow who knows it all if he would only keep it to himself.

A woman really suffers in silence when she is so hoarse she can not talk about it.

Shelf and Counter Display

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

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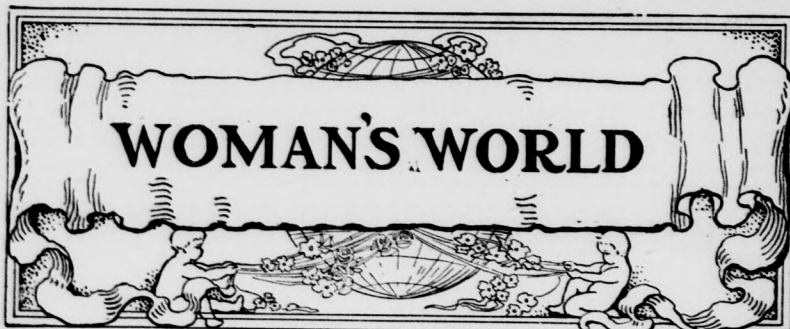
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Do Parents Have a Part in Education of Their Children?

Written for the Tradesman.

The systematic education of the youth has become one of the mighty processes of our civilization. Some things may be neglected, but children must be schooled. If parents are inclined to remissness in their duty in the matter, there is the compulsory school law and a thoroughgoing system of enforcing the same, which, at least in this State, makes obligatory the attendance of children of school age, until they have attained a certain degree of proficiency.

Moreover, pedagogy, the science of teaching, has become a way-up profession, hedged in with a code of ethics and etiquette nearly as formidable as that surrounding law or medicine. Time was when any one possessed of book-learning was supposed to be able to impart it to others. A bright young man taught a few years to earn a little money, teaching being merely a stepping-stone to his real business or profession. A young woman, after she could secure the necessary certificate, took up the work of the schoolma'am until she was married. Professional training, psychological investigation, prolonged study of that most profound of all subjects, "The Child," were considered altogether unnecessary, in fact, were almost unheard of. If any one wanted to teach, he or she just taught. Methods were largely individual.

In those days if Mary got stalled with her sums at school she took her book home at night and father or mother could help her out. If Johnny's boyish mind failed to discover just how some idiomatic sentence of the English tongue logically could be enclosed in the sausage-shaped diagrams that then prevailed, he also could seek parental assistance.

Now all this has changed. As much stress is laid on the manner of teaching, upon the way in which every subject is presented to the child's mind, as is laid upon the matter that is taught. When the child has difficulty with his work at school it is not for father or mother or for any lay outsider to try to coach up the delinquent, for, if the attempt is made, it is soon discovered that any intended assistance, in order to be of real help, must be in line with the methods used by the teacher. Any other way of showing how or why just mixes the child up.

So the average parent comes to feel that it is "hands off" as regards

the school work of his children. Education may be likened to a machine with so many delicate and complicated adjustments that it is not for the uninitiated to tamper with.

Moreover, we justly take great pride and have great confidence in our educational system, which, measured by results, certainly is, in many important respects, far more efficient than the old way. But there is this danger: The parent is likely to come to think that the system will do it all. It is the most natural thing in the world for the parent to feel that so far as responsibility is concerned he or she is out of it. If mother sees that the children are kept tidy and well-dressed and sent to school regularly, if she signs absence excuses and O. K.'s report cards, if father buys books and tablets and pencils and all the other accouterments of the pupil in school and pays his quota of school taxes, then may they not possess their souls in patience, and wait for the finished product of the educational mill to be turned over to them, diploma in hand, at graduation?

They may not. There are things for parents to do in the education of every child, else there would not be parents.

It would take a book, rather a dozen books, to tell all of these. A few only, and those of salient importance, can be mentioned here:

One thing that devolves upon parents and upon no one else is what may be called the adjustment of the child to the school and to the teacher. Children are very human and have their faults, failings and idiosyncrasies. Teachers are also human. It is the part of the parent to adjust one wisely to the other, so that the child will get the best the teacher is able to give.

Here is a boy, bright enough in a general way, but not inclined naturally to books. Still, under a proper degree of compulsion, he can learn. The boy is mischievous, and if he has his own head for things he soon will hate every teacher and, in a manner but little better concealed, every teacher will hate him. He will fall behind in his grades, simply putting in his time in school and growing up with hardly the elements of a necessary education. In justice to him the parents of such a child should see to it that he does some good work in school whether he wants to or not, and whether he or they are entirely suited with the administration of the teacher.

Then there is the overstudious

child, the bright star of his class and the particular pet of his teachers.



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Pedagogues are quite likely to exploit such a pupil somewhat, as a showing of what their art will accomplish. Parents of the youthful prodigy should remember that what they want is not a nervous wreck with a surpassing record of high standings and subjects mastered, but a normally developed mind with a sound body and steady nerves.

Between these two extremes are all kinds and conditions of children, each one needing a judicious parental adjustment to teacher and school.

Then there is much real and necessary knowledge that never is and never can be learned in schools. It is the high privilege of parents to impart this. Honesty and fair dealing, habits of thrift and industry, nobleness of thought, kindness, courtesy—if not instilled at home—it is scant measure of these virtues the poor child is likely to acquire in school.

A very able and experienced woman instructor once said regarding the education of her own sex: "If I could I would have it that every girl come up in a good home. There the graces would grow." Education is not wholly a matter of curriculums of study; atmosphere and personal associations play an important part.

It is greatly to be deprecated that so many women with children are under the necessity of spending a great share of their time and energy in earning money, and that with the present standards and cost of living there can be no doubt that for some time to come more and more such will enter the ranks of wage earners. It is unavoidable that these overworked mothers shall neglect the proper training of their children.

It is bad enough when the father becomes so much absorbed in work or business that he fails to have personal supervision of the bringing up of his own offspring; a child that lacks the oversight of his own mother is defrauded of his very birth-right.

Children need, perhaps, more than anything else the cheery, friendly companionship of both father and mother. No nature study in school can take the place of family rambles through fields and woods; no analysis of literature under a teacher can quite equal in moral effect and influence the reading aloud of good books around the family fireside.

Quillo.

Stenographic Typewriter.

A new machine has been invented to relieve the fingers of the stenographer. It is the invention of a man who, six years ago, conceived the idea of perfecting a machine to take the place of shorthand. This machine, it is specifically stated, is intended as a companion to the typewriter in the commercial world.

The 'Stenotype,' as the machine is named, is said to eliminate the greater part of brain work in taking dictation, and makes the taking of dictation a matter of practice rather than mental strain. Instead of learning stenography the student will learn to operate the machine. The machine is simply constructed, light in weight,

and is furnished with type in plain letters like those used on a typewriter, and its touch is stated to be lighter than that of any typewriter. It writes more than a word to a stroke. When writing fifty words per minute on the typewriter, an average speed, the machine is struck over three hundred times per minute.

When the 'Stenotype' operator strikes the keys only half as fast as the average typewriter operator, he is writing 160 words per minute, or double the speed of the average stenographer, as shown by civil service examinations.

The 'Stenotype,' its makers state, is durable, visible and easy running; further, it is noiseless, spaces automatically between words and also automatically rewinds the paper on which it writes. There are twenty keys on its keyboard, which with a small, simple code, enables one to produce the various sounds of speech. The letters are so arranged on the keyboard that there can be obtained any sequence of letters necessary to write the English language at an average of over a word a stroke.

A Spiritual Tonic.

There is no greater inspiration, no more rejuvenating spiritual tonic, than the knowledge that some one loves you, trusts you, believes in you, expects great things of you. That thought fires the heart with new and high resolve and puts new strength into the flagging spirits.

One of the greatest services our friends perform for us is just to believe in us, because in so doing they help us wonderfully. If we know that some one thinks we are fine, that the work we are trying to do is good, that he or she likes us, admires us, is interested in us, we unconsciously straighten up and expand

our chest a little and throw our head a little higher and resolve that we shall not disappoint our friend—he or she who believes in us. If we know that some one does not think very much of us, does not expect very much of us, regards us as a kind of an all-around "two spot," it will also have its effect on us, unless we are on our guard against it. Unconsciously there will creep into our mind the thought, "Do I amount to anything after all? Am I really any good?" Such thoughts as these are poisonous to mental health, growth and happiness.

Therefore we should believe in our friends, expect good things of them, expect success and health and happiness for them, for by so doing we can really be of great help to them. We should buoy them up with confidence and trust and let them know that we are banking on them. To the wrestler struggling on the mat the encouraging cries of his friends mean more than many persons realize.—Furniture City Commercial Bulletin.

"She's very wealthy?" "Very." "Money left to her?" "No; she is the author of a book entitled 'Hints to Beautiful Women.'" "I presume all the beautiful women in the country purchased it?" "No; but all the plain women did!"—New York Herald.

"Bridget, I feel so ill I wish you would not go out to-day. Couldn't you get what you are going for just as well to-morrow?" "Faith, an' Oi can—to-morrow or anny day. I was goin' out to get meself a new job."—Harper's Bazar.

Benham—We are getting near the birthday of the man who never told a lie. Mrs. Benham—We don't need the anniversary to remind us that he is dead.—Judge.

Dandelion Vegetable Butter Color

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

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Post Toasties

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

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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



Black and White Combinations Are in Great Favor.

Black and white combinations have lost none of their early prestige, and are at the present time considered one of the most pronounced features of the spring styles. Now that spring fashions are well launched, a clearly defined idea of the importance of the black and white combinations can be formed, and it is interesting to note that there is scarcely a garment or dress accessory which does not carry out the idea in some way.

The introduction of color as an enlivening touch has added to the attractiveness of the black and white combinations and has given it quite a new aspect for spring, which is meeting with pronounced approval. In the trimming of gowns, waists and millinery this feature is much in evidence. It relieves the somberness of the black and white and gives a new note to the spring styles. Coral, or "Helen pink," Royal blue and Empire green are three shades which are conspicuous in combinations with black and white.

In materials of all kinds this combination appears in numerous attractive forms, with stripes of various widths especially prominent. Silks and satins are shown in pronounced black and white effects, as well as cloths of diverse weaves.

In trimming materials, however, and in the combining of black materials with white, many of the most novel effects are evolved, as there are unlimited opportunities in which to feature this combination effectively in trimming form.

On suits, collars and cuffs of black and white striped silk are frequently noted, as well as white broadcloth collars and cuffs on black suits. White serge suits are trimmed with black satin and oftentimes in a most striking manner. Evening wraps show a combination of black satin and white cloth, and black chiffon ones are elaborately trimmed with white beads.

In neckwear the black and white combinations are strongly featured, and generally in the form of silk bows with black and white striped silk for the borders. Black satin bows have Irish crochet ends, and coat sets of black satin have pleatings of net or lace.

In millinery the black and white effects are a pronounced feature. Black hats are trimmed with white or vice versa, and black and white ribbon in wide stripes is used on hats of color as well as of black. Parasols are showing marked partiality to-

wards black and white effects, and colored ones are oftentimes edged with a border of black and white silk. This combination is developed in many novel forms in both practical and dressy shades. Hand bags with effective combinations of black and white striped silk represent this vogue in an especially striking manner. Black and white veilings are among the season's most attractive showings in this line and carry out this idea in very effective designs, many of which are quite pronounced. —Dry Goods Reporter.

Harem Skirts Are Shown.

The new harem skirt is receiving much attention in this country, but the attention can not exactly be called serious, for nobody imagines this style will ever have much of a vogue either in this country or abroad. Some of the New York garment manufacturers, however, are bringing out models to meet any possible demand that may arise and they are in several types. Some of these have a panel down the front which conceals the trousers to such an extent that unless the wearer is stepping into a car or carriage, or indulging in some unusual movement, the fact that her skirt is not of the ordinary kind is not apparent.

Another model has inverted pleats at the side, at the front and at the back, so that when the wearer is standing still the garment has the appearance of a gracefully pleated skirt. The skirt is made to escape the ground by at least three inches and forms a really attractive garment for outdoor sports or for general rough wear.

A third model has an outer skirt of cloth slashed at the side and accompanied by "bloomers" of black satin which are apparent only when the wearer is walking.

These trousers or harem skirts are seen in gowns for street, afternoon and evening wear, also in two-piece suits and in separate skirts. So far in separate skirts they have had the most ready sale. It is too early, however, to judge what extent the demand for any particular form of the trousers skirt will take.

Nearly all of the larger buyers throughout the country have ordered a few for exhibition purposes, and in some stores which have shown them buyers have been surprised at the sales.

There is no question that a display of these novel garments, either in the windows or on living models in the department, will attract a crowd

and prove of advertising value, for the skirt has been much talked about and nearly everybody would like to see what it really looks like.

One thing in favor of the trousers skirt is that it is far more practicable than the extremely narrow hobble skirt, which at first was received with considerable prejudice and unwillingness on the part of consumers, but finally was accepted.

Collapsible Hats.

A recent millinery importation that is exceedingly striking is the hat that can be folded together so that it is perfectly flat. The model is of a pliable, rather finely woven, Jap straw braid, in a burnt color. In shape it resembles one of the rather pointed straw hoods that are not above ten inches high. The top is cleft from front to back and the inner sides faced with straw, enabling the sides of the hat to be pressed together. Against each side was a perfectly flat black straw wing, with edges bound with velvet.

This shape is simply another outcome of the tendency of model hats on the different developments of the helmet worn at various periods. It requires little imagination to trace the origin of this collapsible hat to the

helmets with which Brunhilde and the Valkyries are wont to be pictured. Without doubt the helmet forms will exert a strong influence on millinery in the near future.

Native to Cornwall he went to London and was gazing into a shop window and obstructing the footpath. A cockney stumbled against him, and seeing that he was from the country, said to him: "My man, have you seen a wagonload of monkeys pass down the street?" "No—o," Cousin Jack replied; "faaled out of the wagon, ded'ee?"—Argonaut.

What you mean to do does not count. It is what you do that makes your record.

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

With Can't Slip Straps

The merit of this garment over the old style lies in the fact that the shoulder straps are placed so that they will not slip off, no matter what position the wearer assumes, hence the name.

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 from 15 to 50 cents

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By putting in your stock a line of our Fancy Washgoods. These lines are New, correct in Style, Quality and Price. We wish to call your attention to the large range of

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Hosiery For Spring.

The approach of Easter brings to mind the necessity of prompt preparation for that important selling season in which hosiery is one of the leading items and an early seller.

One can hardly begin too early now to impress the public through window displays of colors, laces and fancies. Despite some opinions to the contrary, it is believed that because of big preparations by shoe manufacturers for a large tan demand, the public will again insist on hose to match. Sales of tan hose, while fair, have not been anywhere near in proportion to those of shoes, nor is it to be expected that every one wearing tan shoes will want tan hose exclusively.

Other colors will have their vogue in consumer buying and it would be desirable to work out a few harmonious combinations that will include a pair each of six colors to help sales in half-dozen lots. A number of combinations may thus be produced, giving customers a choice that will meet individual tastes. This applies equally to both men's and women's goods.

In women's goods alone the hosiery department will do well to work in conjunction with dress goods showings, not necessarily for the purpose of exactly matching the dress fabrics—although this is desirable where possible—but also for the purpose of showing harmonious contrasts.

At this time it is not desirable to combine hosiery and underwear in window displays, because less attention is now being paid to the latter, and hosiery is the earlier seller. Much of the attention would be diverted if the two were shown together, whereas, in combining shoes and hose and dress fabrics and hose, the former will act as a magnet.

A week or two before Easter entire windows should be used for hosiery alone, changing some of the color combinations each day without changing the entire window. Buyers can not begin too soon now to make their preparations, thereby avoiding the last-minute rush.

Hints as To Corset Fitting.

The corset fitter who works intelligently will study the subject upon which she is working, and will decide, from the height of the customer, the length of her waist and the breadth of her shoulders and hips, the exact position where the bust naturally belongs. The corset will then be fitted to adjust the bust properly.

If the bust is perfectly firm, a hip confiner and brassiere form the most satisfactory method of corseting, simply giving a pliant firmness of contour, which will be enhanced by the sheath-like gowns now in vogue. If, however, the figure is inclined to droop and the flesh is soft, the corset must furnish just enough support to keep the bust in the right place all the time, no matter what attitude the body may happen to assume, the brassiere supplementing

the work of the corset by keeping the width of the bust within prescribed limits.

There is a mistaken idea in the minds of many thin people that a high-bust corset gives an appearance of fullness to the bust. That this is an error ought to be sufficiently obvious, for at the bust there is only an excess of stiff bones and material massed at the front, which no arrangement of clothing can entirely conceal. The naturally full bust, on the contrary, shows no line of corset; hence the high-bust corset deceives no one, but rather calls attention to a spare figure.

When the top of the corset is very low and full, flaring immediately from the waist line, it increases the breadth of diaphragm and the addition of a shirred ruffle or a brassiere padded to the correct size, in proportion to waist and hip, will give the effect of lithe grace that is now so essential.—Dry Goods Economist.

Weaving Coronation Velvet.

In the ancient borough of Sudbury, in Suffolk, the few remaining hand loom weavers are hard at work making the velvet for the coronation robes.

Among the number are the Misses Foakes, members of a family of weavers who, in days past, were makers of bunting for the royal navy. In their cottage, which was once visited by the Queen, are two hand looms on which are two lengths of beautiful velvet, one rich crimson in color and the other dark brown.

The weavers are seated when at their looms, their feet working pedals resembling those of an organ. There are two sets of threads, the visible one forming the back of the material and the other the pile, each of these being delicately threaded through vertical threads known as the harness. The weaver passes the shuttle backward and forward and each warp weft is pressed home by a wooden frame. A cutter, which runs across the loom on a wire, cuts the threads to make the pile.

The process of manufacture is slow and tedious. The time is occupied not so much in the weaving as in the cleaning. At each foot or so made the weaver uses a curious knife like a spokeshave and shaves the surface of the velvet to clean it.

There are now not more than thirty hand loom weavers left in Sudbury, the Misses Foakes being among the number. The rows of weavers' cottages, now occupied by other artisans and general workers, show the extent of the industry fifty years ago.—London Daily Mail.

The New Corsets.

The most noticeable tendency in the spring line of corsets is toward a lower bust line and the long, narrow lines which are essential for the new styles in gowns. Outside of these features, the outlook is for the use of very much more pliable materials than have been employed heretofore in the making of corsets, and manufacturers are introducing quite

a number of new models in sympathy with this idea.

Included in the new styles are models with less boning and with a decidedly soft finish above the waist line. These in every instance have the long skirt extension.

The best corset models are made of tricot and other similar pliable fabrics, including coutil, which is a lower priced material. In one that has proved successful the regular boning stops several inches from the top, a stitched extension being made stiff enough to carry the necessary strength to the top of the corset. The idea is to have a flexible edge all the way round the top.

Brassiers give every promise of fair success during the coming season. They have met with the approval of the better class of women and retailers are taking the hint and placing them in their stocks. Brassiers for stout figures have been made with the especial purpose of giving support.

Neckwear Colors.

It is expected that the coronation in England next June will create a renewed vogue for shades of blue between Yale and Royal, known as "Crown," "Coronation" and by similar names, in cravats and other neckwear. Blue is already one of the prominent colors of spring and summer and the demand for it will spread even wider. Black-and-white and white-and-black—for there's "a distinction without a difference"—are combinations which have steadfastly

held their own and loom big in present selling. Gray has dropped behind to "only fair," while coral, a tint to which women are specially partial this season, is coming to the fore. Purple does not seem to be as strongly entrenched as it was, and browns and tans have not "caught on" up to now as well as expected. Purple, however, is reserving its full strength for next autumn, the season when it always attains the height of favor.

Talk a customer into buying something that does not please him and you may lose his patronage entirely.

It is just as necessary that people should be taught how to spend money as how to earn it.

The Man Who Knows

Wears "Miller-Made" Clothes

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

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Fine Clothes for Men

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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.

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Trend of Shoe Styles for the Fall Season.

The higher top boot stands out conspicuously in the style features for next fall's women's lines. The increase in height having been started, ill-considered extremes may be expected. Boots with tops as high as eight inches are being sampled and those with seven inch tops are fairly common. These represent from fourteen to sixteen buttons in height, compared with the usual standard six inch top with eleven buttons.

Tops as high as fourteen inches are shown, but they should not form a part of the usual retail stock. Anything over seven inches is unsafe, except for extreme novelty trade. Seven inch tops will probably sell and have a style value that will help to make them safe sellers.

More Lace Boots Being Made.

There is a division of opinion as to the continued popularity of button boots. That a large number of button boots will be sold goes without saying, especially considering the prevailing fabric tops, but, at the same time, we note a return on the part of manufacturers — especially those making high-grade goods—to the lace type. On the practical side it is impossible to get away from the fact that button boots cost the manufacturer considerably more to make, usually, at least 8 cents a pair more, and besides contain a handicap in fitting which the practical retailer would gladly avoid.

The adjustment afforded by the lace boot is much broader than the button type; moreover, the button boot does not stay fitted after a little wear. With a high top vogue coming, this is an important consideration, and lace boots look good. In connection with the larger call for lace boots, a feature is the favor in which blind eyelets are held for high-grade goods and enameled eyelets for medium grades.

The short vamp and high, well-rounded toe continue to take strongly, particularly in the Middle West. In the East fashion favors the longer vamp and recede toe for high-grade goods.

The question of materials contains the greatest problem in the fall styles. Fabrics, beyond a doubt, will be largely shown in all classes of goods. Besides velvet and satin, which have had a large demand, the expectation is that corduroy will make a strong showing. The future of this material, like all other fabrics, is uncertain, but for fall goods it will be seen in a large way. It is

considered satisfactory from a standpoint of wear—its weight recommends it—and it makes a good appearance also. The smaller ribbed corduroy will probably be most used. In children's lines corduroy will be particularly strong.

Shoe manufacturers are steadily showing more taste in combining fabrics with leather. One of the most striking combinations of this kind is a brown kid vamp with a satin top of the same color. The apparent desire of manufacturers to use fabrics is a noteworthy feature of the cloth shoe era.

Different colors of suede will also be seen to a large extent, one of the favorite combinations being a black patent and dull vamp with gray suede top. Suede boots in black, or other dark colors, will be prominent.

Velvet, which up to this time has led most of the fabrics, is quite sure to continue strong for next fall's goods. Not only is it being shown in combination with leathers, but also for the entire shoe.

For the early fall a strong tendency is noted toward tan leathers, in both women's and men's lines, in the form of lace boots.

Collars of patent leather on kid or mat tops, with patent vamp, as well as other combinations, are showing a revival of popularity.

In contrast with the extremely high-cut boots is the type known as the "college girl" cut. These are made in both lace and button, with tops a little over four inches in height. In some sections of the country they are expected to have considerable call.

In men's shoes for fall and winter, it is a case as usual of conservative types, and the opposite extreme. The new samples, however, do not show such a wide difference between the extremes, each type seeming to have met the other part way in the matter of influence.

The conservative sections, such as the higher grade part of the New York trade, favor a modification of the former flat last by making the toe slightly higher, but with a good recede, although shorter. Heels, also, will probably be higher.

High toe effects are the feature of the more extreme styles, but are somewhat toned down from previous seasons. The higher toes are rounded and, in general, an effort is made toward more symmetry.

The newer styles of men's garments, including the tight coat and very narrow trousers, worn in increasing number by those at all in-

terested in style, will call for the narrow recede toe in men's shoes. The high knob and heel being particularly incongruous with this new and fast coming garment style.

Sandals For Children.

In children's shoes manufacturers this season are recognizing more than ever the development of the barefoot sandal. This type of shoe has advanced steadily in favor since its first appearance. It is now looked upon as one of the most sensible of shoes for the child in summer weather. Pumps will also be popular in the children's shoe trade.

The ankle-strap type is being displaced, in part, by the two-strap, one strap a little above the waistline, and the other at the instep.

Are you keeping the seasonable goods to the front in your store, or are you letting the stock stand the same way month after month, the old out-of-date stuff crowding the new goods out of sight?

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The Fashionable Man Who Wants the
Best in Footwear is Willing to Pay for
What He Gets

But if you can give him a shoe at Three-Fifty to Four Dollars that is the equal in every way of the shoe he has paid as high as Six Dollars for, you have made a permanent customer of him. Our

"BERTSCH"

Shoe is right up-to-the-minute in style and as to quality it is.—Well. Mr. Bersch has always said that the shoes he makes will be of the best leather to be had for the service required so that they will above all else give the limit of service. So you can bank on every pair you sell.

If you are not now handling these shoes and are open for conviction, will you let us send you on "suspicion" a run or two of sizes in our new numbers?

You will at once be convinced that they are what you have been looking for.—a high-class, stylish, service-giving shoe that you can furnish your trade at a price that is not exorbitant.

Let us know what shoes you are low on and we will send you a run of sizes to fill in and to acquaint you, in a practical way, with our "Welt" line.

They Wear Like Iron

Herold-Bertsch Shoe Co.

MAKERS OF SHOES

Grand Rapids, Mich.

Men's "Coronation" Fashions Shown by an English Manufacturer



The two illustrations above are selections from eight "Coronation" styles which are being shown by a Leicester, England, manufacturer of men's shoes.

The first shows a black calf vamp with integral lace stays cut to give a rather pleasing effect. The other shows a short vamp effect in which the perforation is made to accentuate the vamp design.

In length of forepart, in last, edge, heel and heavy sole, the two shoes shown are typical of the eight, as

they also are in having wide shepherd's plaid lacings, which is a distinct feature of each shoe.

All but one of the styles from which the above were selected are laced, the exception being one of the two oxfords, which has a two-button seamless quarter. Three show shiny leather vamps, and one a fancy shiny tip with shiny instep band. But two are of blucher cut. A feature of all eight shoes is the predominance of elaborately cut and perforated foxings.

Fabric Shoe Opportunities.

In his annual address to the Southern Shoe Retailers' Association at Nashville, President Zellner, speaking of fabric shoes, said:

"We are confronted at this time by conditions that may not recur in a generation, and which appear to be here for a lengthy stay. I speak of the very emphatic trend of popular favor toward fabrics. In my opinion the fabric shoe gives the retailer a great opportunity. The class of retail trade to which the fabric shoe appeals does not, generally speaking, expect durability or service from these shoes. So, mind you, fabric shoes take only an inconsiderable percentage from the sales of regular goods that are bought for service! As a prominent manufacturer expressed it, 'The fabric shoe is shoe millinery.'

"When a woman buys a hat she gets a cheaper quality of velvet than that used in a good velvet shoe. Neither does she get leather, expensive lasting or experienced craftsmanship in the making. A woman buys a hat because she likes the looks of it and certainly would not refuse to buy it because she could not get a \$14 hat for \$12.75. She buys a fabric shoe in the same manner and for the same reason—because she likes the looks of it and wants it; and by the same token she ought to be willing to pay for it. That is why I say the fabric shoe is your big opportunity, because you ought to get good profit from the class to which these fancy materials' appeal.

"While on the subject of profits I want to reiterate the conviction that all of us are doing business on too

small a margin. In every other line where the style risk is even approximately as great, profits are much larger. We must get more profit or the retail shoe business is going to the 'demnition bow-wows.'"

Incentive to "Sprucing Up."

There are few things in a merchants' store experience which bring to him more knowledge and suggestion in a short space of time than a trial at writing advertisements for his store. If you are conducting a store large enough to afford an advertising manager we advise that you as proprietor change places for a few days and see what a fund of knowledge the experience brings to you.

As you look about the store to find something to advertise you discover many things which should be cleared out and possibly you never realized how much of this stuff you owned.

You also find some stocks in bad condition to be offered for sale. Possibly you could find some corners of the store which need a good application of a scrubbing brush. Incidentally you can not get very far with the advertising job without feeling your lack of knowledge on the technical points of merchandise.

The experience ought to be a brain duster as well as a clearance promoter and as a result the store should receive a very much "spruced up" appearance. Suppose you tackle the advertising game for a few days and see what it will do for your store.

The man who is always complaining about hard times and poor business conditions will never be made successful by externals. The trouble is in himself.

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.



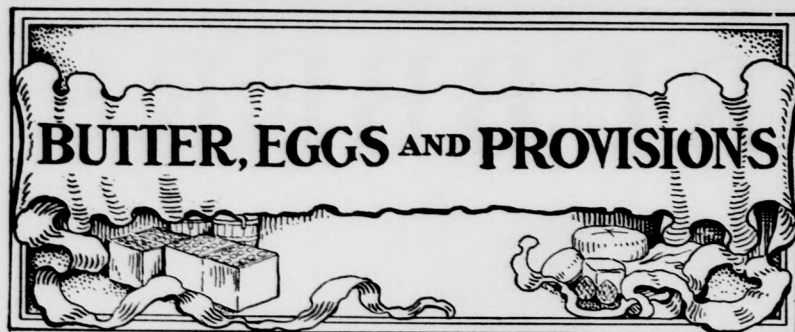
Rikalog Work Shoes

Are neither the cheapest nor are they the most costly. Their various kinds and styles meet every hard wear requirement of the shop and farm. Foot-comfort and long hard wear considered they are absolutely the best workingman's shoes made.

This is a strong statement but one that a wear-test will prove true.

Write us where you live.

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



Why the Grocer Should Push the Sale of Egg Crates.

Written for the Tradesman.

The grocer who buys eggs from farmers and other poultry keepers should not be satisfied until he educates every such one away from the habit of carrying eggs to market in pails, baskets or open boxes. By selling egg crates he may reap a double reward—profit on sales of crates and avoidance of trouble and loss.

He should begin the campaign of education along this line by laying in stock several sizes of crates. Then at every favorable opportunity he should exhibit the crates to his farmer patrons and point out the advantages of their use. Incidentally he will enumerate the objections to the other method of packing and carrying eggs to market, which, however, may be fully as well known by the farmer as by the merchant.

Call his attention to the crates and as likely as not he will tell of vexation, loss of time, anxiety, loss by

breaking and annoyance he has experienced, and perhaps of his intention to buy one or more crates at the first opportunity. He may say he did not know where to buy one; did not suppose the grocer kept any for sale because there were never any in sight.

When the farmer is well pleased with any article he has bought he is a good advertiser. Soon after purchasing an egg carrier he may see a neighbor with a box, basket or pail of eggs and he will begin to tell what an advantage and improvement a crate is: "You do not have to carry a pail in one hand and drive the horse with the other when the roads are rough; do not have to be careful not to set anything on or against the crate as you do with a basket; it does not get tipped over like a pail; the eggs do not get spattered with mud or coated with dust; you do not have to watch it all the way to town. It does not make any difference whether your wife, mother or daughter counts

the eggs or not, for if they do and you forget the exact number, a look into the crate tells how many there are. There is no need to dispute with the grocer about it if he is interrupted and forgets his count."

All this and more—where to buy a crate and the price—he tells his neighbor. This is advertising which costs the merchant nothing, and a neighbor's recommendation seems at times to have more weight than all the merchant's arguments in behalf of an article.

It will be just as well—yes, better—not to say anything to the farmer about the annoyance the grocer suffers from broken eggs, cleaning up pails and baskets for customers, washing soiled eggs and selling cracked ones at a loss or giving them away. This is too much like complaining about one's patrons: too much like blaming them for our troubles. Say nothing of this, but set forth in the strongest way possible the disadvantages and losses to the farmer by one method and the advantages and gains to him by the other.

E. E. Whitney.

Eggs at Seaboard.

A New York dispatch says that the all important subject now is the price of storage packed eggs for the spring. The consensus of opinion is that 18 cents seaboard will be the price. On the other hand, there are jobbers, receivers and speculators who say the unfavorable past season has bred little speculation, which

is extremely tame, and while New York is the great dumping ground, big receivers were so hard hit that they feel slow to take hold, even at 18 cents. The present price of storage eggs is so much cheaper than last year that it should be attractive, but the question arises, Can a large amount of eggs go into the coolers at 18 cents seaboard and sell next winter at a profit? The reported sale of a dozen or more cars in St. Louis, storage packed, April delivery, at 16½ cents, sets the pace at about 18 cents seaboard.

Eggs at 18 cents seaboard means about 14 cents in Michigan, and the buying must be below that figure to give the handler a profit.

The Special Edition.

A subscriber writes: "I would like to say something in praise of the special edition but I do not know how. It does me good to look at it, and I want to pick it up several times every day and look over the advertising pages. They give me information, new ideas and inspirations. Ordinarily I look first to the other departments for these."

Are you one of the grocers who complain about not making money on butter and eggs? If you are, better stop paying more for produce than you can get in order to get your competitor's customers, or even for fear that your own customers will go somewhere else to trade.

WIN NEW CUSTOMERS

It's a Fact, an Up-to-date Delivery System Attracts New People to Your Store

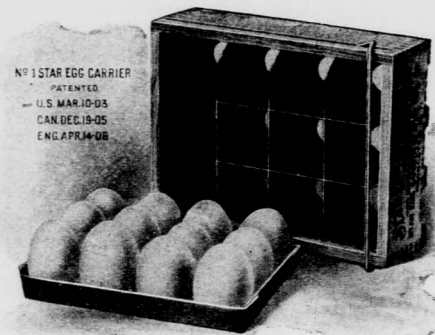
Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY
ALWAYS WIN NEW BUSINESS

The eggs are left on the table where both the housewife and your man can see that they are in perfect condition. (No chance for dispute.)

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."

STAR EGG CARRIERS are licensed under U. S. Patent No. 722,512, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the U. S. patent statutes.



Made in One and Two Dozen Sizes

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

Instructive Bulletins.

The Central Michigan Produce Company, of Alma, which has between fifty and sixty collecting stations, issues occasional bulletins to the producers, giving them practical instructions in methods, care and marketing. The bulletins are printed on light cardboard in good sized type, with a view to having them hung up for reference. Here are the two last bulletins issued, which will show their character:

Care of Cream.

Good quality in cream requires: Cleanliness, care, cooling, sunlight, fresh air, cold water and elbow grease. We give you a few simple suggestions:

Milking—Do your milking in a clean barn or shed, or in a clean lot. Wipe udders and flanks of cows with a cloth to remove hair, manure and dirt. Use a milk pail with sanitary strainer cover. These cost very little more than the common milk pail.

Separating—Place separator on solid foundation, in clean, well ventilated room, shed or milk house, away from cow barn. Separate milk while warm, running cream into clean, well aired can or pail, or other receptacle. Keep separator well oiled and wash bowl and parts after each using, placing the parts in sun and air when practicable to do so, allowing them to remain exposed until ready to use again. In rinsing separator bowl to remove cream after finishing the running of the milk, use only what water is absolutely necessary for thorough rinsing. If hot water is used, run rinsings into separate pail or can until they are cooled to about the same temperature of the cream. Mixing hot rinsings with cream is the first step toward deterioration of cream.

Separate a cream which will test about 40 per cent. butterfat.

Cooling Cream—The cream from two different milkings should never be mixed until the last milking's cream has been cooled to about the same temperature as the cream to which it is to be added. The can containing freshly separated cream should be placed in cold water and stirred until the animal heat is out of the cream. If cold water is not available place cream in as cool a place as can be obtained and stir thoroughly at frequent intervals to remove animal heat. To know what the temperature of cream is you should have a dairy thermometer. One will cost you about 25 cents.

Holding Cream—Where cream is held for delivery twice each week the can should be kept in water summer and winter. In summer to prevent rise in temperature and consequent fermentation. In winter to prevent freezing. If water is not available keep cream in a place where the temperature is cool and uniform. Do not let cream freeze. Keep covers off of cans, but cover opening with cheesecloth, which will admit air and keep out insects and vermin. Stir cream thoroughly once each day to prevent "caking" or hardening of surface due to evaporation of moisture.

When delivering have can as full as possible. Part cans will "churn" if hauled over rough roads in the summer.

Cream Quality.

Effective April 1—We will grade cream and pay for butterfat on a quality basis.

First Grade—Sweet or unfermented sour cream of good odor, flavor and body and testing not less than 30 per cent. butterfat.

Second Grade—Sweet or unfermented sour cream without foreign flavor or odor but testing 15 to 29 per cent. butterfat.

Third Grade—1. Cream testing under 15 per cent. butterfat. 2. Extremely sour and fermented cream with bad odor or flavor. 3. Cream which has fermented and then become stale by being too long held. 4. Mouldy cream. 5. Any cream containing vegetable, animal or mineral substance, foreign to it. 6. Cream flavored of rag-weeds, beet tops, beet pulp or wild leeks.

Prices on the various grades will be based as follows:

First Grade—Highest ruling market price based on New York or Elgin official market quotations.

Second Grade—One cent per pound under price being paid for first grade.

Third Grade—Five cents per pound butterfat under price being paid for first grade.

The grading of cream will be done by our agents and gatherers, under special instructions given them by us.

Endeavor at all times to deliver first grade cream.

Skim a heavy cream testing about 40 per cent. butterfat. It will keep better than a light or thin cream. It is not so easily affected by temperatures; does not ferment quickly.

A Good Roofing.

The hot summer sun and the winter sleet and storms work havoc with a poorly protected roof, causing annoyance and expense to the owner. Broken slate, rotting shingles and rusting tin are common occurrences where ordinary roofing is used.

But it is not necessary for owner or builder to incur any such risk. Reynolds' Flexible Asphalt Slate eliminates all chance of later roofing difficulties. In appearance it resembles common slate; in endurance it is practically indestructible. The manufacturers guarantee the slate for ten years, although it is sure to last several times the length of the guarantee. It is also fire and lightning proof. It is ornamental, too, and is suitable for any style and type of building.

The manufacturer, H. M. Reynolds Roofing Co., of 172 Oakland avenue, Grand Rapids, Mich., also make high-quality granite-surfaced roofing in rolls, with nails and cement for laying put up inside of rolls.

There is nothing better to start out with now than to keep after collections. If you fail to get them now, it may mean that you will be compelled to carry them until fall.

A. T. Pearson Produce Co.

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

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



Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS

Use

Tradesman Coupons

W. C. Rea

REA & WITZIG
PRODUCE COMMISSION

J. A. Witzig

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

"Buffalo Means Business"

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

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

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

Established 1873

Established 1876

Send in your orders for Field Seeds
We want to buy your Eggs and Beans

Moseley Bros.

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

Both Phones 1217

Clover Seed and Beans

If any to offer write us

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

SPRING IS HERE

We are headquarters for strawberries and all kinds of Southern vegetables—fresh stock arriving daily and prices very reasonable. Get started handling these goods now, it will help your sales on other goods.

The Vinkemulder Company

Grand Rapids, Mich.

Write, phone or wire your order

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

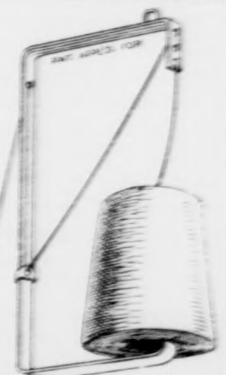
is used it is certain that the end of twine hangs 20 inches above the counter, always in the same place, ready for use.

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



ADVERTISED GOODS.

Manufacturers Should Help to Create the Demand.

At the recent meeting of the Illinois State Hardware Dealers' Association at the Colliseum in Chicago J. L. Hamilton, Manager of the Alabastine Company, of Grand Rapids was asked to deliver an address.

Mr. Hamilton's talk was along the lines of what really constitutes an advertising campaign, the benefit to the retailer in handling a thoroughly advertised staple article, the necessity of stocking with profitable and salable goods, the advantages to both manufacturer and retailer by proper co-operation and the disadvantages resulting from any ill feeling or antagonism.

"The manufacturer who advertises spasmodically, simply thinking by buying space in publications, getting up attractive advertisements and seeing that they are properly inserted that his work is accomplished, only realizes for himself or his trade a small part of the possible results.

"All staple goods that have been standardized by advertising have had a demand built up by intelligent, continuous, well directed advertising. The getting out of a flashy trade circular and the using of a certain number of cheap publications are designed simply to catch the dealer.

"No dealer is justified at this age in stocking with a line of goods on the theory that somebody is going to create a demand by some particular advertising. Rather should the dealer, before stocking with any line of goods, insist that the demand has been created for that line.

"The dealer's province is to distribute, not to spend his time and energies in creating a demand which rightfully belongs to the manufacturer.

"A dealer's stock of goods is made up of individual units. A stock may be large and at the same time poor. A stock may be small and at the same time good. Every time a dealer adds a line that does not possess merit, for which a proper demand does not exist, he has to that extent lowered the average value of his entire stock.

"There are manufacturers whose attitude is antagonistic to the trade. The firm and salesmen proceed on the theory that large advertising will put over the selling proposition regardless of the dealer.

"No money is ever expended advertising alabastine with the thought of forcing some reluctant dealer to

put it in stock. I had rather have one enthusiastic dealer, who believes that in our proposition he has goods that possess merit and a firm back of him that will help him, than a dozen merchants who put in the material reluctantly and because they feel they have to do so or lose trade.

"The firm and dealer to-day who succeed are the firm and dealer who do business conscientiously and manufacture only those goods which they believe to be absolutely right."

Mr. Hamilton explained somewhat in detail the system adopted by the Alabastine Company in following up enquiries received from their advertisements. He told how each individual enquiry was treated on its merits and with the object of creating a sale for the local dealer, from which point the enquiry came, and also to secure a job for the local alabastine decorator in that particular town.

Mr. Hamilton said: "When we have done our advertising, paid for a page in the Saturday Evening Post, Ladies' Home Journal or other similar publications, we have only begun to make work for ourselves. What follows is of equal importance with the advertisement itself."

In conclusion Mr. Hamilton emphatically stated that if any dealer in any town were not getting a satisfactory trade on his goods, that dealer should write and explain the circumstances and if the Alabastine Company were not willing and did not promptly suggest some remedy and render some assistance that would change conditions, the dealer would be justified and expected to discontinue the sale of alabastine.

In other words, Mr. Hamilton puts it: "We want the alabastine packages put into the hands of the consumer warm from the friction of quick handling and not packages on the dealer's shelves old enough to grow whiskers."

Developing Paint Business in the Retail Store.

The volume of business and the resultant profit of the hardware man's paint department depend largely on the amount of effort put into the pushing for paint business.

Perhaps the lack of interest in this particular department is often due to the tendency to follow in the steps of the previous generation of hardware men, and to allow the sale of the old established staples, such as lead, linseed oil, etc., to monopolize all the attention as far as the paint department is concerned. The margin of profit being small on such prod-

National advertising in the magazines and farm papers creates a de-



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$5.50 to \$350.00

EASY TERMS. Catalog Free.

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

This is What the Royal System Is Doing for Retailers

The A. J. Deer Company, Lorain, O. May 17, 1910.

Gentlemen—I have received and installed the coffee roaster and ROYAL mill and I am perfectly satisfied with them. They are working splendidly.

Yours truly,

BARTA BRANTT.

The A. J. Deer Co.

1246 West St. Hornell, N. Y.



CADY DISPLAY RACK

Keep your vegetables off the floor and walk. It is very cheap. Write for price list. KORRF MFG. CO., Lansing, Mich.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

PERFECTION
FOLDING
IRONING BOARD

For \$1.90

I will ship you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Brace, De Witt, Mich.



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—the light comes to you. Write for Catalogue and Circulars (to Dept. 25).

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.

ucts, naturally it is hard to arouse much enthusiasm.

But modern day developments have opened the opportunity for profitable business and the sale of high quality prepared paints and varnishes is well worth while pushing vigorously. Instead of giving your customers lead and oil at little or no profit, it is easy to sell prepared goods at a satisfactory margin, and the merchant who appreciates the present situation is pushing his paint department vigorously and profitably.

In taking on the selling of prepared house paints, do not make the mistake of retailing at too close a margin. The agency plan on which the leading brands of paint are distributed allows you complete control in your own town.

The aggressive national and local advertising carried on by the leading manufacturers is creating a demand for the goods. If you are careful to select the agency for a high quality product, which has been well advertised, you can ask a retail price which will allow you a fair margin, and by utilizing the many helps the manufacturer is prepared to give to his agents, you can afford to push your paint department vigorously, and work up a decidedly profitable business.

While the fall months offer an opportunity for steady sales in the paint department, the spring still is the time for the greatest volume of business. It is high time for every hardwareman handling paint to bestir himself and lay his plans for getting spring paint trade.

The first thing to do is to make a careful inventory of stock and assure yourself that you are in a position to take care of the probable customer. Fill up the gaps; only a gallon or two of a particular color often means a lost sale during painting season, for the householder wants paint at once, if he wants it at all, and after he has set his mind on a certain color it is hard to switch him.

There has been some hesitancy on the part of some merchants to stock up as usual, on account of advance in prices. There was a feeling in some quarters that there might be some reduction in the spring months, but this idea is erroneous. There is no immediate change in sight. The high price of linseed oil is responsible for the present advances, and the only thing that can relieve the situation in any degree is a bumper crop of flax seed in the fall of 1911, so all spring business will have to be taken care of on the present basis.

So get your stock in shape, sort it and tidy it up, and let it have a place in your store where it will attract notice. Put the color cards in a handy place and put up the attractive display hangers and showcards always furnished by the manufacturer.

Just in advance of the time painting usually starts in your town fill your window with an attractive display of paints and varnishes, and change the display every week for the

next month or six weeks, or if you prefer not to run a paint window steadily, alternate it every week with an attractive display of the hardware lines that are seasonable. Attractive window displays are one of the best advertising mediums the retail merchant can use, but how often it is neglected. Usually the paint manufacturer is glad to furnish special material for window display work. Use all he can give you and then clamor for more.

Make a canvass of your town for possible sales of paint for house jobs. You know pretty well those who can afford to buy paint, so if their homes and property look as if they needed paint talk it over with them personally, and at the same time send in their names to your manufacturer and ask him to send special letters, showing the economy of keeping building properly painted and referring to you as the local agent. Even if you do not undertake the personal interview, be sure to send the names to the manufacturer.

If you are a newspaper advertiser, give some of your space to paint advertising. If you feel equal to preparing your own copy, well and good; but, if not, use some of the ready made paint advertisements usually furnished by the manufacturer in electrotpe form or ask the manufacturer's advertising department to give you special copy.

Command and reputation for the advertised products, but a large measure of its effectiveness is lost unless the local dealer handling the goods lets his townspeople know that the advertised line is available at his store. Neglect to locally advertise the nationally advertised brands that you control for your locality results in loss of much business to you as well as the manufacturer.—L. R. Greene in Iron Age-Hardware.

Spring Trade Hints.

Didn't the court house or school house janitor ask for a lawn mower twice the size of anything you had in stock last year? Feel him out and see if he still wants a 20 or 24 inch cutting machine. Janitors are easily influenced, and county commissioners or members of the school board are also subject to the wiles of salesmanship. Show samples of garden hose and talk it every day from now until the season when lawn and flowers call for water.

More than one man will screen in his porch next season if you start schooling him to-day, and your neighbor's chickens won't scratch up your pansy bed if you talk poultry netting to him to-day. Wait until your garden is coming up and his wife has seen you shy a brick at one of his pullets, and the subject will be dangerous.

Get a bright shiny sample of the rake, hoe and spade you expect to sell this spring and tackle advance orders. Some of the results will be surprising.

The merchant who educates a community to the cash system of buying is a most successful "trust buster."



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.

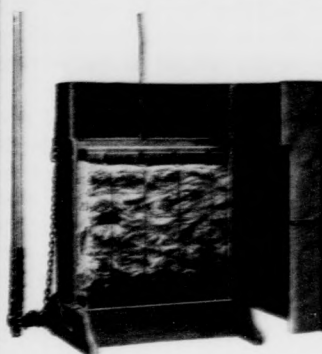
AN ODE TO THE IXL WINDMILL



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 IXL.

For Prices of IXL Windmills, Towers and Tanks,
write to

THE PHELPS & BIGELOW WINDMILL CO., Kalamazoo, Mich.



Mighty Good Place to Dump the Paper

"Just as Handy"

Baling paper with a Handy Press is such a simple proposition. Being made of hard maple, and varnished and rubbed to a beautiful finish, it looks good enough to set right in your office—if you have the room.

A Safe Place to Keep Waste Paper

Every evening when you sweep out, just dump all the paper into the Handy Press and close the heavy hinged flap. No possible chance of fire.

When it is filled, take the lever and squeeze it down—then fill again. A boy can operate it.

Before you realize it, you'll have a complete bale—something worth in cash from

\$8.00 to \$25.00 Per Ton

You wouldn't think of burning that much money—but what's the difference when you burn waste paper?

Buy a Handy Press—sent on 30 days' Free Trial. We tell you where and how to sell the paper. It's easy.

THE HANDY PRESS CO.

251-263 So. IONIA ST., GRAND RAPIDS, MICH.



Spring Windows Should Be Clean, Fresh and Springlike.

Freshness and cleverness are desirable qualities in window display for the spring season. The trimmer should give his windows as much, if not more, attention than at any other time of the year. Now the general public is in a mood to buy and is on the outlook for new ideas that are fresh and correct. Let the background and surroundings suggest the season and enhance the beauty of the goods displayed.

The secret of well dressed April windows, in a nutshell, is this: Keep them clean, fresh and springlike in appearance, showing few goods, but showing them well; in fact, the entire store should be in harmony with the idea and present an air of newness.

Easter is par excellence the season of sunshine and flowers, and an abundance of flowers will naturally be the chief factor in any seasonable trim. Among the many other things emblematic of Easter are eggs, chickens, doves and rabbits, and all or any combination of them may be worked to good purpose. Easter would not be Easter without eggs, and, fortunately for the window trimmer, the egg can be used to good advantage in his work. Mammoth eggs may be constructed and decorated in a hundred different ways.

There is no time of the year when it is so essentially necessary to bend every effort toward making a good impression on the public mind. The entire season's business depends to a great extent on the opening effort, and aside from the business to be derived from the goods well displayed, the general good which always comes from increased prestige is one worthy of consideration and extra effort. The most scrupulous cleanliness should be noticeable in the goods, glass, the fixtures and decorations. Not only should the windows present an appearance in harmony with the store front, but the interior decorations should lend zest to the opening of the spring and summer season.

Spring Price Card.

The willow tree in early spring with its fluffy "pussy willows" offers material that makes an excellent ornament for the spring price-card. By cutting out a small piece from the willow twig in the shape of the letter V and bending it shut you form a mitred right angle which can be glued down on the card so that its side is on the left corner of the card

and the long end runs across the top to within one-quarter of an inch from the end. The card should be of any light tint, which makes it more attractive than a white or dark shade. The lettering is put on first, because sometimes a card is spoiled when writing it and the other work would be useless.

Embossed pictures of "bunnies" can be bought in most book or stationery stores and surely in department stores. Nearly all art stores sell imitation moss, which is put up in small bales about 4x6 inches in size and sells from 15 to 25 cents a bale. First glue down your little "bunny" by touching the back of it in a few spots with little dabs of glue, then put a thick dab of glue directly next to the front of your rabbit down at the bottom and run one line of glue across the entire bottom of the picture projecting about one-fourth inch in the back. Place one candy egg on the glue, dab and fasten some moss along the glue line. In this manner the rabbit seems to be sitting in the grass and the egg nestling in the moss. The size of the egg must be regulated according to the height of the picture. The egg should be small.

A five inch high by three and seven-eighths inch wide card should have an egg-shaped oval marked on it and the pattern cut out and used by outlining all the others from the same pattern. This insures uniformity of design and size. This card as a price ticket can be used in various ways. In simplest form it is merely lettered and pinned on the garment. Another method is to mix thin color, the same as the card color but just two shades darker. Use a wide, flat brush or an air brush for shading. This gives the egg a solid rounded appearance. On this background put your lettering shaded either with white or gold.

By gluing on the center of the back of each a very small loop of baby ribbon you add to the attractiveness, besides having a handy method for fastening the card.

Another showy card is made by gluing a small embossed rabbit picture on the wide end of the egg; you can add some moss or candy eggs if you desire them and letter your price to the right of this. In such instances the egg is placed on the garment in a horizontal position. The lettering, of course, is also horizontal.

Flowers of every description, whether of paper, plain or embossed, or artificial, are highly decorative with such tickets and invariably at-

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

Kent State Bank

Main Office Fountain St.
Facing Monroe

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

Deposits
6 Million Dollars

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

3½ %
Paid on Certificates

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

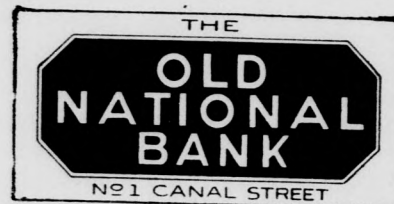
Grand Rapids National City Bank

Capital \$1,000,000

Surplus and
Undivided Profits
\$350,000

Solicits Your Business

Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

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

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.

tract attention to the prices written thereon.

Many glue the decorated egg card onto oblong, contrasting color or white cards and glue the ribbon on the latter, using violets, daisies or other flowers where the ribbon is fastened.

The Windows of a Small Store.

The window displays of the successful small retailer show his individuality in a marked degree. Even in the most crowded business district this personality stands out distinctly from the surrounding windows. The small retailer's window seems to say: "Time now; you can not get better goods at the price anywhere." His trims are changed often and there is always something distinctive, either in the style of the trim or in the price cards. He pays particular attention to his windows, as he knows it is one of his best forms of advertising. The same characteristics are to be seen in the store. Everything is prominently yet neatly displayed, with price cards or tags on every group of articles. There is no need for the clerks to ask each other: "How much does this or that sell for?" because it is plainly marked on the tag. It is one price to all, one for Mr. Brown, and the same for Mrs. Jones. The one-price system marks the successful small retailer. He has a set time for delivery in certain districts, and these times are strictly adhered to. The progressive small retailer has a system for receiving goods and storing them which enables him to tell at a glance how his stock stands. He weighs, measures or counts the stock when received. His accounts are kept in such a manner that he can tell at once how his customers stand with him, and how he stands with his creditors. He does not allow his accounts to extend beyond the time stipulated and he takes advantage of all discounts.

Fancy Hosiery Displays.

An occasional well-arranged window display will prove an incentive and help increase sales, especially if seasonably placed. One of the prettiest displays is a carefully planned window of fancy hosiery. People love fancy hosiery about as well as anything made in the fancy lines, and often the most modest dresser, in every respect but his hosiery, if he sees something that is new and appealing to the eye will spend his money to secure and possess, without further thought of appropriateness. Entire displays have sometimes sold out in a single day in the summertime, especially if the day happened to be a good hot Saturday.

There are many good fixtures now on the market for displaying knit goods and hosiery, but the best kind for general use are the nickel T's and adjustable rods, with a few well-shaped foot-forms for displaying fine hosiery. With these any trimmer with any originality at all can make a neat and attractive display.

It is better to put your whole soul into what you are doing than to put your foot in it.

CITY MAPS IN 1872.

John F. Tinkham and Bird Waters Rivals.

Written for the Tradesman.

John F. Tinkham was one of the pioneer civil engineers of Grand Rapids. He was competent in the practice of his profession and his services were always demanded by railroad corporations and individuals engaged in large enterprises. He was a courteous and popular gentleman, addicted, however, to the "dry smoke" habit. The cigar which he carried in his mouth at all times (excepting presumably while he slept) was never lighted. During his very rare leisure moments Mr. Tinkham worked upon a map of the city, which he promised his friends would be the most accurate ever published. He would not copy any part of the old maps, but would base his draught upon actual surveys made by himself. Seven years after he made the initial drawing of this wonderful map, a man named Waters, of the firm of Bird & Waters, publishers, of Philadelphia, called upon Mr. Tinkham and presented an offer to publish the map provided it should be finished within a specified time. Mr. Tinkham could give no assurance as to the date when the map, which was much needed by both public officials and private individuals, at that time, would be ready for the lithographer, and refused to enter into a contract to deliver the draft at any stated time. Mr. Waters recognized the readiness of the business community to purchase a new map of the city and immediately proceeded to engage A. C. Sekell, at that time an assistant engineer in the employ of the city, to draw a map, giving to the work such a part of his time as would not be required by his superior. Mr. Sekell procured a draughting table and the necessary materials for drawing the map, and worked upon the same in his home on College avenue as his time would permit. His scale was much larger than that of Mr. Tinkham, and in addition to the usual information supplied by map publishers he indicated by black squares, either, small, medium or large, the location of every building then existing in the city. This feature was a decided innovation in the drawing of maps that was greatly appreciated, especially by owners of and dealers in real estate. By consulting it one could learn at a glance whether a lot or plat of ground had been built upon or was vacant.

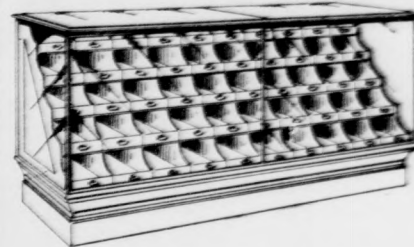
When the Sekell map neared completion Mr. Waters returned to Grand Rapids and made a canvass of the business people for subscriptions. These were freely tendered and among the most liberal patrons of the work was the city of Grand Rapids. The maps sold for \$10 each. The lithographers put the job through their presses quickly and before Mr. Tinkham, who had been aroused to action by the appearance of Mr. Waters in the field as a canvasser for subscriptions, could furnish his work the Sekell map had been delivered and paid for. Mr. Tinkham complet-

ed and published his map within a year thereafter, but there was no demand for it. Several merchants, however, purchased quantities of the maps at bargain prices and used the same for advertising purposes. Had he been satisfied to entrust the draughting of his map to others he might have had the market to himself. Mr. Tinkham was a very con-

scientious man and the very thought of giving his name to a work he had not personally performed was repugnant to his nature.

Arthur S. White.

A great many people fail because they're so dead sure they are going to. It would be a shame to disappoint them.



"Crackerjack" Small Wares Case No. 30

Dimension: 42 inches high, 26 inches wide. Fitted with 3 rows of drawers usually 3 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

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



Chicago Road Men Plan Large Club of Their Own.

It is estimated more than 30,000 salesmen travel out of Chicago and a movement is on foot to organize a distinctively Chicago association. A temporary organization has already been effected, and the permanent organization will follow. H. A. Morgan, of F. Siegel & Bros., who is one of the leaders in the movement, says the idea originated at the Garment Association's banquet last September. Some of the manufacturers think that Chicago ought to utilize the energy, vim and sagacity of the traveling men for three objects: First, to promote the interests of Chicago firms through the co-operation of the commercial traveler; second, to create a more widespread knowledge of the benefits and advantages of Chicago as a market for all classes of merchandise, and, third, eventually to establish a common meeting place, possibly a club room, where members of the Association when not on the road could spend a social hour and exchange experiences.

The idea is to make the traveling men boosters of the city out of which they travel. The object is a worthy one and every town where traveling men have their homes and headquarters could well have similar organizations. This would inspire a greater loyalty to the home town, and invite more cordial co-operation. The travelers do not lack in loyalty, and it is known that they do co-operate, but it is always possible to intensify the action.

How the Traveler Can Help.

At the Colorado Hardware convention one of the questions that came out of the question box was: "How can a traveling man be of more benefit to retail dealers?" The response by Mr. Linder was: "That is a pretty tough subject and there is a long list of things to be mentioned. The first one that comes to mind is, 'Tell them the truth.' I can look back and think of a great many things where by the traveling men have been of great benefit to me. I remember my early experience in business and remember some of those sterling men who traveled in this territory. When any traveler came in with something new I used to say, 'I will put in a lot of that stuff—they will sell like hot cakes.' But they would say, 'Perhaps you had better buy light—a quarter of a dozen until you see how they go.' You always found the traveling man was right. So if you pick out your traveling man and give him your confidence and ask his advice, and

he will give you the right kind of advice, he can be of benefit to you, by not selling you the kind of goods you can not sell. I have found they do not try to load me up and take good care of me. I think the dealers will get considerable benefit from traveling men if we treat them in the right way. I attribute the little success I have to the advice I have received from the traveling men."

Know When To Quit Talking.

Some years ago in Hartford we all went to church one hot sweltering night to hear the annual report of Mr. Hawley, a city missionary, who went around finding people who needed help and did not want to ask for it. He told of the life in cellars where poverty resided; he gave instances of heroism and devotion of the poor. "When a man with millions gives," he said, "we make a great deal of noise. It is a noise in the wrong place, for it is the widow's mite that counts." Well, Hawley worked me up to a great pitch. I could hardly wait for him to get through. I had \$400 in my pocket. I wanted to give that and borrow more to give. You could see greenbacks in every eye. But instead of passing the plate then, he kept on talking and talking and talking, and as he talked it grew hotter and hotter and hotter, and we grew sleepier and sleepier and still sleepier. My enthusiasm went down, down, down, down—one hundred dollars at a clip—until finally, when the plate did come around, I stole ten cents out of it. It all goes to show how a little thing like this can lead to crime.

Mark Twain.

Get Off the Worry Train.

If you are on the Gloomy line,
Get a transfer.
If you're inclined to fret and pine,
Get a transfer.
Get off the track of Doubt and Gloom,
Get a transfer.
If you are on the Worry train,
Get a transfer.
You must not stay there and complain,
Get a transfer.
The Cheerful cars are passing through
And there is lots of room for you,
Get a transfer.
If you are on the Grouchy track,
Just take a happy Special back,
Get a transfer.
Jump on the train and pull the rope
That lands you at the station, Hope,
Get a transfer.
—American Grocer.

G. J. Johnson Cigar Co.

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

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

A Question in Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids

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.

Sawyer's

CRYSTAL

50 Years
the People's
Choice.

See that Top

Blue.

For the
Laundry.

DOUBLE
STRENGTH.

Sold in
Sifting Top
Boxes.

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

It goes twice
as far as other
Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

SUNBEAM GOODS

Best Quality and
Up-to-date line of

Horse Clothing, Harness, Collars, Rubber Goods,
Cravenettes, Double Texture Coats, Fur
Coats, Hammocks, Trunks, Suit
Cases, Saddlery Hardware.

We are also jobbers of

Vehicles and Farm Implements

BROWN & SEHLER Co., Grand Rapids.

ABILITY THE MEASURE.

A troop of jubilee singers found themselves with an extra night on their hands, owing to some mistake or oversight in the management. Rather than pass the time unoccupied they volunteered their services in a town near where the break occurred at only a trifle above expenses. Yet the programme was as long, as varied and as carefully rendered as though they were receiving full value.

This is a good example for emulation in any walk of life. It is not that we are getting cheap rates that entitle us to slip over a part of the work and leave it poorly done. The fact should be uppermost in our minds that we are expected to do a certain piece of work. The better it is done the more will it reflect upon our credit. The concert singer gave his most artistic efforts even although little more than earning his board. He could not afford to lower his reputation by giving a cheap entertainment, although working for practically nothing. Nor can we expect to lower our standard of work be the pay little or big. Our best is none too good.

The less skilled touch weakens our ability just a trifle; our ear has lost a bit of its cunning; our voice responds less easily to the attempt at modulation. We have tried to shorten the allowance to another just a little lest we give more than we are paid for, and in reality we have cheated ourselves by curtailing our own ability.

Service of any sort is of a fluctuating nature. Its elasticity depends upon the kind of treatment we give it. The life of rubber is shortened by laying it away and not using it. The grain of wheat hoarded for years finally becomes worthless, but sown in good soil it increases ten or a hundredfold. Not what we are paid for doing but what we can do should be the limit of our work if we expect to progress, and to command the respect of others.

The Middleman.

During the convention of the State Retail Lumber Dealers in this city reference was made to the loud clamor about the middleman and the cry for his annihilation. From wholesaler or producer to consumer is a popular slogan heard throughout the land, and it has also been heard that the middleman was the cause of the high cost of living. The delegates to the Lumber Dealers' convention took exception to these cries and undertook to show that the middleman is a necessity. A very good line of argument was thrown up and every attendant of the convention was of the opinion that the middleman has a proper and rightful place in the channels of trade.

The petition taken by the dealers represented here was that every city and town needs its middleman or retail dealer. Custom has made him a part and parcel of the community, so that he is indispensable. Cut out the middlemen, said the convention, and what would become of the towns and

cities? What would happen if the retail dealers of this city were forced out of business by people buying direct from the wholesaler or the producer? What would become of the business blocks and stores? Who would contribute to every public enterprise, to the schools and churches, to charity? Eliminate the retailer and the public would be discommoded beyond measure. To use him merely as a convenience is wrong, morally and otherwise, because he could not ex-

dealers, whether he be in the lumber, coal, grocery or other business. Farmers, who are large patrons of the mail order houses, according to the delegates, are moved by alluring catalogues to make purchases of goods not actually desired or needed. The farmer who markets his products in a city should contribute to building up that market by buying his necessities in that city, rather than to send away to some distant city which has no interests akin to those of the farm-

Traveling Man For State Office



John A. Weston

John A. Weston, of Lansing, representing the Detroit Stove Works, has been nominated on the Democratic State ticket for member of the State Board of Agriculture. Mr. Weston is a member of the U. C. T. and of the Knights of the Grip, and is also a Mason of high degree, being a member of the Consistory and Shrine. He is the only traveling man on any of the State tickets; in fact, it is not recalled when a traveling man has before been nominated for a State office. Mr. Weston was born and raised on a farm and all his life has kept in touch with farm affairs, and has taken a great interest in the promotion of farm education. As a member of the State Board of Agriculture, if elected, he will have a voice in the management of the Agricultural College at Lansing. The office is purely honorary, carrying with it no other compensation than expenses.

ist, could not maintain a stock or do business, if his trade were limited to the odds and ends which the consumer did not happen to have on hand. Ask a mail order house to contribute to some local charity and notice the response. Nothing.

The middleman—the retailer—needs and should receive the patronage of his home town. There should be loyalty enough in the breasts of all right thinking people to confine their purchases insofar as possible, to home

er and cares naught for him aside from the trade they may secure from him.

The Michigan Lumber Dealers are desirous of uniting their organization for working purposes with the grocers and butchers of the State, feeling that the united action of trade organizations will have a more far-reaching effect than when working singly.—Bay City Tribune.

The coat does not make the man, nor even the coat of arms.

Port Huron U. C. T.

Port Huron, March 21.—The United Commercial Travelers, of this city, held a big meeting Saturday night, at which officers were elected and installed, followed by an entertainment and buffet lunch, at which the ladies of the travelers were present.

The new officers who were installed by Past Counselor Frank N. Mosher are: Senior Counselor, Manford Watt; Junior Counselor, W. A. Murray; Secretary and Treasurer, W. J. Devereaux; Conductor, E. J. Courtney; Page, Emerson Gray; Sentinel, H. J. Kuhn; Executive Committee, Allie Peck and George Langtry.

E. J. Courtney was master of ceremonies and toastmaster at the entertainment and banquet. In a brief talk he thanked the ladies for the honor they had bestowed on the travelers by gracing the occasion with their presence. The programme was as follows:

Piano solo—Mrs. Allie Peck.

Vocal solo—Will Hayman, Mrs. A. Peck, accompanist.

Piano solo—Miss Mary Murray.

Cornet solo—Emerson Gray, Miss Gray, accompanist.

Vocal solo—Mrs. Arthur Elliott, Mrs. A. Peck, accompanist.

Vocal solo—Miss Mary Devereaux, Miss Marion Fitzgerald, accompanist.

After the programme had been carried out the travelers told a number of stories and then enjoyed the sumptuous refreshments.

Battle Creek Council.

Battle Creek Council, No. 253, held its annual meeting March 18. A business session was called in the afternoon, at which time a class of candidates were initiated, after which officers for the ensuing year were elected as follows:

Senior Counselor—C. H. Spencer

Junior Counselor—J. N. Riste

Past Senior Counselor—C. R. Foster.

Conductor—O. J. Wright.

Page—C. B. Whipple.

Sentinel—Geo. R. Mangold.

Secretary-Treasurer—G. C. Steele.

Executive Committee—E. W. Schoonmaker, Vincent Phelps.

In the evening a banquet was tendered the families of the traveling men and this was followed by a musical programme, progressive peddle and dancing. At a late hour the guests departed, after voting Battle Creek Council, No. 253, the liveliest bunch of traveling men who ever carried grips.

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

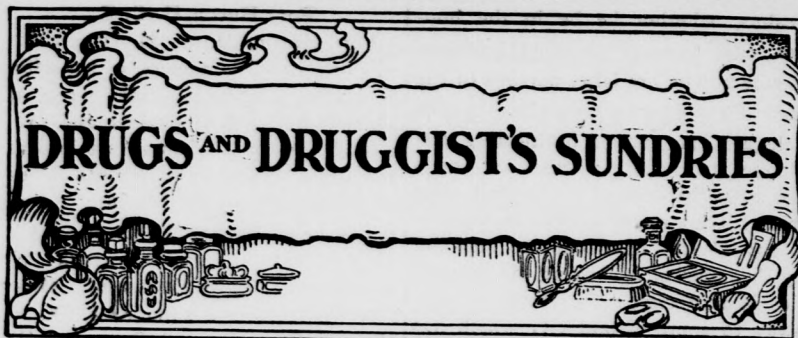
Buffalo, March 22.—Creamery, 24¢; 34¢; dairy, 18¢; toll, 15¢; 14¢; poor, all kinds, 12¢; 14¢.

Eggs—Strictly fresh, 17¢; 18¢.

Live Poultry—Fowls, 15¢; 14¢; chickens, 15¢; 16¢; ducks, 17¢; 18¢; geese, 13¢; 14¢; turkeys, 18¢; 20¢; old cocks, 10¢; 11¢.

Beans—Pea, hand-picked, 32¢; medium, hand-picked, 32¢; marrow, hand-picked, 32.30¢; 2.40¢; white kidney, 32.50¢; red kidney, 30¢; 32.25¢.

Rea & Witzig.



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

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

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

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

Markings Inks and How To Make Them.

There are several good marking inks on the market, most of them attractively put up, and some of them are advertised in the magazines. This is an article the druggist can make for himself without much trouble. The normal demand for such ink is not wide, but the margin of profit can be made almost as large as may be desired, and special sales might be arranged to stimulate the movement. Here are some good formulas for marking ink, recommended by the Meyer Brothers, druggists:

Black Marking Inks.

1.

Borax 60 parts
 Shellac 180 parts
 Boiling water 1,000 parts
 Lampblack, q. s.

Dissolve the borax in the water add the shellac to the solution and stir until dissolved. Rub up a little lampblack with sufficient of the liquid to form a paste, and add the rest of the solution a little at a time and with constant rubbing. Test, and if not black enough, repeat the operation. To get the best effect—a pure jet-black—the lampblack should be purified and freed from the calcium phosphate always present in the commercial article to the extent, frequently, of 85 to 87 per cent., by treating with hydrochloric acid and washing with water.

2.

An ink that nothing will bleach is made by mixing pyrogalllic acid and sulphate of iron in equal parts. This is particularly useful for marking la-

bels on bottles containing acids. Varnish the label after the ink is dry so that moisture will not affect it.

Colored marking inks may be prepared as follows:

Eosine Red.

Eosine B 1 dr.
 Solution of mercuric chloride 2 fl. dr.
 Mucilage of acacia 2 fl. dr.
 Alcohol 4 fl. oz.
 Oil of lavender 1 drop
 Distilled water 8 fl. oz.

Dissolve the eosine in the solution and 2 ounces of water, add the mucilage, and mix, then the oil dis-



Handsome interior of Edward L. Marceaux's drug store at Muskegon. The store has recently moved from 93 to 103 Ottawa street and a new and up-to-date equipment, with modern soda fountain, was put in.

solved in the spirit, and finally make up.

Orange.

Aniline orange 1 fl. dr.
 Sugar 2 dr.
 Distilled water to make 4 fl. oz.

Blue.

1.

Resorcin blue 1 dr.
 Distilled water 6 fl. dr.
 Mix and agitate occasionally for two hours, then add:

Hot distilled water 24 fl. oz.
 Oxalic acid 10 gr.
 Sugar ½ oz.

Shake well. This and other aniline inks can be perfumed by rubbing up a drop of attar of rose with the sugar before dissolving it in the hot water.

2.

A solid blue ink, or marking paste, to be used with a brush for stenciling, is made as follows:

Shellac 2 av. oz.
 Borax 2 av. oz.
 Water 25 fl. oz.
 Gum arabic 2 av. oz.
 Ultramarine, sufficient.

Boil the borax and shellac in some

of the water until they are dissolved, and withdraw from the fire. When the solution has become cold, add the rest of the 25 av. oz. of water and the ultramarine. When it is to be used with the stencil, it must be made thicker than when it is to be applied with a marking brush.

3.

In a suitable kettle mix well, stirring constantly, 50 parts of liquid logwood extract (80 per cent.) with 3 parts of alcohol previously mingled with 1 part of hydrochloric acid, maintaining a temperature of 68 deg. Fahrenheit. Dissolve 5 parts of potassium chromate in 15 parts of boiling water; to this add 10 parts of hydrochloric acid, and pour this mixture, after raising the temperature to about 86 deg. Fahrenheit, very slowly and with constant stirring into the kettle. Then heat the whole to 185 deg. Fahrenheit. This mass, which has now assumed the nature of an extract, is stirred a little longer, and next 15 parts of dextrin mixed with 10 parts of fine white earth (white bole) are added. The whole is well

store them away in a cool, dry place free from light.

"Before opening a shipment of toilet soaps it is advisable to consider the best way of disposing of the greater part of the shipment in the shortest time possible—that is, when the odors are good and the packages have not lost their attractiveness. This can be accomplished by preparing your trade a week or two in advance for a soap sale, or advertising for a soap week. But do not take out of the original packages more of the soaps than you feel reasonably sure you can sell during the sale, as the stock that is left over soon loses its attractiveness and color. If you are using a window for a soap display, do not keep the goods there longer than three days, and have the window as cool as possible and free from direct sunlight.

"It is also a good plan, when dressing a showcase with toilet soaps, to avoid filling it up with all kinds of soaps. Make the principal part of the display with a very attractive 10 or 15 cent line and open as few of the really expensive soaps as possible. The latter soon take up the cinnamon or clove odors from the cheaper soaps. Be sure, too, to keep the medicated products away from the others—particularly the tar and carbolic soaps.

"Did you ever take a number of remnants of perfumes and mix them? As a rule the scheme is not a success, and so it is with soap perfumes—the soaps lose their individual odors if a showcase is filled with a big assortment. As there are quite a number of well-known and advertised soaps that you are called on to handle, it may be found advisable to confine your buying outside of these to a good stock of a small assortment, rather than to a small quantity of a big assortment. A good quantity of only one line, well displayed, is more salable than the same quantity of an assorted line; it is more striking to the eye.

"Many druggists leave the big sale of 5 cent lines to the grocer. This is a mistake, for unless your trade is very high class, or unless you have a large prescription trade, you can buy and sell just as cheaply as the grocer, and you know more about the chemistry of soaps than he does. You will be surprised at the turnover during a year of the 5 cent business if you go after it. Boarding houses and hotels are the big users of such soaps, and usually buy a six months' supply at one time. Much the same applies to toilet paper and fly poisons. Do not let the grocer have this business. When your turnover is large and you get quantity prices it means more frequent buying and your stock is kept fresh.

"Take care of the 5 cent lines; keep them well displayed and ticketed. The white-milled soaps, when unwrapped, soon chip, lose luster and become unsalable. The cheaper, unwrapped, transparent glycerin soaps, on the other hand, collect dust very quickly. Keep them before your customers, but keep them clean."

Pointers on Toilet Soaps.

"If there is a shipment of one line of goods more than any other that it is a pleasure to open and check off, it is toilet soaps," says a writer in the Bulletin of Pharmacy. "Before you have the cover of the first case off, you are greeted with a pleasing perfume that soon finds its way through the store, cellar or basement where you unpack freight shipments. As you go farther in unpacking the goods, and open the original packages of one dozen cakes, or four boxes, you get the individual odors themselves—carnation, rose, violet or lilac, as the case may be. Then, too, the boxes and wrappers are very attractive. Manufacturers spend considerable time and money in getting up 'fetching' packages and odors. But if the soaps are carelessly stored and handled they soon lose their selling qualities. You will find it a good plan to keep some of these soaps in their original packages, and

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba 1 75@1 85	Scilla @ 50
Aceticum, Ger. 6@ 8		Cubebae 4 00@4 10	Scilla Co. @ 50
Boracic 12@ 12		Erigeron 2 35@2 50	Tolutan @ 50
Carbolicum 16@ 20		Evethithos 1 00@1 10	Prunus virg. @ 50
Citricum 45@ 50		Gaultheria 4 80@5 00	Zingiber @ 50
Hydrochlor 3@ 5		Geranium oz 75	
Nitrosum 8@ 10		Gossypil Sem gal 70@ 75	Tinctures
Oxalicum 14@ 15		Hedeoma 2 50@2 75	Aloes @ 60
Phosphoricum, dil. 44@ 47		Junipera 40@1 20	Aloes & Myrrh. @ 60
Salicylicum 13@ 15		Lavendula 90@3 60	Anconitum Nap's F .. @ 50
Sulphuricum 75@ 85		Limons 1 15@1 25	Anconitum Nap's R .. @ 50
Tannicum 38@ 40		Mentha Piper 2 75@3 00	Arnica @ 50
Tartaricum 12@ 14		Mentha Verid 3 80@4 00	Asafetida @ 50
Ammonia		Morrhuae, gal. 2 00@2 75	Atrope Belladonna .. @ 50
Aqua, 18 deg. 4@ 6		Myrcia 3 00@3 50	Auranti Cortex @ 50
Aqua, 20 deg. 6@ 8		Olive 1 00@3 00	Barosma @ 50
Carbonas 13@ 15		Picis Liquida 10@ 12	Benzoin @ 50
Chloridum 12@ 14		Picis Liquida gal. @ 4	Benzoin Co. @ 50
Aniline		Ricina 94@1 00	Cantharides @ 50
Black 2 00@2 25		Rosae oz. 8 00@8 50	Capsicum @ 50
Brown 80@1 00		Rosmarini @ 1 00	Cardamon @ 50
Red 45@ 50		Sabina 90@1 00	Cardamon Co. @ 50
Yellow 50@3 00		Santal @ 4 50	Cassia Acutifol @ 50
Bacca		Sassafras 90@1 00	Cassia Acutifol Co .. @ 50
Cubebae 70@ 75		Sinapis, ess. oz. @ 65	Castor 1 00
Junipers 6@ 8		Succini 40@ 45	Catechu @ 50
Xanthoxylum 1 00@1 10		Thyme 40@ 50	Cinchona @ 50
Balsamum		Thyme, opt. @ 1 60	Cinchona Co. @ 50
Copaiba 60@ 65		Theobromas 15@ 20	Columbia @ 50
Peru 2 00@2 30		Tigil 90@1 00	Cubebae @ 50
Terabin, Canad. 70@ 80		Potassium	Digitalis @ 50
Tolutan 40@ 45		Bi-Carb 15@ 18	Ergot @ 50
Cortex		Bichromate 13@ 15	Ferri Chloridum @ 35
Ables, Canadian. 18		Bromide 30@ 35	Gentian @ 50
Cassia 20		Carb 12@ 15	Gentian Co. @ 50
Cinchona Flava 18		Chlorate 12@ 14	Guaiaca @ 50
Buonymus atro. 60		Cyanide 30@ 40	Guaiaca ammon. @ 50
Myrica Cerifera. 20		Iodide 2 25@2 30	Hyoscyamus @ 50
Prunus Virgin. 15		Potassa, Bitart pr 30@ 32	Iodine 75
Quillaja, gr'd. 15		Potass Nitras opt 7@ 10	Iodine, colorless 75
Sassafras, po 30		Potass Nitras 6@ 8	Kino @ 50
Ulmus 20		Prussiate 23@ 26	Lobelia @ 50
Extractum		Sulphate 15@ 18	Myrrh @ 50
Glycyrrhiza, Gla. 24@ 30		Radix	Nux Vomica @ 50
Glycyrrhiza, po 28@ 30		Aconitum 20@ 25	Opil 1 50
Haematox 11@ 12		Althae 30@ 35	Opil, camphorated 1 00
Haematox, 1s 13@ 14		Anchusa 10@ 12	Opil, deodorized 2 00
Haematox, 1/2s 14@ 15		Arum po @ 25	Quassia @ 50
Haematox, 1/4s 16@ 17		Calamus 20@ 40	Rhatany @ 50
Ferru		Gentiana po 15. 12@ 1	Rhei @ 50
Carbonate Precip. 15		Glycyrrhiza pv 15 16@ 18	Sanguinaria @ 50
Citrate and Quina 2 00		Hellebore, Alba 12@ 15	Serpentaria @ 50
Citrate Soluble 55		Hydrastis, Canada 23@ 30	Stromonium @ 60
Ferrocyanidum S 40		Hydrastis, Can. po 23@ 30	Tolutan @ 50
Solut. Chloride 15		Inula, po 20@ 25	Valerian @ 50
Sulphate, com'l. by 2		Ipecac, po 25@ 25	Veratrum Veride @ 50
Sulphate, com'l. by 70		Iris plox 30@ 40	Zingiber @ 60
Sulphate, pure 7		Jalap, pr. 70@ 75	Miscellaneous
Flora		Maranta, 1/2s @ 35	Aether, Spts Nit 3f 30@ 35
Arnica 20@ 25		Podophyllum po 15@ 18	Aether, Spts Nit 4f 34@ 38
Anthemis 50@ 60		Rhei 75@1 00	Alumen, gr'd po 7 3@ 4
Matricaria 30@ 35		Rhei, cut 1 00@1 25	Annatto 40@ 50
Folia		Rhei, pv. 75@1 00	Antimoni, po 4@ 5
Barosma 1 75@2 00		Sanguinari, po 13 @ 15	Antimoni et po T 40@ 50
Cassia Acutifol. 15@ 20		Scilla, po 45 20@ 25	Antipyrrin @ 25
Cassia, Acutifol. 25@ 30		Senega 85@ 90	Argent Nitras oz 10@ 12
Salvia, officialis. 18@ 20		Serpentaria 50@ 55	Balm Gilead buds 60@ 65
1/4s and 1/2s 8@ 10		Smilax, M. @ 25	Bismuth S N 2 00@2 30
Uva Ursi 8@ 10		Smilax, off's H. @ 48	Calcium Chlor, 1s @ 9
Gummi		Spigella 1 45@1 50	Calcium Chlor, 1/2s @ 10
Acacia, 1st pkd. @ 65		Symplocarpus @ 25	Calcium Chlor, 1/4s @ 12
Acacia, 2nd pkd. @ 45		Valeriana Eng. @ 25	Cantharides, Rus. @ 90
Acacia, 3rd pkd. @ 35		Zingiber a 15@ 20	Capsici Fruc's af @ 20
Acacia, sifted sts. @ 18		Zingiber j 25@ 28	Capsici Fruc's po @ 22
Acacia, po 45@ 65		Semen	Cap'i Fruc's B po @ 15
Aloe, Barb 22@ 25		Anisum po 22 @ 18	Carmin, No. 40 @ 4 25
Aloe, Cape @ 25		Apium (gravel's) 13@ 15	Carphyllus 20@ 25
Aloe, Socotri @ 45		Bird, 1s 4@ 6	Cassia Fructus @ 35
Ammoniac 55@ 60		Cannabis Sativa 7@ 8	Cataceum @ 35
Asafetida 2 00@2 20		Cardamon 70@ 90	Centraria @ 10
Benzoinum 50@ 55		Carui po 15 12@ 15	Cera Alba 50@ 55
Catechu, 1s @ 13		Chenopodium 25@ 30	Cera Flava 40@ 42
Catechu, 1/2s @ 14		Coriandrum 12@ 14	Crocus 45@ 50
Catechu, 1/4s @ 16		Cydonium 75@1 00	Chloroform 34@ 34
Camphorae 60@ 65		Dipterix Odorate 3 50@4 00	Chloral Hyd Crss 1 25@1 45
Euphorbium @ 40		Foeniculum @ 30	Chloro'm Squibbs @ 90
Galbanum @ 1 00		Foenugreek, po 7@ 9	Chondrus 20@ 25
Gamboge, po 1 25@1 35		Lini 6@ 8	Cinchonid'e Germ 38@ 48
Gaultheria, po 35 @ 45		Lini, gr'd. bbl. 5 1/2 6@ 8	Cinchonidine P-W 38@ 48
Kino po 45c @ 45		Lobelia 75@ 80	Cocaine 3 05@3 25
Mastic po 50 @ 75		Pharlaris Cana'n 9@ 10	Corks list, less 70% @ 45
Myrrh po 50 @ 40		Rapa 5@ 6	Creta bbl. 75 @ 2
Opium 5 50@5 60		Sinapis Alba 8@ 10	Creta, prep. @ 5
Shellac 45@ 55		Sinapis Nigra 9@ 10	Creta, precip. 9@ 11
Shellac, bleached 60@ 65		Spiritus	Creta, Rubra @ 8
Tragacanth 90@1 00		Frumentum W. D. 2 00@2 50	Cudbear @ 24
Herba		Frumentum 1 25@1 50	Cupri Sulph. 3@ 10
Absinthium 4 50@7 00		Junipers Co. 1 75@3 50	Dextrine 7@ 10
Eupatorium oz pk 20		Junipers Co O T 1 65@2 00	Emery, all Nos. @ 8
Lobelia oz pk 20		Saccharum N E 1 90@2 10	Emery, po @ 6
Majorum oz pk 25		Spt Vini Galli 1 75@6 50	Ergota, po 1 60 1 50@1 60
Mentra Pip, oz pk 23		Vini Alba 1 25@2 00	Ether Sulph 35@ 40
Rue oz pk 35		Sponges	Flake White 12@ 15
Tanacetum V. 22		Extra yellow sheeps' wool carriage @ 1 25	Galla @ 30
Thymus V oz pk 25		Florida sheeps' wool carriage 3 00@3 50	Gambler @ 9
Magnesia		Grass sheeps' wool carriage @ 1 25	Gelatine, French 35@ 60
Calcined, Pat. 55@ 60		Hard, slate use @ 1 00	Glassware, fit boo 75% @ 75
Carbonate, Pat. 18@ 20		Nassau sheeps' wool carriage 3 50@3 75	Glue, brown 11@ 13
Carbonate, K-M. 18@ 20		Velvet extra sheeps' wool carriage @ 2 00	Glue, white 15@ 25
Carbonate 18@ 20		Yellow Reef, for slate use @ 1 40	Glycerina 28@ 35
Oleum		Syrups	Grana Paradisi @ 25
Absinthium 7 50@8 00		Acacia @ 50	Humulus 35@ 60
Amygdalae Dulc. 75@ 85		Aurant Cortex @ 50	Hydrarg Amm'o'l @ 1 10
Amygdalae, Ama 8 00 8 25		Ferri lod @ 50	Hydrarg Ch. Mt @ 85
Anisi 1 90@2 00		Ipecac @ 60	Hydrarg Ch. Cor @ 85
Auranti Cortex 2 75@2 85		Rhei Arom @ 50	Hydrarg Ox Ru'm @ 95
Bergamili 5 50@5 60		Smilax Off's 50@ 60	Hydrarg Ungue'm 45@ 50
Caliputi 85@ 90		Senega @ 50	Hydrargyrum @ 60
Caryophylli 1 40@1 50			Ichthyobolla, Am. 90@1 00
Cedar 85@ 90			Indigo 75@1 00
Chenopadi 4 50@5 00			Iodine, Resubi 3 00@3 25
Cinnamoni 1 75@1 85			Iodoform 3 90@4 00
Conium Mae 80@ 90			Liquor Arsen et @ 25
Citronella 60@ 70			Hydrarg Iod. @ 25

Lupulin @ 1 50	Rubia Tinctorum 12@ 14	Vanilla 9 00@10 00
Lycopodium 75@ 85	Saccharum La's 13@ 20	Zinci Sulph 7@ 10
Macis 65@ 70	Salacin @ 50@ 75	
Magnesia, Sulph. 3@ 5	Sanguis Drae's @ 50	
Magnesia, Sulph. bbl @ 13	Sapo, G @ 15	
Mannia S. F. 75@ 85	Sapo, M 10@ 12	
Menthol 4 50@5 00	Sapo, W 15@ 18	
Morphia, SP&W 3 35@3 60	Seidlitz Mixture 25@ 28	
Morphia, SNYQ 3 35@3 60	Sinapis @ 18	
Morphia, Mal. 3 35@3 60	Sinapis, opt. @ 30	
Moschus Canton @ 40	Snuff, Maccaboy, @ 54	
Myristica, No. 1 25@ 40	De Voes @ 54	
Nux Vomica po 15 @ 10	Snuff, S'n DeVoe's @ 54	
Os Sepia 30@ 35	Soda, Boras 54@ 60	
Pepsin Saac. H & P D Co. @ 1 00	Soda, Boras, po 54@ 60	
Picis Liq N N 1/2 gal. doz. @ 2 00	Soda et Pot's Tart 25@ 28	
Picis Liq qts @ 1 00	Soda, Carb 13@ 14	
Pil Hydrarg po 80 @ 30	Soda, Bi-Carb 3@ 5	
Piper Alba po 35 @ 13	Soda, Ash 34@ 4	
Pix Burgum 10@ 12	Spts, Sulphas @ 2	
Plumbi Acet 12@ 15	Spts, Colonne @ 3 00	
Pulvis Ip'cut Opil 1 30@1 50	Spts, Ether Co. 50@ 55	
Pyrethrum, bxs. H & P D Co. doz @ 75	Spts, Myrcia @ 2 50	
Pyrethrum, pv @ 25	Spts, Vini Rect bbl @ 10	
Quassia 8@ 10	Spts, VPI Rect 1/2 b @ 5	
Quina, N. Y. 17@ 27	Spts, VPI Rect 10 gl @ 8	
Quina, S. Ger. 17@ 27	Spts, VPI Rect 5 gl @ 10	
Quina, S P & W 17@ 27	Strychnia Cryst 1 10@1 30	
	Sulphur, Roll 25@ 30	
	Sulphur, Subl. 25@ 30	
	Tamarinds 3@ 10	
	Terebenth Venice 40@ 50	
	Thebromia 42@ 47	



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



Who Pays for Our Advertising?

ANSWER:
Neither the dealer nor his customers

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

LOWNEY'S COCOA
AND
PREMIUM CHOCOLATE for BAKING

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



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

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N	Molasses	6
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S	Pickles	6
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X	Salad Dressing	7
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Z	Salt Soda	7
	Salt	7
	Salt Fish	7
	Seeds	7
	Shoe Blacking	7
	Snuff	7
	Soap	7
	Soda	7
	Soda	7
	Spices	7
	Starch	7
	Syrups	7
	Tea	7
	Tobacco	7
	Twine	7
	Vinegar	7
	Wickling	7
	Woodenware	7
	Wrapping Paper	7
	Yeast Cake	10

Col	1	2
ARCTIC AMMONIA	12 oz. ovals 2 doz. box 75	
AXLE GREASE		
	1 lb. wood boxes, 4 doz. 3 00	
	1 lb. tin boxes, 2 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	
	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. 2 90	
	No. 3 1 25	
	No. 1 1 75	
	Shoe	
	No. 8 1 00	
	No. 7 1 30	
	No. 4 1 70	
	No. 3 1 30	
BUTTER COLOR		
	Dandelion, 25c size 2 00	
CANDLES		
	Paraffine, 6s 8	
	Paraffine, 12s 8 1/2	
	Wicking 20	
CANNED GOODS		
	Apples	
	2 lb. Standards 1 00	
	Gallon 3 20@3 50	
	Blackberries	
	2 lb. 1 50@1 90	
	Standards gallons 65 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	
	Clam Bouillon	
	Burnham's 1/2 pt. 2 25	
	Burnham's pts. 3 75	
	Burnham's qts. 7 50	
	Cherries	
	Red Standards 1 60	
	White 1 60	
	Corn	
	Fair 90@1 00	
	Good 1 00@1 10	
	Fancy @1 45	
	French Peas	
	Monbador (Natural)	
	per doz. 2 45	
	Gooseberries	
	No. 19 6 00	
	Standard 85	
	Lobster	
	1 1/2 lb. 2 40	
	1 lb. 4 25	
	Picnic Tails 2 75	
	Mackerel	
	Mustard, 1 lb. 1 80	
	Mustard, 2 lb. 2 80	
	Soused, 1 1/2 lb. 1 80	
	Soused, 2 lb. 2 75	
	Pineapple 40	
	Tomato, 1 lb. 1 50	
	Tomato, 2 lb. 2 80	
	Mushrooms	
	Hotels 17	
	Buttons 1/2s @ 14	
	Buttons, 1s @ 23	
	Oysters	
	Cove, 1 lb. 85@	
	Cove, 2 lb. 1 65@1 75	

Col	1	2
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 @3 60	
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 75@1 85	
	Pink Alaska 1 30@1 40	
SARDINES		
	Domestic, 1/4s 3 75	
	Domestic, 1/2 Mus. 3 50	
	Domestic, 3/4 Mus. @ 7	
	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 1 05@1 15	
	Fair 95@1 00	
	Fancy @1 40	
	No. 10 @3 25	
TOMATOES		
	Good 1 05@1 15	
	Fair 95@1 00	
	Fancy @1 40	
	No. 10 @3 25	
CARBON OILS		
	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	
	Apetia Biscuit, 24 pk 3 00	
	18 pkgs. 1 95	
	Grape Nuts, 2 doz. 2 70	
	Malta Vita, 36 1lb. 2 85	
	Maple-Flake, 24 1lb. 2 70	
	Pillsbury's Vitos, 3 dz. 4 25	
	Ralston Health Food	
	36 2lb. 4 50	
	Saxon Wheat Food, 24	
	pkgs. 3 00	
	Shred Wheat Biscuit,	
	36 pkgs. 3 60	
	Kellogg's Toasted Corn	
	Flakes, 36 pkgs in cs 2 80	
	Vigor, 36 pkgs. 2 75	
	Voigt Cream Flakes 2 80	
	Zest, 20 5lb. 4 10	
ROLLED OATS		
	Rollod Avena, bbls. 4 25	
	Steel Cut, 100 lb. sks 2 10	
	Monarch bbl. 3 90	
	Monarch, 90 lb. sacks 1 80	
	Quaker, 18 Regular 1 38	
	Quaker, 20 Family 3 90	
CRACKED WHEAT		
	Bulk 3 1/4	
	24 2lb. pkgs. 2 50	
CATSUP		
	Columbia, 25 pts. 4 15	
	Snider's pints 2 35	
	Sinder's 1/2 pints 1 35	
CHEESE		
	Ace @15 1/2	
	Bloomington @13	
	Jersey @16	
	Warner @13 1/2	
	Riverside @13 1/2	
	Brick @15	
	Leiden @15	
	Limburger @16	
	Pineapple 40	
	Sap Sago @20	
	Swiss, domestic @13	
CHEWING GUM		
	American Flag Spruce 55	
	Beeman's Pepsin 55	
	Adams' Pepsin 55	
	Best Pepsin 55	
	Best Pepsin, 5 boxes 2 00	
	Black Jack 55	

Col	1	2
3		
	Largest Gum Made 55	
	Sen Sen 55	
	Sen Sen Breath Perf 1 00	
	Yucatan 55	
	Spearmint 55	
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	
	1/4 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 33	
	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 33	
	Wilber, 1/4s 33	
	Wilber, 1/2s 32	
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	
	1/4s & 1/2s, pails 14 1/2	
	Bulk, pails 13	
	Bulk, barrels 12	
COFFEES, ROASTED		
	Common 17 1/2	
	Fair 17	
	Choice 18 1/2	
	Fancy 19	
	Peaberry 19 1/2	
Santos		
	Common 17	
	Fair 18	
	Choice 18 1/2	
	Fancy 19	
	Peaberry 19 1/2	
Maracalbo		
	Fair 19	
	Choice 20	
Mexican		
	Choice 19	
	Fancy 21	
Guatemala		
	Fair 20	
	Fancy 22	
Java		
	Private Growth 24@29	
	Mandling 30@34	
	Aukola 29@31	
Mocha		
	Short Bean 24@26	
	Long Bean 23@24	
	H. L. O. G. 25@27	
Bogota		
	Fair 22	
	Fancy 22	
Exchange Market, Steady		
Spot Market, Steady		
Package		
	New York Basis	
	Arbuckle 21 50	
	Lion 21 50	
McLaughlin's XXXX		
	to retailers only. Mail all	
	orders direct to W. F.	
	McLaughlin & Co., Chicago.	
Extract		
	Holland, 1/2 gro boxes 95	
	Felix, 1/2 gross 1 15	
	Hummel's foil, 1/2 gro. 85	
	Hummel's tin, 1/2 gro. 1 43	
CRACKERS		
	National Biscuit Company	
	Brand	
	Butter	
	N. B. C. Sq. bbl. 6 1/2 bx 6	
	Seymour, Rd. bbl. 6 1/2 bx 6	
	Soda	
	N. B. C. boxes 6	
	Select 8 1/2	
	Saratoga Flakes 13	
	Zephyrette 13	
Oyster		
	N. B. C. Rd. bbl. 6 1/2 bx 6	
	Gem, bbl. 6 1/2 boxes 6	
	Faust 8	
Sweet Goods		
	Animals 10	
	Apricot Gems 12	
	Atlantics 12	
	Atlantic, Assorted 12	
	Avena Fruit Cake 12	
	Brittle 11	
	Bumble Bee 10	
	Cadets 9	
	Cartwheels Assorted 9	
	Chocolate Drops 16	
	Choc. Honey Fingers 16	
	Chocolate Tokens 2 50	
	Circle Honey Cookies 12	
	Current Fruit Biscuits 12	
	Cracknels 16	
	Cocoanut Brittle Cake 12	
	Cocoanut Sugar Cake 11	
	Cocoanut Taffy Bar 12	
	Cocoanut Bar 10	

4

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
Floralabel Cake	12½
Fluted Cocoanut Bar	10
Frosted Creams	8
Frosted Ginger Cookie	8
Fruit Lurch iced	10
Ginger Gems	8
Ginger Gems, iced	9
Graham Crackers	8
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7½
Ginger Snaps N. B. C. Square	8
Hippodrome Bar	12
Honey Cake, N. B. C.	12
Honey Fingers As. Ice	12
Honey Jumbles, iced	12
Honey Flake	12½
Household Cookies	8
Household Cookies Iced	9
Imperial	9
Jersey Lunch	8
Jubilee Mixed	10
Kream Klips	25
Laddie	9
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	16
Lemona	9
Mary Ann	9
Marshmallow Walnuts	16
Molasses Cakes	8
Molasses Cakes, Iced	9
Molasses Fruit Cookies	
Iced	11
Molasses Sandwich	12
Mottled Square	10
Oatmeal Crackers	8
Orange Gems	9
Orbit Cake	14
Penny Assorted	9
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzellettes, Hand Md.	9
Pretzellettes, Mac. Md.	8
Raisin Cookies	10
Raisin Gems	11
Revere, Assorted	14
Rittenhouse Fruit	
Biscuit	10
Rube	9
Scalloped Gems	10
Scotch Cookies	10
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Spiced Ginger Cake	9
Spiced Ginger Cake Iced	10
Sugar Cakes	9
Sugar Squares, large	
or small	9
Sunnyside Jumbles	10
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	9
Vanilla Wafers	16
Waverly	10
In-er Seal Goods	
	per doz.
Albert Biscuit	1 00
Animals	1 00
Arrowroot Biscuit	1 00
Baronet Biscuit	1 00
Bremner's Butter	
Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Drip Centers	16
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Dinner Biscuits	1 50
Domestic Cakes	8
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Gala Sugar Cakes	8
Ginger Snaps, N. B. C.	1 00
Graham Crackers, Red	
Label	1 00
Jonnie	8
Lemon Snaps	50
Marshmallow Coffee	
Cake	12½
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Pretzellettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda Crackers N. B. C.	1 00
Soda Crackers Select	1 00
S. S. Butter Crackers	1 50
Triumph Cakes	16
Uneda Biscuit	50
Uneda Jinjer Wafer	1 00
Uneda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
In Special Tin Packages.	
	Per doz.
Festino	2 50
Nabisco, 25c	2 50
Nabisco, 10c	2 00
Champagne wafer	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 75
Festino	1 75

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/4s cloth 5 50 White Star, 1/4s cloth 5 40 White Star, 1/4s cloth 5 30 Worden Grocer Co. American Eagle, 1/4 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 Judson Grocer Co.'s Brand Ceresota, 1/4s 6 10 Ceresota, 1/4s 6 00 Lemon & Wheeler's Brand Wingold, 1/4s 6 00 Wingold, 1/4s 5 90 Worden Grocer Co.'s Brand Laurel, 1/4s cloth 5 80 Laurel, 1/4s cloth 5 70 Laurel, 1/4 & 1/2 paper 5 60 Laurel, 1/4s cloth 5 50 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic 5 60 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/4s cloth 6 00 Sleepy Eye, 1/4s cloth 5 90 Sleepy Eye, 1/4s cloth 5 80 Sleepy Eye, 1/4s paper 5 80 Sleepy Eye, 1/4s 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 00 Perfection Buckwheat 3 00 Tip Top Buckwheat 2 80 Badger Dairy Feed 24 00 Alfalfa Horse Feed 26 00 Kafir Corn 1 35 Hoyle Scratch Feed 1 50 Meal Boiled 3 40 Golden Granulated 3 60 St. Car Feed screened 20 00 No. 1 Corn and Oats 20 00 Corn, cracked 19 00 Corn Meal, coarse 19 00 Winter Wheat Bran 26 00 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 37 50 O P Laxo-Cake-Meal 34 00 Cottensed 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 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 95@1 10 Bulk, 5 gal. kegs 90@1 05 Stuffed, 6 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 3 75 Queen, Mammoth, 28 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, advance 1/2 60 lb. tubs, advance 1/4 50 lb. tubs, advance 1/4 10 lb. pails, advance 1/2 20 lb. pails, advance 1/2 5 lb. pails, advance 1 8 lb. pails, advance 1 Smoked Meats Hams, 12 lb. average 14 1/2 Hams, 14 lb. average 14 1/2 Hams, 16 lb. aver 13 1/2@14 Hams, 18 lb. aver 13 1/2@14 Skinned Hams 14 1/2@15 Ham, dried beef sets 17 California Hams 11@11 1/2 Picnic Boiled Hams 15 Boiled Ham 20 Berlin Ham, pressed 11 1/2 Minced Ham 13 Bacon 16@16 1/2 Sausages Bologna 8 1/2 Liver 7 1/2@8 Frankfort 9 1/2@10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 40 lbs. 1 20 1/4 bbls. 40 lbs. 2 15 1/2 bbls. 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 90 1/4 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. 3 60 Roast beef, 1 lb. 1 95 Potted Ham, 1/4s 50 Potted Ham, 1/2s 90 Deviled Ham, 1/4s 50 Deviled Ham, 1/2s 90 Potted tongue, 1/4s 50 Potted tongue, 1/2s 90 RICE Fancy 7 @ 7 1/2 Japan 5 1/2@6 1/2 Broken 2 1/2@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 1/4s 3 00 SAL 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 00 Y. M. wh. hoop, 1/2 bbl. 6 00 Y. M. wh. hoops, kegs 75 Y. M. wh. hoop Milchers kegs 85 Queen, bbls. 10 50 Queen, 1/2 bbls. 5 75 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	Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 1 50 No. 1, 40 lbs. 6 50 No. 1, 10 lbs. 1 70 No. 1, 8 lbs. 1 40 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 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 80 Dusky Dnd 100 8 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Lome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 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 2 85 German Mottled 3 50 German Mottled, 5 bxs 3 45 German Mottled, 10 bxs 3 40 German Mottled, 25 bxs 3 35 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5 40 Marseilles, 100 ck toil 4 00 Marseilles, 1/2 bxs toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24s family size 4 00 Snow Boy, 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 15 Babbitt's 1776 3 75 Roseine 3 50 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-No-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 80 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, 75-80 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 Gloss Kingsford 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 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 2 1/2 Half barrels 24	20lb. cans 1/4 dz. in cs. 1 40 10lb. cans, 1/2 dz. in cs. 1 35 5lb. cans, 2 dz. in cs. 1 55 2 1/2lb. cans 2 dz. in cs. 1 55 Pure Cane Fair 16 Good 20 Choice 25 Michigan Maple Syrup Co. Brand Kalkaska, per doz. 2 25 1 EA Japan Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@33 Regular, fancy 36@40 Basket-fired medium 30 Basket-fired, fancy 40 3 Nibs 26@30 Siftings 10@12 Rannings 14@15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@45 Pingsuey, medium 26@30 Pingsuey, choice 30 Pingsuey, 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, 1/2 oz. 50 Hiawatha, 1 oz. 50 No Limit, 1 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 15 oz. 3 15 Ojibwa, 5c pkg. 1 45 Ojibwa, 5c 47 Petoskey Chief, 1/2 oz. 1 55 Petoskey Chief, 14 oz. 3 75 Sterling Dark, 5c 5 75 Sweet Cuba, 5c 11 10 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 10 Sweet Cuba, 16 oz. 4 20 Sweet Burley, 5c 7 75 Sweet Burley, 1 lb. 4 90 Sweet Burley, 2 lb. cs. 4 90 Tiger, 1/2 gross 6 00 Tiger, 3c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 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 31 Boot Jack 36 Bullion, 16 oz. 46 Climax Golden Twins 48 Days Work 38 Derby 28 5 Bros. 63 Gilt Edge 48 Gold Rope, 7 to 10 58 Gold Rope, 14 to 16 58 G. O. P. 32 Granger Twist 46 G. T. W. 37 Horse Shoe 43 Honey Dip Twist 45 Jolly Tar 40 J. T. 8 oz 35 Keystone Twist 48 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachey 49 Picnic Twist 45 Piper Heidsieck 69 Redcut, 1 1/2 oz. 38 Red Lion 30 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 28 Square Deal 28 Star 43 Standard Navy 37 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 15 Hemp, 6 ply 13 Flax, medium 24 Wool, 1 lb. bales 30 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, m'm 7 25 Butter Plates Wire End or Ovals 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 1 lb., 250 in crate 30 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 3 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 1/2 doz. bxs. 30 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 20 No. 2 complete 23 Case No. 2 fillers, 15 sets 1 35 Case, medium, 12 sets 1 15 Faucets Cork, lined, 3 in. 70 Cork, lined, 3 in. 30 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 30 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 1 00 3-hoop Standard 1 35 2-wire Cable 1 10 Cedar all red brass 1 25 3-wire Cable 1 30 Raper Eureka 1 25 Fibre 1 10 Toothpicks Birch, 100 packages 1 00 Ideal 35 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 5 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 5 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 3 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 5 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3, Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Champion Choc. Drops 45 H. M. Choc. Drops 1 10 H. M. Choc. Ld. and Dark, No. 12 1 10 Bitter Sweets, as'd 1 15 Brilliant Gums, Crys. 40 A. A. Licorice Drops 30 Lozenges, printed 80 Lozenges, plain 80 Imperials 80 Mottos 45 Cream Bar 80 A. M. Peanut Bar 80 Hand Made Crms 10@90 Cream Wafers 45 String Rock 80 Wintergreen Berries 80 Old Time Assorted 7 75 Easter Brown Good 1 50 Up-to-date Assort'd 3 75 Ten Strike No. 1 4 50 Ten Strike No. 2 4 00 Ten Strike, Summer assortment 6 75 Pop Corn Cracker Jack 2 25 Giggles, 5c pkg. cs. 1 50 Pop Corn Balls 200s 1 25 Aquilite 100s 2 25 On My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 18 Almonds, Drake 15 Almonds, California soft shell 13@13 1/2 Filberts 13@13 1/2 Cal. No. 1 12 Walnuts, soft shell 13@13 1/2 Walnuts, Marbot 17 Table nuts, fancy 13 1/2@14 Pecans, medium 14 Pecans, ex. large 14 Pecans, Jumbos 15 Hickory Nuts, per bu. 10 Ohio, new Cocoanuts 30 Chestnuts, New York State, per bu. 10 Shelled Spanish Peanuts 9 Pecan Halves 55 Walnut Halves 45@48 Filbert Meats 50 Alcantare Almonds 64 Jordan Almonds 64 Peanuts Fancy H P Suns 9 1/2 Roasted 9 1/2 Choice, raw, H. P. Sun 9 1/2 Bo. 9 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 pail2 00
16 oz. tin bucket90
11 oz. glass tumbler85
6 oz. glass tumbler75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



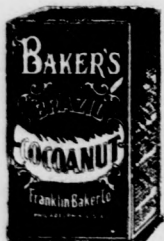
S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand

Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 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 25
72ft. 6 thread, extra..1 25

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, 11b.
White House, 21b.
Excelsior, Blend, 11b.
Excelsior, Blend, 21b.
Tip Top, Blend, 11b.
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

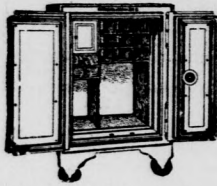


Small size, doz.40
Large size, doz.75

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 35
50 cakes, small size..1 95

Tradesman Co.'s Brand



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

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

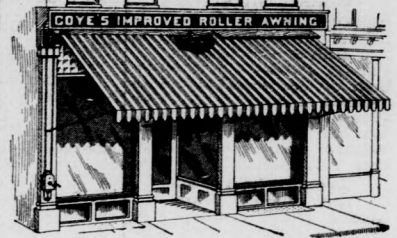
Butler Brothers

New York

Chicago St. Louis

Minneapolis

Awnings



Our specialty is Awnings for Stores and Residences. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on application.

CHAS. A. COYE, INC.

11 Pearl St. Grand Rapids, Mich.

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.

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—Three station air line carrier, nearly new. Also 140 account McCaskey register. Write Lock Box 20, Fremont, Mich. 287

Listen Merchants. This is the time of year to get ready for an auction sale, no matter where located, how large or small, I give satisfaction and get more than you get otherwise and cash. Write me. I sometimes buy a stock and sell. Will be in Paxton, Illinois, from March 16 to 25. A. O. Dering, Merchandise Auctioneer, Centerville, Ind. 284

For Sale—Clean stock groceries and crockery, central location county seat of 4,000, general delivery. Address No. 282, care Tradesman. 282

For Sale—A drug stock in a good location. Established trade. No cut prices. Cash business. Expenses light. A bargain. Will give terms. Reasons for selling. Address Quinine, care Tradesman. 283

For Sale—Up-to-date grocery business, good county seat town 3,500. Cash deal, \$2,500 to \$3,000 stock and fixtures. Address No. 281, care Tradesman. 281

Wanted—Cash register. No objection to second-hand machine if in good order. Waterman Bros., Mt. Pleasant, Mich. 280

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

Wanted—By a young shoeman, a whole or part interest in an exclusive shoe store. Write V. R. Wakefield, Howell, Mich. 274

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-Grisler Advertising & Sales Co.
907 Ohio Building Toledo, Ohio

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—\$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

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

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—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, Edgett, 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

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—Harness and shoe business in a good Northern Michigan town. Will sell building also if desired. Good reasons for selling. Address L. B. 6, care Michigan Tradesman. 257

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 ¼ 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

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

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

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,600 if sold quick. Address W. C. P., care Tradesman. 163

For Sale—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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

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

Safes Opened—W. L. Stocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

HELP WANTED.

Salesmen making small towns, write for order book to-day on Al consignment line. Goods shipped and commissions paid promptly. Canfield Mfg. Co., 208 Sigel St., Chicago. 246

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, 1 371 Marden Bldg., Washington, D. C. 207

Competent, all around dry goods and carpet man wanted at once. Must be thoroughly experienced in up-to-date methods. All salesman and window trimmer. Of good appearance and address, ambitious and willing to work at anything about store. Must have good habits and be trustworthy. Married man of about 35 preferred. A good position is open to such a man but no pikers need take the trouble of applying. Write first, giving full particulars and references. D. W. Robinson, Alma, Mich. 236

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

Position Wanted—Window trimmer and salesman, of many years' practical experience, abroad and in this country, desires position with a first-class house; age 27; quick and accurate; salary \$25. Have last been conducting own store, but capital to command not sufficient. Best of references. P. O. Box 155, Geneva, N. Y. 235

Wanted—Position as shoe clerk. Young married man, three years' experience. Best of reference. Please state salary. Address P. C., 381 Crippin St., Cadillac, Mich. 238

Wanted—Young man desires position with clothing, dry goods or shoe store. Twelve years' experience. References. L. W. Gardner, Tracy, Minnesota. 250

Wanted—Position as grocery clerk, young married man, five years' experience. Best of references. Address Box H, care Michigan Tradesman. 247

Want ads. continued on next page.

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
QUANTITY
STOCK ON HAND
TRADESMAN CO. CHICAGO

Here is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 19—Spot coffee is quiet. Buyers take small quantities and the whole trade seems at the moment to be waiting the forthcoming valorization sale. If one may judge from the general appearance of the coffee trade he would conclude that non-consumption was making itself felt. In store and afloat there are 2,432,773 bags, against 3,395,979 bags same time last year. In an invoice way Rio No. 7 is worth 12½¢@12½¢. Mild grades are very quiet, good Cucuta held at 13½¢.

The ruling of the pure food bureau that the colored teas on hand and to arrive before May 1, may be worked off gave the tea trade a little boom and for the past few days some very good lots have changed hands. The whole situation is better than a week ago and prices show some tendency toward a higher level.

Granulated sugar quoted at 4.80c less 1 per cent. Trading is only moderately active, and this is all that can be expected at this season of the year.

Rice steady with just about the volume of business that might be expected at this season of the year. Prime to choice domestic quoted at 4½¢@5½¢.

In spices, cloves and nutmegs attract most attention and the market favors sellers. Prices abroad are said to be decidedly above this market. Supplies are of only moderate proportions.

New Ponce molasses is coming freely and the demand is liberal. All grades of molasses are well sustained. Good to prime centrifugal 25@32c. Syrups firm and quiet. Fancy, 25@27c.

Packers of peas are said to be cutting rates a little in order to clean up stocks. The going rate is 90c for standards, but some sales it is said have been made at 87½¢ and even 85c. Tomatoes dull and practically without any change in quotations. Spot standards threes 80c f. o. b. Baltimore, though really desirable stock is held at 82½¢. Corn firm, with no news to report as to futures. Other goods moving slowly at former quotations.

Butter is somewhat lower and in liberal supply. Creamery special 26c; extras, 24½¢. Held specials, 21@22c. Imitation creamery firsts, 17@18c. Factory, 16@16½¢.

Cheese shows little if any change. There is a better export trade. Top grades quoted at 14½¢@16c.

Western eggs of quality are worth 17@17½¢ but the latter figure seems to be very top. Many stores are retailing very good eggs at 18@19c.

Cane and Beet Sugar.

The Census Bureau has just issued a summary on cane and beet sugar. Formerly cane sugar was manufactured in several states, but now it is confined chiefly to Louisiana, which has 188 plants, and Texas, with 4. The total capital employed is \$36,262,000; \$2,507,000 is paid in wages and salary and an equal amount in

other expenses; \$20,336,000 for materials and the value of the product is estimated at \$29,351,000. Of the value of products, that of sugar constitutes 89 per cent. of the total, molasses 9.6 per cent., and syrup 1.4 per cent.

Beet sugar constitutes, at this time, a large proportion of the total sugar production of the world. Its manufacture in the United States is comparatively new, as it had scarcely emerged from the experimental stage prior to 1880. Much interest is now manifested in the industry and its further development in this country seems assured. Comparative figures for acreage planted and beets used for the censuses of 1909, 1904 and 1899 show that the number of establishments engaged in the manufacture of beet sugar increased during the decade 117 per cent.; the number of acres planted in beets increased 207 per cent.; the quantity of beets produced, 399 per cent.; and the average production per acre, 61 per cent. The number of plants is now 65, as compared with 30 in 1899, the acreage is 416,000 compared with 135,300; tons of beets raised, 3,965,300, compared with 794,600, and the total value of product in 1909, \$48,122,000, compared with \$7,324,000 in 1899. Colorado is the largest producing state, with 16 plants and \$13,729,000 value. California comes next with 10 plants and \$11,981,000 value; Michigan third with 16 plants and \$10,477,000 value. In 1899, Michigan had only 9 plants and \$1,602,000 value of product. Of the Michigan product in 1909, there were 103,000 tons of granulated sugar, valued at \$9,757,000; 600 tons raw sugar, \$41,000; 5,016,700 gallons of molasses, worth \$337,000, and \$342,000 of other products.

The imports of sugar increased from 2,009,000 tons in 1899 to 2,887,100 tons in 1909. The consumption increased from 2,238,500 to 3,628,300 tons.

Three Men in One.

Someone has said that every man is three men; the man he thinks he is, the man others think him and the man he really is.

The man he thinks he is is usually a pretty good fellow. It is a little hard to get far enough off from ourselves to judge our own actions as we would those of another man, and yet that is what must be done if a man would make the man he is measure up to the man he thinks he is.

It is not worth while to worry about the man others think you. There are ten chances to one, if not ninety-nine out of a hundred, that they are sizing you up pretty correctly, and if you do have the misfortune to be misunderstood it does not make so much real difference. It is only the man you are that you will be called on to account for.

A man may have the idea that he is a generous, free-handed, good fellow, and if he heads the church subscription list and gives largely to every public charity his fellow citizens will probably agree with him,

but if at the same time he pays his employes the lowest possible salaries without regard to what they are worth, he is not half the good fellow he thinks he is.

It would not do any good, either, for a man to lower his estimate of himself. Nobody ever amounted to anything who considered himself a poor, miserable dub. The only way is to play up to his own idea of himself. His name on public subscriptions is all right—it goes to swell the credit of the man others think he is, but if he regulates his private affairs on a generous scale he is earning the right to consider himself a good fellow. Of course, it costs in money and self denial, but it is "nothing for nothing" in character as well as business.—Twin City Commercial Bulletin.

Good Name Worth Protecting.

The surest indication of superior quality in merchandise is when the successful article is largely imitated. The surest sign of the unreliable merchant is one who willfully misleads his customers into the purchase of inferior substitutes in place of the genuine article actually desired.

The F. Mayer Boot & Shoe Co., of Milwaukee, manufacture the well known Mayer Martha Washington Comfort Shoes, which, due to their superior merit, enjoy a big sale. Unscrupulous and short-sighted dealers, eager for bigger profits, have permitted themselves to be led into the practice of selling shoes similar in

appearance but inferior in quality, representing them to be Martha Washington Comfort Shoes.

The Mayer Co. has been compelled, for its own protection, to inaugurate an extensive campaign to put a stop to the unlawful use of the name and picture of Martha Washington and will punish the guilty offenders. Other reputable manufacturers have had the same experience.

The practice of substitution obtains so generally that it is well for our merchants to exercise a little caution in buying supplies. See that you get what you are after and do not hesitate to turn down a salesman who tries to mislead you.

In addition to the Martha Washington the F. Mayer Boot & Shoe Co. makes the "Leading Lady" fine shoes for women; "Honorbilt," fine shoes for men; "Yerma Cushion Shoes and Special Merit School Shoes." The Mayer Co. now has facilities for making 9,000 pairs of shoes per day and is working well up to capacity.

BUSINESS CHANCES.

Half interest in \$2,000 stock drugs, town 1,500, for \$600 to registered man, who must take charge and manage business. Address X, care Tradesman, 290

Pumpkin Seed—We have for sale a quantity of "Mammoth" field variety pumpkin seed, which we have saved at our Clay City, Indiana, factory (famous for fine pumpkin). Many of you grocers have handled our high grade pumpkin, either under our label or under your jobber's private label, and know there are no finer goods packed. These seeds are saved when packing such pumpkin and are the finest canning variety known. Write us for prices and samples. Ladoga Canning Company, Ladoga, Indiana. 289

Champion Tennis Shoes

ALL

SIZES....



Men's to

Children's

The Most Popular Summer Shoe in the World

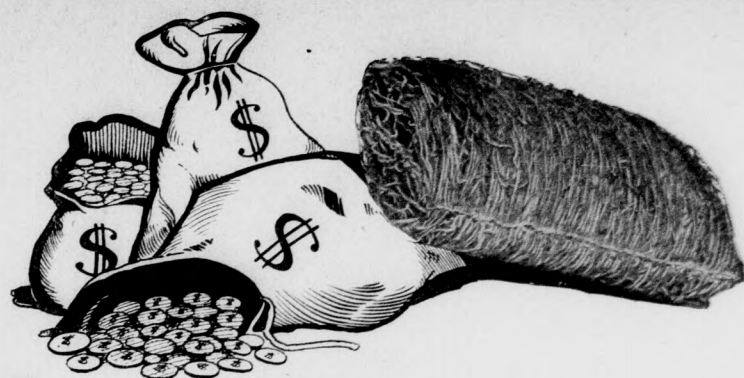
Millions sold each year. Made in Bals. and Oxfords, three colors—White, Black Brown Duck. Complete Catalogue mailed promptly.

DETROIT RUBBER Co., Detroit, Mich.

A Reliable Name

And the Yeast
Is the Same

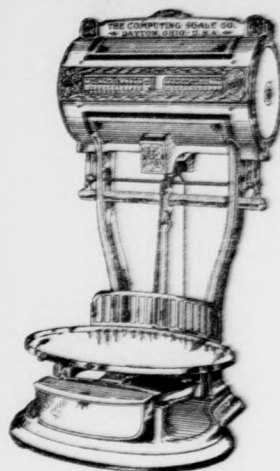
Fleischmann's



IT PAYS

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

Shredded Wheat
IT'S ALL IN THE SHREDS



Built on Proven Principles

TWENTY YEARS ago a new industry was established by **The Computing Scale Co.**, of Dayton, Ohio. They were the founders and pioneers in the manufacture and sale of the now famous **DAYTON-MONEYWEIGHT Scales**. During this time they have experimented and developed scales on all the known principles of scale construction, but the one **crowning glory** of their efforts is the **DAYTON-MONEYWEIGHT AUTOMATIC**.

Stands the Test of Years of Service

We have subjected our scales to the most rigid and severe tests to ascertain if possible any weaknesses or faults in construction. They have been examined and approved by scientists of world renown; by Federal, State and Municipal officials; and, best of all, by the thousands of progressive merchants in all parts of the world.

Our factory recently made a test of one of our stock scales. A 10-lb. weight was automatically placed on and off the platform until a weight representing forty years of actual service was registered. Each day the Chicago Deputy Sealer tested the scale to its full capacity. The final test showed the scale in as perfect condition as the first.

No Cut-Down-Pivot in Our Automatic Scale

There are no parts of our scales subject to unnecessary strain or wear. If, after years of constant service, some part of our scale might show a little wear, it would not affect the accuracy or sensitiveness of the weight or value indication.

Be sure to get our exchange figures if you have old or unsatisfactory computing scales on hand which you would like to trade in as part payment on new ones. Send for our illustrated, descriptive circular of our latest computing scale.

The Computing Scale Co.
Dayton, Ohio

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

Direct Sales Offices in All Prominent Cities

Please mention Michigan Tradesman when writing

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



Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal

Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation

If You Happen

To need a stock of Bang-up
Coffee that'll make your cus-
tomers "sit up and take notice"
there's :: :: :: ::

"QUAKER"

BRAND

COFFEE

ALWAYS "ON TOP"

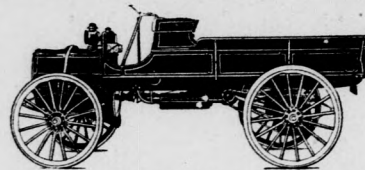
WORDEN GROCER COMPANY

Grand Rapids, Mich.

Be THE Progressive Dealer

In Your Town. Buy this

Motor Delivery Wagon



Model D - 1000 Pounds Capacity - \$900 00

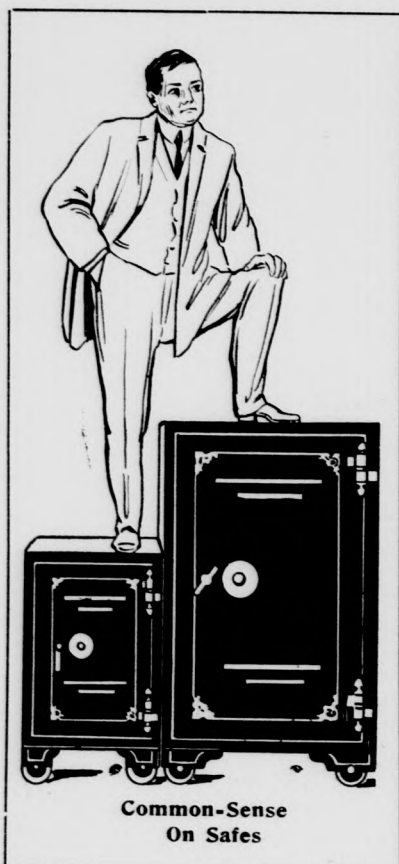
The Chase Wagons are

Simple in Construction
Cheap to Maintain
Easy to Operate

Dependable and Durable

If you are ALIVE to your best interests,
write for Catalog of the Chase
Complete Line to

ADAMS & HART Western Mich. Agents,
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.