

Bringing the Market to You

Our catalogue is sent to you, Mr. General Merchant, because it is our plan for bringing the market to your door.

Fearlessly we come out in the open and show our hand. We *dare* to print net prices on every item in this book because it represents the policy back of many years of successfully wholesaling General merchandise.

We wouldn't dare quote net prices in this plain, open way if there existed any doubt regarding the pricing of a single one of the 35,000 odd items in this book.

Thus you have a steady and quick reference—a *safe* and *sure* guide to *right* buying. Go through each book as it arrives—form the habit of comparing prices and know for certain that you're buying *right*. That's a fair request.

Our April book is out. It lays before you in convenient, compact form the world's greatest line of General Merchandise. It lists our offerings for Spring and Summer. Its special pages will furnish you with bargain and profitmaking material for a month to come.

The number of this catalogue is F. F. 970. If you are not on our mailing list, you should be. Ask us to send a copy.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

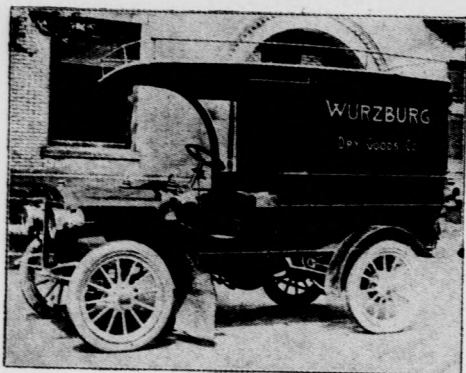
NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

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



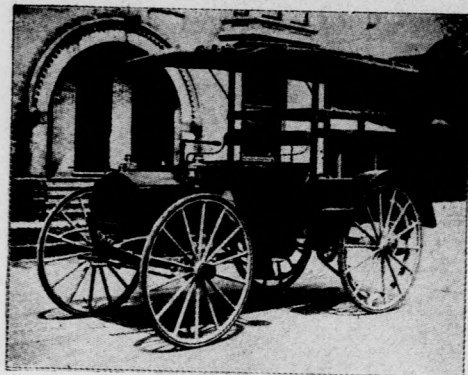
51 BUICK—Chain drive, 1906 model F, equipped with enclosed body, plate glass sides and piano finish. Delivery body, cost \$300.00, also touring car body (5 passenger) with top. Paint and tires in excellent condition. Cost, complete, about \$1,600. Price, \$690.00.

Two Rare Bargains in Light Auto Delivery Wagons

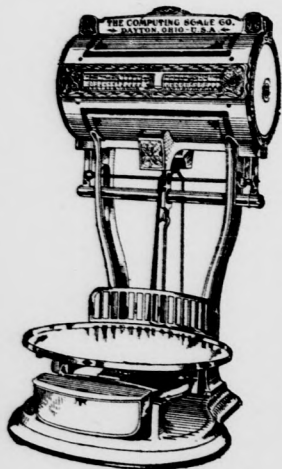
Fifty other cars all makes and models, \$75.00 and up. I give a good square deal.

MY SPECIALTY, USED AUTOS

S. A. DWIGHT
172-174 N. Ionia St., Grand Rapids



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.



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

IF

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

IF

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



IF

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

The American Case & Register Co.
Salem, Ohio

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

Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 29, 1911

Number 1436

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GROCERS AT BANQUET.

Annual Gathering of the Local Association a Great Success.

The twelfth annual banquet of the Grand Rapids Retail Grocers' Protective Association was held Monday night in Press hall and was one of the most successful functions of the kind ever held in the city. The attendance was large, including many ladies, a generous representation of the wholesale trade and visitors from out of the city, and the company was thoroughly congenial. The banquet was arranged by a committee made up of J. L. Witters, George H. Shaw, Norman O'dell, J. Barclay, Fred Fuller, A. L. Smith and Frank Merrill, and the service was by Janidorf. During the banquet orchestral music was rendered and between the addresses W. H. Reilly rendered vocal selections and Van Duzen and German gave a piano duet. The invocation was by Rev. George Hancock. Fred Fuller called the meeting to order after the menu had been discussed and introduced A. L. Smith, Secretary of the local Association, as toastmaster. Mr. Smith certainly was a success, displaying much humor in his introductions and diplomacy in dealing with the audience. Clarence A. Cotton, Secretary of the Board of Trade, was the first speaker and his subject was, "Do It For Grand Rapids." He reminded the grocers of the benefit accruing to them in having more industries and conventions, and that the Board of Trade is always trying to promote the city's welfare in these directions. As important as the industrial promotion is the work that the Board is doing to make Grand Rapids a better city to live in, healthier, cleaner and more beautiful. He expressed the hope that every grocer would become a member of the Board, and in closing read the local trade reciprocity resolutions urging Grand Rapids people to trade in Grand Rapids instead of in other towns.

President Glen E. DeNise gave the grocers "some food for thought," and did it well. He read the platform of the State Association, as adopted at

the local Association and its work. In part he said:

"About twenty-five years ago a few prominent grocers, realizing the necessity of organization, banded themselves together and formed the Grand Rapids Retail Grocers' Association. It may be interesting to you if I give you the names of a few of those men: Most of them have long since retired from the retail business, but I am sure if any are present to-night they will well remember the struggles and hardships of the Association in its earlier days. I believe the first President was E. A. Stowe, and some of the charter members were, E. D. Winchester, J. Geo. Lehman, E. J. Herrick, B. S. Harris and Geo. Van Every.

"The first meetings were held in the Tradesman office. I have been told by one of these gentlemen that many times it seemed impossible to continue the organization, the attendance often being very small. I am often asked by merchants throughout the city, What has the Grocers' Association done for the merchants in this city? I am ashamed to think there can be a retail merchant who has been doing business in this city for any length of time who is not aware of some of the many benefits derived from the work of the Association. But I will mention a few of the most important and can soon convince the doubters that every grocer in this city has received a great deal of assistance from our organization.

"First, I would call your attention to our credit department, formed during the last year of Mr. Fuller's administration as your President. Fred W. Fuller has been a member of this Association about seventeen years. He served nine years as President of this Association and two years as President of the State Association, and has probably given more hours' work to city and State organization than any member in the State of Michigan.

"Early closing of stores, half holidays during summer months, closing all day July 4, Thanksgiving, Christmas and New Year—I am sure, gentlemen, you will agree with me that just these few results of organization have given us much to be thankful for as relief from the eternal grind of the old days. As citizens we certainly deserve some time with our families and for social affairs, and through organization we have it. J. George Lehenan was one of the earliest fighters for the early closing movement.

"Uniform retail price for flour instead of cut prices and losses, profit on the soap we handle—are not these

solid benefits, and have they not been procured through organization?

If you had watched the proceedings of the City Council last month you would have noticed the adoption of the new rules regulating the market, which I am very sure mean a great deal to the consumer as well as the grocer. Do you think our Association had anything to do with this? Ask the Ordinance Committee of the City Council.

"At the request of our Association a bill was introduced at Lansing by Mr. Verdier regarding sale of fruits, berries and vegetables in full measure. This means a whole lot to both retailer and consumer. Mr. Fuller has given this matter a great deal of time and thought. We have every reason to believe this bill will pass.

"A bill recently introduced by Senator Carl Mapes regarding trading stamps is of great importance to retail merchants throughout the State. This matter was taken up by the Retailers Committee of the Board of Trade. Our Association took this matter up and presented it before the State convention at Port Huron a month ago. The merchants throughout the State have taken it up, petitions are being circulated and we believe the bill will be passed.

"Now, gentlemen, you can help this good work along by signing. You will find the blank petitions at every table. I believe every grocer in Grand Rapids should join the Board of Trade, boost your city, take an interest in civic offices and make Grand Rapids an important point on the map of the State of Michigan.

Last of all, I want to say, If you are not a member of our Association sign an application blank to-night and you will help us fulfill our expectations of 200 members for the beginning of 1912."

George Green, of the Shredded Wheat Biscuit Company, former Secretary of the Illinois State Association, gave a stirring address, full of points to make the grocers think. He spoke of the benefits to be gained from organization and said that the only way to realize and appreciate these benefits is to be in the Association. All association work is based on four cardinal principles, harmony, education, benefits and protection, and of these the first is the most essential. Until we learn to harmonize our views and purposes nothing can be accomplished. Until we can get together and know one another nothing can be done. Harmonizing should come first. In your meetings do not be afraid to tell your experiences for fear you will help somebody else. Avoid the spirit of

revenge and of jealousy, for out of these grow most of the trade abuses. Learn to get profits on your sales. Estimate your cost of doing business on the selling not on the buying price. There is little originality in business and many of the evils we complain of grow out of imitations: we can avoid them by organization and a free exchange of views and experiences. The benefits to be gained from organization are in the increase of your happiness and prosperity. For protection it may be necessary to go to the Legislature or your Common Council, and this action may be defensive against unwise regulations or aggressive to secure regulations that may be desired, but whether aggressive or defensive more can be accomplished through organization than any individual could hope to do alone. The trading stamp scheme is one of the greatest nuisances in business and through organization you should kill it. By proper publicity and organization you can head off mail order competition. In closing, Mr. Green urged the grocers to regard their Association as they would their bank account; make a deposit of harmony, the willingness to co-operate and to work and of experience before expecting to draw checks for benefits.

Among the guests of the evening were President De Butts and Secretary Percival, of the State Association; Claude Cady, of Lansing; President Ole Peterson, Secretary A. R. Bliss and A. O. Peterson, of the Muskegon Association.

The programmes were printed on sticky fly paper and made a unique combination. The petitions to the Legislature against the trading stamp and asking for the enactment of the Mapes' bill were freely signed.

Lost Opportunities.

"Oh, I wish I had a hundred," a young man was heard to say the other day. Many have said it before. In the case referred to an opportunity had appeared to make a little chunk of money and it only needed the hundred to triple the capital in a few days. The clerk did not have the money. He was "a good fellow" who always lived up his salary. An opportunity had come and he was not ready. There are always chances hobbing up for moneymaking with a little ready capital and the wise clerk makes up his mind when he starts out in life not to miss any such opportunities.

"What is new this season?" "I understand it is going to be a fad to take an interest in one's children. Some of our best people are taking it up."—Kansas City Journal.

Detroit Produce Market Page

All dealers looking for lower prices and do not care to buy heavy.

Indications are all for lower prices within a few days as receipts at all leading points are far in excess of daily requirements.

F. J. SCHAFFER, Sec'y
Detroit B. & E. Board.

COLD STORAGE.

Some Facts Regarding Both Sides of the Controversy.

Written for the Tradesman.

Since there is so much agitation and proposed legislation relative to the cold storage of food products, the writer wishes to state some facts on this subject, especially pertaining to butter and eggs.

The advocates of short period storage claim that perishable food products, especially butter and eggs, deteriorate so rapidly in storage that they are unfit to eat and an actual menace to health after a few months. They propose to limit the time for storage of these products all the way from four to eight months and some even go so far as to advocate confiscation after the time limit has passed. In support of their position they cite exceptional and unusual examples of deterioration of butter and eggs in cold storage, and by these unfair methods attempt to formulate general laws.

They also claim that cold storages enable speculators to enrich themselves at the expense of the great mass of consumers and that the time limit would eliminate speculation and reduce the distribution of these perishable staples to a legitimate basis of supply and demand. The real bone of contention, however, is the length of time which should be allowed storers of these food necessities to dispose of their holdings.

All agree that nearly every perishable food product, i. e., every food susceptible to germs and consequent deterioration, is more palatable and healthful the sooner it is consumed after production. The cold storage simply retards this deterioration by keeping the foods at such a low temperature as to make them as impervious as possible to germs and contaminating influences.

All fair-minded people, whether producers, jobbers, speculators or consumers, agree that all perishable goods should be in good sound, wholesome condition when placed in cold storages. More stringent laws requiring more rigid inspection of goods before they are placed in storage should be enacted and enforced.

The present unfavorable attitude of the public toward cold storage products would not exist to any marked degree if such a law were enacted. For example, poultry that has begun to spoil is not improved by refrigeration. Rapid decomposition is simply arrested. Bad eggs become worse, rancid butter becomes stronger, no matter whether in storage or out.

Since all perishable food products deteriorate with age, there should be a time limit for storage. This limit should be decided by the condition, kind and palatability of the product. For example, we all know that eggs are the best in quality during the early spring months and that they arrive in the best condition then, because they are not affected by extremes of heat and cold. As the season advances the quality deteriorates and because of increasing heat the condition of the stock is poorer. Therefore, eggs stored in April in prime condition and of excellent quality will come out of storage the following fall and winter better in both these respects than July eggs, usually weak in quality and poor in condition. The same is true of butter. It would be unjust and unwise, therefore, to enact any laws limiting the storage time to four, six or even eight months. The time limit should be a natural one, and this leads us to this question:

What is the fundamental object or advantage in storing perishable food products?

Our answer is, To care for and keep in the best possible condition the surplus production in any line that it may be marketed and used when there is a scarcity or lack of production in that line.

If all perishables were stored and marketed in accordance with this principle, the prices on all these food products would be equalized throughout the year and minimized to the consumer.

The natural legal time limit would require that all stored goods should be sold or cleaned out by the time of excess production of the next season. The flush of the egg producing season is from March to May. Therefore, all storage eggs should be disposed of before the following March. During May and June the best quality and greatest proportionate quantity of butter is produced, and storage creamery should be disposed of before that time the next season or be classed as packing stock. If this law were applied to all perishable food products it would clean out all storages at least once a year and work no real hardship or injustice to anyone.

Speculators sometimes corner and manipulate the market and temporarily increase the price of commodities.

This, however, is no more common in regard to cold storage products than in other food commodities. The same legal restrictions would be effective in all kinds of gambling or speculating in food products, and could not be made to apply to cold storages alone.

Occasionally some are so foolish as to declare that cold storages should not exist. This position can easily be proven untenable: Should a farmer feed all his grass when it is green and plentiful and not cure and store it for the winter when it is scarce? Should we insist on having all peaches and fruit eaten when they are fresh and ripe and prohibit the housewife from canning them when there is an excess of production? Still, we all know that canned goods are not so good as fresh.

Some critics of cold storages say that the storers of butter and eggs are becoming immensely rich and that the farmers are getting the small end of things. This is fallacious. Ten years ago farmers were receiving 10 to 13 cents per dozen for eggs in the spring; the same per pound for dairy butter. Creamery was 17 to 20 cents per pound. What did the farmers receive last year? We all know that farmers received their share of the increase.

What did the storers of eggs pay last year? The following carefully prepared table will show:

Cost of assembling, preparing, carrying and marketing one case of eggs, 30 dozen (April 1 to January 1):	
Price paid farmer at country town, per case	\$5 70
Case and filler	30

We Buy for Cash, F. O. B. Shipping Point EGGS AND DAIRY BUTTER

Weekly Quotations Mailed on Request

SCHILLER & KOFFMAN, DETROIT, MICH.
EASTERN MARKET

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092
347 Russell Street, near Eastern Market—Telephone Main 3762
DETROIT, MICH.

ESTABLISHED 1891

F. J. SCHAFFER & CO. BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

Associate Houses: Ionia Egg & Poultry Co., Ionia, Mich.
Dundee Produce Co., Dundee, Mich. Detroit, Mich.

L. B. Spencer, Pres. F. L. Howell, Vice-Pres. B. L. Howes, Sec'y and Treas.

SPENCER & HOWES

Wholesale and Commission Dealers in Butter, Eggs and Cheese

26-28 Market Street, Eastern Market

Branch Store, 494 18th St., Western Market

TELEPHONES: Main 4922
City 4922

Detroit, Mich.

BUTTER, EGGS
CHEESE, FRUITS
PRODUCE OF ALL KINDS
Office and Salesrooms, 34 and 36 Market St.

COLD STORAGE
AND FREEZING
ROOMS
435-437-439 Winder St.

R. HIRT, JR. WHOLESALE FRUITS AND PRODUCE

PHONES: Main 1218
Main 5826

DETROIT, MICH.

Buying cost or expense soliciting	15
Assembling freight to country packing point	10
Labor, rehandling and grading	10
Cost of grading (disposing of under-grades)	15
Freight, country points to Chicago	25
Storage, 1 case (30 doz.)	30
Insurance and interest	25
Rehandling and grading	35
Margin for owner	30
Margin for wholesaler	30
Margin for retailer	90

Total, 30½c per doz.; per case, \$9.15

The above figures are averages that have been obtained from actual operations and can be verified easily.

While farmers received 19 cents per dozen for their eggs loose in the country, and while consumers, according to the above, should have paid 30½ cents per dozen, it is an actual fact that many storage eggs were sold in a jobbing way this spring from 5 to 8 cents per dozen. The same condition was true in regard to butter. Who made the money? The farmers. Who lost the money? The legitimate storers and speculators. For the legitimate storers we have sympathy; for the speculators, none.

Any state or national laws regulating the cold storage of perishable food products should be based on the following facts:

1. Cold storages are necessary to carry the excess produce during the flush of the season to the time of scarcity later in the year.
2. Rigid and careful inspection of all goods intended for storage should be made at the storage warehouse before goods are accepted and plainly stamped as to date, grade and quality.
3. If goods are poor or unfit for food they should be rejected at the time they are offered. Nothing but the best should be presented or accepted.
4. All perishable products stored during the flush season should be disposed of during the period of low production or, at the very latest, before the next period of excess production.
5. Speculators or manipulators found guilty of perverting this natural law for the purpose of inflating prices for their private gain should be punished by law.
6. An unbiased knowledge of all the facts should precede any and all legislative action, and justice to all legitimately connected with the production, storing and distribution or consumption of perishable cold storage products should be the motto of all who seek to remedy existing evils.
7. All jobbers, retailers and peddlers should be required under penalty by law to sell cold storage products as cold storage products, and all hotel, restaurant and boarding house keepers serving cold storage goods should be required to post a large sign to that effect in a prominent place on the dining room wall.

C. D. Crittenden.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Industrial Association of Battle Creek has 150 on its membership roll and hopes to double the number during the campaign which is now under way.

One of the features of the annual banquet of the Kalamazoo Commercial Club, which is to be held March 31, will be a series of lantern slides showing the growth of the city in recent years.

A series of "know your city" trips to the different factories are being arranged by members of the Kalamazoo Commercial Club.

Traverse City is showing splendid public spirit in its booster movement to raise \$3,000 for publicity purposes.

Through interurban cars on fast schedule between Kalamazoo and Detroit, also between Lansing and Detroit, will be put on April 4.

Lansing will soon be an important interurban hub. Lines to St. Johns on the north and to Jackson on the south, the latter continuing to Detroit, are now in operation, while within a few months it is expected that lines northeast to Owosso and west to Grand Ledge will be completed.

During the past year Flint built ten and three-quarters miles of pavements, nine and one-third miles of cement walk and six and three-quarters miles of sewers. These figures serve to make many cities that are much larger than Flint sit up and take notice.

Kalamazoo is having plans prepared for improving its parks and boulevards.

The Muskegon Chamber of Commerce has secured four new industries for that city within the past six months.

Fifteen of the large shippers of Kalamazoo are members of the freight traffic department of the Commercial Club of that city. This shipping branch of the Club is proving very successful. Figures show that over a million tons of freight are carried in and out of Kalamazoo annually.

Almond Griffen.

Petty Grafting on the Pacific Coast.

Written for the Tradesman.

On the Pacific coast it is considered as legitimate by many tradesmen to plunder the tourist as it is by the French, the Scotch and the Italians in their own countries. A few weeks spent in this wonderful land have served to convince me that the people living here need the money of the tourist and do not hesitate to take advantage of him at every opportunity. In Los Angeles a lady who formerly resided in Grand Rapids informed me she could buy a bushel of good navel oranges for 20 cents. The tourist is charged the same amount for one dozen. In the hotels, restaurants and stores the sojourner pays the top price for every article he purchases, and if one rents a suite of rooms for one month he learns that according to the California plan of counting time a month

contains just four weeks, or twenty-eight days. In the cafeterias and restaurants the quantity of food served to the transient customer is "skimped," while the resident receives all he is entitled to. In San Francisco the hotel keepers advertise free transportation for guests to and from the railway stations, but charge customers for the service when they pay their bills. The men employed in the hotel barber shops are conscienceless robbers. For a plain shave they will hand the customer a check for 25 or 50 cents and insist upon the payment of the same. In this city a day or two ago a man named Doyle had his hair cut, a shampoo and his face shaved, for which he was charged and compelled to pay \$5.60. Petty grafting prevails everywhere in this land of the Golden West, which, if continued, will affect the flow of travel in time from the East and cause a loss of a considerable part of the many millions the tourists spend in the Coast States annually.

Arthur S. White.

Seattle, March 22.

The Square Deal.

C. E. Bernert, of Wymore, Neb., addressed the Retailers' Association of Nebraska at Omaha recently and said something regarding "merchandising" which the merchants in other states might well take to heart:

"The mail order houses, which sell less than 7 per cent. of the goods, dictate the prices which retailers who sell 93 per cent. must ask," he said. "It is a most infamous system, and if persisted in will eventually destroy the small town. The cause of the trouble is special privileges to the few at the expense of the many."

"The producers are organizing to secure a square deal; the laboring man is organizing to secure a square deal; the manufacturers and jobbers have their organizations to get a square deal; now we retailers are organizing for the same purpose. In the face of all this it would seem the easiest thing in the world to get a square deal."

"But we don't get it. The tobacco growers of Kentucky get 7 to 12 cents a pound for their product. The tobacco trust charges us 43 cents for it, and says we must sell it for 45 to 50 cents. The grower, the laborer and the retailer get 17 cents, and

the tobacco trust 26 cents a pound. How do you like it?"

"This is the field in which the state and national associations must work if they accomplish their purpose."

Business News From the Hoosier State.

Fort Wayne—The shoe firm of Tague & Carroll has dissolved, Fred B. Tague buying the interest of Clayson Carroll, his partner, and continuing the business.

Mishawaka—A new clothing store is to be opened by Mr. Simonds, of Goshen, in the new Kellar building.

Portland—Dallas M. Hutchins, clerk in the C. W. Hardy furniture store, will soon open a store of his own.

Kendallville—Chas. Garilla, who operates a wholesale and retail fruit store at Elkhart, will open a similar establishment here.

Mishawaka—A. S. Winey has moved into his new store in the new Kellar building. The store is handsomely furnished in oak with modern fittings. The formal opening last week was a great success.

Kendallville—Nelson Drake has turned over his meat business, which he has conducted for a half century, to his son, George, and will retire from active business.

Cold Storage Bills.

What is probably the first cold storage bill to become effective is the Indiana measure. It has passed the Legislature and been signed by the Governor. All packages must be marked with date of entering and leaving storage, must be labeled "cold storage" when offered for sale, and can not be held in storage beyond nine months.

Senator Fosseen's cold storage bill passed the Minnesota Senate with only four votes against it. This measure makes it unlawful for any cold storage company, jobber, grocer or restaurant, hotel keeper or boarding house keeper to use or sell any cold storage eggs, poultry or other meats unless the information that it is cold storage goods is posted conspicuously so every one will be informed of the fact.

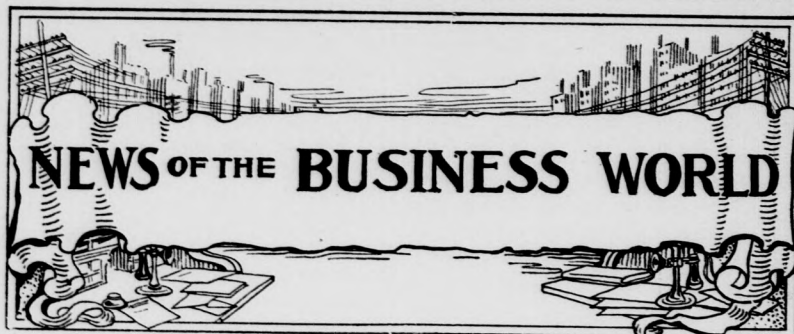
Remember there is more money talking to a customer about his affairs than telling him about your own affairs.

\$900.00 Per Annum

Young Man:—If you are 18 years of age and are willing to start at a salary of \$900 per annum write us at once. We will pay you \$10 per week for every week spent on our course if we fail to secure you a position paying the above salary. References all Grand Rapids. Write for catalog "Bank Students at Work."

McLachlan University BUSINESS

62-68 Pearl St., Grand Rapids, Mich.



Movements of Merchants.

Amy—Durrant & Son's double store burned last week. Loss, \$15,000.

Coleman—Steven David, formerly of Scottville, will open a drug store here.

Charlotte—Frank Allen has sold his "South End" grocery to Olgie Fast.

Vermontville—Ed. Echert has sold his interest in the meat market to Henry Mull.

Charlotte—M. L. Munson has sold his confectionery and ice cream parlors to P. Hulst.

Boyne City—Joseph McNamee has opened a new grocery store, occupying his old stand.

Marshall—O. L. Linn & Son have opened their clothing store in the Southworth block.

Jackson—The Palmer Company has opened a new shoe store at 113 West Main street.

Benton Harbor—The Chester C. Sweet hardware store is being remodeled and improved.

Coopersville—Ray Marvin, of Berlin, has purchased a half interest in the store of Chas. Streeter.

Petoskey—George Koullis will open a cigar and fruit store in connection with his confectionery store.

Pontiac—Purser Bros., formerly of Bay City, have opened a wholesale fruit and produce store here.

Cadillac—Anthony Nieuwkoop has opened a new bakery in the rear of Johnston & Kaiser's grocery.

Blissfield—The Hunter-Stadlerman Hardware Co. has changed its name to the Blissfield Hardware Co.

Lansing—The Bates & Edmonds Motor Co. has increased its capital stock from \$100,000 to \$125,000.

Gaylord—The D. M. Sly hardware store at Vanderbilt burned last week. Adam Loesch's bakery also burned.

Belding—Mrs. Madge Rimes and Miss Mina Sanborn will open a millinery store at 112 W. Main street.

Birch Run—William P. McGregor has sold his stock and fixtures to Louis B. Hubinger, of Frankenmuth.

Manistee—Patterson Bros. have fitted up handsome ice cream parlors and a candy store in the Aaron block.

Hartford—W. W. Rowan has purchased the Ruggles store building on Main street and will open a grocery store.

Cheboygan—John W. Karwick is putting in a line of men's and women's shoes; also a full line of caps and hats.

Eaton Rapids—Moore & Collier, of Lansing, have leased a building and will open with a stock of agricultural implements.

Reed City—James F. Jackson has purchased the building and stock of groceries of A. M. Bregg, on Davenport street.

Marshall—A. B. Wagner has sold his interest in the Dobbins Furnace Company to W. R. Simons, of Battle Creek, and Geo. W. Leedle.

Marshall—Joseph Naeckle and Bert Schuler, proprietors of the Star Bakery, have dissolved partnership. Mr. Naeckle continues the business.

Stanton—Dr. R. L. Bentley has purchased the real estate and merchandise of the Stanton Lumber & Fuel Co. and will continue the business.

Eaton Rapids—The S. W. Fuller grocery business at Springport has been sold to the Bowersox Brothers, who will continue the business at the old stand.

Fennville—F. A. Mowers has purchased the furniture stock of J. H. Mowers and will continue the business under the style of the Fennville Furniture Co.

Marshall—The Crampton Medical Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and \$500 paid in in cash.

Midland—F. B. Stanton and Roy Fleming have formed a partnership and rented the fine new store in the Reardon block, where they will conduct a grocery business.

St. Joseph—Trick Bros., proprietors of the 5 and 10 cent store in Benton Harbor, have rented a store here and a stock of goods will be installed probably by April 1.

Kalamazoo—Frank P. Talbot, who for the past twelve years has been on the road for the Baldwin Piano Company, has opened a wholesale store of his own in the Sterns block.

Eaton Rapids—E. B. Spears, of this city, and George Scofield, of Porterville, have bought the George Griffin hardware stock at Albion and Mr. Scofield will be the active manager.

Farmington—Fred L. Cook & Co. have rented the office building formerly occupied by the Fred M. Warner Cheese Co. and will put in an up-to-date men's furnishing department.

Charlevoix—George Van Pelt has plans prepared for a handsome two story brick building 40x80 feet on Bridge street. This will be the third new building on Bridge street this season.

Owosso—Arthur Ward, of Munising, for many years Superintendent of the Marquette & Southeastern Railroad, has purchased a half interest in the furniture and hardware

business of F. W. Pearce and will take an active part in the management. The new firm will be Pearce & Ward, and they will materially enlarge the business.

Frankenmuth—Hubinger Brothers have engaged in the general merchandise business with an authorized capital stock of \$35,000, all of which has been subscribed and paid in in property.

Kalkaska—The meat market formerly owned by Chas. Burkle has been purchased by Louis Green and Samuel Titus, of Isabella county, and will be run under the firm name of Green & Titus.

Mendon—H. W. North, jeweler, and M. M. Dickinson, musical instruments, whose place of business burned last winter, are preparing to reopen in the place formally occupied by M. E. Strickland.

Benton Harbor—Perley Hall, formerly with the Kidd, Dater & Price Co., has purchased a stock of fancy groceries, confectionery, cigars, etc., and will open a store on Pipestone street and Britain avenue.

Detroit—The American Hydrostat Co. has engaged in business to deal in machinery, with an authorized capitalization of \$50,000, of which \$32,300 has been subscribed, \$300 being paid in in cash and \$32,000 in property.

Petoskey—William Batson, of Big Rapids, has purchased the granite and marble business of R. S. Parks. W. J. Bash, of Big Rapids, who is now in Goshen, Ind., will go to Petoskey to take charge of the business.

Petoskey—The Wildern jewelry store, on Howard street, has been purchased by W. H. Seibert, who was the founder of the business and conducted it many years before selling out several seasons ago to H. M. Collins.

Mendon—M. M. Dickerson has moved his stock of musical goods to the store formerly occupied by Mr. Strickland. Mr. Miers, of Grand Rapids, has leased the store just vacated by Mr. Dickerson, and will put in a dry goods stock.

Charlotte—The remodeling of the S. E. Cook & Co. dry goods store is completed. The improvements include a new elevator, an enlargement of the floor space of 2,800 square feet, several new departments and much new furniture.

Charlotte—J. B. Gibbons, a well known jeweler here, has purchased the jewelry business of H. J. Sevy and the latter has purchased the business of D. E. Legassee in Bellevue. Mr. Gibbons will combine the Sevy stock with his own.

Vassar—C. E. Mott, who for the past thirty-one years has been in the grocery and dry goods business, has exchanged his dry goods and grocery store and residence for the farm, stock and tools of L. J. Heinlein, who will continue the business.

Fenton—William Smith and Henry Shipley have sold their meat market to Fred Butcher and William Zellner. Smith & Shipley are the oldest business firm in this place and

for more than forty years have been engaged in the buying and selling of meat.

Union City—As a result of the closing of the Farmers' National Bank the T. D. Willbur & Sons' Grocery Co. has closed. The concern is the oldest here, having been doing business in this place for the past forty years. Mr. Willbur is over 70 years old.

Sturgis—The merchants here have had five itinerant clothiers arrested for not being registered under the State law and the quintet are in jail at Centerville. They ran a "railroad wreck" clothing sale and refused to comply with the statutes in regard to registration, etc.

Kalamazoo—Miss K. A. Meadimber, who conducts a large retail confectionery establishment at Main and Rose streets, has decided to engage in the wholesale business and will place several of her most popular lines in the hands of the trade. The plant will be enlarged.

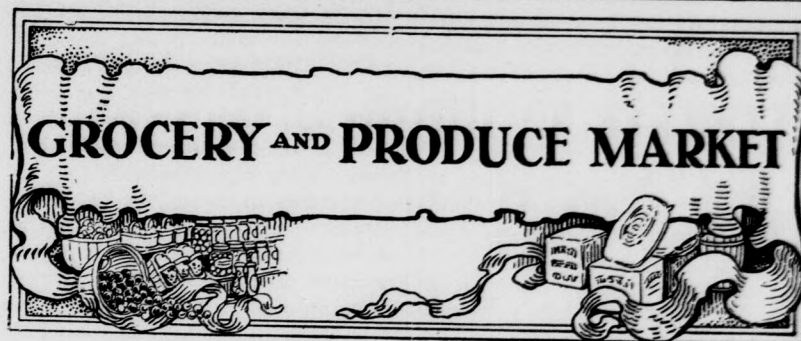
Adrian—Allen T. Clark, with the Roe Clothing Co. for ten or twelve years, and Frank Weiss, long a salesman with Henig, Westgate & Condra, have acquired each an interest in the business of Henig, Westgate & Condra, which continues to be operated under the same firm name.

St. Louis—The E. J. Alexander department store burned last week with a loss of \$25,000, about one-third of which was covered by insurance. The fire caught from a furnace which had recently been installed. Mr. Alexander will resume business as soon as arrangements can be made.

Battle Creek—Kelmos & Caplanis have purchased the Main street property occupied by the Kelmos & Caplanis confectionery store, the McGee cigar store and the Foster millinery store and will remodel the building and occupy the Foster store in addition to their present quarters. John Caplanis has recently bought an interest in the store from Peter T. Kelmos, whose father established the business. The new firm expects to spend about \$10,000 repairing the building and in installing new fixtures.

Detroit—Thomas S. McGraw has sold the entire stock of Baldwin, McGraw & Co., wholesale boot and shoe dealers, to Morris Nobil, of Sandusky, O., and David Spero, of the People's Bargain Store, of Fremont, O. The house of Baldwin, McGraw & Co. dates back about twenty years to the consolidation of A. C. McGraw & Co. and H. P. Baldwin, 2d, & Co. The McGraw company was founded by Alexander C. McGraw in 1832, while H. P. Baldwin, 2d, & Co. was a continuation of the business of Henry P. Baldwin, begun in 1838.

The Western Michigan Transfer & Storage Co. has engaged in business with an authorized capital stock of \$16,000, of which \$8,000 has been subscribed and paid in in cash. Those interested are Alfred and Edward H. Schantz and F. E. Brown.



The Grocery Market.

Sugar—Local dealers quote Michigan at 5.19 and Eastern at 5.29.

Coffee—The spot market is without change and there is just a fair amount of business being transacted. Brazil quotations are still considerably above figures in the United States, and as long as Rio and Santos coffees hold so firm there, no decline is looked for here.

Canned Fruits—The demand for nearly the whole line of canned fruits is heavy and the market is firm, but prices are unchanged during the week. The coast market is said to be well cleaned up on the whole line of fruits, which is also true about Michigan and Eastern fruits. Gallon apples hold at prices quoted some time ago, but the business is light, as the supply of green apples is still of a fair size. Pie goods in gallons are in much better demand than some time ago.

Canned Vegetables—There is some future business being transacted on most lines of vegetables, but nothing of any great size. If the new ruling which has been talked of by some is put into effect, that only whole, ripe tomatoes can be used in manufacturing catsup, it will affect the price of canned tomatoes as well as catsup. Future prices on tomatoes are higher than a year ago. Spot prices hold firm on everything, tomatoes, corn, peas, beans, pumpkin and spinach, and the demand shows a great increase over two weeks ago.

Dried Fruits—The market on prunes is firm; prices continue to advance and stocks are very small. The wholesalers say it is impossible to replenish their stocks in many sizes, even at the prices quoted, which are several cents above the highest price ever known. Evaporated apples are being quoted as high as 15c per pound in the New York market. The demand is not so large as usual on account of the high prices. There is much more interest shown in the demand for peaches since the prices of prunes, apples and apricots have reached such a high point. Raisin packers on the coast have advanced the price of raisins fully one-half cent per pound during the past two weeks, and it is reported that future contracts are being made on 1911 raisins at prices which are considered high. There is very little doing in currants, figs and dates, and prices are unchanged.

Rice—The price of rice is unchanged and the demand from the retail trade is just of a fair size, as

most of them are taking stocks only as needed.

Spices—The market on peppers is firm and the supply is said to be small at primary points. Cloves are also very firm after the advance of last week.

Canned and Salt Fish—The demand continues very good on almost every item in the salt fish line and prices are the same as quoted a week ago. Supplies, however, are not large in most varieties, but they will probably be large enough to supply the demand. Future prices on canned salmon are expected to be higher than prices of 1910, but it is thought that they will not be high enough to lessen the sale to any extent. Sardines are holding at the same prices quoted some time ago.

The Produce Market.

The produce market is moving a little freer this week. With the advance of the season the tropical fruits advance in price and the green stuff is cheaper. The rise in oranges is due to the coming of warm weather and the necessity to ship the fruit in ice-packed cars.

Onions and butter seem to be the scarcest articles on the market this week. It is practically impossible to get any onions and those that are shipped in can command any price. Although butter is scarce it has dropped a little in price.

Home grown celery and sweet potatoes have been dropped from the market and Irish potatoes have gone to 30c. Veal is moving very freely and has dropped from 10@11c to 5@9c. Eggs are also plentiful and local dealers are paying 13c instead of 14c for them.

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; \$2.25@2.50 for kidney.

Beets—45@50c per bu.

Butter—Local handlers quote creamery at 25c for tubs and prints; 21½c for No. 1; packing stock, 13c.

Cabbage—45c per bu.

Carrots—40c per bu.

Celery—Florida, \$2@2.25 per case. Cocoanuts—60c per doz. or \$4.25 per sack.

Cucumbers—\$1.35 per doz.

Eggs—Local dealers are paying 13c delivered.

Grapes—Malagas, \$5.75@6 per keg.

Grape Fruit—\$3.50@4 for all sizes.

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

Lemons—Californas, \$3.75@4 per box.

Lettuce—10c per lb. for leaf; Florida head, \$2 per hamper.

Onions—Spanish, \$2 per crate; home grown, \$1.50 per bu.; green, 20c per doz.

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

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

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

Poultry—Local dealers pay 12½c for hens; 14c for springs; 9c for old roosters; 16c for ducks; 12c for geese; 18c for turkeys; broilers, 1@1½ lbs., 25c.

Radishes—30c per doz.

Veal—Dealers pay 5@9c.

Grocers Favor Single Standard.

Lansing—A committee of the Retail Grocery Dealers' Association, headed by President M. L. De Bats, of Bay City, had a conference with the House Committee on State Affairs Friday relative to the Verdier bill, providing that all crates and boxes in which fruit and vegetables are sold must be stamped to show their capacity.

The grocers convinced the Committee that the best method would be to provide that 2,150.4 cubic inches should constitute a bushel, and that lesser measures should be based on equal divisions of that amount.

"Not only is that the more simple way," said Mr. De Bats, "but it is the only way to establish accuracy and prevent fraud on the consumer. In other words, when grocers and peddlers are compelled to sell by the bushel or part of a bushel, the consumer knows that when he pays for a pint or a quart he is going to get it. We want an absolute standard and realize the justice of it to the customer."

After listening to the grocers the Committee unanimously decided to report out a substitute along the lines suggested.

Elgin Butter Prices.

Elgin, Ill., March 27—The market declined 1c to-day in sympathy with lower values at other markets.

There were no bids made at conflicting prices, and the disposition seems to keep the price where the goods will move freely into consumption. The output shows some increase.

The Central Auto Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed and paid in (not stated as cash or property). Those interested are Oscar Eckberg, Nels T. Eckberg and Matthew Hansen.

Alexander Miller, late of the Yuille-Miller Company, has leased the building recently vacated by the A. T. Pearson Produce Co., at Ottawa street and the railroad, and will conduct a general fruit and produce commission business under the style of the Alex Miller Company.

More Honorary Members.

Secretary J. T. Percival, of the Retail Grocers' and General Merchants' Association of Michigan, writes that the following honorary members have been added to the list the past week:

Phipps, Penoyer & Co., Saginaw.
Gustin, Cook & Buckley, Bay City.
Jackson Grocer Co., Jackson.
C. Elliott & Co., Detroit.

Musselman Grocer Co., Traverse City.

Musselman Grocer Co., Sault Ste. Marie.

Musselman Grocer Co., Grand Rapids.

National Grocer Co., Lansing.

National Grocer Co., Port Huron.

National Grocer Co., South Bend, Indiana.

National Grocer Co., Decatur, Ill.

National Grocer Co., Cadillac.

National Grocer Co., Escanaba.

National Grocer Co., Manistee.

National Grocer Mills, Detroit.

W. H. Edgar & Son, Detroit.

The Rumford Co., Chicago.

That Raise in Salary.

If you want more salary, young man, do not sit down and mope about it; begin to hustle! Get daffy about your work, make things hum! See that through your efforts the firm makes more money, that new interest and enthusiasm is injected into the working force. The result will come — you'll get your raise all right, and if you are working for some old skinflint who won't see the effort you are putting forth for his business and interests, you may be sure that some other firm will see your worth and will "get wise" and send for you. Do not for a minute think that you are worth more than the fellow next to you who is drawing twice as much salary. If you were worth it to "the old man" you would be getting it. There are cases where it is the employer's son or nephew, who is really no good on earth, who is standing in your light, but in most cases it is the man who is hustling while you are so busy fault-finding and grumbling that you are not doing your work justice; therefore you never can expect to get a raise. In these days you must earn your salary or lose your job, for there are lots of fellows waiting for it. If you see a man who apparently does not work as hard as you and yet draws a great deal more salary, study that man well, for you will find, nine times out of ten, that he has some particular ability you have been too busy grumbling and complaining to have discovered in yourself.—Furniture Journal.

The Moon Lake Ice Co. has increased its capital stock from \$20,000 to \$30,000. The company recently changed hands and the new control is putting in additional capital with a view to extending its scope.

Nature intended that men should help each other rather than fight each other.

The easiest way to offend a man is to spell his name wrong.

THE MERRY HUCKSTER.

He Will Soon Be About With His Damaged Goods.

Written for the Tradesman.

The cheerful city peddler and the foxy "farmer" will soon be in the streets and alleys with their short measures and sixteenth-grade goods. They always come out in the sweet springtime.

When berries begin to come into the every-day market they are in their glory. It is something of a study in crime to watch them then. Oranges have been their staple in trade lately. But while prime oranges have been on sale at reputable stores for thirty-five cents a peck, husky hucksters have been crying half-rotten ones about the streets at the rate of fifty cents a peck.

It is the custom of these people to handle seconds and thirds, and worse. When berries and peaches, plums, pears, apples and like articles come into the market freely, buyers and grocers usually take the pick and then the hucksters grab what is left at quarter price. In the end the damaged goods are sold at prices averaging higher than those received by the grocer.

This condition of affairs might be helped a little if people would telephone the Board of Health office and ask for an inspector when these huckster wagons come around. Still, as the old saying is, there is a sucker born every second, and the hucksters know it. They rarely peddle along any street the second time during the season. In large cities there are streets enough to last all the year, without running the risk of being beaten up by an angry housewife.

In some cities farmers are permitted to peddle their own crops in the streets without procuring a license. This liberality on the part of the city is taken advantage of by hucksters who enter into partnership with truck farmers and peddle from wagons such stuff as can not be sold to dealers.

These people sell everything, almost, and everything they sell is sold for more than a regular merchant would charge for it considering quality. It seems strange that people will continue to pay their good money over to these scamps. One game played is the wood game. The huckster, dressed in tough-looking garments, piles on a wagon about three-quarters of a cord of wood, usually such wood as no sensible man would buy after seeing it, and waits until after dark before beginning operations. Of course he puts smooth, splittable sticks on top.

Then, after dark, he goes to a house and tells his story. If it is stormy and cold he makes a plea for sympathy. He says he has about a cord and a quarter on the wagon, that he got in late and went to the wood market after all buyers had left for the day, that he waited there for a chance customer until he was almost frozen and his poor horses were hungry.

He says that he has just got to sell that wood that night, for he has

a sick child at home and came down after medicine. If you ask him, he will tell you where he lives, out such a road. If you ask about people out there he will tell you that he is new to the neighborhood. The man looks pretty well discouraged, and his horses are poor and cold, so you listen with interest.

Finally the man will tell you that he will pile the wood and measure it for you or throw it off and call it a cord. He is certain there is a cord and a quarter—a cord and a half, almost, by wood-yard measure. Wood is worth three dollars a cord, at the yards, but this fellow does not seem to know it. He talks of two seventy-five a cord, and you bite.

When did a man ever overlook a bargain in the fuel line? When did he ever refuse to take advantage of the assumed ignorance of a dealer to buy for less than the going price? The popular supposition is that if wood and coal men had been doing business two hundred years ago, their offices would have been situated in a long, low, rakish craft looking for the best of it under a black flag up and down the Spanish Main. That is the universal opinion about men who handle fuel, the opinion of those who are obliged to buy in small quantities.

So the man who is taking this hard luck story right hot off the bat sees that he will make a quarter anyway, even if there is only a cord of wood, and he fishes out two seventy-five and tells the farmer to throw off his load. If the man's wife has been listening to the talk, she may invite the farmer in to supper, or she may go into the garret and bring down an old overcoat, which looks better than the one he has on, and give it to him, with many apologies for her human interest.

And the alleged farmer unloads his wood and goes away, with tears—near tears—of thankfulness in his eyes. In the morning the man notices that the pile is small. He loses half an hour cording it up and discovers that there is a half cord, and no more. What he does not know is that he might have got another quarter cord if he had watched this object of charity unload his wood.

Not being watched, the fellow threw off about a third of his load and drove off with the rest. The night and the storm are important factors in this kind of "legitimate business." And when the man gets his wood piled he sees that it is half rotten and all knotty. In fact, it consists of culls from the wood yard, and the huckster paid about a dollar for it. Two such transactions make a pretty good day's work for a huckster. Now and then the fellow is tracked down and punished, either by law or by Plaster Creek rules, but this sort of vengeance is too expensive for a busy man to indulge in, and in most cases nothing is ever done about it.

Then there is the potato fiend. He buys a lot of hog potatoes, mixes them with some fine ones and goes out to prey upon the city. One can

buy potatoes for forty cents a bushel, or less, at the groceries, but the huckster talks about short measure, cold storage, freight rates and other things, and convinces the housewife that she can save her husband money by buying of him. Now, there are two ways in which a woman delights to save money. One is to cut down the bill of fare—she is satisfied with tea and toast—and the other is to have her husband quit smoking. These ways of getting rich are not annoying to her, and do not show ragged edges to the neighbors. To the saving in the cooking of the menu is added the saving of money in providing it. So she buys potatoes at fifty cents a bushel, hog potatoes, of a huckster when she might have bought fine ones of her grocer at forty cents a bushel.

It does seem as if the average consumer needed a guardian. He boosts the price of butter and eggs by paying the farmer the retail price. He chases about to fly-by-night concerns to buy his clothing. He sends the money the town has made it possible for him to get by bringing factories there to mail order houses in Chicago. He does lots of foolish things, but the most foolish of all is buying of strangers who pass along the streets crying their goods.

Melville, the grocer, saw a "farmer" standing by his potato wagon in a residence street the other day and stopped and watched him. His load was covered with a canvas, showing only the surface for a few inches. The tubers in sight were all to the good. While the grocer stood there the man picked out three fine ones, rubbed the dirt off on his sleeve and went around to the kitchen door of a residence. The grocer knew the people who lived there, and so made bold to follow the fellow in.

When Melville got to the kitchen door the "farmer" was standing there with his potatoes in his hand. They did look nice. While the grocer watched, the "farmer" took out his knife and cut one in half, to show that they were sound all the way through.

"I've just taken them out of the pit," the fellow was saying, "and they are nice and fresh. They are not all as large as these, but they are of good size. Potatoes are selling at the stores for forty-five cents this morning; but I'll sell you some for forty if you want a couple of bushels put in the cellar."

"We need two bushels," said the woman, smiling at the grocer to show how keen she was, "and I'll give you seventy-five cents for them."

The grocer had a notion of interfering at first, but then he thought he would let the lady learn her lesson in the old way—by experience. The "farmer" brought the potatoes along in bushel baskets and carried them down cellar. When he got his money and went away Melville asked to see the tubers.

"You're jealous of the farmer," laughed the woman, "but you may go down and see my bargain if you want to."

There were good potatoes enough to make half a bushel and hog potatoes enough to bring it up to a bushel and a half. The "farmer" had delivered from "loaded" baskets, with about a peck of paper in the bottoms. What the woman said is not to be set down here. At first she declared the grocer should have warned her, then she said he ought to have the thief arrested, then she sat down on the cellar steps and shed tears, when she thought of what Ferdinand would say when he came home.

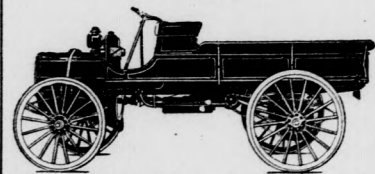
Well, the season is on again. It will be oranges, then potatoes, then berries, then peaches, and plums, and pears, and apples. Something all through the year up to the cold months, and then wood. It would seem that people would get tired of the old confidence game, but they do not.

There are hucksters who are on the square, who haven't the money to go into business on a large scale, but, all the same, it is better to buy of a reputable merchant whom you can reach at any time if the goods are not as represented. When you hear the cheerful peddler coming, lock the door, and throw hot water on him if he is impudent—as most of them are—when turned down. Buy of the dealers. Alfred B. Tozer.

Do not get into the habit of making snap decisions and judgments. In the first place, they are rarely necessary and in the next place they are generally wrong.

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 cat-
alog of the Chase Complete
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Western Mich. Agents
Grand Rapids, Michigan

CHANGING GENERAL STORE.**True Story of a So-called "Country General Store."**

The business about which I shall relate was established in a small Middle West village of three hundred people forty-five years ago. It was a good store in those days and carried a very fair line of dry goods, groceries, hats and caps and boots and shoes.

The store sold about twenty thousand dollars a year for many years and made money despite the handicap of bad accounts and long time credits.

But a change came. For some years the volume of business remained about stationary, but the profits were naturally reduced.

The proprietor saw this changed condition but seemed unable to roll up the profits as in the years before. Something he knew was wrong, but he found no remedy nor was he able to identify the trouble.

Then another change came—this time a decrease in the volume of business and still smaller net profits—this was a serious situation and put the proprietor and sons, who had by this time gathered some thoughts on retailing, to thinking.

They agreed on the cause at last—they agreed that it was the retail mail order octopus that was eating into the vitals of their business—they agreed as to the evil but not as to the remedy.

The sons, full of the enthusiasm of youth, believed that this evil could be cured—the father, with his years of experience to give his opinion weight, knew it could not be done.

The store had a first class location, had a good front but never used show windows. It had a fair floor space, but it paid no particular attention to display. If people wanted anything they would call for it.

The proprietor knew every adult for miles around—why should he advertise? He didn't.

The volume of business was slowly, surely going down. Finally, after many sessions, the sons' opinions prevailed and it was up to them to bring back the lost business and net profit.

These young men were able to see that the day of the storekeeper was over and the day for the merchant had arrived.

They had seen the big crowds attracted to the city stores by the show windows.

They had seen many of their customers drawn to the county seat by the power of the advertising of the big dry goods stores.

They had seen the business of the retail mail order houses growing in that community in almost the same ratio that their own business was decreasing.

They saw that they as country merchants were facing new problems, so they set about to meet them.

An analysis of the business going to the county seat showed that much of it was for goods which were not carried in the stock of their store.

Observations of the kind of goods ordered from the retail mail order houses revealed the same general facts.

Then a careful stocktaking was had. The old time long profits were scaled down to right prices. The lines when weak were strengthened. Trips to market were made. New things—new goods were put on sale. The store was rearranged, an addition was built. The goods were better displayed. The windows were washed, the front received a new coat of paint. A new broom was plied many times daily to keep a clean floor. A carefully selected line of popular priced goods was prominently featured—something new in this store—goods to sell at five, ten and twenty-five cents. Careful attention was given to the values offered in these lines, and the trade began to take notice. Handbills were sent out. The business began coming back. The first year reached the high point of the best former year.

Then more thinking was done and more sessions were held. It was agreed that force of advertising had been demonstrated—poor as it was. The show windows had justified the investment for the first time. Going to market had justified many fold the expense.

At last, it began to dawn on those interested in this plan that a new era in retailing had arrived, that the storekeeper had seen his day, and that the merchant was demanded. Plans were put on foot for a systematic policy in advertising. The village had no newspaper and so a store paper was adopted. It was carefully prepared. The descriptions of merchandise were given careful attention. Loss leaders for the first time were brought into play. More attention was given to selling. Salesmanship as a science was studied. Price tickets were used systematically for the first time.

Still more care was given to the appearance of the store. More attention was given to the needs of the customers. Formerly this store had sold its customers what it thought they should have—now it tries to sell them what they want. The business kept on increasing until all the business lost to the retail mail order houses had been regained and still it grew. The trade zone was extended—new customers were added. New goods were sold to the old customers. The business continued to grow until the volume of business for 1910 almost doubled the best former year.

Seeing still bigger possibilities ahead, a new and bigger room more than twice the size of the old has been provided. Good deep show windows are a feature. New fixtures in solid oak are being installed. A rest room for ladies is being put in. A bigger, stronger variety department is to have a prominent place. All lines are to be strengthened, loss leaders bigger and better than ever before are to be put to work drawing in the trade.

The store paper is to be improved and this store is now looking forward to another increase in business and will not be satisfied until the volume of business looms up to at least three times the best year under the old regime.

In this experiment advertising has confirmed its force. Show windows even in this small town have justified the investment. Going to market has demonstrated its wisdom. Variety goods made possible more than five turns of investment last year instead of two turns as in former years, and have justified their prominent place in this store. Salesmanship as a science has confirmed its usefulness in a country store.

Price tickets have verified their efficiency. Arrangement and display have shown their necessity.

The retail mail order problem so far as this store is concerned has been solved, and an increasing volume of business day by day, month by month, has revealed an increasing throng of satisfied customers. The horseshoe has been nailed over the door, but it has been fastened there by tools which are at the command of any retail merchant.

The writer of the above confidential letter has authorized us to communicate his name and address to any merchant who asks us to do so.—From Butler Bros.' April Catalogue.

Wholesalers' Banquet.

The annual banquet and meeting of the jobbers and wholesalers will be held Friday evening at the Pantlind, with Wm. B. Holden, chairman of the Wholesalers' Committee, presiding. At this meeting plans will be discussed for the season's activities in extending and holding the Grand Rapids trade. The Merchants' Week Festival in June will no doubt be given and in a way that will prove interesting and inviting to every merchant in the State. The Trade Extension Excursion will be an autumn event and the understanding has been that this year it will be north on the G. R. & I. to Mackinaw. In addition to the autumn excursion to occupy a week, it is probable several one day trips will be arranged to cover the territory reached by interurban or automobile.

Co-operation at Jackson.

The dry goods merchants and milliners of Jackson, twenty of them in all, "bunched their hits" this season. Instead of having their spring openings whenever and however the spirit moved, and with no regard for each other, by mutual agreement they had their openings all on the same days. The simultaneous opening drew out bigger crowds and attracted more attention than could ever have been hoped for by the old hit and miss methods, and the results, it is stated, were in every way satisfactory. This is an example of co-operation which the merchants in other towns should observe and emulate. Twenty concerns acting together can make a bigger show and more noise than any one of them running alone.

Having co-operated in the matter of spring opening, would it not be wise for the Jackson merchants to look the field over carefully to see if there are not other ways in which co-operation will bring good results in increased trade and greater profits?

The Dressmaker.

A great deal is said nowadays about buying goods early to save the clerks during the Christmas rush.

But the poor dressmaker who is sitting up all night during these Lenten days getting the gowns ready for Easter, has not come in for a public sympathy campaign.

There probably is not a big dress-making establishment in the country that is not working overtime now, and the needles in the tired fingers of the sewing women are flashing busily until late into the night.

Pity the poor dressmaker. This is the season of her strenuous life.

Is there any more pleasing or instructive sight than a well-ordered business, where every unit believes and acts as part of one great concern, the success of which depends on their fidelity to the leader or weaver responsible for the picture?

It is a foolish employer who finds fault with an employe who is doing his best, even if he is doing it the wrong way. Instead of criticising, spend the time in showing the right way.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 29, 1911

UNION OR OPEN SHOP.

The furniture manufacturers of this city are facing a general strike.

If the strike occurs, as threatened, it will be a strike without grievance or provocation. It will be the work of agitators and organizers who to serve their own selfish purposes have been fomenting industrial strife in a city where for a half century there have been harmony and understanding between employer and employee.

For more than a year the organizers have been lining up the factory hands. Some they have prevailed upon to join the union by cajolery, some by intimidation, some by promises and hopes they know never can be realized, and still others by downright lying. Exerting themselves to their utmost, using every means and method known to them, they "unionized" 3,400 of the factory hands, while about 5,000 refused to have anything to do with the movement. This minority voted Saturday whether or not to strike on April 1 unless the manufacturers acceded to the demands made upon them. Instead of being canvassed by a committee of their own members the vote was forwarded to Indianapolis and the union officials or committees in Indianapolis, who have no interest in Grand Rapids and know nothing of the conditions, will decide what course to pursue.

The demands upon which the strike will be based are ostensibly, for a horizontal lift of 10 per cent. in the wages of all the factory hands regardless of merit, present wage or other conditions; a reduction in the hours of labor from ten to nine, or to fifty-four hours a week, and the substitution of the day wage for piece work. The first demand has been anticipated by the manufacturers, who for more than a year have been advancing wages, not on the horizontal plan, however, but on merit. The second demand is ridiculous, for the factories have been running only fifty-five hours a week for a year past. The third demand is without foundation for only in a very few factories, those making cheap goods, is work done by the piece, the day

wage prevailing in all the factories where quality goods are produced.

These demands are mere subterfuges. The real and only cause for the strike is the desire to "unionize" the factories. Grand Rapids is now an "open shop" town. Any mechanic or artisan who is able and wants to work can get a job here. The agitators want to change this. They want to create a condition in Grand Rapids similar to that which obtains in San Francisco or in Chicago, where membership in the union is the first essential to securing a job, where the walking delegate reigns supreme. The manufacturers have increased wages even beyond the demands; they will not quarrel over the hours of labor; the question of day wages or press work can easily be adjusted, but they will not yield the open shop principle, and in this they are eternally right. A strike will be an injury to business, it will bring hardship to many men willing to work and who need their earnings for the support of their families, but a fight will be infinitely less disastrous to the peace, prosperity and well being of Grand Rapids than would any surrender to the demands of the professional agitators. It is fortunate for this city and its chief industry that the manufacturers have the moral courage and the physical grit to meet the issue fairly and squarely, and if necessary fight it out.

Grand Rapids must continue to be an open shop town. It must remain a town in which any man willing and able to work shall have the opportunity. Nobody questions or would deny the right of the men to belong to unions, but membership in a union must not be made an essential to holding a job. Upon this point there must be no compromise.

APRIL FOOL.

This means a day of hard work, of alertness and of forbearance. The youths and the wags of the vicinity have been sharpening their wits for days possibly, and you will be sure to receive a bit of the fruit of their meditations.

Let it not come in the form of apples of Sodom. The bitter may be turned into sweet, and there is a rich gain in being able to get even with the boys, even if you have a host to meet single handed.

You have not only yourself but your patrons to protect. You do not want your sugar salted or other depredations played upon your goods. This may not be attempted, but if the worst comes, strive to gain the victory through watchfulness. Pranks that are harmless even although annoying at the time really create less trouble than the ill-will which may follow any manifestations of temper on your part.

If a pocketbook is nailed to the sidewalk opposite your door, do not interfere with the fun. A good time which some one else has planned is not for you to spoil. Even although you do not always choose to smile at the success of the trick, take pleasure in the smiles of others.

If some novelty appropriate for the day appeals to you as a purchaser, a fun-loving boy allowed a free sample of this or something desired, will quickly initiate the public. The majority of people like a good joke, especially if played upon the other man. Lend heart—and hand, if necessary—to any innocent, legitimate fun, and thus help to crowd out the objectionable. People will have their fun on this day, and if not harmless it is bound to be the reverse. The origin of the April jest dates back many centuries and prevails in Europe as well as here. You can not scowl it down if you wish; better smile with the crowd, and depend upon your wits rather than a sharp word or look for protection.

PLANT A TREE.

A prominent merchant in a thriving city has opened up a new phase for the Arbor Day exercises by donating ten thousand catalpa trees, one to each of the school children in his home city. Thus the exercises which are usually restricted to the school grounds have been widened out to the home. Each child will take a personal interest in the welfare of his or her tree. True, there are always renters for whom the location of the tree may be puzzling, yet in many instances the landlord will prove helpful; or some friend may donate the site, and the tree will thus be a pleasure to two families instead of one. At least the child who plants for himself may be taught to realize the importance of the privilege in comparison with that class or school.

The catalpa is a quick growing tree, and before the lad has reached manhood it will be a source of pride as well as shade. The flowers are attractive in midsummer, and the rapid growth well illustrates the way in which timber may be developed, not for future generations but for ourselves, if we make the proper selection and give good care. Next to the maple there is no shade tree more deservedly popular and in some localities the catalpa has the preference.

The mere fact of planting the tree is a small one if it is not appreciated and cared for later. The person who defaces the bark of a tree by carving initials should be brought to a realization of the fact that this is not a Hall of Fame, and that his inscription, notably out of place, is suggestive of ignominy.

Read Bryant's Planting of the Apple Tree or Holmes' admirable descriptions in Over the Tea-Cups, and then consider its magnitude, its possibilities, its suggestiveness, and tell us what more worthy gift could be given to the future citizens of your town.

Drifting is such an easy job that more people drift with the current than pull against it. The most difficult feat in the world is to pull against the current which controls our circumstances, but we will never get up stream without.

MOVING THE TROOPS.

Much less attention than it deserved has been attracted by the part that was played by the railroads of the country in the recent movement of troops from various parts of the United States to Southern Texas. Of the 20,000 troops concentrated along the Mexican border, more than 15,000 were moved by rail from posts scattered all over the country, from New York to Oregon. All these troops, with their baggage, horses, wagons, artillery and ammunition, were moved from their home stations to the points of concentration within an interval of about three days, and, as far as has been officially reported, there was not a single hitch in the work of transportation.

This speaks well for the ability of the railroads to handle troops expeditiously. Apparently the railroads had little or no notice of what would be required of them, hence the fact that they succeeded in delivering the whole army corps at the designated points, sometimes more than a thousand miles removed from the initial point of movement, speaks well for the resourcefulness of our transportation companies.

It is understood that the Government has regular contracts with most of the railroads for the transportation of troops and sailors, but these standing contracts refer to the ordinary peace movement of officers and men from one station to another in comparatively small bodies. There has been no such extensive movement of troops as that recently completed since the war with Spain in 1898, and the regular arrangements with the railroad companies contemplate no such movement. The success of the recent large movement of troops is, therefore, all the more commendable.

In most European countries permanent arrangements exist with the railroad lines for the prompt movement of troops to the frontiers in the event of war and special facilities are always in readiness for such emergencies. Yet it may be doubted if any of the European railroad systems could have moved nearly 20,000 troops, with all their impedimenta, such great distances as were involved in the recent movement with equal smoothness and precision.

This experience in moving troops in large numbers over the railroads of the country has been of the greatest value. It is now evident that we have the facilities for moving vast numbers of men and munitions of war from one part of the country to another on the shortest notice and with the greatest dispatch. Theoretically this was known before, but it required a practical test to establish the fact beyond question. That the test has been eminently successful is ground for congratulation.

Because some one form of advertising has proved to be a successful business builder with you, do not forget that there are other kinds that are entitled to consideration just the same.

TO OREGON IN 1832.

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

(Continued from last week.)

In crossing the Laramie, a rapid tributary of the North Platte, our Yankee travelers saw for the first time the use of the bull-boats. This was an Indian contrivance, adopted by the traders in crossing streams. They first made a frame of willow branches and over it stretched green buffalo skins, drying it by a slow fire, and smearing the whole with tallow, this making a sufficiently durable boat to insure the passage of the men and goods. Wyeth's men were very much interested in this substitute for their cumbersome wagon-boats.

Capt. Wyeth made a raft, though Capt. Sublette warned him that the current was too swift for the rope that had been attached to a tree on the other side of the river, to hold. Capt. Wyeth did not listen to his advice, but loaded his raft. The rope broke and they lost much valuable baggage.

They had much difficulty, too, in getting the horses across the rapid stream, and could not have done so had not two or three courageous men mounted and swam their horses ahead to give the lead to the rest.

Matters now began to improve. There was better feed for the horses, and the buffalo meat was better. They left the river for a few days and crossed a spur of Laramie range, called the Black Hills, and while harder going it was a pleasant change from

the monotonous plains. They struck the river again and followed it for a few days until it turned to the south west. A day's march brought them to the Sweet Water river.

One night they camped at Independence Rock and from there had a beautiful view of the mountains. They very much enjoyed the change of water, the Sweet Water being a cold mountain stream. They followed this stream to its headwaters, which brought them to the celebrated South Pass. It was as level as the prairies and covered with grazing buffalo. To the northwest were the snow clad Wind River Mountains. Their journey continued along its foot, the party going slowly expecting some of Sublette's trappers to meet them and guide them to their rendezvous. On the third of July they were on the headwaters of the Colorado river, now the Green river, in the present state of Wyoming.

The altitude was now so high that on the fourth of July when they were by the headwaters of the Lewis or Snake river, a branch of the Columbia river, they experienced a snow storm. The way became more and more rugged and the horses suffered greatly, both from lack of food and the roughness of the way. They would sometimes fall rolling over and over, and one with his pack was lost over a precipice. The men, too, suffered great hardships. Game was very scarce. They ate everything they found except snakes. Wyeth was obliged to cache some of his

merchandise in order to give mounts to the sick men, who had become so weak they could scarcely keep on their horses' backs.

One night they were attacked by Indians who got by the guard and with a war-whoop fired guns and arrows into the camp. All were off their feet with rifles in their hands (they were required to sleep with their rifles by their side) but the Indians had disappeared, but not until they had secured a dozen of the best horses.

After days of hard work they were met by Indian runners who guided them among the ragged ravines and steep ridges, until they came out into a beautiful mountain valley. This was "Pierre's Hole," the rendezvous.

Waiting for them besides the white trappers were bands of Nez Perce and Flat Head Indians, several hundred in all, who, mounted on their Indian ponies, met Mr. Sublette's party in fine array. Salutes were fired, followed by friendly greetings. Now the entire company, traders, trappers, Indians, adventurers and hunters encamped by the mountain stream, a branch of the Lewis river, to recuperate and rest.

The horses found plenty of grass for pasture, and the Indians had brought dried buffalo meat for the men. This was eaten, using a layer of fat with a layer of lean, and with a drink from the cold mountain stream seemed to constitute a perfect diet, for all grew fat and well.

Sublette's men were all busy bar-

tering their goods for valuable skins, and trading the worn out horses for fresh ones.

Father took the opportunity to observe the Indians, noting their integrity and uprightness in all their dealings.

Wyeth's men had time to do some thinking, and it is not to be wondered at that they thought the situation serious. From this point they would no longer have Sublette's guidance and experience. Unused to life in the open, they felt that without him they would have perished. Capt. Wyeth was called upon to tell his future plans, but he arbitrarily ordered the roll called and after each name the question was asked whether they would go on or not, and though they had come nearly 4000 miles and had but 400 to go to reach their destination, seven decided to return with Sublette. They could hardly be blamed, for outside of the hardships and dangers, their visions of large fortunes were rapidly disappearing. Among the number who decided to return were Wyeth's brother and cousin.

Father was one of the eleven who was ready to continue the trip. Their party attached themselves to a company of trappers, composed of about forty whites, half-breeds, and Indians, led by Mr. Milton Sublette, a brother of Capt. Wm. Sublette, and a Mr. Frapp.

They had proceeded about eight miles from the old camp and spent the night, when in the morning they

Highest Grade Canned Goods

PACKED BY

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

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

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

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

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

Factories at HART, KENT and LEXINGTON—All Model Plants

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

saw a large body of Black-foot Indians on the horizon. The Black-foot were everybody's enemies. Our party immediately prepared for an attack and sent Indian runners back to inform the old camp. In an incredibly short time Capt. Sublette with his men and friendly Indians joined them.

In the meantime the chief of the Black-foot had approached with a white flag. A half-breed, named Antoine, with a friendly Indian went to meet him. This chief had killed Antoine's father. This was Antoine's opportunity for revenge and as they approached each other in a friendly way the Indian with him was instructed to shoot him, which was done. Antoine caught the dead chief's red robe and with his companion escaped into camp. No exception was taken to this mode of procedure as it was thought they would only play friendly at that time and attack their camp at night.

Both sides intrenched themselves as best they could, the whites with the friendly Indians became the attacking party and there was a skirmish until night. The whites lost six men and as many friendly Indians. Wm. Sublette was wounded. The Black-foot left their fortification at night carrying off their dead. Some 25 dead horses were found, so it was presumed that they suffered severely.

Our twelve Yankees did not take active part in this warfare, but were busy caring for the horses and the wounded. After waiting for a few days and seeing nothing more of their enemies the little band continued their way.

The party spent the month of August trapping for beaver up and down the south branch of the Lewis river, advancing westward slowly. There were Indian women and children in the party and they had a chance, not only to see, but to live, a real Indian life. Bull-boats were brought into service for crossing the streams. Before they passed beyond the range of the buffaloes they stopped a few days to dry some meat, for game was sometimes scarce. They found some berries which made a very welcome variety to their diet. The air was clear and the weather beautiful.

But the trappers did not have very good luck. When they came to a branch of the Humboldt river sixteen followed that stream to go to California and the rest turned back, leaving Wyeth and his eleven men to now find their way without guidance.

They turned northward with the intention of striking the Lewis river and following it to its junction with the Columbia. It is presumed that they were on the headwaters of the Owyhee. They followed the stream until the canyons forced them to the plains above. One day they traveled 30 miles, the stream in a narrow gorge a 1,000 feet below them, with no way of getting to its waters. In all my father's rugged life of adventure and hardship I have never heard him complain of but this one day. The dry atmosphere, the great thirst, and the uncertainty of their future tried even his endurance. Be-

fore night, however, they saw horse tracks leading down the precipitous bluff, and both men and horses made a difficult descent to reach the water.

In a few days they met different bands of the Shoshone Indians. They traded with these Indians for dried salmon which was to be their future food. Some ten or twelve days after leaving the trappers they came to the mouth of the Owyhee river where it falls into the Lewis, and they found a large encampment of Indians who were very friendly and hospitable. They had assembled there for the salmon fishing.

They continued up the Lewis river slowly, often stopping to trap beaver on the streams that flowed into this river. They knew that the skins would be worth money to them when they arrived at the Columbia. Sometimes they had to live on beaver meat, sometimes they could buy salmon from the Indians, who were generally very friendly.

They made the Indians understand that they wished to go to Walla Walla and by signs and by drawing the route in the sand they received their directions from them. So they left the river and started to cross the Blue Mountains.

Game was scarce; they met no more Indians; they were for some days on a short allowance of food; and at last had none at all. They killed an old horse and the next day Wyeth with four of the men and the best horses hurried on to reach Walla Walla and send back relief. Father took charge of the rest of the party. They dried some of the old horse meat. Their condition was very desperate indeed, the men stealing from each other. Father had injured himself to one meal a day.

While on the last ridge of the mountains they observed on the horizon what seemed to be a cloud. It proved to be Mt. Hood. They came out on the plains and there found a few berries. Coming to various trails they took the deepest worn. After following it all day they came to a fine creek running west. There they found Indians and thankfully accepted the invitation of the chief to a feast of roasted dog. The next day, the 18th of October, brought them to Fort Walla Walla, where Wyeth had been for two or three days.

They were most kindly received at the Fort by the clerk and his men and ate bread for the first time since the first of June.

They now decided to part with their horses, which father did with real regret, to descend the Columbia river in a boat. A boat was procured with two Canadians to manage it and they started the day after father's arrival. And what an easy way it seemed to travel, compared to what they had gone through. They enjoyed the scenery, camped on the shore at night, often with friendly Indians.

On the 29th day of October they arrived at Fort Vancouver, after having been seven months on the way. This fort belonged to the Hudson Bay Co., and was on the north side



Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



We Want Buckwheat

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

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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

"Ceresota"

The Guaranteed

Spring Wheat Flour

Always Extra Good

Ask our Salesman for
Ceresota Cook Book

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

of the river, a little east of the mouth of the Willamette. Dr. McLaughlin, the chief factor, received them kindly.

A few days later some of them, my father among the number, not feeling that their journey was complete until they had seen the Pacific, took an Indian canoe and paddled down the river. They encamped one night on Tongue Point near where Lewis and Clark wintered and then went on to Fort George or Astoria. From there they got a yawl and crossed over to Chenook Point. Not satisfied yet, towards sundown my father walked alone three miles along the beach, to where he had an uninterrupted view of the sun setting into the broad Pacific.

For Him Who Dares.

There is nothing in the world that can not be had by the man who is big enough, daring enough, optimistic enough to want it and to go after it hard enough.

Not a single achievement, nothing has been done that can not be done again and perhaps better the second time than it was the first. Every success can be repeated by the man who wants to repeat it and works hard enough for it. In the working for it lies the rub. The reason for our failures is in this: we have not worked hard enough.

Faith, daring and hard work, here is a trinity that will bring to pass the things that in your wildest flights of fancy you never dreamed of doing. Faith, daring and hard work have conquered every element; the land, the water and the air have done the things men said were impossible and that men were not intended to do.

Our Wanamakers, Hills, Edisons, Wrights, Fields, Curtises and Bells had the faith and daring and backed it up with work.

Napoleon's faith and daring conquered Europe and moved mountains. When the Alps were in his way he said, "There shall be no Alps," and he passed them successfully and surprised his enemies.

At 15 Cyrus W. Field began his commercial career. He had the faith and the daring and the constitution that thrives on hard work. At 34 he retired from business with a fortune. Then, after reverses, failure and the exhaustion of his own resources, he drew on the treasures of two nations, and with the world of science advising against his plans, he accomplished the laying of the Atlantic cable.

What was this but faith, daring and hard work?

What made Edison the wizard of the twentieth century but faith, hard work and daring?

How else did Jim Hill succeed, until to-day he wields the power of an emperor?

Who but the Wrights, Curtis, Bleriot and Santos-Dumont would have persisted in their madness of attempting to fly, and then, when men said it was an impossible thing, maneuvered their craft in the air bet-

ter than many sailors handle their boats in a more stable element.

From the time Pharoah built the pyramids, down through the ages until the Now, the daring, faithful, hard workers have won. Moses led the Children of Israel for forty years, Caesar conquered the world, Columbus discovered a continent, Franklin chained the lightning, Bell harnessed it to man's voice, Edison made it his slave; the Wright Brothers tamed the air, all with faith, daring and hard work.

And now who is there to say we shall not some time, with sufficient faith, daring and hard work achieve our purposes?

Men there have been who were almost in sight of their goal but who at the crucial moment lost the qualities that make for success.

"Grapple to your soul as with hoops of steel the friends thou hast," said Hamlet, and he might have added, but above all things never lose your faith in yourself, your optimism, your willingness to take chances, to dare and to work hard toward a definite end.—McCaskey's Bulletin.

Every live clerk should carefully read his town paper. Keep posted. When customers come in show them you are informed on what they are doing. If you read a good article or a good editorial mention it to the editor. If a customer is building a new house talk to him about the house.

A "machine" clerk simply reaches down the goods from the shelves and then takes the money. The "selling" clerk knows the goods, shows them, talks them, and not only increases sales but brings good will to the store.

"Imported from Holland"

Is Stamped on Any Product That We Import

Here's One of Our Leaders

Frou-Frou

(The World's Greatest Water)

Watch
This space
From
Now
And get
Better
Acquainted
With our
Other
Dutch
Specialties



H. HAMSTRA & CO. Importers of Holland Food Products Grand Rapids, Michigan



Our Brands of Vinegar

• Have Been Continuously on the Market For Over Forty Years

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

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

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

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

Oakland Vinegar & Pickle Co. Saginaw, Mich.

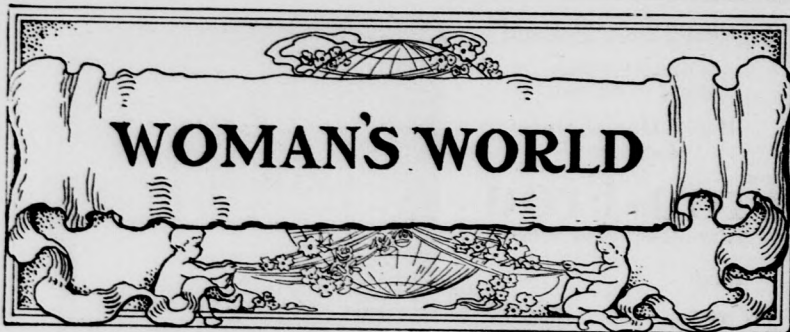
The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.



When Everybody Works But Father.

Written for the Tradesman.

If a man is lacking in energy, in capability, in initiative, does it balance things up and make the situation more nearly normal if he has a capable wife, a real pusher in fact; or is it better if he be mated to one of his own kind, or to one who is even less energetic than himself?

This is a hard question to answer. At first glance it certainly seems best that both sides of the house should not be lazy and incompetent. On the other hand, it is an extremely difficult position for a wife to be obliged to go ahead with things, and her doing so is not conducive to the development of force of character and kindred desirable traits on the part of her husband.

"To make a hame and fireside cline

"To make a hame and fireside cline
For weans an' wife,
Makes the true pathos and sublime
Of human life."

For weans an' wife,
Makes the true pathos and sublime
Of human life."

It not only "makes the true pathos and sublime," as the poet so happily puts it, but it strengthens and develops the character, and brings out what is truest and noblest in a man's nature.

It is best that the husband and father earn the living, support the family and be the stay and defender of the household, if for no other reason than the beneficent effect that doing these things has upon him. In all our ideals of a home as it should be, the wife and mother is in no wise burdened with the necessity for providing the raw materials of subsistence, but is left free to do her indispensable part in transforming the family income into welfare and comfort and good cheer; left free to train and educate her children; to be a companion to her husband and direct and inspire the social life of her home.

One of the most deplorable tendencies of these present times is that an increasing number of mothers whose whole energies are needed at their own firesides are, by industrial and financial conditions, forced to earn at least a part of the family income.

Mother Nature is a great economizer, and will not keep up a supply of strength for any great length of time after its habitual use is discontinued. The fish living in the Mammoth Cave have become blind. Let the blacksmith drop his hammer and

leave his anvil and forge for a few months, and his brawny arm becomes soft and flabby.

When the wife undertakes to help make the living, the inevitable tendency is to incapacitate him who should be the breadwinner. Whether she picks up a few half-dollars each week by bending her weary back over the washboard, or occupies a position as a teacher or a stenographer, or conducts a dressmaking shop, or augments the income in any other way, the result is the same, the natural provider of that household feels a diminished responsibility. If the wife is very successful in her business undertakings, and the husband temperamentally inclined to take things easy, it naturally works out that very soon she is financially the whole thing and he feels no responsibility at all.

A woman of unusual ability, a practicing physician, whose husband was a double-dyed incompetent, once said to me: "Don't you know that when a married woman once begins to earn money, generally she has to keep it up?"

It may be well for any married woman to consider this dictum of experience before she thoughtlessly and needlessly enters the ranks of money earners.

Many a tirade against the sins of extravagance have come from this pen, and far be it from me to preach any other doctrine than that of reasonable economy; but candor compels me to acknowledge that some women are far too frugal for their husband's financial good.

Here is a man who has the natural capability to achieve something. But his wife is one of the kind that will scrimp and save and never ask for money until she is obliged to; so he gets into a rut of earning only a few hundred a year, and does not realize that he is not living up to his possibilities. If his wife were one to demand a higher scale of living, he could rise to the occasion of providing the necessary means.

The shrewd woman will stimulate initiative in her husband rather than take it herself. She sees that the state of things "when everybody works but father" is one to be guarded against, not fostered and encouraged.

Suppose a man does not have even the primordial germ of initiative in his composition; suppose his inability to support his family in comfort has been demonstrated times without number; what, then, shall the wife do? Aye, there is the rub. Shall she

keep her husband at the front as a figurehead, while she does all the real work, or shall she resolutely take the reins in hand herself and let him drop quietly into the place of a helper, a subordinate or a mere hanger-on?

I was acquainted with one couple who seemed in most respects admirably mated, only the wife had all the hustle and the husband was an ami-

able good-for-nothing. Years after both they and I had removed from the home locality where I knew them I heard from them again.

"Oh, yes," said the young lady who was telling me about them, "Mr. S—, oh, he is the man who opens and shuts the door of his wife's swell millinery establishment!"

Mr. S— was not a bad sort of fel-



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low, but had he tried to take a man's place in the world it really would have seemed that he was getting out of his sphere; just as it would have been a most unnatural and even preposterous thing for his large-minded and very capable wife to have confined her energies to the petty details of housekeeping. So do individual natures vary, and so in the long run must tasks fall to those who are able to perform them.

The wise woman will give her husband a very good chance to demonstrate his capability as a breadwinner, before she manifests any eagerness or even willingness to take his proper burden upon her own shoulders; and happy may that wife consider herself whose husband is able to provide well for those dependent upon him without help or interference or dictation from her. She who in things industrial and financial is privileged to "walk serenely behind while Pa whittles" may count herself supremely blessed. Quillo.

Lesson For the Stenographer.

New business men realize the amount of time stenographers devote to their own private correspondence. The reason is mainly because they have so little opportunity to detect the practice. Were a stenographer to do fancy work or stenciling in the office it would be quite obvious that she was devoting the time of her employer to her own interests, but the busy hum of the typewriter, the feigned wrapt gaze on a page of shorthand and notes when the employer comes in sight are subterfuges which lead him to believe he is getting value received. If he ever takes the time to write personal letters to his friends he writes them with a pen at night after the others have gone. Many employers consider it an imposition to dictate long personal letters to their stenographers. It never occurs to the majority of them that the private correspondence of employes is quite an important item in their own minds and is executed with considerably more zeal than that of their employers.

Recently an employe with a small office downtown, wishing to dictate an additional letter near the close of the afternoon asked politely if Miss Blank would take it for him after she had finished the page already in her machine. It was several minutes before she reached the end of the page, which on drawing out she was careful to turn upside down on her desk, and rose with an extremely bored air to take notes for the extra letter. "Give it to me to sign as soon as you have finished it, please," the employer requested as she returned to her desk. The letter when transcribed covered two pages, but by some unlucky chance the stenographer slipped the envelope over the first page of the employer's letter and the first page of her own personal missive reposed innocently at the back of it, while the second page of the employer's letter supposedly her unfinished personal letter, was thrust hastily into the top

drawer of her desk, completion to be made later.

The Manager read the first page of his letter dwelling on electric churns, and turning to the next page after the words "easy to operate, easy to clean, and—" he read with a look of amazement:

"Dear George—I think writing you these long letters every day is a sure proof of how much I love you, don't you? Right under the eyes of an old, bald headed eagle, too, who has a remarkable faculty for keeping one busy every minute. I thought I'd die just now, George, he asked me to take a letter for him—'after I had finished the one in my machine.' You can certainly put one over on the slave drivers in using a typewriter. If I didn't write to you here I'd have to stay up half the night to do it at home, and you would not want me to lose my beauty sleep, would you, dear? Your letter was on my desk when I came in this morning and I certainly did revel in those twelve long pages. Read it twice before luncheon—honest, and I'll read it again if 'it' leaves the office before 5. Now I'm near the end of the page. He's waiting for me like a hawk. His dictation is something fierce, too—the rankest grammar. About all he does know is to make me doubly earn the paltry \$12 per he pays me, but I won't always have to work, will I, dear? Now for the fossil * * *

What the next page to George might have been it is hard to say. One thing is certain its conclusion was never executed in that particular office, for there was a stormy and immediate stenographic exodus in the "churn" enterprise. Roselle Dean.

Jokes in Seed.

Nearly all the city florists' shops and seed department windows use in their displays small earthenware figures that the retailer of seeds will find it profitable to adopt.

These figures of various sizes are made of very porous ware and are kept filled with water. This water supplies the nourishment for the germination and growth of seeds planted on the figures, and grotesque results are obtained.

For instance, on the top of the head of a bald-headed man, plant grass seed. In a few days a most luxurious crop of green hair appears. A pig's back is covered with green bristles under the same plan, and a hundred different designs can be used to attract attention. They do so. Everyone stops to laugh.

These earthenware figures also find a ready sale for those who enjoy watching the transformation and should be a part of any seed display. Used in the display windows, in connection with seed packages and growing things, they are effective business-getters for seeds.

Why is it that the woman who has the most profound contempt for man does her best to imitate him?

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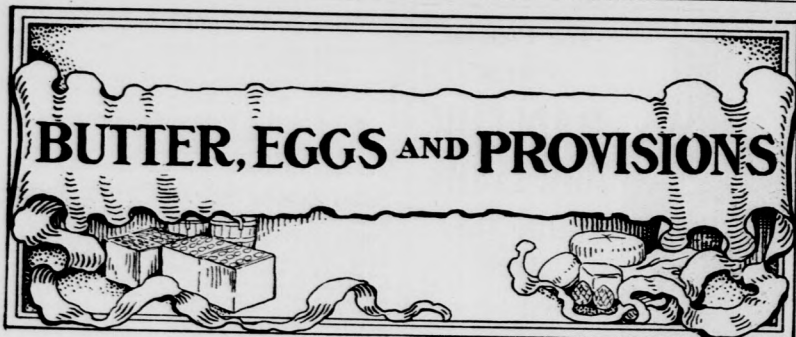
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BUTTER, EGGS AND PROVISIONS

Buying Eggs on a Quality Basis Fair to Both Sides.

At the recent annual convention of the Missouri Carlot Egg and Poultry Shippers' Association, in St. Louis, J. Cyril Begg, of Mt. Vernon, Ill., discussed the purchase of eggs by grade. In part he said:

"At this season we are told that the young man's thoughts lightly turn to love, and the old hen is commencing to sing her spring lay and the egg buyers are trying to buy that spring lay for love. You know we have been doing business for love for some time past, but we all hope for better things in the future.

"I am told: Hope is an egg, of which one man gets the yolk, another the white and the third the shell. My friends, I have gotten the shells for the past few years, and a few months ago I determined that the yolk and white would build up my constitution better than the shells, consequently I determined to buy on the quality basis. For your informa-

tion I will read the circular we sent out to our shippers and customers.

"We have long felt that our present method of buying eggs at so much a dozen is neither fair to you as producers nor fair to us as buyers. If you buy a pair of shoes at your store you may pay \$1 for them or you may pay \$6. The same thing applies to every kind of merchandise you buy. It applies also to almost everything that you sell. If your wheat, corn or oats is poor, you have to take a poor price for it, or at least a cheaper price than for your No. 1. You would not think it fair to fatten a steer and have to sell it at the same price as a poor old cow, and yet because an egg has a shell, and twelve eggs make a dozen, it has been the general custom to pay so much a dozen, regardless of the fact that some eggs are new-laid, some have been held in the cellar from summer, some are bad, some are spotted, some are clean, some are dirty, some are big and some are

small, yet twelve eggs make a dozen, and a dozen eggs, we will say, are worth 30 cents. You who keep your nests clean, and who market your eggs promptly, and use every care in the handling of them, receive no more than the ones who bring small, dirty, rotten and held eggs. It is neither fair to you nor fair to us. It offers no encouragement for the up-to-date and progressive farmer, and neither does it condemn the methods of the lazy or unscrupulous farmer, who either brings his eggs in dirty, or who holds them too long, from inattention, or with the intention of getting a better price, or, to put it plainly, selling practically storage eggs for fresh. This week in New York eggs are quoted from 25 cents for poor held eggs to 38 cents for extra fresh. Starting this week, we are going to buy your eggs according to quality. We are going to pay you for just what the candle shows up. To the farmer who brings us absolutely fresh-laid, big, clean eggs we will pay full value. The farmer who brings his rotten or spotted eggs we will not pay anything, but will return his eggs. These eggs are not fit to sell, and it is against the laws of the country for you to sell them or for us to buy them. If you bring us long-held or practically storage eggs, we will pay you what these eggs are worth. We will make it an inducement for every farmer to market his eggs promptly, and to pack them carefully, and to keep the nests clean. Raise pure-bred hens

that lay a large egg. Market your eggs twice a week, winter or summer. Pack them right and keep them clean. It would mean millions of dollars to the farmers of Southern and Central Illinois every year if you would follow these instructions. Just think it over.

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"My experience since buying by grade is that I am handling only half as many eggs and making twice as much money. You will meet with many obstacles just as I did, but the farmer or merchant who handles good stock will stick with you, while the fellow who handles a lot of small, rotten, held eggs will steer clear of you and sell to your competitor. Competition may spring up, as in my case, but if you are paying full value for No. 1 stock, dealing fairly and squarely with your customers at all times, ever remembering the old adage: 'Fair trading makes fast friends,' you are bound to succeed. I make four different grades: 1, white; 2, brown; 3, medium; 4, small, dirty and cracked. My eggs are bringing a premium above the market; besides I have the satisfaction of knowing that when eggs leave my different houses I know exactly what they are, consequently on a glutted market they will have the preference in selling first.

"These organizations are founded for the betterment of trade conditions, and I would like to see every member of this organization pledge himself to buy eggs on a loss-off basis.

WIN NEW CUSTOMERS

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

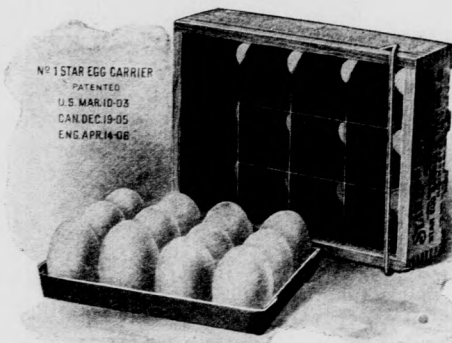
Star Egg Carriers and Trays

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."

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Made in One and Two Dozen Sizes

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is, or according to grade. I also wish to see the day when the board of health in each state in this union will say to the farmer: 'You must not sell a rotten egg; to the merchant, 'You must not buy a rotten egg;' to the dealer, 'You must not ship a rotten egg;' making it punishable by imprisonment for so doing. Then and only then will our eggs improve in quality and trade conditions prosper. The man who makes it a rule to buy quality goods usually gets the best bargain in the end. He gets more value for his money and more satisfaction out of what he buys. Better a little in peace and with right, than much with anxiety and strife. Many men have been ruined by buying bargains."

Over-Stocking and Over-Buying.

One of the incidents of a retail business is over-stocking, overbuying. It is a common thing and there are two reasons responsible for it principally. One is lack of judgment on the part of the dealer, and the other is over-persuasion by the able and enterprising salesman. There are salesmen who will, if possible, persuade or urge a dealer to buy more of a certain line of goods than they know is good for him, taking their chances on his disposing of the goods, either through his own effort or in conjunction with their own, taking a chance on its coming out all right without injury to their own business prospects, in which case they consider it as so many more goods sold, regardless of the business principles involved.

No retail dealer, especially a retail grocer, should allow himself to be persuaded, bamboozled or inveigled into buying more goods than he ought to buy. A salesman who will insist upon a dealer buying larger quantities than he ought to buy at one time is not deserving the confidence of the customers of his house. A salesman who is working for the interest of his trade, therefore, in the best sense for the interest of the house he represents, will not follow such a practice. He knows that the better service he can render his customers the better customers for him and his house they become, because the average retailer deals not with the house but with the salesman, and so long as the goods are satisfactory and the prices are right, he cares very little what house they come from. He looks to the salesman, he holds him responsible for the quality of the goods, the price, the condition and everything connected with them.

It is, of course, perfectly legitimate and entirely professional for a salesman to try to sell all the goods he can sell legitimately, and in pursuance of this entirely laudable principle he will, of course, urge his customers to buy, but there will be no over-buying, no disastrous results if the dealer uses good judgment, and if the final decision of all buying rests with his best judgment; but care should be taken that judgment

does not become warped, and if judgment becomes neglected from little use the dealer may be expected to get "stuck."—New England Grocer.

A Great Missouri Cow.

The Missouri State Agricultural College has a great wonder in a new cow, called Josephine. She has broken several records. Johanna, a Wisconsin cow, holds the record over her for a year's milk supply, but outside of that Josephine is in a class by herself. She holds the world's milk record for four, six, nine and eleven months.

During her year, which closed in January, Josephine averaged seventy-three pounds of milk a day. The best way to tell just how much seventy-three pounds of milk is to carry it from the barnyard to the house. It would take more tugging and more buckets than you would think. Her record for one day is 110 pounds of milk. This is enough to supply all the families in the neighborhood.

Josephine will celebrate her 11th birthday next June, and has five calves to her credit. Although she is not a big cow she is almost a perfectly formed animal, weighing in working trim 1,350 pounds.

During the last year she yielded 862 pounds of butter. This is enough to supply several big families.

Josephine is not just an ordinary cow and can not be penned up over night, driven out to pasture in the morning and not watched over any more. Instead, she has to be milked and fed four times every twenty-four hours. She gives so much milk that it is absolutely necessary to milk her that often. She demands special rations, too, in the way of cornmeal, bran, oats, cotton and linseed, clover hay, cowpea hay, corn silage and dried beet pulp. During the warm weather she must be kept comfortable by daily shower baths, which may be given with an ordinary garden hose, and two electric fans must be kept running in her box stall. In this way she loses no extra time fighting flies, and every ounce of strength can go into the manufacture of milk.

Egg Rules in Indiana.

H. E. Barnard, State Food and Drug Commissioner of Indiana, has prepared to communicate with the fifty or more cold storage men of the state concerning the most convenient time for holding a meeting to prepare a tentative list of rules for the enforcement of the new Indiana cold storage law. Under the law, the State Board of Health has the power to draft such rules as are necessary for the enforcement of the measure. But in order to adopt a rule list that will result in the least friction between the Board and the storage men, while resulting in a proper enforcement of the law, the storage men will be asked to offer suggestions. The rules will be adopted at the April meeting of the State Board of Health.

Mr. Barnard has also sent circular letters to all the produce dealers of the state, calling their attention

to the provisions of the amended food and drug law, which makes it an offense to sell bad eggs, whether knowingly or not. Placards are to be printed and posted all over the state, in order that farmers and poultry raisers, as well as dealers in eggs, may be apprised of the provisions of the law.

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

Post Toasties

Any time, anywhere, a
delightful food—
The Memory Lingers.

Postum Cereal Co., Ltd.
Battle Creek, Michigan

G. J. Johnson Cigar Co.

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These Be Our Leaders

WANTED

EARLY OHIO SEED POTATOES, ONIONS, APPLES, TABLE POTATOES.
CAR LOTS OR LESS. CORRESPOND WITH U.S.

M. O. BAKER & CO., TOLEDO, OHIO

Special For This Week

Sanford Florida Celery, 4-6 doz., per crate \$2.25.

Sanford Florida Head Lettuce, per large hamper \$2.00.

Fresh car just in and stock in perfect condition—will sell on sight.

The Vinkemulder Company :: Grand Rapids, Mich.
Write, phone or wire your order

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PRODUCE COMMISSION

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

"Buffalo Means Business"

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

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

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

Established 1873

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

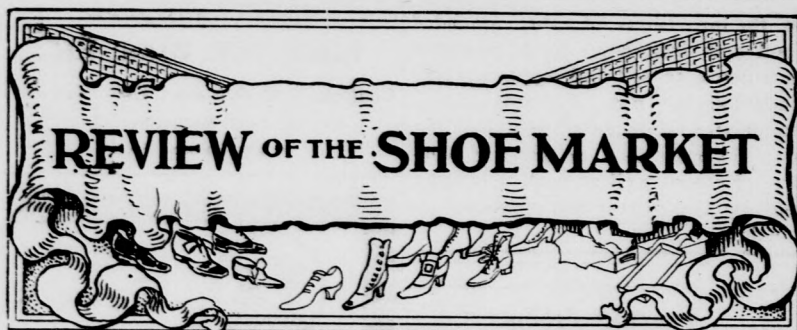
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OTTAWA AND LOUIS STREETS



REVIEW OF THE SHOE MARKET

Take Precautions Against Mismatching of Shoes.

It is easy to get shoes mixed in putting them back on the shelves, especially on a busy day, when there are many customers and many shoes to put up. The mismatching is not merely in sizes, but can be in quality as well, and the careful merchant will take every precaution against it as a source of serious loss. Discussing how shoes become mismatched as to quality and thickness of leather the Twin City Commercial Bulletin says that a skin is not the same thickness all the way through. The man who cuts out the vamps of shoes is a leather expert, who cuts and makes them so they look and wear alike. He does not mate a vamp of thin leather with one of thick; in other words, he utilizes a certain portion of the skin for two vamps—a right and a left—and numbers them as a pair. When a merchant receives a bill of shoes, each pair is properly mated as regards size, width and thickness of leather. The clerks get them mismatched in showing them.

For instance, two clerks will each be showing a customer an 8 C of the same shoe. The first one who finishes his sale will go to stock and pull out the remaining right or left shoe of the same size, regardless of whether it is the real mate or not, and wrap them up. He gets the wrong one about as often as he gets the right one. He could be certain whether he is right or wrong by looking at the lining number, but he does not take time to do this.

Again, mistakes of this kind occur in putting up stock, especially at the close of a busy day's selling. A clerk will pick up a shoe, look inside and see that it is a 7 D and put it in the first 7 D carton he comes to, without looking at the lining number. This applies to stores where several pairs of the same size are carried in what is known as forward stock. Where a store has only one pair of a size in forward stock, this mistake is not likely to occur unless the same size be brought down from reserve.

We believe there is not a shoe store in the country that is entirely free from mismates.

The method referred to above is the mildest, although probably the greatest, form of this annoyance. In many instances there are several pairs in stock which are mismatched regarding size and width, which makes them much harder to dispose of. The salesmen also hesitate about showing them to their customers, and the result is they frequently stay on

the shelves until the boys get tired of looking at them, when they are dumped in a box at the rear and finally sold to a second-hand dealer for almost nothing.

Said the manager of a shoe store, "I worked for one man a few years ago who required all of his clerks to look at the lining number of each shoe before wrapping them, but I find it impossible to get my clerks to do so. The result is we have several pairs of mismates every week. When there is a great difference in sizes we send them to the factory to be mated, which takes time and causes considerable annoyance. It is not infrequent that a single and double sole are sold as mates. Maybe it is not discovered until the purchaser has worn them two or three days, when he hesitates about returning them. This leaves an odd pair on our hands which we must send to the factory to be mated."

Said a salesman in another store, "There is hardly a day passes but that we find one or more pairs of mismates at the close of business, but we exert ourselves to keep them from accumulating. We make the next customer suffer for the mistake. Sometimes we re-mark them in order to pass them off, but when they are marked in blind sizes this is not necessary. If there is a difference of only a half size or one width it is not a difficult matter to dispose of them, but where there is a great difference it is almost an impossibility. If we are unfortunate enough to have several pairs accumulate we sell them to some second-hand dealer at about half price."

Said the manager of another store, "When we have mismates in stock it is almost impossible to get the clerks to show them. You would be surprised to know, however, that our extra men, who help us Saturday evening only, seldom fail to sell a pair of mismates, and the beauty of it is they do not know it. They will fit a man in the right shoe, and he will say, 'Wrap them up.' The clerk takes the left shoe out of the carton and wraps them without looking at it. If there is not much difference in size they are rarely ever returned. One of our extra men last Saturday sold a pair which not only differed in size but they were different shoes entirely, and he did it innocently. If he had known that carton contained mismates he would have shunned it as he would a rattlesnake."

Where there is a wrapper employed mismates do not occur as frequently as they do otherwise, but

even then they are liable to happen. In some stores clerks are required to pay a fine of 25 cents for every pair of mismates he sends to the wrapper, the quarter becoming the property of the wrapper for his or her vigilance in detecting them. Where clerks do their own wrapping and mismates are sent out and never returned the offending clerk is fined a quarter, which is given to the one who succeeds in disposing of the odd pair left. If he sells them himself, he breaks even.

Mismates are the result of carelessness. When clerks are busy and each one is trying to see how many pairs of shoes he can sell he is not going to take the time to look at the lining number of each shoe before wrap-

ping it, and frequently he fails to look at the size and width. In some instances these numbers are indistinct, especially on leather lined shoes, and the clerk is not going to strain his eyes or use a magnifying glass to see them.

One way in which mistakes of this kind can be lessened to a great extent is to mark mate numbers on the soles of all shoes before they are put in stock. It is much more conven-

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Service means two things, good leather and good shoemaking. Our shoemaking and leather from top to sole is not only good, but the very best there is.

This is why the satisfied wearers of R K L Shoes are such effective far-reaching advertisers for the retailers who sell them.

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

ient for a salesman to look at the sole of a shoe than it is to look inside at the lining. A concern has on the market a simple device for marking mate numbers on the soles. It consists of a book of duplicate numbers, white figures on a black ground, the reverse side of which is gummed. They can easily be moistened and placed on the sole, thereby avoiding a great many annoyances which occur from sending out mismates.

The Fabric Shoe.

In an address before the Southern Shoe Retailers convention Werner S. Byck, of Atlanta, discussed fabric shoes, and in the course of his remarks said some very good things. Here are some paragraphs from his address:

In my humble judgment the poorest leather is better for footwear than the best satin or velvet.

Some people say that these extreme novelties should be left alone by conservative retailers, and that the latter should depend more upon the sale of staples. That is all very well, but if the up-to-date retailer does not keep abreast of the times he will soon find himself a "has-been," and his old conservative trade going elsewhere, where the new things are carried.

No man can tell how many pairs of shoes made of these materials to place orders for. The demand may continue for some time as strong as it is to-day, or stronger, but my suggestion is to go slow in placing your orders; rather be safe than sorry.

The shoe manufacturer will not stand behind the wear, and the retailer should not, for they are on the "millinery" order and no one knows how they are going to turn out.

The retailer is safe in buying canvas and cravenettes, no matter if the style does become passe, because you can easily get rid of your stock without loss, but as to satins, velvets and silks—go very slowly. Buy "immediates" only as present needs and demands indicate, but place no orders for the future until the present season has advanced so far that you are practically assured of what is the best to do for next season.

The skins of animals have been used for footwear almost since the beginning of creation, and I believe that it will only be a short time before the "follies of fabrics" will have passed and once more all footwear will be made of leather.

We are living in an extravagant age, and we know that women generally buy more footwear than they need, and since fabrics have entered into the making of them it would be advisable for the benefit of retailers to put up a sign that satin and velvet footwear is not guaranteed. In many instances this would assist in making satisfactory adjustments and retaining patronage.

Anger is a human boiler explosion. It is not only a waste of energy, but it destroys the container of the energy.

Storing Winter Shoes.

When fall comes, and it surely must come, the felt goods are brought from the stock room and put in stock. When the time for the transfer arrives many shoe retailers are disappointed to find that the moths have made their usual ravages and that a certain percentage of the stock is unsalable. Now is the season of the year to take precautions against losses of this sort and when the warm goods are taken out of stock to make room for the spring stock it is a matter of importance to see that they are properly cared for.

Ordinary moth balls placed in each carton will prevent moths from attacking wool lined and other warm shoes. Some dealers resort to burning sulphur candles, while others use different means of fighting this nuisance. By all means take the precautions.

The man who claims that the only way to overcome this nuisance is to sell the goods at or below cost has never had a taste of the practical end of the business, for there comes a time of the year when it is all but impossible to give these goods away and it is therefore better to carefully store them away until next winter than to sell them at ridiculously low prices.

Buy your camphor balls and use them with discretion and when the fall season rolls around your felt shoes and juliets will be in a salable condition.

You Can Afford It.

There are some merchants, we regret to say, who, while they hold a grand spring opening, do not realize the importance of making an extra effort at attractiveness with a complete interior trim. They do not deem the results adequate to the outlay. They must see a dollar coming for every few cents spent. These dealers fail to realize that to make a store attractive is to raise its prestige, and that to invite visitors to a brilliant store interior which will charm them is not only one of the best but one of the least expensive methods of advertising.

No matter how small the business, the merchant can afford to spend something for special Easter-tide decorations. Such past masters in the art of merchandising as John Wanamaker, Marshall Field and many others realized this and the sums these stores annually spend on such occasions as Easter would cause some merchants to have a fit of agony.

So we say again, every dealer can afford something for special decorations for the spring and Easter season. You may not get it back the next day or next week, but you will get it back in time, so feel assured that it is money well spent.—Shoe Retailer.

Do not work a man more than two hours overtime—that is, if you expect his usual effort next day.

Tell all your business and you won't have any left for yourself.

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. Bertsch 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 "inspiration" 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.

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.



Buyer Goes to Market and Finds That It Pays.

The buyer suggested that he take a trip to the market, two hundred miles away, and put in two good days of hustle with the manufacturers to complete his spring lines and possibly pick up one or more bargains to repay the trip, says the Dry Goods Economist.

The merchant asked, "Won't you succeed as well if you invite, by mail, sample lines submitted here, where you can take your time at it, consult with your head of stock and save the traveling expense?"

"I can do it that way if you wish," replied the buyer, "but I feel that the

only way to get choice stuff is to go after it. The kinds that come to you are either the staples, produced in inexhaustible quantity and offered to everybody, or the things that are left in stock by buyers who have passed the items or returned them. Let me go, and I'll try to prove to you that the expense is a small item compared with the profit that will ensue."

"All right!" said his employer; "go ahead and show me."

In a few days there was a hand some bunch of orders, on which confirmations were sent; and before long daily shipments of the buyer's purchases were reaching his department, many of which he proudly paraded before the boss, predicting great things.

Now the boss was "from Missouri," and would say, with grudging approval, "They all look good when they're far away. After you've sold 'em and we have the profit safe, I'll tell you how pretty they are. Meanwhile keep your enthusiasm up, but don't expect me to rave over anything but results; and see to it that I rave right."

To which the buyer cheerily laughed and responded:

"I know I've got the pick of the best stuff; I know I've got 'em right, and, just as sure as Eve got her bite of the apple, the women around here are going to find our styles and prices just what they must have."

A few days after this conversation the buyer asked the merchant to come to his room and with him look at a sample line being submitted there.

"What do you want me for?" asked the latter.

"Just to show you how on this one line I've saved my traveling expenses to market the other day," replied the buyer.

Sure enough, the line shown by an anxious salesman was one from which selections were already in stock, but while the quotations now made were the same, the buyer at headquarters had secured an extra trade discount of 5 per cent., and instead of the terms now offered (10 days 2 per cent. and 60 days dating), their bills read "10 day cash, 8 per cent. off."

All of which goes to show that not only must one be duly careful as to price quotations, but that the terms and discounts also need a watchful eye, for therein lies a difference in cost that may give competition a leverage difficult to counteract.

Women's Suits.

The fact that American women are essentially tailored women in their street dress has never been more thoroughly evidenced than at the present time, the proof being the heavy demand for tailored suits for Spring, says the Dry Goods Reporter. While there are many beautiful examples of the trimmed suits, the partiality which has been given the more simple styles in the tailored suit is a matter worthy of especial note.

The attention which is now given to the careful manufacture of the tailored suits has undoubtedly stimulated interest in these lines. Women have found that it is practically impossible to buy a suit at the tailors for anywhere near the price at which the "ready made" can be bought at the store. The most careful attention is given the cut of the garments; the workmanship has improved to a marked extent, and the little details which do so much toward making a harmonious whole are given the same careful consideration.



The straight figure line which is carried out in the designing of both the jacket and skirt is the most notable feature of the tailored suit. The jackets are cut on practically straight lines, and the skirts, while of conservative width, always carry out the straight lines. Jackets remain short, the 24-inch length continuing to be the choice in substantially all instances.

The skirts show many of the novel features this season, and a wide selection of designs are featured. Gored models with habit backs are the prevailing styles, and many times pleats of an invisible character are introduced below the knee to give freedom in walking. The panel front and back is especially popular, and sometimes the panel or double box pleat is shown only in the back.

Some of the houses are showing the trouser skirt in connection with their Spring lines, but only in a testative sort of a way. So much notoriety has been given this skirt through the press that there would seem little chance of its being accepted by refined women even if it should prove an advantage in walking. Some of the models are attractive and could hardly be detected from an ordinary narrow walking

youthful effect to a woman's figure skirt. The trousers are opened about 18 inches at the foot, and a stitched panel conceals the division. Other models of a more extreme type are made similar to men's trousers, with the exception that the legs of the trousers are made full in skirt effect.

In the more dressy suits the Empire lines are noted to some extent, and there seems quite an inclination to favor them. This idea gives a

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

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

House Cleaning Time

Is here once more, and you certainly will have a demand for Curtains, Lace Curtains, Curtain Nets, Swisses, Carpets, Rugs, Matting, Oil Cloths, and don't overlook

Linoleums

Of which we just received a carload of very choice patterns and colorings.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.
P. S.—Beginning April 1, we close at one o'clock Saturdays.

About 50 New Designs of Lace Curtains

Our line contains some exceptionally fine numbers that will show any merchant a good profit. We have Brussels Net, Nottinghams, Cable Net, Cluny Lace and Irish Points.

Prices range at 40c, 65c, 80c, \$1, \$1.25, \$1.50, \$1.90, \$2, \$2.25, \$2.50, \$2.75, \$3, \$3.75 and \$4 per pair. Ask our salesman about this item.

Grand Rapids Dry Goods Co.

Jobbers, Importers, Manufacturers

Beginning April 1 we close at one o'clock Saturdays

Grand Rapids, Mich.

which is many times appreciated. The raised waist line is carried out both in the cut of the jacket and by the application of trimmings.

The Eton jacket continues to be shown, but is only being taken for show pieces, by an occasional merchant. In the imported models considerable prominence is given to the Eton, and in the high class lines there is expected to be some demand for them, but for the general trade there is little interest manifested in them.

The collars of jackets continue to show many of the novel features, the sailor and deep rounded ones being especially conspicuous. Deep revers are noted on some of the newest models, and oftentimes these are in a contrasting color. When color is used in this form, a band about three inches deep also trims the foot of the skirt.

Some of the new suits have a combination of materials. This idea is used mainly in the three-piece effects. Serges or shepherd checks are combined with black satin in many attractive ways. The jackets and deep band at the foot of the skirt are of satin, and the body of the skirt and the waist are of the cloth material, the latter showing a trimming of satin.

Serges, mannish cloths, mixtures and satins are the materials used in the making of suits. Serges are given the preference, and satins in the way of a novelty are well regarded. Blue serge is especially favored for spring, and black and white effects are also seen to quite an extent. Black cloths with a hair line stripe of white, or white cloths with a hair line stripe of black are conspicuously featured for spring and summer.

Push the New Goods Now.

The month between now and Easter should be one of the busiest in the year. During this period the merchant should lay special emphasis upon the style feature of his new spring merchandise. During this period price should be kept in the background as a sales argument. Newness and distinctiveness of merchandise and correctness of style are the arguments to be used now. The new spring merchandise should be prominently displayed and advertised early in the season and every effort should be made to make as large sales as possible before the bloom is off of it. While the spring season is in its infancy women will pay good prices for new and stylish merchandise, which will not be worth nearly so much later, when the new style element is no longer so important.

Now is the time to feature the spring suits and coats, the spring shoes, the spring hats, the spring neckwear and men's furnishings. People like to buy things while they are new and fresh, before everybody else in town has the same, and the merchant should take advantage of this very commendable human trait while at the same time gratifying the desires of his fellow townspeople.

In business building, advertising is a substitute for time.

Hosiery Not Durable and Why.

"Did you know that there are several reasons why women's hosiery does not wear longer?" asked the buyer for a big department store of the American Wool and Cotton Reporter.

"Well, it is a long story," he said, "but an interesting one. In the good old days the woman fastened her stockings in a way that made them fit comfortably to the limb and easy at the foot. But with the coming of a style which demands a small figure, a remarkable change occurred. Not only has it become necessary to have tight fitting stockings but a majority of the women are using the stocking to hold down their waist line.

"They take the upper end of the stocking, I am told, and stretch it over the limb. They then fasten this upper end to the garter, which in turn is attached to the corset, in such a way as to make the garter taut. The hosiery acts as sort of weight, you see. It pulls the corset down in front and the corset tugs the stocking snug up around the limb. There you have it. How long can any stocking withstand the strain at the toe, at the heel and at the upper end. None of them stand it very long."

Here the buyer paused. After reflecting a moment, he continued: "Do you know that what I have told you has made all kinds of experiments necessary? The toe and heel were made heavier at first, but to no avail. Then the welt at the top of the stocking was doubled, but it did no good. The seamed stockings ripped down the side after a few days of straining with the garter. Now, the double welt has been fastened down with a seam that makes it impossible for a rip to start at that end of the article. With this trouble eliminated, another quickly sprang up. The knees bulged and tore. A knee cap was invented last year, but the women did not take to them very readily and many mills which used the knee cap I see this year have abandoned it. Believe me, it is the greatest problem of the age, this attempt to devise a scheme for a women's hose that will wear a reasonable length of time.

"The women generally want a light article, too," the buyer continued, "and, of course, that makes the task all the more difficult. Lighter yarns must be used and naturally they can not be as strong as those of a coarser texture. The invention of women's hosiery has driven more than one man to the state institutions."

The demand among the women for the new half-silk and half-lisle hosiery has not been phenomenal, this buyer has found. He has one of the largest hosiery departments in the Eastern city where he is located and has an excellent opportunity to watch the trend of the buying from the retail counter.

He also believes that the seamless hosiery for women is not so much of a howling success as many seamless hosiery makers would have the reading public believe. This buyer states that the general line of women's

seamless hosiery is manufactured from cheaper material, and, therefore, does not wear as well as hosiery that is looped at the toe and heel by experienced hands. This man carries a large amount of several lines of women's seamless hosiery, too.

Another disadvantage with women's seamless hosiery is that it does not have a shapely foot and it often tight about the top. The streak that runs across the toe in the seamless hosiery is found to be uncomfortable by many women.

The buyer who is quoted above told an amusing story about women's seamless hosiery: A woman came to his store not long ago and purchased a pair of the stockings in question. Two days later she returned and in a torrent of passion informed the buyer that after wearing them she had washed the pair and greatly to her chagrin, found that the stockings

had no feet. She brought them to the buyer to find out what had happened. Politely he attempted to explain, but to no avail. The woman left his store declaring that hereafter she would look elsewhere when she wished to buy stockings. "You see how one pair of the blamed seamless things lost me a valuable customer," he concluded.

The Man Who Knows Wears "Miller-Made" Clothes

Good merchandise "who knows" sell them. Will send swatches and models on a card will be sent to any merchant, anywhere, any time. No obligation.

Miller, Watt & Company
Fine Clothes for Men Chicago

DEKEMILLER COMPANY CHICAGO
FINEST MADE CLASSY CLOTHING

SWATCHES ON REQUEST

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



"The Crowning Attribute of Lovely Woman is Cleanliness"



Unseen—Naiad Protects

NAIAD DRESS SHIELD

ODORLESS

HYGIENIC

SUPREME IN

BEAUTY! QUALITY! CLEANLINESS!

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

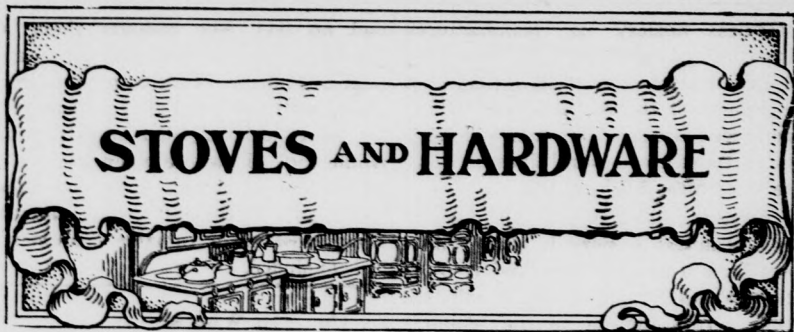
The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Winch McLaren & Company, Toronto—Sole Agents Canada



Explosives Not Dangerous if Handled Right.

Powder and dynamite are carried in stock in many hardware stores, and when put on a systematic basis can be made profitable and can be handled with a minimum amount of danger. Powder itself is not so dangerous as the average citizen imagines. Powder is usually kept out at the magazine, which, by law, in most states is well out in the country and in a nearly deserted place. I want to say a word or two about powder magazines. I saw one a short time ago made of a single thickness of cheap brick with a 28-gauge galvanized roof on it. A good stiff wind storm could have blown in the wall, and a low power rifle bullet could have punctured a brick or the roof. We should keep in mind the fact that when we build magazines in out of the way places we are also building targets for the rifle shark.

The magazine is two miles from the store—we are making daily trips out there for twenty-five pound lots. The profit on 100 pounds will scarcely pay the expense of such a trip, yet we go back and forth year after year with little dabs of powder and imagine we are making money. One or possibly two well advertised trips to the magazine each week should be made to fill the bill. One prominent merchant catering to this business makes his powder trip every Saturday, and under no circumstances will he vary the programme. The principal thing is to get away from daily jerkwater orders.

Powder is influential merchandise. Closely associated with it are caps, fuse, picks, shovels, chains, crowbars, candles, steel and numerous other essentials to the miner or farmer. The powder order for that extra gang on the country road in your section is going to govern the sale of a few shovels, mattocks, rakes, hoes and possibly a scraper or two this spring. A little enquiry of the county commissioners, or road supervisors, will give you a line on some good road orders with powder at the head of the list. Try it out. Every farmer who figures on clearing a little more land is a prospect. This business is seldom hard worked, and may prove an entering wedge for you on some customer whose shell you want to crack.

If you make a good sale and want the continued patronage of a good, live customer, just refuse to pack caps in the same box with powder. Do not even keep caps in your shelving—take half a day off and build a substantial galvanized iron box, and

after it has been provided with a lock, put your little stock of caps where they will be safe. They are the real danger of the powder business. If your customer makes his purchases in the morning, and is not going out until night, just keep his caps in your metal box until he drives up to the front door. When they do go out, label them "dangerous."

Two powder stocks in one small town with two roads being kept up to two almost inaccessible powder houses is the big drawback to legitimate profit. Even restrictions can not head off price cutters, but any body of hardware merchants in any small town where powder is being sold, can get together on this subject for mutual protection, mutual buying and common profit.

The dangers of this business are great enough to require stringent rules, but the danger of dry rot is greater than that of an explosion. Put the same amount of energy into an effort to secure powder orders that you do on builders' hardware and your all-powerful exclusive agency rights will be less frowned upon by the man who is almost forced to buy at your store.—Assistant Manager in Iron Age-Hardware.

For the Clothes Yard.

Have you prepared for the spring demand from your customers for the re-equipment of the clothes yard? Most housewives buy more or less of the needed furnishings at this season.

This is the line. It comes, as you know, in a number of varieties, each one probably possessing some element of advantage over the others for some particular purpose. The price varies, and that will be found to be a material factor in some instances. In others it will not make so much difference. Some purchasers prefer good cord, even if it does cost a trifle more. It is best to be ready to satisfy them all.

You have probably found in buying that the price has not varied much, although perhaps the best qualities are a shade higher than they were last year. It is scarcely enough to make any difference, however, while the lower grades are unchanged. They are selling in some instances a bit lower than a year ago.

These lines can be sold in twenty-five or fifty foot lengths in most instances, and where the bundles are connected they can be made as long as you wish. Probably fifty feet will be the general demand.

Along with the lines will go the



CADY DISPLAY RACK

Keep your vegetables off the floor and walk. It is very cheap. Write for price list.

KORRF MFG. CO., Lansing, 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.

Acorn Brass Mfg. Co.

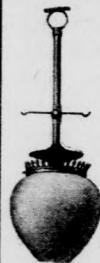
Chicago

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 and nothing so cheap to run.

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

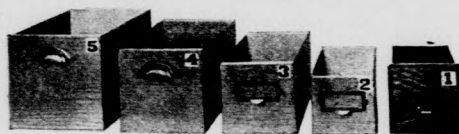
Walter Shankland & Co.
Michigan State Agents
Grand Rapids, Mich.

Established in 1872

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.



Steel Shelf Boxes

For all Kinds
of Goods

Hardware, Groceries
Drugs

They take up 20 per cent. less shelf room. Never shrink or swell; strong and durable. Rat and mouse proof. Cheap enough for any store.

THE GIER & DAIL MFG CO.

LANSING, MICHIGAN

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.

pins. As always, there are two kinds, those that pinch and those that stand astride the line. Of the two, the latter is most used, and sells many times more rapidly than the other. It is unnecessary to say which is better. Housewives use both, but probably the low price of the sort that straddle the line will appeal to most buyers. The boxes in which they come packed retail at such a low figure that no one feels it if they buy one or several boxes. Sometimes it is well to sell them in combination Part one sort; part the other. For certain purposes the pinch pins are better.

Some housewives prefer them for drying fine articles, such as laces and the like, because there is no danger of stretching the material when pinning it on the line. It might be well to call attention to this point when offering the pins for sale. Many may have not thought of this advantage and consequently will be likely to take the old fashioned sort.

As simple and commonplace things as clothes pins and clothes lines can be made a part of some special sale, or can be offered separately for a few days in a way that will attract extra trade.

Keeping Track of Prospects.

An excellent idea is put forward by Hardware and Metal when it says: Hardware men should train their whole staff from the teamster up, to be business scouts—always reconnoitering for chances of making sales. If anyone in the organization hears of a person who is thinking of buying a washing machine, vacuum cleaner or any other article sold in a hardware store, the fact should be reported at once and immediate steps taken to secure the order.

Not long ago, a metal roofing traveler called on a dealer in a town north of Stratford, and asked if he had any roofing prospects. The dealer scratched his head in deep perplexity, but finally remembered that a farmer had called in a couple of weeks previously and said that he was going to buy a metal roof. He had not made any efforts to see him, but he assured the traveler that this man was a regular customer of his and would not think of buying from anyone else.

The traveler hired a livery rig and drove out to see this prospect, the dealer not being sufficiently interested to even accompany him. He was surprised to learn that a more enterprising agent had been out to see the farmer several days before, and closed the business. The first dealer could easily have made the profit on this sale, if he had put forth an effort to land his prospect.

Contrast this with the methods adopted by agents for pianos, sewing machines, or insurance. If they learn the name of a prospective customer, no matter how roundabout the source of information, they get on his trail at once, and they keep after him until he has bought.

If this kind of energy were applied generally to hardware sales-

manship, the results would be marvelous. The sales of paint, builders' hardware and all kinds of farm supplies could be very greatly increased by aggressively canvassing the contractors and farmers. Although many dealers have already adopted this policy, there is still room for improvement in the selling methods of most hardware stores.

New York Questions.

Here are some of the questions from the New York Retail Hardware convention box and the answers:

How many find it good policy to put prices in window displays? A window display will attract better attention with prices on the goods. Where you see people gathered around a window display you can depend upon it there are prices shown.

Is it advisable and profitable to take work in the dull season in order to keep the help busy without profit on the work? We find we have to keep the men at a risk of a loss in dull season in order to have competent help when the busy season begins.

If you wish to incorporate your business and take in a competent employe, who is unable to purchase the stock, how do you arrange for him? I think some firms take their note for a certain amount of stock and allow them to pay on it. We simply give them the earnings of a certain amount of stock represented. In our case we paid the same salary as before, and the earnings on a certain amount of stock, and they certainly made good on it. The extra exertions reimbursed us for the stock. They look more now on the profit side instead of the sales question. Before they were always looking to see how the sales compared with last year.

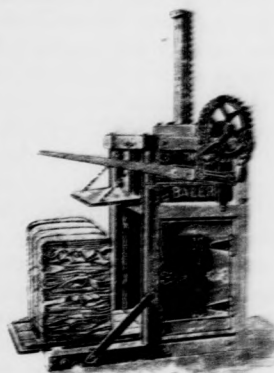
The send-away habit is a mighty bad thing for consumers, but it is even worse for merchants. Buy in your home town every time! That is the way—and the only way—to build it up.



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

KINGERY WFL CO., 1045-1046 E. Pearl St., Cincinnati, O.

Why is the Wolverine Baler Best?



1. It is the Simplest and Strongest.
2. It is the Easiest to operate.
3. It has a Cast Iron Plunger which cannot warp or split.
4. It has Front and Side doors to release bale easily. No bar needed.
5. It is made by men experienced in the manufacture of balers.
6. It is **CHEAP**, because we are well equipped to manufacture.

Write to-day for PRICE and Catalog.

YPSILANTI HAY PRESS CO.,

YPSILANTI, MICH.

AN ODE TO THE IXL WINDMILL



The old oaken bucket; its day is gone by;
To cherish its memory is the best we can do;
For now in its place, towering forty feet high,
Stands that glittering windmill from Kalamazoo,
Never out of repair, always ready for action;
The agents, though eloquent, never half tell
Of the pleasure and profit, the immense satisfaction
To be had from this windmill standing over the well.
That beautiful windmill, that still-running windmill,
that best of all windmills, the famed I X L.

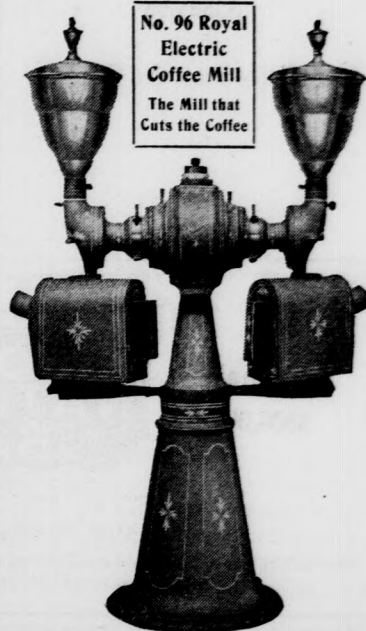
For Prices of I X L Windmills, Towers and Tanks,
write to

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

A Royal System in Your Coffee Department

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

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



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

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

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

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

We also manufacture Electric Meat Choppers and Meat Slicing Machines.



No. 1
ROYAL
Coffee
Roaster
Operated by
Electricity

The A. J. Deer Co.

1246 West St., Hornell, N. Y.



A window frieze for Easter

Shop Window Is the Show Place of the World.*

It has been said that the shop window is the show place of the world, and if this be true how important it is that this most valuable space in the dealer's store be utilized to the fullest extent.

Washing your windows and keeping them clean is the first requisite of a successful window display. No matter how attractive the interior of your store may be, if the windows are not kept clean and bright your display will have lost its effectiveness. Therefore I would advise that the display windows be kept clean even although it necessitates washing them every day.

The next important essential of a successful window display is a proper and suitable background, for the background furnishes a setting for your display and bears the same relation to the display as proper scenery does to a theatrical play. It is a well known fact that many of the largest department stores appropriate from \$15,000 to \$25,000 each year in providing suitable window displays, a greater portion of this fund being expended in providing suitable backgrounds. Now, if this expenditure is deemed essential by the department stores, would not an appropriation set aside for a display in your windows be a legitimate expense?

In some of the large stores in Chicago these backgrounds are preserved, being of a substantial nature, and are reduced in size and sold to the smaller stores in the outlying districts. This, of course, in your case would not be feasible, but it illustrates the vast importance of a suitable background as considered by experts in the line of window decoration.

Many dealers use the Alabastine tints extensively in making suitable backgrounds. Some displays require a different tint than others and by using the stencils for panel effects very handsome backgrounds can be produced at a minimum of expense. Common burlap or cheese cloth stretched on a frame and coated with Alabastine is often used.

Wherever possible the background should exclude a view of the interior of the store, so as not to detract the attention of the passerby from anything you have on display; in other words, it is desirable to concentrate the attention of your customers on your display.

I believe in making a window display it pays to specialize.

*Address by F. H. Locke, sales manager of the Alabastine Company, at the annual banquet of the Grand Rapids Retail Hardware Association.

To illustrate: If you are handling a line of garden tools, in your display see that each of the articles you have for that purpose is displayed; in other words, specialize on garden tools. If you have a window display of saws or builders' hardware, show every design you carry in stock; make it a builders' hardware window. If you are making a display of kitchen utensils, specialize on that line and do not show shovels, stove pipe, paint and grindstones at the same time; but classify into various groups; the lines of goods used for similar purposes at the same period of the year, and you will achieve greater success than by throwing into the window the first article you may find most handy.

Some dealers make a display because they feel that the space should be filled up with something. Do not get that idea. This most valuable space in your store should be employed to give particular distinction to your entire business.

To my mind the real value of a window display is in its effectiveness of attracting attention, creating an interest in the articles displayed, inspiring a desire to purchase on the part of those who view the display, or, to sum it up, to bring into your store and line up at your counters those who might otherwise have passed by or have been attracted to the store of your competitor.

From my viewpoint the window is the most effective conscientious salesman you can employ. It is the only employe that is continually on the job and which if properly dressed gives your store distinction which it is impossible to acquire in any other manner.

The old saying is, A man is known by the company he keeps. A store is known by its window displays.

Every business transaction as viewed by the merchant consists of four elements:

1. The goods.
2. The purchaser.
3. The salesman.
4. The sale itself.

To illustrate this fourth element: You may advertise a certain brand of goods, you may have the goods in stock, you may have a salesman or one who pretends to be behind your counter, and you may have a customer lined up before it, but if the sale is not consummated your efforts and advertising are fruitless. By analyzing this fourth element of a business transaction, namely, the sale, you will find that it is also divided into four distinct elements or steps, which take place in every sale that is made:

1. The attention of the customer must be obtained. It would be an absolute impossibility to sell any customer whose attention you could not secure.

2. To create an interest. You may secure the customer's attention, but if you can not get his interest you can never make a sale.

3. To inspire a desire on the part of your customer for the article you have to sell.

4. The most important element is the consummation of the sale, or, in other words, the closing of the sale, and this fourth element is vastly important to your success and depends upon the salesmanship of yourself or employes.

A window properly and attractively dressed performs the first three elements of the sale, namely, first, it attracts attention; second, it creates an interest, and third, it inspires a desire on the part of the passing public for the articles displayed or for information appertaining to the same, and it is always well to incorporate into your display a feature that will impel people to enter your store and place themselves in the hands of your sales force. It is therefore very essential that your window be arrayed

BONDS

Municipal and Corporation

Details upon Application

E. B. CADWELL & CO.

Bankers. Penobscot Bldg., Detroit, M.

Grand Rapids National City Bank

Capital \$1,000,000

Surplus and
Undivided Profits
\$350,000

Solicits Your Business

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

FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

TRACE YOUR DELAYED
FREIGHT Easily
and Quickly. We can tell you
how **BARLOW BROS.,**
Grand Rapids, Mich

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.

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

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.

in the most attractive manner, for if the silent salesman of yours is backed by competent salesmanship inside it will produce for you greater returns for your expenditure than almost any mode of advertising you can employ.

A window display may be divided into two distinct classes, namely, motion and motionless displays. The former is preferable and should be used whenever possible. There is nothing that will attract the attention of the passerby so quickly as life or motion in the window. In the smaller stores a motion window is not always possible. Where electricity is available a motion window can be very easily arranged. Where it is not, motion can be obtained by fastening a string to your door with some object in the window suspended, so that in the opening and closing of the door motion will be produced.

In conclusion, I invite your attention for a moment to the display furnished by the Alabastine Co., of this city, to its customers, and, by the way, out of 27,200 hardware dealers in the United States we number between 8,000 and 9,000 as Alabastine customers. In the display we have not attempted anything elaborate, simply have used the material we furnish any dealer for window display purposes.

It has been our thought to give the dealer material that would make an attractive window, that would attract the attention of the passing public, that would create an interest and inspire a desire to use Alabastine. The hand-made designs, the stencils and the packages of goods all have their effect. It is well to add special features, such as a pail and brush, suggestive of how the material is applied.

The center of this display is a hanger on netting, which can be used either as a foreground or background for your window display, preferably for background service. In itself it makes a very attractive window display. There are many contrivances used by dealers in producing motion which add very materially to the success of the display.

We advise the use of our window display during the early spring and fall season, periods when people generally are thinking of renovating their homes.

I wish to urge upon each of you the necessity and benefit of utilizing your windows as an invitation to the public to enter your store.

Catch the Man's Eye.

Men as a rule do not shop as do the women. Nine times out of ten a man knows just what he wants when he walks into a store and in many instances he goes in after some particular thing which he has seen on display in the window. For this reason good, effective displays of men's haberdashery are particularly effective.

At the opening of the spring season especially displays of the new shirts, hats, ties, hose and other men's furnishings are in order. With

the approach of Easter, and often much sooner, most men begin to realize that their wardrobes need some attention and they are very likely to be in the market for a new tie or two, a new hat and some shirts.

There have been radical changes in recent years in the methods of displaying men's furnishings goods. In old times it was considered the proper thing to fill the window full of shirts, collars, ties, hats and gloves, with little regard for harmony of colors or artistic arrangement. The modern way is to make up tasty and artistic unit displays, which are twice as effective and make a much better looking window. They make a much stronger impression on the passerby, because fewer goods are used and as a result they show off to much better advantage. Some of the most successful window trimmers confine a display of men's furnishings mainly to two colors and make all the ornamentation in small articles and accessories harmonize with these principal colors.

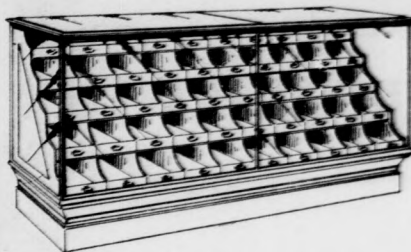
For example, a display of shirts and shirtings in light gray and light lavender might have as accessories an ebony walking stick with a silver handle and silver gray and white neckties. Tan and white shirts could be shown in combination with tan, brown and white ties, tan gloves and light natural colored walking sticks. Light pink shirts would harmonize with white and black figured shirts, light gray natural canes with silver handles, white gloves with black stitching, black and white ties and a few handkerchiefs. Any one of these unit displays might be used very effectively in a small window, but if the window is a large one the three might be grouped to good advantage.

While perhaps there may not be a very large demand for walking sticks in your town, they are particularly effective in constructing unit displays of men's furnishings goods, as they are placed at various angles in such a way as to give a "natty" effect to the display and effectively do away with any appearance of a set, rectangular arrangement.

The Grocers' Windows.

All grocers are just now selling more than the usual quantity of certain eatables, especially those used very much during the Lenten season, and now of all times windows should be kept interesting with seasonable goods. Vegetables, especially the new ones, and green stuff, fruits, eggs, canned goods and maple sugar should be so enticingly displayed that people will not only want but feel that they must have them. After a long season of winter fare the desire is strong for a change of diet, and in this desire are the grocers' opportunities.

The way to make the candy case pay is to keep it up in front, keep it clean, keep the assortment neatly arranged and show prices with each assortment and last but not least keep a stock of quality, rather than quantity.



"Crackerjack" Small Wares Case No. 30

Dimensions 42 inches high, 26 inches wide. Fitted with 5 rows of drawers usually 5 inches deep and from 7 1/8 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

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.



Art of Salesmanship Hard To Understand.

The mystery of the art of salesmanship is one of the things that make business interesting. Why can one man sell goods to somebody who can not be persuaded by anybody else? Why will a man buy of one man where another could not drag him to sign an order?

If these questions could be answered, the worries of sales managers throughout the land would be materially decreased, and the selling end of the business game would lose a whole lot of attraction. The fact that there is an element of uncertainty in trying to sell a man something is what makes the salesman work harder than the mere fact of the monthly salary. It is more fun to tackle a strange customer than to enter the place of one old and tried, where an order is to be expected as a matter of course. All the world loves to gamble. The most interesting work is the one where the chance element is predominant.

Some day perhaps some psychologist will explain just why a certain storekeeper is willing to buy of a certain salesman, and will lay out rules for sending the right salesman to the right merchant. Until then, you never can tell.

A large Chicago house had a star city salesman on its list. He could swing big orders with a certainty that made him a marvel. He sold stuff to everybody—in the city. Other salesmen saw the things that he did and were amazed. The fact that a potential customer had been labeled impossible by other men did not disturb this star at all. He went in, talked as he would to anybody else, and in most cases placed his firm's tools where they never had been before.

The house began to go after country trade with new energy. It had developed city trade nearly to its limits of possibility; but in the country it was behind. A new campaign was started. New literature was prepared, new salesmen put on, and a war for outside trade begun in earnest. The star was one of the salesmen who was slated to work in the country.

"But I do not want to spare him," protested the city manager. "He is too valuable a man right here in town."

"I know," said the sales manager, "but I have thought that all out. He is a valuable man here, that is true, the most valuable that we have. But he will be more valuable in the coun-

try. Here he is doing wonders with trade that has been fought and chewed over year after year. Outside, where he will be working virgin territory, he will tear the roof off things. Sorry you have to lose him, but out into the country he goes."

They gave him a route through Wisconsin. It consisted mainly of small towns, some places running down to the country village of 200 souls. The star left with a nice little flourish of trumpets, and the sales manager sat back and waited for the orders that would make the factory work overtime. It was a great stroke, that sending the city star into the tall grass. He would show them what real salesmanship was.

The big orders did not come. Even the small ones came slowly. The business that the star sent in did not make the factory work overtime. No, it did not even rush it. His orders made the poorest showing of all the new country salesmen; and the firm sat down hard and said: "He must have taken to boozing. Call him in."

"Why can't you sell goods any more?" he was asked when he came.

"I do not know. I do not seem to be able to put it over out there."

"Been attending to business?"

"Do I look it?" He did. He was creased, worried and weary, and he had lost ten pounds.

"Well, what's the matter?" they asked. But neither he nor they could answer. He could not sell goods any more—in the country. That was all. For some reason his brilliance had gone out like a rocket. He was through—in the country.

The funny part of the case was that he went back to his city work and astonished everybody by breaking his own old records. He was as good in the city as he had been bad in the country. He fell down out in the little "easy" towns; and in the great city, where competition was at white heat, he reached the heights.

Nobody has been able to explain it. The man himself is more puzzled than anybody else. He probably would buy a new hat for the man who could solve the mystery.—J. G. Reynolds in the American Artisan.

"This cigar tastes as if it were made of cabbage," growls the customer. "Huh!" replies the clerk. "If you knew the wholesale price of cabbage this year, you wouldn't insinuate that it could be put in a 5 cent cigar."—Judge.

There need be no doubt about anything—it is simply a question of persistency.

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at . . .

Hotel Livingston Grand Rapids

Hotel Cody Grand Rapids, Mich.

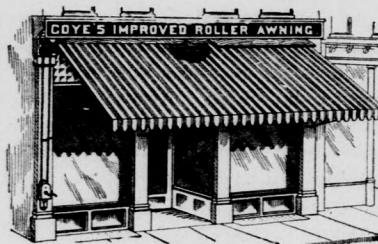
A. B. GARDNER, Mgr.

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.

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.

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.

Sawyer's CRYSTAL See that Top Blue.



For the
Laundry.

DOUBLE
STRENGTH.

Sold in
Sifting Top
Boxes.

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

It goes twice
as far as other
Blues.

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

There is no risk or
speculation in
handling



Baker's
Cocoa
and

Chocolate

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

52 Highest Awards in
Europe and America

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

Traverse City Council.

Traverse City, March 28—The annual meeting of Traverse City U. C. T. Council, No. 361, was held in the Council rooms, in the Majestic building, Saturday evening, March 25, and the election of officers resulted as follows:

Senior Counselor—Wm. S. Godfrey.

Junior Counselor—Adrian Oole.

Past Counselor—Roy Thacker.

Secretary-Treasurer—Harry Hurley.

Conductor—Wm. F. Murphy.

Page—R. E. Weaver.

Sentinel—Frank W. Wilson.

Executive Committee — Herbert



Wm. S. Godfrey

Griffith, Joseph Zimmerman, Everett E. Wheaton and Jay C. Young.

Representatives to Grand Council—Wm. L. Chapman, Wm. S. Godfrey; alternates, L. W. Codman and A. L. Joyce. The title of Past Senior Counselor was conferred upon Brother A. L. Joyce.

Past Senior Counselor Wm. L. Chapman administered the installation ceremonies with the ladies in attendance. The Senior Counselor appointed Brother E. C. Knowlton to act as Chaplain for the ensuing year.

After the installation of officers the Ladies' Entertainment Committee rendered a short programme as follows: Piano solo by Miss Olive Murphy, recitation by Miss Alberta Lehman, violin solo by Miss Constance Hoyt, with piano accompaniment by Howard Vader, and a vocal selection by Miss Doris Howard. Refreshments were served in serve-self style and dancing was enjoyed until midnight.

Much credit is due the officers and the Ladies' Entertainment Committee for the success of the evening. The members of the Ladies' Committee are Mrs. L. W. Codman, Mrs. Adrian Oole, Mrs. Jay C. Young, Mrs. Neil Livingston and Mrs. Fred C. Richter.

Brother Chas. E. Bird, of Copper Council, No. 479, Hancock; Brother Sol F. Downs, of Grand Rapids Council, No. 131; Brother Williams, of Marquette Council, No. 186, and Brother W. E. Speeler, of Jackson Council, No. 57, were guests of the evening and enjoyed the festivities.

The Traverse City Council now has

eighty-seven members and it is hoped to increase this to 100 before the end of the year.

With the Salespeople.

Ithaca—The clerks have effected an organization, with officers: President, Jay Brader; Vice-President, Arlie Azelborn; Secretary, Sylvia Parker; Treasurer, Arthur Maloney. The purposes are social and also to improve conditions, and the first result of the organization is an agreement by sixteen of the leading merchants to close their stores at 7:30 p. m. except Saturdays.

Traverse City—Jack Wicks, for four years trimmer and decorator in the Hannah & Lay store, has gone to Chicago to become first assistant in Mandel Bros.' store.

Traverse City—W. S. Felton, of the hardware division of the Hannah & Lay store, has resigned to go to Engaline, where he will take charge of a hardware establishment.

Sparta—L. F. Storez, a pharmacist formerly of Detroit, has taken a position in A. B. Way's drug store, succeeding Mr. Schall, who will engage in business for himself.

Petoskey—The Fred Glass Drug Company has secured William Roeser, of Bay City, a registered druggist, to take charge of the prescription and manufacturing department.

Cassopolis — Miss Georgia Van Matre has resigned as book-keeper at the C. E. V. grocery and is succeeded by Mrs. Will Connelly.

Durand—J. L. Haas, of Ithaca, has taken a position in DeLong's hardware store as tinner and plumber.

Petoskey — Miss Mabelle McArthur has returned from California and has taken her old place as head of the millinery department in S. Rosenthal's store.

Cheboygan—T. C. Gronseth, of the Reliable Pharmacy, has resigned to accept a similar place in Detroit. He is succeeded here by Benjamin Hartford, of Wolverine.

Petoskey U. C. T. Annual.

The annual meeting of Petoskey Council, No. 235, U. C. T., was held Saturday evening, March 25, starting with a banquet at the Cushman House at 6:30, where Brother W. L. McManus, Jr., had prepared many good things to eat. After the banquet the travelers adjourned to their Council rooms, in the Labadie building, and elected the following officers:

Senior Counselor—W. B. Scattergood, Jr.

Junior Counselor—Arthur J. Hyman.

Past Counselor—E. C. Kortenhoff. Secretary Treasurer—Thos. J. Bailey.

Conductor—Asmus Petersen.

Page—Herbert Agan.

Sentinel—Geo. E. Beach.

Executive Committee — John E. Darrah and D. A. Walsh.

Charlotte—Peter Hulst has purchased the M. L. Munson candy store and will add a restaurant.

An idle man is an abomination—whether he be rich or poor.

Manufacturing Matters.

Detroit—The Clyde Construction Co. has increased its capital stock from \$52,000 to \$230,000.

Trenton—The Ayres Engine & Motor Co. has changed its name to the Trenton Engine Co.

Battle Creek—The Michigan Carton Co. has increased its capitalization from \$200,000 to \$400,000.

Saginaw—The Saginaw Kiss Co. has changed its name to the Michigan Candy & Specialty Co.

Kalamazoo—George Hauselman is enlarging his candy manufacturing plant, and has plans for a new building to be erected this season.

Allegan—M. D. Owen has purchased the interest of his partner, James M. Arnold, in the firm of Owen-Arnold Co., manufacturer of caskets and supplies.

Detroit—The The Gordon & Pagel Bread Co., wholesale baker, has changed its name to the Gordon & Pagel Co., and increased its capital stock from \$75,000 to \$450,000.

Saginaw—The Parker Dairy Co. has engaged in business with an authorized capital stock of \$10,000, of which \$7,420 has been subscribed, \$2,770 being paid in in cash and \$4,650 in property.

Cadillac—The Cadillac Ice Cream Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed and paid in in cash.

Scottville—A new company has been organized under the style of the Boucher Basket & Crate Co., with an authorized capitalization of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—R. A. Carmichael & Co. have engaged in business as manufacturing chemists, with an authorized capital stock of \$50,000, of which \$41,000 has been subscribed, \$7,500 being paid in in cash and \$11,000 in property.

Cadillac—L. J. Tripp, who for many years has been one of the most prominent figures in the business world at the village of Mesick, has been forced on account of failing health to turn over his broom handle business and retail store to John P. Wilcox, of this city.

Lansing—A new company has been organized under the style of the Michigan Distributing Co., to manufacture and deal in agricultural implements, autos and tractors, with an authorized capital stock of \$2,000, all of which has been subscribed, \$500 being paid in in cash.

Detroit — The Mineral Products Co. has engaged in business to manufacture specialties and products to be used in, on and about boilers, engines, etc., with an authorized capital stock of \$25,000, all of which has been subscribed, \$500 being paid in in cash and \$24,500 in property.

Muskegon Council.

Muskegon Council, No. 404, is negotiating with a Cincinnati firm for the proper decoration of the city for the annual meeting of the Grand Council U. C. T. in June. The mem-

bership of the Council is being increased so as to have a strong showing when the visitors come. At the recent annual meeting officers were elected as follows:

Senior Counselor—A. R. Bliss.

Junior Counselor — William Ingells.

Past Counselor—W. A. White.

Conductor—Ray Hammond.

Secretary and Treasurer—Harold Foote.

Page—Mr. Whaley.

Sentinel—Herman Anderson.

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

Buffalo, March 29—Creamery, 21@24c; dairy, 15@20c; roll, 14@16c; poor, all kinds, 10@13c.

Eggs—Strictly fresh, 16@17½c.

Live Poultry — Fowls, 16@17½c; chickens, 16@17c; ducks, 17@18c; geese, 13@14c; turkeys, 18@20c; old cocks, 11@12c.

Dressed Poultry—Fowls, 16@18c; chickens, 17@19c; turkeys, 20@24c; old cocks, 11@12c.

Beans—Pea, hand-picked, \$2; medium, hand-picked, \$2; marrow, hand-picked, \$2.25; white kidney, \$2.50; red kidney, \$3@3.25.

Potatoes—35@40c per bu.

Rea & Witzig.

Drummer on Motorcycle.

As a means of getting business Menominee industries take the lead every time. The latest in this line will be inaugurated this summer by the Richardson Shoe Company, which has purchased for its head salesman a seven horsepower motor cycle. This machine will be equipped with special carriages by which means at least two sample cases can be carried, and Francis Wall, to whom has been delegated the task of running this machine, can call upon the country merchant, show his samples and be off again in the next town before the liveryman, who has taken him before, can hitch up.

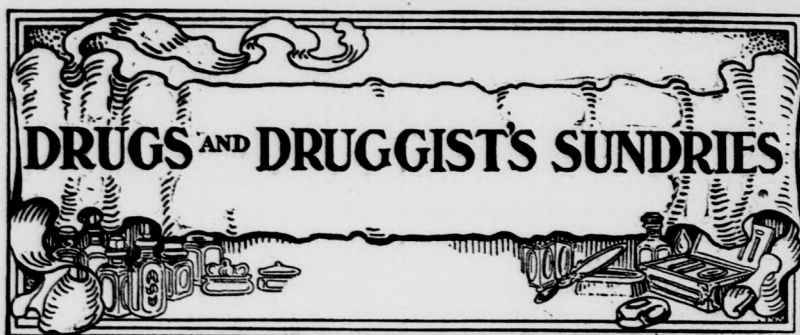
Hach For Grand Sentinel.

Coldwater Council, No. 452, U. C. T., has adopted resolutions heartily endorsing the candidacy of John A. Hach, Jr., for the office of Grand Sentinel of the State Grand Council, and recommending him to all sister councils "as eminently qualified and worthy of any honor they may see fit to confer upon him. Mr. Hach is Past Senior Counselor of the Coldwater Council.

Cadillac—The copartnership that has existed between Cummer, Diggins & Company and E. G. Snider, in the retailing of general merchandise has been dissolved by mutual consent, Cummer, Diggins & Company retiring. Mr. Snider will take over the stock and fixtures and move the same to 303 North Mitchell street and open an up to date cash store.

Lansing — Alexander Andros has purchased the Wellington G. Conklin candy store and moved to 117 North Washington avenue.

Work of the head decreases the work of the hand.



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.
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Side Lines in Drug Store—Popular Post Cards.

Every drug store has its side line, and some have several. It may be the soda fountain, the cigar stand, the candy shelf, amateur photographing supplies, or any of half a dozen other things. The side line properly conducted in itself yields a good profit, and often its value to the store is enhanced by the trade it attracts. The side line, whatever it may be, is certainly worth looking after, studying and developing and should not be allowed to run itself. In an interesting symposium on drug store side lines, in the Bulletin of Pharmacy, J. Earl Taylor, of Gridley, Ill., writes of his experience with the popular picture post cards, as follows:

"Taking into consideration both the direct and indirect profits as between post cards and magazines, I think I shall choose post cards.

"We figure about 100 per cent. as our direct profit in handling post cards. We buy in fairly large quantities and always take our cash discounts. The cards that we retail for 5 cents, or 6 for a quarter, cost us from \$1.50 to \$2.25 per 100.

"We always sort our cards. We have found that the manufacturers or jobbers of post cards charge for them in proportion to their quality, regardless of the cost. We find among the cards of lesser price some that in art finish are equal to the higher-priced cards, and taking into consideration our customers' desires we have no hesitancy in placing them on the 5 cent rack.

"As regards our two for 5, or 25

cents a dozen cards, these cost us from 60 cents to \$1.50 a 100. We also sort these cards, and during the last Christmas holidays we had on our 5 cent side many cards that only cost from 75 cents to \$1 a 100. Some of them were equal to the high priced cards in art and daintiness, so you can see why, for one reason, I prefer post cards.

"We handle nothing less than the two for 5 cards. The highest cards on our rack at this moment cost on an average not over 75 cents a 100. You say this is too large a profit? No, it is not—if you can get it without losing out. We also sell cards from 10 cents each, or three for 25, up to seasonable cards at \$1 each. We never think of less than doubling the price, and many of our 10 cent cards cost \$4 a 100. Sometimes it is in the extra high-class cards where you can get your price. The people are as a rule not very good judges of the cost of a card, and here comes my second reason for favoring the post card side line. We absolutely buy of no firm that sells elsewhere in our town. Consequently the cards are rarely duplicated. We have no competition on the cards from 10 cents up, as the other merchants seem to consider them 'dead stock.' Let me say that, properly handled, they are certainly 'live' ones.

"You can readily see that, so far as direct profits are concerned, we make 100 per cent. or more on our post cards. The indirect profits no one can estimate. 'Goods well displayed are half sold,' it is true. The drawing power of the post card for use in sending short messages, for birthday remembrances, and the stork cards, the seasonable cards, etc., call the customers to your store many, many times, and if the conditions surrounding your interior decorations and displays are right, they may see something else to purchase—if not at the time, then possibly in the near future. Another thing: People get into the habit of going to your store and that creates confidence. Why, four years ago we had several customers who only came in if they wanted a bottle of pills, and now they come in as if they were not afraid of a drug store!

"As regards displays, we devote about thirty-six square feet on the north side of our store to picture racks filled with two for 5 cards. In the front showcase under the first rack we keep our high-priced cards. On the south side we give over to the 5 cent cards about twenty-four square feet of racks, and about twelve

square feet of stand displays—inclined planes.

"Here is one strong point: We never allow a Saturday to come without changing our cards on the display racks. People are thus led to believe that we have new cards all the time, which, by the way, is a fact. But so many never attempt to change conditions, and are very short-sighted. The display rack over the back edge of your counter beats any other form for the simple fact that you show your cards well and they do not become soiled by handling.

"The best methods for boosting sales we consider to be those already described—upright displays, constant changes and window work. Then for special occasions combine newspaper advertisements, and you have our plan. We would not give up our windows for any other form of advertising that we know of. Seasonable cards we always show in our windows, and we also use the windows many times during the year for mixed cards. We always use price tickets—'choice two for 5 cents,' etc., etc.

"Summing it all up, I believe that the post card line affords an elegant opportunity for profits. I believe it can be made to pay in proportion to the energies expended on it. We have had no old cards to get rid of for over a year now, but when we do we expect to dispose of them through the medium of our window displays, our newspaper advertisements and our price tickets offering low prices.

"The direct profits you can estimate closely, but the indirect ones are hard to calculate. About the only way is, after invoicing each year, to figure your net increase in business and profits over the year before. Last year we registered a gain of 12.2 per cent. over 1909. In 1909 we went backward 4 per cent., but in 1908 our increase was 15.4 per cent. Our invoice this year also showed an increase of about 14 per cent. over 1909, and all bills paid, so you see 'indirect' profits must be credited somewhere."

10,000,000 Cold Fizzes.

Speaking of national drinks, England has her pink tea and brown ale, France has her absinthe and wines, Germany her beer and America her soda!

Just the plain, cool, sparkling prohibition soda that you buy for a nickel or a dime over the "bar" at any drug store, burying your nose in its deliciously scintillating depths, or inhibiting it through the succulent straw.

Americans consume some whisky—quite a bit, in fact. Also some beer and a number of other alcoholic mixtures, but statisticians estimate that while the consumption of alcoholic beverages has been falling off, the consumption of soda and its companions at the soft drink emporium have been steadily and rapidly increasing.

Right now two-thirds as much soda and other soft drinks are used every year as alcoholic drinks. The

exact figures, if you care for them, stand thus:

Alcoholic drinks—\$1,554,005,863.

Soda and soft drinks—\$1,000,000,000.

All of which would seem to indicate that we are becoming a nation of "soft drinkers" of "soft drinks," and that the alcoholic bar is on the wane. Prohibition, among other factors, has helped to boost the profits of the soda water men, and America's proverbial "sweet tooth" has helped a bit, too.

Other nations show evidences of "falling for" our own seductive soda, for it has delighted many a European prince—and America promises to spread the gospel of the soda throughout the world.

There seems to be an erroneous view entertained by some that the retailer makes but little profit on soda. It is now shoved over the marble bar at a profit of from 75 to 100 per cent., and druggists find the fountain a fine instrument for drawing other kinds of trade as well. In 1909, 435,000,000 glasses of soda were sold, at a total profit of \$13,074,000.

To-day there are 125,000 fountains in the United States, which, placed end to end, would make a line 230 miles long. It is estimated that 65,000,000 glasses of a certain root beer are sold every year, bringing returns of \$3,250,000.

It is interesting to know that the ice cream soda, as we know it to-day, got its real boom in 1874, at the celebration of the Franklin Institute in Philadelphia, when a man named Robert M. Green made the beverage popular by the addition of ice cream. Before that time the term, "soda water" had been applied to a number of mixtures none of which were ever very popular. But at that the term, "soda water," is a misnomer, having come down from the time when our grandmothers used to mix up a little water, vinegar-soda and sugar, obtaining a fizz that tickled their noses.—New England Price List.

Saving the Arsenic.

The price of arsenic in this country has been steadily declining for some time past. At the close of the old year it reached the lowest price within twenty years. It is not always possible to satisfactorily explain the conditions governing the decline or advance in the price of a chemical. With arsenic, however, the cause of the low prices is unmistakably plain. The Western, the Canadian and the Mexican smelters have been forced by law to put in fume condensing flues. This action was due to the agitation of farmers and ranchmen whose interests were affected by the poisonous fumes emitted by smelters. As arsenic is one of the principal constituents of the accumulation collected by the condensing flues, the new order of affairs has increased the quantity of available arsenic in this country. In fact, we are no longer dependent on foreign sources of supply, but now collect and place on the market about as much arsenic as is consumed in this country.

WHOLESALE DRUG PRICE CURRENT

[illegible]

Lupulin	75@	30	Rubia Tinctorum	12@	14	Vanilla	\$ 00@10 00	
Lycopodium	75@	85	Saccharum La's	18@	20	Zinci Sulph	7@	10
Macis	65@	70	Salacin	4 50@4	75	Oils		
Magnesia, Sulph.	3@	5	Sanguis Drae's	40@	50	Lard, extra	bbl. gal.	
Magnesia, Sulph. bbl	@ 1 1/4		Sapo, G	@ 15		Lard, No. 1	90@1 00	
Mannia S. F.	75@	85	Sapo, M	10@	12	Linseed, pure r w	1 00@1 15	30
Menthol	4 50@5 00		Sapo, W	15@	18	Linseed, boiled	1 10@1 18	70
Morphia, SP&W	3 35@3 60		Seidlitz Mixture	25@	28	Neat's-foot, w str	85@ 10	18
Morphia, SNYQ	3 35@3 60		Sinapis	@ 18		Turpentine, bbl.	\$12@ 14	
Morphia, Mal.	3 35@3 60		Sinapis, opt.	@ 30		Turpentine, less	4@	
Moschus Canton ..	@ 40		Snuff, Maccaboy,			Whale, winter	70@	75
Myristica, No. 1 ..	25@	40	De Voes	@ 54		Paints		
Nux Vomica po 15	@ 10		Snuff, S'h DeVoe's	@ 54		Green, Paris	bbl. L.	
Os Sepia	30@	35	Soda, Boras	5 1/2@	10	Green, Peninsular	13@	18
Pepsin Saac, H &			Soda, Boras, po	5 1/2@	10	Lead, red	7 1/2@	8
P D Co.	@ 1 00		Soda et Pot's Tart	25@	28	Lead, white	12@	8
Picis Liq N N 1/2			Soda, Carb.	1 1/2@	2	Ochre, yell Ber	12@	16
gal. doz.	@ 2 00		Soda, Bi-Carb ..	3@	5	Ochre, yell Mars	12@	16
Picis Liq qts	@ 1 00		Soda, Ash	3 1/2@	4	Petty, comm'l	24@	30
Picis Liq pints	@ 60		Soda, Sulphas ..	@ 2		Petty, str't pr	24@	30
Pil Hydrarg po 30	@ 20		Spts. Cologne ..	@ 3 00		Pett Venetian L	12@	30
Piper Alba po 35	@ 30		Spts. Ether Co. ..	50@	55	Shaker Prep'd	1 25@1 30	30
Piper Nigra po 22	@ 13		Spts. Myreia	@ 2 50		Vermillion, Eng.	75@	80
Pix Burgum	10@	12	Spts. Vini Rect bbl			Vermillion Prime		
Plumbi Acet	12@	15	Spts. VII Rect 5 b			American	15@	15
Pulvis Ip'cut Opil	30@1 50		Spts. VII R't 10 gl			Whiting Gliders	@ 35	
Pyrethrum, bxs. H	@ 75		Spts. VII R't 5 gl	@		Whit'g Paris Am't	@ 1 25	
& P D Co. doz ..	@ 75		Strychnia Cryst 1	10@1 30		Whit'g Paris Eng.		
Pyrethrum, pv	20@	25	Sulphur, Roll	2 1/2@	5	oil	@ 1 40	
Quassia	8@	10	Sulphur Subl.	2 1/2@	8	Whiting, white Sn	@	
Quina, N. Y.	17@	27	Tamarinds	8@	10	Varnishes		
Quina, S. Ger.	17@	27	Terebinth Venice	40@	50	Extra Turp	1 40@1 50	
Quina, S P & W	17@	27	Therborromiae ..	42@	47	No. 1 Turp Canch	1 40@1 50	



Our New Home

Corner Oakes and Commerce

The delays and confusion incident to moving have been overcome

Greater Number of Employees

Larger Stock

Modern Facilities

We ship orders the day received

Please call when in the city

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA
AND
PREMIUM CHOCOLATE for BAKING

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



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.

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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

1/2 Trade barrel, 14 gal 3 50

Boiled, per gal. .. 60

Hard, per gal. .. 25

COCOA

Baker's .. 37

Cleveland .. 41

Colonial, 1/4s .. 35

Colonial, 1/2s .. 33

Eppe .. 42

Huyler .. 45

Lowney, 1/4s .. 36

Lowney, 1/2s .. 36

Lowney, 1/2s .. 36

Lowney, 1s .. 40

Van Houten, 1/4s .. 12

Van Houten, 1/2s .. 20

Van Houten, 1/2s .. 40

Van Houten, 1s .. 72

Webb .. 72

Wilber, 1/4s .. 33

Wilber, 1/2s .. 32

COCOA NUT

Dunham's .. per lb.

1/4s, 5lb. case .. 29

1/4s, 5lb. case .. 28

1/4s, 15lb. case .. 27

1/2s, 15lb. case .. 26

1s, 15lb. case .. 25

1s & 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

Rio

Common .. 17 1/2

Fair .. 17

Choice .. 18

Fancy .. 19

Peaberry .. 19

Santos

Common .. 17

Fair .. 18

Choice .. 18 1/2

Fancy .. 19

Peaberry .. 19 1/2

Maracaibo

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 .. 20

Fancy .. 22

Exchange Market, Steady

Spot Market, Steady

Package

New York Basis

Arbuckle .. 21 50

Lion .. 21 50

McLaughlin's XXXX

McLaughlin's XXXX sold

to retailers only. Mail all

orders direct to W. F.

McLaughlin & Co., Chicag-

go.

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

Currant Fruit Biscuits 12

Cracknels .. 16

Cocoanut Brittle Cake 12

Cocoanut Sugar Cake 11

Cocoanut Taffy Bar .. 12

Cocoanut Bar .. 10

4

Cocoanut Drops12

Cocoanut Macaroons ..18

Cocoanut Hon. Fingers 12

Cocoanut Hon. Jumb's 12

Coffee Cake .. 10

Coffee Cake, iced .. 11

Crumpets .. 10

Dinner Biscuit .. 25

Dixie Sugar Cookies .. 9

Family Cookie .. 9

Fig Cake Assorted .. 12

Fig Newtons .. 12

Florabel Cake .. 12 1/2

Fluted Cocoanut Bar 10

Frosted Creams .. 8

Frosted Ginger Cookie 8

Fruit Lunch iced .. 10

Ginger Gems .. 8

Ginger Gems, iced .. 9

Graham Crackers .. 8

Ginger Snaps Family .. 8

Ginger Snaps N. B. C. 7 1/2

Ginger Snaps N. B. C. Square .. 8

Hippodrome B'r .. 12

Honey Cake, N. B. C. 12

Honey Fingers As. Ice 12

Honey Jumbles, iced 12

Honey Flake .. 12 1/2

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 .. 11

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

Pretzettes, Hand Md. 9

Pretzettes, Mac. Md. 8

Raisin Cookies .. 10

Raisin Gems .. 11

Revere, Assorted .. 14

Rittenhouse Fruit .. 10

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 .. 9

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

Bremmer's Butter .. 8

Wafers .. 1 00

Cameo Biscuit .. 1 50

Cheese Sandwich .. 1 00

Chocolate Drp 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 .. 1 00

Label .. 1 00

Jonnie .. 8

Lemon Snaps .. 50

Marshmallow Coffee .. 12 1/2

Cake .. 12 1/2

Oatmeal Crackers .. 1 00

Old Time Sugar Cook. 1 00

Oval Salt Biscuit .. 1 00

Oysterettes .. 50

Pretzettes, 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 Wayfer 1 00

Uneda Lunch Biscuit 50

Vanilla Wafers .. 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 .. 1 00

Champagne wafer .. 2 50

Per tin in bulk

Sorbetto .. 1 00

Nabisco .. 1 75

Festino .. 1 50

Bent's Water Crackers 1 40

5

CREAM TARTAR

Barrels or drums .. 33

Boxes .. 34

Square cans .. 36

Fancy caddies .. 41

DRIED FRUITS

Apples

Sundried .. 10% @ 11 1/2

Evaporated .. 10% @ 11 1/2

Apricots

California .. 12% @ 14 1/2

Citron

Corsican .. @ 15

Currants

Imp'd 1 lb. pkg. .. @ 10

Imported bulk .. @ 9 1/2

Peel

Lemon American .. 13

Orange American .. 13

Raisins

Connosiar Cluster3 25

Dessert Cluster .. 4 00

Loose Muscates 3 Cr 5 1/2

Loose Muscates 4 Cr 6 1/2

L. M. Seeded 1 lb. 7 1/2 @ 8

California Prunes

L. M. Seeded, bulk .. 7 1/2

Sultanas, Bleached .. 12

100-125 25lb. boxes .. @ 9

90-100 25lb. boxes .. @ 9 1/2

70-80 25lb. boxes .. @ 10

60-70 25lb. boxes .. @ 10 1/2

50-60 25lb. boxes .. @ 11

40-50 25lb. boxes .. @ 12

40-50 25lb. boxes .. @ 12 1/2

1/4c less in 50lb. cases

FARINACEOUS GOODS

Beans

Dried Lima .. 7

Med. Hand Picked .. 2 25

Brown Holland .. 2 85

Farina

25 1 lb. packages .. 1 50

Bulk, per 100 lbs. .. 3 50

Hominy

Pearl, 100 lb. sack .. 1 75

Maccaroni and Vermicelli

Domestic, 10 lb. box .. 60

Imported, 25 lb. box .. 2 50

Pearl Barley

Chester .. 3 75

Empire .. 4 75

Peas

Green, Wisconsin, bu. ..

Green, Scotch, bu. .. 2 90

Split, lb. .. 04

Sage

East India .. 5

German, sacks .. 5

German, broken pkg. ..

Tapoca

Flake, 100 lb. sacks .. 6

Pearl, 130 lb. sacks .. 4 1/2

Pearl, 36 pkgs. .. 2 25

Minute, 36 pkgs. .. 2 75

FLAVORING EXTRACTS

Foot & Jenks

Coleman Vanilla

No. 2 size .. 14 00

No. 4 size .. 24 00

No. 3 size .. 36 00

No. 8 size .. 48 00

Coleman 1 rp. Lemon

No. 2 size .. 9 60

No. 4 size .. 18 00

No. 3 size .. 21 00

No. 8 size .. 36 00

Jaxon Mexican Vanilla

1 oz. oval .. 15 00

2 oz. oval .. 28 20

4 oz. flat .. 55 20

8 oz. flat .. 108 00

Jaxon Terp. Lemon

1 oz. oval .. 10 20

2 oz. oval .. 16 80

4 oz. flat .. 33 00

8 oz. flat .. 63 00

Jennings (D. C. Brand)

Extract Vanilla

Terpeness Extract Lemon

No. 2 Panel, per doz. 75

No. 4 Panel, per doz. 1 50

No. 6 Panel, per doz. 2 00

No. 3 Taper, per doz. 1 50

2 oz. Full Measure doz. 1 25

4 oz. Full Measure doz. 2 40

Jannings (D. C. Brand)

No. 2 Panel, per doz. 1 25

No. 4 Panel, per doz. 2 00

No. 6 Panel, per doz. 3 00

No. 3 Taper, per doz. 2 00

1 oz. Full Measure doz. 90

2 oz. Full Measure doz. 2 00

4 oz. Full Measure doz. 4 00

No. 2 Panel assorted 1 00

Crescent Mfg. Co.

Mapleine

2 oz. per doz.3 00

Michigan Maple Syrup Co.

Kalkaska Brand

Maple, 2 oz., per doz. 2 25

GRAIN BAGS

Amoskeag, 100 in bale 19

Amoskeag, less than bl 19 1/2

GRAIN AND FLOUR

Wheat

Red .. 85

White .. 83

Winter Wheat Flour

Local Brands

Patents .. 5 20

Second Patents .. 4 00

Straight .. 4 60

Second Straight .. 4 40

Clear .. 4 00

Flour in barrels, 25c per

barrel additional.

Lemon & Wheeler Co.

Big Wonder 1/4s cloth 4 50

Big Wonder 1/2s cloth 4 50

Worden Grocer Co.'s Brand

Quaker, paper .. 4 70

Quaker, cloth .. 4 60

Wykes & Co.

Flour .. 4 60

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/2 cloth 5 50 White Star, 1/2 cloth 5 40 White Star, 1/2 cloth 5 30 Worden Grocer Co. American Eagle, 1/2 cl 5 35 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 00 Seal of Minnesota 6 10 Wizard Flour 4 60 Wizard Graham 4 60 Wizard Gran. Meal 3 60 Wizard Buckwheat 6 00 Rye 4 40 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 40 Golden Horn, bakers 5 20 Wisconsin Rye 4 60 Judson Grocer Co.'s Brand Ceresota, 1/2 6 10 Ceresota, 1/2 6 00 Ceresota, 1/2 5 90 Lemon & Wheeler's Brand Wingold, 1/2 6 00 Wingold, 1/2 5 90 Wingold, 1/2 5 80 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 5 80 Laurel, 1/2 cloth 5 70 Laurel, 1/2 & 1/2 paper 5 60 Laurel, 1/2 cloth 5 50 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flourist 5 60 Voigt's Hygienic 5 60 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/2 cloth 5 90 Sleepy Eye, 1/2 cloth 5 80 Sleepy Eye, 1/2 paper 5 80 Sleepy Eye, 1/2 paper 5 80 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 Kafr Corn 1 35 Hoyle Scratch Feed 1 50 Meal Bolted 3 40 Golden Granulated 3 60 St. Car Feed screened 20 00 No. 1 Corn and Oats 20 00 Corn, cracked 19 00 Corn Meal, coarse 19 00 Winter Wheat Bran 26 00 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 37 50 O P Laxo-Cake-Meal 34 00 Cottonseed Meal 30 00 Gluten Feed 26 00 Brewer's 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 Miles, 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 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 10@1 20 Bulk, 2 gal. kegs 9@1 10 Bulk, 5 gal. kegs 9@1 05 Stuffed, 8 oz. 90 Stuffed, 14 oz. 1 35 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 2 25 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs, per doz. 2 25 TOOTH PICKS Hardwood Tooth Picks 2 00 Ideal 85 PICKLES Medium Barrels, 1,200 count 7 75 Half bbls., 600 count 4 50 5 gallon kegs 2 25 Small Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90 Gherkins Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75 Sweet Small Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 00 POTASH Babbitt's 4 00	PROVISIONS Barreled Pork Clear Back 22 00 Short Cut 18 50 Short Cut Clear 13 50 Bean 20 00 Brisket, Clear 23 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 11@11 1/2 Compound lard 9 80 lb. tubs 1/2 advance 1/4 60 lb. tubs 1/2 advance 1/4 50 lb. tins 1/2 advance 1/4 20 lb. pails 1/2 advance 1/4 10 lb. pails 1/2 advance 1/4 5 lb. pails 1/2 advance 1 8 lb. pails 1/2 advance 1 Smoked Meats Hams, 12 lb. average 14 1/2 Hams, 14 lb. average 14 1/2 Hams, 16 lb. aver 13 1/2@14 Hams, 18 lb. aver 13@14 Skinned Hams 14 1/2@15 Ham, dried beef sets 17 California Hams 11@11 1/2 Picnic Boiled Hams 20 Boiled Ham 20 Berlin Ham, pressed 11 1/2 Minced Ham 12 1/2 Bacon 16@16 1/2 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 1/2 bbls. 1 20 1/2 bbls., 40 lbs. 2 15 1/2 bbls., 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 90 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 35 Beef, rounds, set 20 Beef, middles, set 70 Sheep, per bundle 80 Uncolored Butterine Solid dairy 10 @12 Country Rolls 11@18 Canned Meats Corned beef, 2 lb. 3 60 Corned beef, 1 lb. 1 95 Roast beef, 2 lb. 3 60 Roast beef, 1 lb. 1 95 Potted Ham, 1/2 50 Potted Ham, 1/2 50 Deviled Ham, 1/2 50 Deviled Ham, 1/2 50 Potted tongue, 1/2 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 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 18 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. 15 50 No. 1, 40 lbs. 6 60 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 35 Miller's Crown Polish 35 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond 50 8 oz 2 30 Dusky D'nd 100 6 oz 3 30 Jap Rose, 50 bars 3 00 Savon Imperial 3 00 White Russian 3 00 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 35 Ivory, 5 oz. 4 00 Ivory, 10 oz. 4 75 Star 35 Lautz Bros. & Co. 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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
5 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

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

CIGARS

Johnson Cigar Co.'s Brand



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

Ben Hur

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

COCOANUT

Baker's Brazil Shredded



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

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 4 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, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

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

FISHING TACKLE

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

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

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

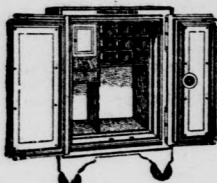


Small size, doz. 40
Large size, doz. 75

GELATINE

Cox's, 1 doz. large . . . 1 80
Cox's, 1 doz. small . . . 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. . . 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



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

SOAP

Reaver Soap Co.'s Brand



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

Tradesman Co.'s Brand

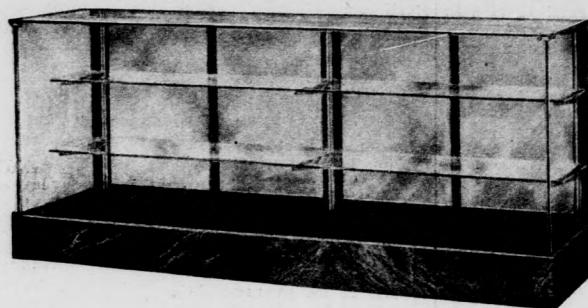


Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

We Are Ready for Spring



With the Largest Stock of Show Cases Any Factory Ever Had Ready for Shipment.

Our Trade Mark, illustrated below, is Your Guarantee of Prompt Service, High Quality and Moderate Prices.

Wilmarth
THE CASE WITH A CONSCIENCE

Write us for anything you want in the line of Show Cases and Store Fixtures.

WILMARTH SHOW CASE CO.

936 Jefferson Ave., Grand Rapids, Michigan

Chicago Salesrooms Detroit Salesrooms New York Salesrooms
233 W. Jackson Blvd. 84 Jefferson Ave. 732 Broadway

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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent for each subsequent insertion. No charge for the first 20 words. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—\$6,000 general stock clean merchandise, Southern Minnesota town. Best of dairy country. Corner brick building; rent very reasonable. Two banks in town and only two stores. No trades considered. Address Box F, Wells, Minn. 291

For Sale—Best present opening in Michigan for doctor and druggist at Dansville. Established drug business worth \$2,500 and a good practice for the right man. Call on or address A. L. Randall, Dansville, Michigan. 299

For Sale—Up-to-date racket store; excellent location, town 10,500 population; good trade; well advertised; reason selling, other business. P. O. Box 310, Brownsville, Texas. 298

SELLERS OF MERCHANDISE—If you wish to sell your stock of merchandise, LIST it with **W. D. Hamilton & Co.**, 1037 Main St., Galesburg, Ill. 297

For Sale—Drug and jewelry store doing a fine business. Best location in town. Good reasons for selling. Address D. H. Bryant, Charlotte, Michigan. 295

For Sale—Greenhouse, nice plot, much land. Five-room house, located in largest summer resort in Northern Michigan. Taken on mortgage. I am too old to run it. Younger man can get rich here. Sacrifice price. Address J. G. Bain, Petoskey, Mich. 295

For Sale—Drug and grocery store in a thriving farming, lumbering and resort, northern village of 500 inhabitants. Surrounded by well settled country. Will sell at inventory price. Estimated at \$1,200. Terms on part if desired. Building for sale or rent. Address No. 292, care Tradesman. 292

For Sale—A first-class stock of general merchandise, located in Genesee county, the best location in the town and at the right price. Address No. 291, care Tradesman. 291

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

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

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

For Sale—\$8,000 drug store, big summer resort business. Address No. 270, care Tradesman. 270

For Sale—Stock of general merchandise, inventorying \$2,500, 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 \$5,000, 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 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 \$5,000. 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. 248

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—75 room Chicago family hotel, convenient to university; clears \$2,500, price \$4,500. For Sale—50 room Northern Illinois hotel, price \$5,500. For particulars address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Illinois. 264

For Sale—Two Bowser self-measuring oil tanks nearly as good as new. One two-barrel steel floor tank, \$40, cost \$65. One two-barrel floor cellar tank \$50, cost \$75. Faye E. Wenzel, Edgetts, Mich. 262

For Sale—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$10,000. Produce business connected, 40 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 263, care Tradesman. 263

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—Stock of general merchandise located in a good Central Illinois town of 1,200. Doing a fine business. Best of reasons given for selling. Stock will invoice about \$24,000. Will take ½ in other income property at cash value. Traders need not apply. Address No. 253, care Tradesman. 253

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

For Sale—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 \$1,500 if sold quick. Address W. C. P., care Tradesman. 164

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. Kauffer, Milwaukee, Wis. 93

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. 264

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

HELP WANTED.

Wanted At Once—Young man as head clerk in best shoe store in county. Must be a hustler, neat, good habits and some experience. Very desirable permanent position, with good salary to right party. Give full information to save time. Rockman Shoe Co., Inc., Hillsdale, Michigan. 230

Wanted—Salesman for Michigan to sell shoes, rubbers and furniture lines. State experience, salary, etc. Address The Ralston Shoe Co., Cleveland, Ohio. 294

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

SITUATIONS WANTED.

Wanted—Position by man 38 years of age, as manager of reputable, winning business. Eight years public, and 3 years of successful business experience. Must reserve some time to see to private interests. Grand Rapids preferred. Satisfactory references. Address No. 235, care Tradesman. 235

Position Wanted—Window trimmer and salesman, of many years practical experience, abroad and in this country, desires position with a first-class house, age 17, quick and accurate, salary \$25. Have had been conducting own store, but capital to command not sufficient. Best of references. P. O. Box 155, Geneva, N. Y. 236

Want ads continued on next page.

Here is a Pointer

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

Michigan Tradesman

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 27—Spot coffee remains in a state of "masterly inactivity" and buyers are simply taking the smallest possible quantities, waiting, meantime, the valorization sale of 600,000 bags. At the close Rio No. 7 is worth $12\frac{1}{4}$ @ $12\frac{3}{4}$ c in an invoice way. In store and afloat there are 2,470,452 bags of Brazil coffee. Mild grades are very quiet and quotations are practically unchanged.

Now that domestic beet sugar is about cleared up there is a rather better feeling in the trade for the "real" granulated and prices are well held. In fact, an advance is not unlikely. The general rate is now 4.80c.

Teas are firm, especially for Japanese and greens, also Congous and India Ceylons. Quotations are about on a previous level.

Rice is firmly held in the South—so firmly, indeed, that transactions of any importance have been few and far between. As is the case with coffee, buyers take the smallest quantities they can get along with and seem to think that later on we will have a more ample supply. Good to prime domestic, $4\frac{3}{4}$ @ $47\frac{1}{2}$ c.

A good demand exists for pepper, but the rest of the spice market is without change. Sales of some 250 tons of black and fifteen tons of white have been made at a figure said to show a higher quotation than those recently prevailing.

New Ponce molasses is arriving and is quickly absorbed. Trade generally is quiet and yet as active as could be expected. Good to prime centrifugal, 25 @ 32 c.

Canned goods are again in the slough and tomatoes which sold a week ago at 85c are now working out at $82\frac{1}{2}$ c and even at 80c. The whole market is simply a waiting one. Little or nothing has been done in futures. Corn is in light supply, but it does not need a very large amount to meet the demand. Peas and the rest of the list are unchanged.

Butter shows a further decline and creamery specials are now 24c; extras, $22\frac{1}{2}$ c; held specials, $20\frac{1}{2}$ @ 21 c; factory, $15\frac{1}{2}$ @ 16 c.

Cheese is quiet at $14\frac{1}{2}$ @ 16 c for whole milk.

Eggs remain about unchanged. The very highest quotation for Western stock is $17\frac{1}{2}$ @ 18 c.

THE HEALTH OF MONARCHS.

The anxiety and solicitude with which the physical condition of the monarchs of the Old World are watched and freely commented upon merits the astonishment of people of a free country. When the Emperor of Germany has a cold the press of the world devotes much space to speculating upon what might happen if his illness should take a serious turn. When the aged Emperor of Austria is indisposed his every movement is watched and heralded to the world on the ground that his demise might have an important influence upon the whole of Europe. It

is the same in a greater or less degree in the case of all other royal personages.

Fortunately, Europe's royalties are, as a rule, a hardy race. The Emperor of Austria, for instance, is more than 80 years of age, and the venerable regent of Bavaria, Prince Luitpold, has recently celebrated his 90th birthday in good health. The Czar of Russia, who is constantly in danger of assassination, appears to enjoy excellent health, and King Alfonso of Spain, who has been menaced with death a score of times, never seems to lose his good humor or love of sport. If persons in the ordinary walks of life were so constantly reminded of the dangers which surround them or were bothered with such persistent solicitude about their health they would be promptly driven into nervous prostration or into a sanatorium.

This extreme solicitude as to the security of a single life is a relic of the days when the destinies of European countries hung upon the lives of their respective monarchs. Modern European monarchies are sufficiently democratic nowadays to be secure from dependence upon a single life, but custom and precedent are so deeply rooted in the human mind the old fears and prejudices survive and the passing of a crowned head is always regarded as cause for anxiety and apprehension.

Probably no modern monarch has lived more in the limelight than Emperor William of Germany, and no one is more convinced than he that the stability of the German Empire does not depend upon the prolongation of his own life. Still, every time the Emperor suffers with his ear, which is troubled with a chronic irritation, or has a bad cold, there is a note of anxiety and alarm apparent in every item of European news.

We who live in a republic are spared all this anxiety. Presidents come and go and no change takes place in the orderly conduct of the government. The constitution remains unchanged and the progress of national life suffers scarcely a momentary flurry from a change of administration or from even the death of a president in office. Such a state of national tranquility is as unintelligible to the average European as is their anxiety as to the health of their rulers to us.

PURE WATER.

In these days when city water is largely of questionable quality the temperance people have a more than usually serious problem to confront; and yet it is one which is answerable by the provision of pure and palatable drinking water. Said a woman of strongly pronounced temperance proclivities recently, "If I had to live in Erie I believe I should be driven into beer drinking if I could not have mineral water shipped in. I certainly would never touch a drop of their contaminated city water."

The typhoid epidemic from which that city is now said to be emerging may confront other lake cities at any

time, since its origin has been unquestionably traced to the city water. With the present disposal of sewage, even when one town manages to maintain a pure water supply through springs and artesian wells, she may inflict upon her next door neighbor down the stream a fatal offense in using the connecting stream between the two towns as a dumping ground for her refuse.

In the beginning it may cost more to dispose of garbage and other refuse in a more sanitary way. Yet doctors' and undertakers' bills, suffering and bereavement are not easily balanced by dollars and cents. The plan which mitigates these is cheaper, many times cheaper, than that of endangering life through the more careless and more usual method.

Public opinion is becoming aroused on this matter, and the lax methods so long prevalent are bound to be replaced by more safe and consistent ones. "Am I my brother's keeper?" is a question which confronts too many people. We are each bound by the laws of common brotherhood to avoid methods known to be detrimental to others; and next to pure air pure water is of most vital importance.

CIRCUMSTANTIAL EVIDENCE.

Last week there walked forth from behind the bars a man who just missed the gallows and had served for twenty years on a life sentence, his innocence having but recently been made clear to the proper authorities.

He found the world much more changed than did the historic Rip Van Winkle. The Edgar Thompson steel works, where the crime was committed, have grown from four small buildings into one of the greatest steel producing plants in the world. Many of the millionaires who have emerged from these and kindred works were poor and unknown at the time of his incarceration. Happily Carnegie has been interested and will probably pension him for the slip in justice if Pennsylvania does not, although the \$10,000 suggested to the Legislature seems a very small amount to offset the best years of the life wasted.

The victim of the delayed justice bears no ill will toward any one. He takes in only the joy and sweetness of being once more a free man. The sky-scrapers which have arisen on familiar grounds are a source of wonder. The rapid growth of every industry is to him marvelous.

One would think that he would never want to see again the barred

home of so many years; yet there is a movement on foot to give "Praying Andy," who through the years was always faithful to the sobriquet, a permanent place on the penitentiary grounds; and to this idea the old man seems to take kindly. Like the Prisoner of Chillon, it is his home, although he dearly appreciates the outdoor range.

He forgives; but lookers-on marvel at the sweet spirit which prevails. It should be a lesson to the world at large to trust not on vital points to circumstantial evidence. This robbing a man of family, good name and twenty of the best years of his life is one which no amount of money can recompense.

Postage Stamp Conundrums.

Why does a postage stamp resemble a bad boy? Because you can't get any real good out of it until you give it a licking.

How do a postage stamp and an envelope resemble a young man and his sweetheart? They are stuck on each other.

What is the difference between a two-cent stamp of 1906 and a ten-cent stamp of 1908? Eight cents.

How do stamps resemble the old man walking the floor with boy twins? They carry the mails.

In what way does a postage stamp resemble a bogus stock transaction? It is not square.

What is the difference between a house and a stamp? Well, when you can sell a house it is worth something, but when you cancel a stamp it is worthless (from a postal standpoint).

The days of the thirteen-cent postage stamps are numbered. Instead of this denomination the Postoffice Department will issue a twelve-cent stamp.

Women like to shop around and buy where they can get the best values and the best treatment. Run your store in a way that will make the shoppers regular customers.

BUSINESS CHANCES.

For Sale—To the highest bidder, stock of general merchandise, splendidly located. Old-established business. Disagreement of partners, cause of trouble. An unusual opportunity. Will also receive bids on each individual stock, as follows: Groceries, boots and shoes, dry goods and clothing, hardware and paints, drugs, flour, feed, hay and straw, store fixtures, horses and wagons. Write at once for particulars as this stock must go by April 12. Gilbert E. Carter, Receiver. Plumb-Hayes Merc. Co., Comstock Park, Mich. 304

For Sale—Drug store in summer resort locality. Established trade, fine location for physician. Good reasons for selling. Good farming country and small investment. Address No. 303, care Tradesman. 303

For Sale—General stock of merchandise, inventorying \$5,000. Stock clean and in best of condition. Must be sold at once. Good live town. Terms cash. Enquire of George Bilbrough, Turstee, Remus, Michigan. 302

EGG CASES AND FILLERS

Direct from Manufacturer to
SHIPPER, JOBBER AND RETAILER

At the following attractive prices:

Knock down No. 2. 30 doz. sawed whitewood C. S. cases, each 15c
Knock down No. 2. 30 doz. veneer shipping cases, each 14c
Tops and bottoms. 50 in bundle. \$1.00 per bundle

Write for descriptive circular, and order of

L. J. SMITH, Eaton Rapids, Mich.

Car lot prices on application.



Stop That Night Work!

The daylight hours should be sufficient in which to do your book-keeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of the United States. These have found that by the use of The McCaskey Gravity Account Register System their posting and totaling are done at the time the sale is made. They have no statements to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet it is so simple that

Only
One Writing

The McCASKEY SYSTEM

Without Any
Book-keeper

with it anyone can keep accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition.

A letter or postal card will bring you information without any obligation on your side to purchase.

Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

The McCaskey Register Company

Alliance, Ohio

Agencies in all principal cities

Manufacturers of McCaskey Surety Non-Smud Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties



The Words of
The Wise Merchants

The Peril in "Free Deals"

Lieut.-Gov. C. E. COON

Of Washington

(In his annual address as President of the Washington State Retail Grocers' Association)

"Do you realize what a 'free deal' means? You get one case free in ten, we will say. To do this you invest in merchandise beyond your present needs and tie up capital which you could use to better profit in legitimate merchandising. . . . When you venture into 'free deals' you restrict your merchandising capacity by just the amount you thus tie up. Buy as you need and eschew all allurements to the 'free deal.' Retail grocers are distributors; not speculators. Speculative purchases are common enough—too common I believe—but I assert with confidence that they are not profitable one-half the time."

The only flaked food sold in America, at the same price all the time—never on a "deal"

basis—but to big and little grocers alike—in any and all quantities—is the original

Kellogg's





More Profit for Merchants

Progressive merchants all over the country are increasing their profits by the use of an up-to-date National Cash Register and the

"Get a Receipt" Plan

Check-Printing National Cash Registers issue receipts automatically and enable merchants to increase trade by protecting customers against mistakes and carelessness.

National Cash Register receipts also protect you against loss due to mistakes and carelessness.

Insure that all goods sold on credit are properly charged.

Enforce giving proper credit for all money received on account.

Give you an accurate check on all money paid out.

These receipts prevent disputes between you and your customers.

If the "Get a Receipt" plan is used the proper amount of the sale *must* be registered.

The National Cash Register Company
Dayton, Ohio

The National Cash Register Co.,
Dept. 79, Dayton, Ohio.

How will the "Get a Receipt" plan increase my profits?

Name _____

Address _____