

Over Half Your Sales

In your own store over half your sales are of things at 25 cents and down.

And for general merchandise to retail at 25 cents and down—
WE ARE HEADQUARTERS.

That is not merely a claim, but a **FACT** accounted for by the Butler Way of buying, selling and operating.

And the **PROOF** of that statement is the *net prices in plain figures* on our sample floors in twelve cities and in our monthly catalogue.

Can you **AFFORD** not to examine the proof—not to consider supply headquarters for what constitutes more than half your own sales?

See our sample displays in market. And through our current catalogue see “the market” *in your own store.*

Write for that catalogue now. *No. F. F. 870.*

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



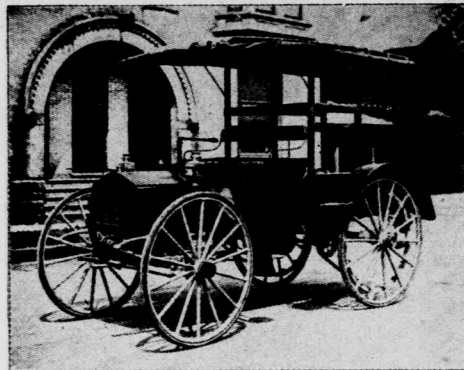
51 BUICK—Chain drive, 1906 model F, equipped with enclosed body, plate glass sides and piano finish. Delivery body, cost \$300.00, also touring car body (5 passenger) with top. Paint and tires in excellent condition. Cost, complete, about \$1,600. Price, \$690.00.

Two Rare Bargains in Light Auto Delivery Wagons

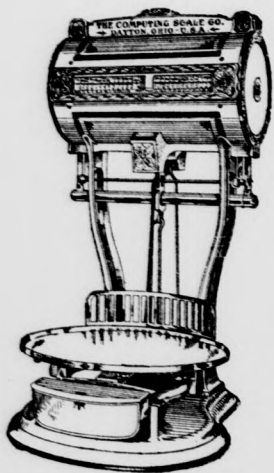
Fifty other cars all makes and models, \$75.00 and up. I give a good square deal.

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, "Loads of Time," eliminate all mistakes and disputes **WITH ONE WRITING**, in the American Account Register System, wouldn't you investigate its merits?

IF

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



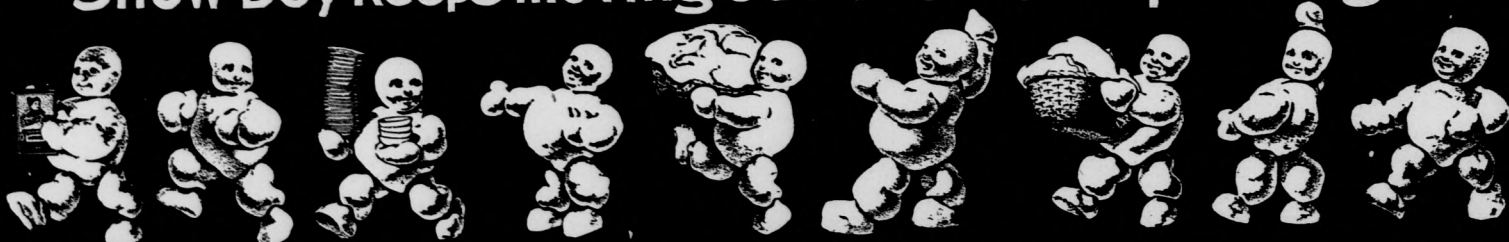
IF

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

The American Case & Register Co.
Salem, Ohio

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

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, APRIL 12, 1911

Number 1438

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THE COUNTRY BRED.

It would seem that even the lower animals need the invigoration of country life to develop their best physical existence. An exchange states that the gray squirrels of Central Park have so deteriorated through inbreeding and over-eating that a reinforcement from the woods of Vermont has been found necessary. The public have been so kind to them that it has fostered indolence. Peanuts and candy have come so freely that the recipients have become lazy, and, in fact, have lost the ways of self-sustenance, and when this surfeit is cut short by the proper authorities the woodland wards are helpless.

It has been pretty much the same among boys, ever since history began. The fresh blood came from the country. The white-haired Greeley, trudging as a boy with his bundle slung on the end of a stick which he carried over his shoulder, was not at all prepossessing when he started in city life; but he soon proved that he had the perseverance and determination which wins.

Yet if the praise is on his side, there may be a pathetic aspect in the life of the lad who has never had his chances; who has been petted all his life; who has not gained physical perfection through the fresh air and the tussle with calves and colts. The country boy has learned to be resourceful. He may not know the ins and outs of life in the city, but he does know how to adapt himself to a variety of conditions. His work is in a certain way routine, and yet it has always a greater variety than that of the newsboy or message bearer. He may not have so many pennies at his command, but they are all gained by honest work, and he knows just how they came. He may be "fresh," but he is at the same time vigorous. He and the city lad should be able to even up, to join forces and each be the stronger for the partnership.

INTEREST AT HOME.

A party of teachers, after consulting various guide books and their

own purses, one summer resolved to make a pedestrian trip in their own county. The result was highly satisfactory. They feasted on country delicacies in their freshest state, enjoyed the pure air and the exercise which was at all times within their own control. They found in their own neighborhood many interesting features the existence of which was before unknown to them. They proved conclusively that if the true vacation spirit is present and one gets away from the scenes of work he can have a good time, no matter where he is placed.

For those who find it difficult to drop the work for a week or two it would be well to commence early and get the choice spots within reach located, and take them up one at a time as time and circumstances permit. It is always to be noticed when you make some special trip to a distance that those in the vicinity of the attraction may know or care very little about it. Ask the Niagara resident about the Falls and he is liable to tell you that he pays very little attention to them. Ask in the vicinity of some historic spot of interest for its exact location and you may be met with the stare of ignorance that such a thing exists. This is all suggestive that places and things, as well as people, may not be without honor save in their own country.

An industrial plant which you pass daily may not have a prepossessing exterior, and yet within gives some lessons of real interest. The country around may seem tame because you do not know it in its diversity to surface and seasons. There may be historic spots going down to oblivion through lack of a protecting hand. Look up your own neighborhood before sighing because you can not go abroad. It will surely yield some pleasant surprises.

DANGER FROM CELLULOID.

Perhaps if the public generally were more fully warned regarding the nature of celluloid there would be fewer casualties through its use. Of course every one knows in a way that it is inflammable; but not every one, no, not one in ten, is aware of the degree of inflammability. It is made of gun cotton, a highly explosive product, and while so made as to closely resemble tortoise shell, ivory and coral at but a small fraction of the price charged for the genuine article, it seems bound to retain its popularity. Yet the danger which those who use the beautiful combs, boxes and toilet articles take the chances of incurring are scarcely calculable.

Recently a narrowly escaped fatality in New York came about through this source. The daughter of a well

known man went to a hair dresser for treatment of the scalp. Her hair was caught up by celluloid combs, and one of them presumably ignited from the spark of the electric machine. Instantly her hair was in flames, and but for the presence of mind of her mother, who threw a cloak over her head, the hospital bill would have been cut out and that of the undertaker substituted.

If you are called upon by the public demand to handle these goods, at least impress upon the minds of your customers their true nature. Warn them what may happen through their use. This is only just. They will thank you in the end and even if there are fewer sales of the questionable beauties, something else will take their places. You know not what danger the wearer is subjected to in case of an outbreak of fire, which may come any time, in the home or in the public gathering, and you do not want to make sales badly enough to risk the thought of accident being traced to your hands.

THE TALE OF A TOE.

Dan Cupid is a curious little cuss and his ways are deep and varied. He will get his work in when one least expects it, and circuitous and subterranean routes are no puzzles to him. A story is going the rounds to the effect that a bowler in a game some weeks ago dropped a heavy ball on a lady's big toe, and while the lady had to be assisted to her home, as her injury was severe, the gentleman was courteous, apologetic and extremely attentive, as any gentleman should be to a lady under similar and all circumstances. As an evidence of his sorrow and deep interest in the wounded foot, the bowler called frequently at the injured lady's house, which was all within the bounds of propriety, as well as being particularly pleasing to the victim. The toe got better, but in order to make sure the gentleman bowler took the victim for a walk—nothing more. Now the lady has her heart in a sling instead of her toe, and the bowler has bowled her over. Now, there is an example in this case, and it clearly points the way for other big toes to go. Ladies with big toes might take them to a bowling alley; that is the place now, and after that—well, after that, the wedding bells may ring out great joy, and the maid, the minister and the man will do the rest.

Nothing amuses the average man, more than to have some woman believe she is bossing him.

A man is never too old to learn that he knows a lot of things he should forget.

PLANS FOR THE MERCHANTS.

Buyers Will Be Entertained in June—Trade Excursion Later.

The Wholesalers' Committee of the Board of Trade, Wm. B. Holden, Chairman, met at Bauman's Wednesday evening to discuss plans for the coming season and to start things going. At the recent meeting of the wholesalers and jobbers it was decided to give a Merchants' Week entertainment and to have the usual annual Trade Extension Excursion, and the purpose of the Committee meeting was to begin the preparations. The Merchants' Week Festival, it was decided, will be the first or second week in June and will spread over three days, closing with a banquet. The banquet two years ago and also in 1908 was in a tent at the Lake. Two years ago the function came near being spoiled by inclement weather. This year the banquet will be in the Coliseum, and if there are more guests than can be accommodated arrangements will be made for an overflow in the Armory. The banquet may be confined to the merchants, with a theater party or some other entertainment for the ladies. It is hoped to secure speakers of national reputation to make addresses. Chairman Holden appointed the following committees on Merchants' Week:

Finance—John Sehler, Samuel A. Krause, Richard J. Prendergast, Arthur T. Slaght, J. Litscher.

Banquet—Frank E. Leonard, Walter K. Plumb, Albert B. Merritt, William F. Blake, Alvah W. Brown.

Amusement—Walter K. Plumb, John Dietrich, Henry J. Vinkemulder, John A. Higgins, Fred N. Rowe.

Programme—Heber A. Knott, Ernest A. Stowe, Guy W. Rouse, Lee M. Hutchins, Marshall D. Elgin.

Invitation and Advertising—Albert B. Merritt, Lee M. Hutchins, Henry T. Stanton.

Transportation—William Logie, A. B. Knowlson, Peter C. Payette, Frank A. Voigt, Arthur C. Chapman.

The following committees were appointed on trade extension:

Transportation—Samuel A. Krause, William Logie, Richard J. Prendergast, Frank E. Leonard, Frank S. Coleman.

Finance—Heber A. Knott, H. A. Woodruff, Henry J. Vinkemulder, Charles F. Rood, C. A. Clements.

Catering and Hotels—Richard J. Prendergast, John Dietrich, Charles E. Tarte, Charles E. Wilde, Claude P. Wykes.

Advertising—Albert B. Merritt, H. P. Jenkins, Ernest A. Stowe.

Perpetual Half Fare—Frank E. Leonard, William Logie, F. E. Reichel, William J. Kennedy, Daniel C. Steketee.

Detroit Produce Market Page

Detroit Butter and Egg Market.

Detroit, April 10—Butter receipts are 116. The tone is steady. Extra creamery, 21c; first creamery, 19c; dairy, 16c; packing stock, 13c.

Eggs—Receipts are 1,844. The tone is steady. Current receipts, 16.

The market is barely steady. Buyers are holding off and receipts are in excess of requirements. With warmer weather storage will become active.

Schiller & Koffman,
Members Detroit Butter & Egg Board.

Better Prices For Better Eggs.

At one of the recent annual conventions of the Michigan Carlot Butter, Egg and Poultry Shippers' Association this body adopted as its slogan: "Better Prices for Better Eggs." At the time several thousand circulars were distributed throughout the country, pointing out the benefits derived if all concerned would help to get the eggs to the consumer as quickly as possible. This circular urged the farmer to gather his eggs daily and the merchant to ship his eggs as soon as possible.

These all had their good effects, but in these days of keen competition were easily lost sight of. The importance of handling eggs speedily can not be over-estimated. Especially in warm weather is this true, and it is at this time that country merchants are inclined to be careless. In some states very strict laws have been enacted prohibiting the sale of any but fresh or merchantable eggs. This means that if a dealer sells a crate of eggs and one egg is bad that he is liable to conviction. Country dealers should be careful in buying eggs. Do not pay the price of fresh eggs for rotten ones. See that you take in nothing but fresh eggs. Then you will be able to get a better price for what you sell and in turn pay a better price to the farmer. However, be sure to ship nothing but the good eggs. Take out the bad ones before you pack them ready to ship. The freight is just as high on bad eggs as it on good ones, and the bad ones are worthless when they arrive in the city.

In these days of agitation everyone should co-operate to make the passing of annoying laws unnecessary. At the present time a bill is before the Legislature at Lansing to limit the duration of keeping butter, eggs and poultry in storage. Good eggs put in storage in April will be good when taken out during the winter months if they are properly kept. As the storage houses are conducted along scientific lines there is very little trouble in keeping eggs properly. If eggs come out of stor-

age in a reasonable time and are in poor condition the chances are that they were in poor condition when they went in, which is only brought about by careless handling.

If all concerned would co-operate to "ship the eggs fresh," there would be little necessity for these discriminating laws.

Educating the Grocer.

Education, in the sense that it is applied to the grocery business, means knowing everything that can be learned that pertains to the profession of feeding the public. It means attention, and strict attention, to the details. There is no doubt but that the grocers of to-day are better business men than those of yesterday, and those of to-morrow ought to show a big improvement over all.

But how many young grocers—not the old war-horses who have been "in college," as it were, all their lives, acquiring the knowledge that has made them successful—can tell the average person how dried fruits are prepared, how they are grown, what the different varieties are, etc.? How many can tell of the processes through which canned vegetables go before they are ready for the table? How many can figure their cost of doing business and their percentage of profit or loss? Comparatively few.

You may say this knowledge is not necessary. True, it is not information that is asked for every day by your customers, but it is the training you get that makes it valuable—the desire to master all the details of your business, or profession, if you please. To make an unqualified success it is not enough to know that you are holding your own—you ought to know just exactly what you are making or losing. You must know the details—the fine points.

If you are a clerk you should devote every minute of your time to assimilating useful information—if you become the possessor of a store you will find that every moment spent in that way will repay you a hundredfold. If you are a beginner the same thing applies to you—you will be able to stay in business. Make every day a school day, study your business, and, in the end, you will master it instead of having it master you. Learn from the salesmen who call on you, take lessons from the advertisements you read, ask questions every time you get a chance and read your trade paper through and through, and you will get an education that will enable you to make money from your sales.

How do you like to trade at a store where they are stingy?

McDonnell Brothers Co.

Highest Price for Eggs
Send for Our Weekly Offer
A Postal Brings It. Address

Egg Dept. McDONNELL BROTHERS CO.
35 WOODBRIDGE ST. WEST DETROIT

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.

Egg Cases and Fillers

Direct from Manufacturer to Retailers

Medium Fillers, strawboard, per 30 doz. set. 12 sets to the case, case included, 90c.

No. 2, knock down 30 doz. veneer shipping cases, sawed ends and centers, 14c.

Order NOW to insure prompt shipment. Carlot prices on application.

L. J. SMITH :: Eaton Rapids, Mich

We do printing for produce dealers Tradesman Company
Grand Rapids

SCHILLER & KOFFMAN 323-25-27 RUSSELL ST.
Detroit, Michigan
We buy EGGS, DAIRY BUTTER and PACKING STOCK for Cash
Give us your shipments and receive prompt returns. Will mail weekly quotations on application.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Improvement Association of Sturgis will hold its annual meeting and banquet April 26.

Reed City rejoices over the fact that Horner's new flooring mill will soon be in full operation.

Boyne City has adopted the slogan, "The City of Opportunities."

The Cadillac Board of Trade is considering plans for securing candy and chair manufacturing concerns. Cadillac is also assured of a new court house, costing \$500,000, the bonding proposition having carried at the recent election.

Separation of grades is now one of the live issues at Kalamazoo, and at a recent meeting with Michigan Central officials that road indicated its willingness to co-operate with the city. The estimated cost of track elevation by the Michigan Central in that city is \$2,000,000.

The Saginaw Board of Trade will hold its annual meeting May 2. The Board will appoint a Committee on Foreign Trade, in view of the growing export business of local manufacturers.

Grand Haven rolled up a big majority for good roads at the recent election in Ottawa county.

Kalamazoo voted for the Bardeen franchise, which is an important step towards the opening of an electric road between Kalamazoo and Grand Rapids within two years.

Charlotte has voted to issue bonds for securing new industries.

The Bauer Metal Body Co. is closing up its business in Detroit preparatory to removal of the factory to Big Rapids.

Benton Harbor has granted the Benton Harbor & St. Joseph Railway Co. a four years' extension of franchise and the company promises to build an electric line to Dowagiac.

It is stated that actual work in construction of the interurban road from Kalamazoo to Grand Rapids, via Otsego, will begin within ten days. Surveyors are at work.

Lady Maccabees of the State will swarm in Port Huron April 25 and 27.

Manistee has adopted an ordinance which provides that "groceries exhibited outside of stores shall be protected from flies by a screen."

Kalamazoo is entering upon a "city beautiful" campaign, under direction of the Commercial Club, the Civic Improvement League and the Park Commission.

Eaton Rapids has a beauty spot in Island Park in Grand River, which has been turned over to the G. A. R. Post. The city has appropriated funds to build a concrete curb around the island.

Marquette is sure of a prosperous summer. The improvements planned there include an ore dock costing \$1,200,000, extension of the breakwater, development of a water power plant on the Carp River and the building of a municipal dam on Dead River.

Jackson is wet again, but under the new law is limited to thirty-two sa-

loons, while there are more than a hundred applicants for red cards.

The Lake county jail at Baldwin has been condemned ten times by the County Board of Jail Inspectors and five times by the State Board of Corrections and Charities. Still at the recent election the proposition to build a new jail was defeated. Baldwin is now enquiring, "What next?"

Almond Griffen.

Ban on Homogenizing.

The United States Board of Food and Drug Inspectors has sent out the following bulletin of interest to ice cream manufacturers:

Investigations have shown that there has lately come into use in the trade an apparatus known as a 'homogenizer,' which has the faculty of so disrupting the globules of fat that a whole milk homogenized does not permit the separation of the cream through the ordinary gravity methods. In like manner butter or other fat and skimmed milk passed through the homogenizer form a product from which the butter does not separate on standing and which resembles in its other physical characteristics whole milk.

"Investigations have further shown that butter and skimmed milk are passed through the homogenizer to form a so-called 'cream,' which is used in place of real cream in the manufacture of ice cream.

"The Board is of the opinion that skimmed milk and butter fat in appropriate proportions passed through the homogenizer are not entitled to

the name of 'milk' or the name of 'cream,' as the case may be, according to the quantity of fat which is present. The Board is further of the opinion that the product made from a homogenized butter or skimmed milk can not be properly called 'ice cream.'"

To Destroy the Domestic Fly.

A circular recently issued by the American Civic Association gives a number of practical hints as to the best methods of ridding houses of flies, and they deserve to be known and put to a practical use. The circular says: "Provide screens for houses and food. Keep garbage receptacles securely covered. Remove stable manure every three or four days or disinfect with lye, chloride of lime, or crude carbolic acid. To clear a room of flies heat a shovel or any similar article and drop thereon twenty drops of carbolic acid; the vapor kills the flies. A better and cheaper plan is to put a spoonful of formalin in a gill of water and expose it in the room. Another is to dissolve one drachm of bichromate of potash in two ounces of water, add a little sugar and place the solution in shallow dishes about the rooms."

A campaign conducted on these lines will do much to rid a household of this insufferable and dangerous pest.

Not only is your character affected by the calibre of the friends you make, but your credit rating is also affected in the same way.

Dandelion Brand Profits

The profits from Dandelion Brand Butter Color are steady, sure profits.

You never have to push Dandelion Brand. *It sells itself.*

More than 90% of the buttermakers of the country use it—and *it only.*

Dandelion Brand Butter Color

gives the true June shade. It never turns rancid.

Stock up with this staple *now.*

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



Wells & Richardson Co.

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Paw Paw—Work is being started on the new pickle factory.

Bendon—E. Cook has purchased the grocery stock of A. Allen.

Elsie—John D. Oren will open a hardware store in the Hasty building.

Hesston—W. R. Humphrey has sold his stock of groceries to L. Bryerly.

Brice—J. H. Fockler has sold his stock of goods to the Stonebrook Bros.

Durand—H. Badgley has accepted a position as clerk in Mills' grocery.

Reading—The Reading flour mill has been sold to C. W. and K. H. Hawk.

Mendon—Ed. Riley has purchased a half interest in the Hadley meat market.

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Portiac—John Humphries' new cigar store and pool room is now open for business.

Middleton—Fred Ennis has sold his harness shop to Bert Gilbert, of Carson City.

Maristee—M. Klessen will open a cash and credit clothing store at 312 River street.

Freeland—Hartley & Schwienberg have sold their stock and building to Mr. Fenwick.

Kalamazoo—Rollin A. Sprague is the new proprietor of the Sprague Hardware Co.

Drenthe—George Bredeweg has sold his store and six acres of land to Bert Ter Haar.

Beulah—E. Cook has purchased the Allen grocery stock and moved into the Hankenson store.

Mt. Pleasant—Edwin Klump and Otto Wissbeck have purchased a drug store at Harbor Beach.

Plainwell—J. H. Clement has purchased the dry goods stock and fixtures owned by S. B. Smith.

Luther—N. E. Weston, of Rockford, has purchased the stock of the Cummings House Furniture Co.

Durand—C. C. Garnet, of Walkerville, has opened a variety and racket store in the Harrington building.

Middleton—O. S. Almack has sold his hardware to John Crismore, of Lansing, and Fred Bolyard, of this place.

Bay City—Frank J. Buckley, manager of the Gustin, Cook & Buckley Co., will take an extended trip for his health.

Marshall—Earl Nichols will soon open his new grocery. He will handle the "Chef" brand of canned goods.

Dowagiac—Oscar Burch has purchased Mr. O'Neil's interest in the firm of Belton & O'Neil, implement dealers.

Kalamazoo—The Williams & Hamacher Co. have taken over the stock and business of the W. W. Olin & Son's store.

Vicksburg—H. H. Ten Eyck, of McBain, has rented Mrs. E. C. Bishop's building, where he will operate a variety store.

Benton Harbor—Geo. D. Avery has been elected Cashier of the State Savings Bank to succeed Wm. E. Marsh, resigned.

Three Rivers—C. De Reamer, who purchased the Major & Steninger grocery Feb. 1, died last week from an attack of pneumonia.

Bancroft—Mrs. W. J. Conklin opened her millinery store April 8. It is under the management of Miss Hazel Clarke, of Saginaw.

Rothbury—Wm. R. Dennis has sold his stock of merchandise to A. A. Longnecker, and he will open a hardware and implement store.

Albion—Birney Ludwig, of Portland, is thinking of purchasing a stock of goods and engaging in the general merchandise business here.

Three Rivers—The Three Rivers Mercantile Co. has opened its new store with a complete, well arranged, well selected and seasonable stock.

St. Johns—Geo. H. Chapman has opened a factory for the manufacture of fancy and kitchen aprons. He will add women's other apparel later.

Durand—S. S. Fraser has sold his stock of groceries to Arthur Lamb, the latter having sold his interest in the Mills & Lamb store to Mr. Mills.

Detroit—The Grainger-Hannan Co. and John Kay & Co., the two leading jewelry firms, have combined under the style of the Grainger-Hannan-Kay Company.

Fosters—The Farmers' Mercantile Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Frankfort—The Frankfort Electric Light Co. has been incorporated with an authorized capital stock of \$20,000, of which \$15,000 has been subscribed and \$4,000 paid in in cash.

Kalamazoo—William Scott Cook, of Grand Rapids, has accepted the position of city salesman for Lemon & Wheeler, wholesale grocers. Mr. Cook has been associated with the main office of this company at Grand Rapids for several years and is considered one of the best and most experienced grocery salesmen in the business.

Kalamazoo—Fred R. Eaton, for nine years an employe of the Kalamazoo National Bank has been promoted to Cashier to take the place of Harry den Bleyker, who recently resigned.

Reading—John Wormley, who bought the opera house block early in the winter, has sold the property to L. J. Orr. The deal also includes the equipment and fixtures of the billiard hall.

Fowlerville—C. W. Copeland and Claude Goodrich have purchased the grocery and shoe business of W. H. Rector & Co., and will continue the business under the name of Copeland & Goodrich.

Fenton—H. S. Hoover and son have purchased the hardware stock of the O. H. Wilcox Co. Mr. Wilcox and family will move to Detroit, where he has accepted a position with the Gleaners.

Detroit—The Riverside Storage & Cartage Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, all subscribed and paid in in property.

Jackson—Frank D. Bennett and son, Frank T., have withdrawn from the Schmid Chemical Company. Peter Keyzer has also severed his connection with the concern and taken a position in the Todd drug store.

Howard City—Fred O'Boyle, who has been in the employ of R. Perry here as a meat cutter for several months, has resigned and is succeeded by Ora Feller. Mr. O'Boyle has opened a meat shop in Coral.

Hastings—W. H. Stebbins has rented his new double store to Franson & Keefer, for a period of ten years, who will occupy it August 1 with a new stock of dry goods, ready to wear goods, rugs and carpets.

Marshall—The Simons-Leedle Co. has engaged in business to carry on a general heating business, furnaces, mantles, grates, etc., with an authorized capital stock of \$15,000, of which \$10,100 has been subscribed and paid in in cash.

Laingsburg—McLaughlin & Ward, the Jackson men who own several elevators throughout the State, have sold their plant here to Seymour Piatt, Albert Walker, E. B. Wilcox and Ernest T. Lee. They will take possession June 1.

Negaunee—A. H. Gribble, traveling salesman for Longyear & Hodge, diamond drill contractors, has resigned to accept a position with the Marshall-Wells Hardware Company, of Duluth, as its representative in the Copper Country.

Lacey—A new company has been organized to engage in the telephone and messenger business under the style of the Lacey Mutual Telephone Co., with an authorized capital stock of \$4,000, of which \$400 has been subscribed and paid in in cash.

Reed City—Holmgren Bros. have been making further improvements to the interior of their store by moving their shoe stock to the front and the groceries to the rear. They have rearranged their dry goods stock and the whole presents a very neat and inviting appearance.

Mt. Morris—Cashin & Lawrence, hardware dealers, have merged their business into a stock company under the style of the Cashin Hardware Co., with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,250 paid in in cash.

Houghton—R. B. Lang, dealer in dry goods, etc., has merged his business into a stock company under the style of the R. B. Lang Dry Goods Co., with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in property.

Port Huron—The Port Huron Packing Co. has engaged in business to deal in live stock, dressed meats and by-products, farm produce, ice, etc., with an authorized capital stock of \$75,000, all of which has been subscribed and \$8,000 paid in in cash.

Dryden—J. W. Lang, conducting a general store, has merged his business into a stock company under the style of the J. W. Lang Mercantile Co., with an authorized capital stock of \$3,000, of which \$1,800 has been subscribed and \$1,600 paid in in property.

Ann Arbor—Miss Bertha E. Muehlig, for the past fifteen years with the B. St. James Dry Goods Co. and previously with the Bach & Roach Dry Goods Company, has purchased the stock of dry goods and notions from the B. St. James estate and will continue the business under the name of B. E. Muehlig.

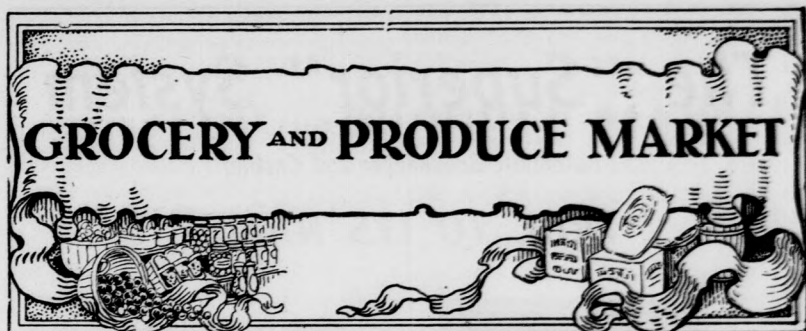
Sturgis—At a recent meeting of the merchants the trading stamp method of boosting trade was discussed, and to such good purpose that eight merchants who have been using stamps agreed to give them up. All stamps in the hands of customers will be redeemed at full value in cash or trade, the merchants not using stamps sharing the loss.

Petoskey—Eight stores are in ruins as the result of a fire last week starting in the G. Dale Gardner's department store. Long & Sons' meat market, the Salvation Army hall, Dan Miller's barber shop, two empty store rooms, S. A. Wilson's grocery and Jake Greenburg's racket store were destroyed, and Besee & Porter's women's furnishing store and Bolio & Sons' coal office were considerably damaged. The entire loss is estimated at \$200,000.

Charlotte—Walter M. Holden and James Saunders are the new managers of the John Tripp Clothing Company. Mr. Holden has been connected with the local firm for the past five years, and has had twelve years' experience in the clothing business. The new proprietors will add a shoe department to their business. Mr. Saunders has had nine years' experience in the shoe business, in the employ of Homer Bently, in Eaton Rapids, and Albert Murray, of this city.

Elgin Board Prices.

Elgin, Ill., April 10—No change in prices to-day, the market holding steady at last week's figures. Prices have reached a level where the goods should go freely into consumptive channels. The output is gradually increasing in a small way from week to week.



The Produce Market.

The coming Easter trade has made quite a stir in the markets this week. Lemons, bananas and eggs are the products that are in the highest demand and consequently the prices have gone up.

Florida head lettuce is out of the market. Tomatoes appeared for the first time this week. There are not enough apples left to be worth quoting.

Creamery butter has dropped 2c and has consequently forced down the price of dairy. This is attributed to the large stock of storage that is on hand at present.

Poultry prices advanced a cent this week and this served to stimulate the supply of fowls. Broilers are in the market quoted at 25c for 1½ lbs. With the incubator and modern appliances broilers can be produced almost any time now. Buying of eggs for storage has begun at around 14c.

Bananas—Prices range from \$1.50 @2.50, according to size.

Beans—\$1.55 per bu. for hand-picked, \$2.25 for kidney.

Beets—45@50c per bu.

Butter—Local handlers quote creamery at 20c for tubs and prints; 16c for No. 1; packing stock, 12c.

Cabbage—60c per bu.

Carrots—40c per bu.

Celery—Florida, \$2.50 per case.

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

Cucumbers—\$2.25 per doz.

Eggs—Local dealers are paying 14c delivered.

Grape Fruit—\$3.50@4 for all sizes.

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

Lemons—Californias, \$4@4.25 per box; Messinas, \$3.75 per box.

Lettuce—10c per lb. for leaf.

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 40c at outside buying points.

Poultry—Local dealers pay 14c for hens; 15c for springs; 10c for old roosters; 16c for ducks; 12c for geese; 19c for turkeys; broilers, 1@1½ lbs., 25c.

Radishes—25c per doz.

Tomatoes—\$2.25@2.50 per crate.

Veal—Dealers pay 8½c.

The Grocery Market.

Sugar—The market is moving freely and the price remains steady, with

Michigan quoted at 5.19 and Eastern at 5.29.

Tea—The market is quiet but more activity was shown during the last week on account of the scarcity of high grade Japans and some heavy sales of Greens, which, as the stocks become depleted, are expected to advance accordingly. The demand for Black teas is for the higher grades and the market is firm. Importers are looking forward to increased consumption of teas in this country after consumers become acquainted with the new uncolored teas.

Coffee—The sale of 300,000 bags of valorization coffee last week has not changed market conditions to any great extent unless it is to strengthen it. There was some criticism in regard to the method used in disposing of valorization coffee. Jobbers and roasters were not asked for bids until the day before the sale; the trade, however, was said to show very little interest as the figures at which the valorization coffee was held were about ¼c above spot quotations.

Canned Fruits—The demand on most canned fruits shows quite an increase during the past two weeks, which is thought to be caused by the small supply and high prices of cranberries and green apples. Gallon apples still hold much above prices of a year ago and the supply is said to be very small. Pie goods in gallons are coming in for their share of the demand now, but the supply of these is limited in most lines. Opening prices were announced on pineapples last week and they will average about 10c per dozen higher than opening prices of a year ago.

Canned Vegetables—The weakness shown in the tomato market during the past two or three weeks is said not to be warranted as the supply in packers' and wholesalers' hands is said to be much smaller than a year ago. Prices on spot goods were stationary during the week. Corn is still moving very freely and prices are unchanged. Packers are said to have contracted for their entire pack of 1911, which adds strength to the spot market. The supply of peas is well cleaned up, in some grades, and prices are holding very firm.

Dried Fruits—The fact that prunes have reached a higher price than was ever known before does not seem to make a great deal of difference with the trade, the supply is so small that there is nothing to be had in many sizes. Retailers who are well informed in regard to the dried fruit market are giving peaches more attention than formerly; they are the cheapest article in the entire line, but

the market is very strong now and an advance is looked for by some who are well posted on dried fruits. There is a shortage in apricots, but it is not so large as on prunes. Prices were unchanged during the week and the demand is only fair.

Rice—There is a fair demand, but it is not nearly so large as it should be, when the fact is taken into consideration that it is one of the cheapest articles of food on the market at present prices. Reports from the South state that growers are holding their supply of rough rice so high that some of the mills are closing rather than pay their prices. It is thought, however, that the growers feel confident, as the supply being exported to Europe is large.

Syrup and Molasses—Prices on corn syrup remain very cheap and the demand is of a fair size, but the sales of fancy syrups show the greatest increase, as many of the consumers are paying more attention to quality than they did some time ago. Molasses and black strap are unchanged in price.

Michigan Bean Market.

During the past six weeks values in pea beans have declined nearly 20 cents per bushel.

Last year Michigan raised one of the largest crops of beans on record; probably one-quarter more than a year ago. The quality varied. In some sections the beans were very good quality, while in others the beans were damaged by rain at harvest time and picked, as they came from the growers, from one to ten pounds to the bushel.

The farmers are carrying more beans this year than ever before. Those who sold their beans early the past few years have not realized as much as those who held until the late spring and summer. The result is that this year there are more farmers holding beans than ever before. One prominent banker in the Thumb territory says that their bank has more money loaned on farmers' notes who are holding beans than ever before.

The demand for beans has not been vigorous the past three months. This may have been caused by the fact that beans were too high as compared with other food products, or it may have been caused by the dullness of trade conditions generally, mild weather, etc.

Present prices on pea beans are above the average of the past fifteen years. It may prove that the recent decline of 30 cents per bushel will stimulate more aggressive buying, in which event prices may hold. Should the demand continue as languid the next two months as it has the past, the chances are with the heavy overhanging stocks of beans that even lower prices will be recorded.

Caumet—Harper & Thomas have sold their ice cream manufacturing business to Barney Shude. Harper & Thomas announce their retirement from the grocery business. They will continue in the embalming business in their present quarters.

Manufacturing Matters.

Buchanan—The Buchanan Electric Steel Co. will soon erect a plant costing \$75,000.

Detroit—The capital stock of the Colonial Garment Co. has been increased from \$25,000 to \$50,000.

Detroit—The capital stock of the Anderson Electric Car Co. has been increased from \$1,200,000 to \$2,500,000.

Hillsdale—The farmers of Southwest Adams are considering the question of establishing a cheese factory.

Gladstone—The Marble Axe Co. has changed its firm name and is now known as the Marble Arm and Manufacturing Co.

Montague—The White Lake Creamery Co. has engaged in business with an authorized capital stock of \$4,000, all paid in in cash.

Kalamazoo—The South Michigan Brick Co. has engaged in business with an authorized capital stock of \$100,000, all of which has been subscribed and \$100,000 paid in in cash.

Holland—The Holland Sporting Goods Manufacturing Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Montague—George Miller will remodel his basket manufactory into an up-to-date canning establishment and the basket machinery will be moved to the Upper Peninsula. The cannery will make a specialty of home-made preserves and jellies in pound and half-pound jars.

Fruit Prospects.

Crop correspondents of the Secretary of State in all parts of the State are mostly of the opinion that fruit prospects at present are very favorable for an abundant crop. The following table shows the prospect for an average crop of the various kinds of fruit in the different sections of the State:

Apples	88
Pears	88
Peaches	95
Plums	86
Cherries	90
Small fruit	88

The average in the northern counties, especially on plums, cherries and small fruits, are better than in the southern or central sections.

In regard to the question, "What per cent. of orchards are being sprayed?" correspondents report 32 per cent. in the State and southern counties, 33 in the northern counties, 29 in the central counties and 23 in the Upper Peninsula.

The Salmon Situation.

The Seattle Trade Register says: "An air of stillness pervades salmon circles. Brokers are doing nothing, jobbers are doing nothing and the packers refuse to show their hand. As the packers now have the upper hand they evidently intend to make the most of it. All connected with the trade are waiting patiently with folded hands for some one to make a move, meanwhile preparations for the canning season are being vigorously pushed by the various canneries."

ADVERTISING IS A SCIENCE.

How, When and What To Advertise Are Essentials To Success.

Written for the Tradesman.

Modern advertising is a science and requires a good deal of thought and brains to make it a paying proposition. The three most important points to be considered are, when, how and what to advertise? A merchant who strives to make his business a successful and profitable one keeps pushing all the time and needs to.

The moment he lets things drift with the tide he goes on the downward path and the result is a failure in the end.

The same terms may be applied to advertising. Push, interest and observation are required to make a successful advertiser.

It takes push to get what you want and when you want it from the printer, and interest in the work to get the desired effect of the advertisement for a man not interested in the work is not a good advertiser for the reason that his mind is not on the work in hand. It takes a man's whole mind to write copy for a successful advertisement.

Observation is another essential point in successful advertising. Observe what the other man does and improve upon his methods as well as upon your own. By close observation of the advertising which appears in the papers every day a man can gain more practical knowledge of the advertising proposition than in any other way. The first point to be considered is when to advertise. A good many merchants have the spasmodic advertising habit, and instead of keeping at it continuously they take now and then a large space, insert a big advertisement and then let matters slide along until they again get the notion to take another plunge. This sort of advertising is not a paying proposition, and the sooner it is dropped the better for the firm.

A merchant must keep his name and goods before the people all the time, and to do this means a continual advertising campaign—a campaign that will mean to go at it and keep at it as long as business is expected to keep up and increase.

There are a good many advertisers and a large percentage of them are retail merchants who do not use space in the newspapers regularly but will bite at some scheme such as special editions, church papers, show bills, etc. These advertisements are practically worthless. They are seldom read by the public, and even if they were, they are immediately forgotten, and the money spent is wasted.

While in a printing office recently I overheard a conversation between the editor and the advertising manager of a show. The latter wanted a page advertisement in the local paper and intended to get the business men of the city to insert small advertisements, together with the show advertisement. The idea was to get a novel sort of advertisement, and,

of course, the price the business men paid would cover the cost of the entire page, and the show would get the benefit without cost.

The editor objected on the ground that his heavy advertisers would not use as much space as usual, which naturally would cut down his profit on the advertisements.

In reply to this the advertising manager said that a business man who understood the advertising proposition and used regular space would not insert his advertisement in this fashion, as he would know that this kind of advertising was worthless, but the people he was after were the ones who did not use regular space.

This incident shows very plainly that this man knew who would receive the benefit of the advertisement, and he also knew that the merchant who is wise would not consent to insert an advertisement in this manner, but would stick to his regular space.

A merchant once said to the solicitor for a newspaper that he could not afford to advertise now as business was dull and sales were not up to the standard; a bad mistake on the part of the merchant. The most important time to advertise is when business is dull.

Advertising is the means to bring business, and the time to go after it with energy is the time when it is dull.

A merchant who does a clean and square business and is not afraid to back up his goods with his name and reputation is the man who can afford to advertise. The only people who can not afford to invest their money to bring to the public's notice the good points of their goods are those who have not confidence enough in their goods to back them up with printed claims concerning them. The time to advertise is right now and every day, and do not put it off until to-morrow. How to advertise depends a great deal upon the class of people the advertising reaches in the community.

Certain kinds of advertising will appeal to some communities, while in another it will be a failure, according to the sentiment of the people.

A careful study of these conditions will soon put the advertiser on the right track and bring the desired results.

An advertisement should be in a space by itself and not distributed all through the paper. This method is liable to be confusing as they are generally set near some other advertisement.

A co-operative advertising campaign, conducted by a list of merchants in a Western city which I have watched for the last few weeks, proves this very readily. The merchants on a certain street use a large space in the daily papers and their slogan is: "Make Third street the trading center of the city." This co-operative plan has its bad points as well as its good.

By looking at it from a customer's point of view the advertising con-

The "Superior" System

Automatic Bookkeeper and Cashier

"TRUE TO ITS NAME"



Special Features:

1. Is a Self-Indexing System, using no numbers or tabs.
2. Is a Lock-Slip System, using no coil or wire springs.
3. Is built to fit any safe.
4. Is bookkeeping without books.
5. Has autographic record of every transaction.
6. Records always under lock and key.

May we have an opportunity to demonstrate this "Superior" System?

Superior Register Co.

Canisteo, New York

J. C. KIMBALL, Care Cody Hotel

Sales Agent for Western Michigan, Grand Rapids, Mich.

H. A. KIMBALL, Sales Agent for Eastern Michigan, Port Huron, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Retail Grocers Coffee Roaster

Roast Your Own Coffee and Peanuts
From Factory to User

A boy or girl can handle it

Increase Your Trade

COMPUTATION FOR DAY

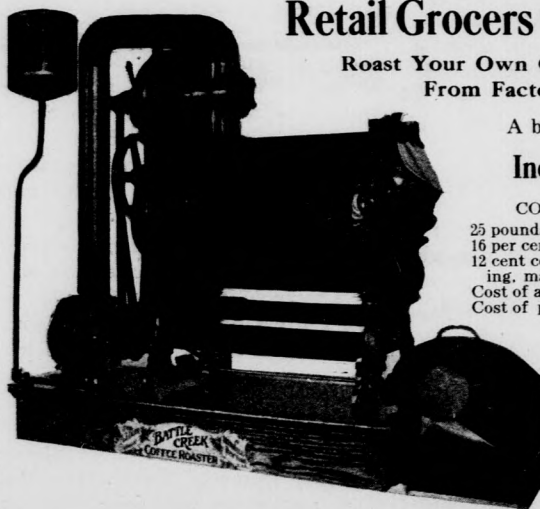
25 pounds per hour, 10 hours.....	250 lbs.
16 per cent. shrink 40 lbs. leaves.....	210 lbs.
12 cent coffee plus 1/2 cent for roasting, makes cost.....	\$31 25
Cost of attendant per day.....	2 50
Cost of packing and advertising.....	4 20

Total	\$37 95
Should sell for	56 70

Leaving net

A little energy and money,
not much, puts you right.

Prims Machinery Co.
Battle Creek, Mich.



fuses the customer. Each merchant advertises several articles each day and the advertisements are all grouped. A customer reading the advertisement would not know what store advertised certain articles after reading the advertisements even although she were well acquainted with the neighborhood. A merchant should use space regularly each week on a certain page of the paper and his customers will know where to look for his advertisements and find what he offers. Another very important point to consider is what to advertise. This problem confronts every advertising man at least once a week. Look at the question from the customer's viewpoint and think what would interest her. Every woman admires new goods and is interested the moment she reads the heading, New Spring Goods Just In, or, A New Line of Skirts and Waists Just Arrived, etc. New goods and bargains are always interesting and are not to be overlooked. The first impulse on the part of the merchant when new goods arrive is to make attractive displays of them, and the finishing touch is the advertising of the goods. Old goods advertised over and over and letting new goods take care of themselves will not bring results. New goods should always occupy a prominent space in the advertisements and old goods will move with the rest if given good display room beside the new goods.

If new goods are not on hand several good bargains will always ap-

pear to the women. Bargains are things they can not resist. Successful advertising means study and patience, but a merchant is amply rewarded for the time and study spent, and times are never too dull to advertise. A man who does not take his meals regularly, skips one here and there, is soon cast out of the world. It is the same with the retail business. Irregular advertising produces the same results. Practice the science and do not forget to advertise.

Geo. Raveling.

Cleaning Up Time.

The busy season is here. Mother Earth is free from the tight-frozen bonds of winter. New life is stirring. It is resurrection time for plant life, and man and beast as well feel the thrill of new energy and new ambition.

It is a delightful provision of nature, at least in this temperate zone, that we have the variety of seasons that relieves us from the long monotony of continuous winter or continuous summer. January is not, strictly speaking, the first month in the year's programme, although it is the first in the year's calendar. April is a more fitting time for new resolutions. The first and most important to make and to keep is to clean the decks and prepare for business.

There is no housewife worthy of that sacred calling who is not already in the midst of planning for the annual cleaning. She is a model for the men folk, which they are sometimes loth to follow.

The untidy appearance of many farm and store premises is unworthy of the proprietor. It is impossible to understand why some of us spare ourselves the trifling labor that would go so far to increase the attractiveness of our business homes, when a little thought and a little elbow grease would increase their beauty and intrinsic value.

Broom and mop and paint brush—bring them forth and use them with vigor and judgment. It will cost little in time or money and it will add 50 per cent to the appearance of your store and its attractiveness as a place for customers to visit, and also it will add to your pride in the business and your self respect.

Your May Advertising.

After every storm, the calm. After every period of retail activity, a spell of the "just normal." Easter will soon be in the discard. Then will be the time for special stimulants. Weather conditions, probably, will be favorable. This is not prophecy. It is merely reliance upon the season to do its duty. The chances are all ways in favor of its doing so. Making May and June count to their utmost will save the July and August regrets.

Consider, first, the medium. The personal appeal is usually the most resultful. It may be in the form of a letter or a postcard or a folder or a booklet, mailed to a carefully selected list of names.

For the post-Easter period advertise merchandise, not prices. You

should quote prices, which is an entirely different thing. Let the burden of the talk relate to the attractiveness, tastefulness and fashionableness of your spring lines. The average shop should postpone sales until the calendar season has waned.

One of the growing evils of the trade is the out-of-season sale by those who are not forced into it by surroundings. It is harmful to the merchant who indulges in it. It hurls competition, however—paradoxical that may seem. Wise competition is that which works with competitors along sensible business lines. Price-cutting out of season is the easiest road to the destruction of a shop's standing.

Business News From the Hoosier State.

Fort Wayne—Will A. Young has purchased the small goods department of the George Jacobs music house, and Mr. Jacobs will give his exclusive attention to the piano and the player piano business.

Kendallville — Chas. Carella has opened a wholesale fruit store in the Pauker building. It is the first wholesale establishment here.

Fort Wayne—The grocery store of Duffner & Company has been sold to T. H. Gaylord.

Decatur—Joseph Fuhrman has purchased an interest in the True & Ranyon general store and will take an active part in conducting the business.

An ounce of publicity by you is worth a pound of it by the sheriff.

Sure Profit Grape-Nuts



Sales Are Guaranteed

Retailers run no risk in stocking Grape-Nuts. Steady demand is maintained by continuous, judicious advertising of the excellent quality of the food.

Grocers who like quick sales, good profit and satisfied customers push Grape-Nuts.

"There's a Reason"

Postum Cereal Company, Ltd., Battle Creek, Michigan



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.
Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

F. A. STOWE, Editor.

April 12, 1911

EASTER THOUGHTS.

No other day in the entire year carries with it more than Easter Christmas, with its holly, its festivities and its promises may to the casual observer be a token of greater things. Yet in Easter we have the calm realization of even more than was suggested by these prophecies. The victory over death resounds throughout the countless anthems of nature. The blossoms burst forth with renewed life; the birds sing as they sing at no other season. There is the gentle rush of leafage as impressive as that of the released streams. The promise of the new life is materialized throughout nature's realm.

The lily has come to be the flower of flowers, typical of the time. Its beauty, fragrance, stateliness and, above all, its purity render its place unquestioned. Yet there may be a deeper meaning in its life. Its home, where the highest development of the flower is attained, the Bermuda Islands, presents a sameness not conducive to variety in farming. But the natives have found that among the sands these marvels of snowy whiteness, before which the world bows in admiration, may be grown to perfection.

Is it not so in the human heart? There are lives which seem barren and good for nothing that blossom like the lily under His beneficent sunshine and love. The air at Easter-time seems laden with the perfume of the blossoms which we have been told to consider. We may feast upon eggs, the emblem of a new life, join in the rabbit hunting frolics with the children and enter—it may be only by proxy—into the egg-rolling sport on the lawn before the White House; but if we fail to secure a new glimpse of the higher life, to feel a new appreciation of the Divine love, the real Easter spirit is lacking.

NO UNIONS IN GOVERNMENT.

The action of the postoffice authorities in prohibiting the formation of unions of postal clerks or other postoffice employes for the purpose of agitating for better wages and conditions of labor in the public

service is a very important development. It is an announcement that the Government considers that public employment is inconsistent with what is commonly considered organized labor, and that the acceptance of employment under the Government precludes the employes from the ordinary privilege of workers in civil life. It is the declaration also that the Government is "open shop."

The theory is that every person working for the Government has bound himself to perform certain specified service for a certain compensation, and that any combination to impede the orderly conduct of the Government's business, which is the public service, is a species of disloyalty that can not be tolerated. The Government, as a rule, pays good wages and exacts easy conditions of employment and easy hours of work. In return unquestioned loyalty and fidelity to duty are exacted, all of which is inconsistent with the formation of organizations for agitating against the Government itself to bring about an increase of wages or a change in the conditions under which the public service is rendered.

France has, on several occasions, been brought to the very verge of revolution by organizations of government employes striking. At one time the French postal employes stopped the delivery of the mails by a strike to secure better wages. At another time the railroad employes stopped the government railroads by insisting upon shorter hours of labor, as well as better wages.

No such conditions of affairs should be permitted in this country. Every citizen who accepts a Government position practically swears allegiance to the Government, and is as much bound to perform his sworn duty as a soldier or sailor is compelled to fulfill the conditions of his enlistment. Any other state of things would be intolerable, and would subject the public service to unwarranted delays and inconvenience. People who serve the Government serve the public, and not private employers of labor. The public service must be kept up, no matter who suffers, hence it is incompatible with the dignity of the Government to permit its employes to form labor organizations or unions that would be subject to the orders or whims of others than the proper Government officials.

IMPORTANCE OF TRADESMAN.

We hear much of the great influence upon the world of the various vocations, but among these the tradesman as a rule cuts a small figure. He may be a philanthropist, a leader in works of charity and at the head of movements for municipal improvement or various other worthy projects, yet while he receives credit for the good work, this is given to the man as an individual and not as a tradesman.

Yet, few others are more necessary in a civilized community. The man who stays at home finds need of him every day of his life, and in the emergency it is almost always the tradesman who is appealed to. Equally necessary is he to the per-

son who goes away. Even a large trunk does not save one for long from the necessity of calling upon him. History shows that he entered in a crude way into the first international acquaintance. The early discoverers found the foundation for future work in the barter, which is but a term for trade. The white man needed food, which the Indian had, and the red man found that he could use to advantage articles which the white man had to offer.

Thus through the earlier forms of civilization we may trace the interdependence, the greater as we advance in civilization. The higher we get in the scale, the more varied our wants, the more we look to the tradesman for assistance. Once the corner grocery was sufficient; now the same town supports and needs a variety of stores.

The facts should not cause our bump of egotism to expand, but should rather be an incentive to best work. It is a work for community as well as for the individual. While building a reputation—a fortune, possibly, at the same time—the substantial, energetic tradesman is doing his part in keeping up the standing of the community and indirecting its expansion.

MUTUAL OBLIGATION.

The steps of every individual at some time interfere with those of others unless they especially guard themselves. There are many obligations entered into which, broken on the one side in a seemingly trivial way, lead others into disappointment and injury. But yesterday a school-girl, to accommodate a mate who was averse to the compulsory pairing of couples at "pie socials," made an agreement with this diffident friend, rather than see her remain at home as had been the plan, that she would herself leave her pie at home, and the two would have a good time together with this feature omitted. A variety of entertainment in other directions was offered, and the plan promised happily. But judge the chagrin of the maid who had changed her plans to accommodate her friend when she found, on arrival, that the other girl had concluded to remain at home.

There are too many who fail to take into consideration the effect upon the other party when an agreement made in good faith by one is thus unfaithfully kept. Was the arrangement originally for your accommodation? No matter if unexpected circumstances render it no longer desirable on your part, there are others interested. The first thought should be, "How will it affect them?" We may not think of this at all; or if we do, it is from our own point of view, and some of the essential features may be unintentionally left out.

If we must or wish to change the plan it is not only courtesy but an obligation on our part to confer with the other party. We are here to accommodate as well as to be accommodated. Plans shifted without regard to the convenience of others are but a form of unmitigated selfishness.

THE "MISSING" NOTORIETY.

One day the world is shocked by reading the cipher-signed dispatch of a claimed ex-convict warning a man that his nephew, who is missing, is in a box car, probably starving to death. The next day his picture is a leader on the first page of the paper, the lad having gone on an excursion on his own account, leaving friends in anguish over his mysterious disappearance.

It is all a mistake giving such a lad the impression that he is the hero of the hour. Our personal attachments are difficult things to control, and the prodigal son has been royally received since the days when Christ spoke in parables, probably since the world began; and he will doubtless be thus received until the end of time. But there is an outside factor in the matter which has no right to be thus biased: He should be looked upon as a sneak that is entitled to a shamefaced countenance rather than as a conquering hero.

He has caused his friends untold anguish and perhaps much expense, which they can ill afford to bear. More, he has injured the cause of others who innocently disappear. It can not be expected that the detective force will keep up their enthusiasm and probe a case to their wits' end when the feeling lies back of it that the missing person will turn up when he or she gets ready. It looks now as though this explanation of the Arnold case was entirely wrong. Perhaps things might have been different if they had not been so many times deceived. The boy who called, "Wolf," paid the penalty himself; but the false alarms given by those who would gain a cheap notoriety at so terrible a cost to others should at least fail in getting anything out of the matter but severe censure.

WE'RE GETTING BETTER.

A lecturer at Battle Creek said that the world is slowly going mad, but we rise to differ with the speaker, for it isn't, it's getting bigger and better all the while, and there are evidences of this on every side. Of course, there are many of us "silly with sin" and frenzied with flights of fancy and fiction, and instead of studying and facing the problems of life like solid, thinking people, we follow in the footsteps of fun and fickleness, and it gives the notion that we are going mad. But look at the other side. See the great edifices erected for the worship of God, watch the building of schoolhouses, see the rise of colleges and universities, note the spread of Christian charity, look at the sun in the west, not the east, and see on every side the signs of civilization's advance, and you'll note that the world is not going mad. Our Battle Creek friend has been seeing only one side. We see both, and, having compared them, we know about what we write. Wickedness is being watched as it never was before, and with the great, good men at the helm of the universe we're safe—if we work.

Duty well done is noble—if properly advertised it is fame.

TOBACCO IN NEW ENGLAND.**Connecticut River Valley One of the Important Producers.**

"Few realize that New England is one of the great tobacco producing sections of the country," says the New England Grocer. "Tobacco has been grown in New England, especially in Connecticut, for more than a century. During the Civil War, when so many substitutes had to be found and when so many makeshifts had to be made because of the scarcity of certain articles, caused by the blockades and the ravages of war, tobacco was cultivated in a way in nearly every state in New England. Even in Maine the farmers attempted to grow their own supply for consumption."

"The recognized tobacco producing area of New England, however, is what is known as the Connecticut Valley; in other words, the valley of the Connecticut River. On both sides of this, New England's greatest stream, almost from Long Island Sound to Bellows Falls, Vermont, tobacco is cultivated as a regular industry."

"It makes little difference whether the tobacco is grown in Connecticut or Massachusetts or Vermont, inasmuch as it is grown in the Connecticut Valley it is known as Connecticut tobacco or Connecticut leaf. It is used almost exclusively for making cigar wrappers. For some reason, probably due to the soil, Connecticut Valley tobacco is not fitted for manufacturing into plug or smoking tobacco."

"The tobacco plant is grown in two ways: It is grown entirely out-of-doors, that is, without protection, the same as other crops are grown, and it is grown under canvas, so that the sojourner in the Connecticut Valley will often see acres and acres of field covered with canvas. The tobacco grown under canvas is of the better quality used for wrappers for high grade cigars. The canvased tobacco is not exposed to the direct sunlight, neither is it exposed to the frequent hail storms that are the terror of tobacco growers. The scene beneath these canvas covers is peculiar and rather striking. The tobacco is more delicately green than that growing outside, and to the diffused light which filters through the canvas there is imparted a greenish hue which can not be described. But the canvas does not save the tobacco from the ravages of insects, and the tobacco growers are continually put to great expense in arresting the ravages of insects that seek to destroy the crop."

"The first step toward raising a crop of tobacco is to secure the seedlings for transplanting. These are produced in forcing beds. The tobacco seed, which is microscopic, is sown very thickly. When the tobacco plants are about one inch high they are transplanted to other beds and when they are two or three inches high they are again transplanted and still further thinned, and when about six inches tall they are transplanted to the field, where they are set in

rows four feet apart with the plants two and one-half to three feet apart. When fully grown the tobacco plant is four to five feet high. The leaves, which cover the stalk from very near the ground to the tip of the plant, are broad and handsome in appearance. The largest leaves will, perhaps, average five or six inches wide, and nine to twelve inches long. The peculiar characteristic of the tobacco leaf is that the ribs and veins are very small, very delicate, so that the leaf when cured in shape to manufacture is soft, silky and pliable."

"When the plant has reached the right state of development the leaves are carefully picked by breaking the stems off close to the stalk, tied in bundles and hung in well ventilated buildings, called tobacco barns, and so valuable is the crop that a single barn will contain leaves in process of drying to the value of sometimes hundreds of thousands of dollars. As the Connecticut tobacco is used only for cigar wrappers the process of preparation and manufacturing is simple. It consists merely of a process known as sweating, which, after the tobacco has dried, has the effect of rendering it permanently flexible and not liable to break in the process of rolling. A very common combination of cigar tobacco is known as the Havana filler and Connecticut wrapper, and of all the domestic made cigars probably this is one of the best. Usually the filler is either an imported Havana tobacco, that is, tobacco grown in Cuba, and if it is the real thing it should have been raised in the province of Pinar del Rio, or else it is tobacco grown in the United States from Havana seed."

Thirty Day Plans.

It is a good idea to plan out your merchandising campaigns a month ahead. In February plan for March; in March, for April.

Lay out the general course of the business of the store. Call your leading clerks and assistants into conference and get their ideas, outline the plans for the coming month and work together to carry out those plans.

Of course things may come up to change the plans; that is to be expected. When the navigator starts out from New York to go to New Orleans, he plans to make Charleston on such a date, Key West on such a date, Mobile on such a date, but he does not attempt to decide just how the voyage will be conducted. That depends on circumstances. It is very much the same way with a business voyage of a month; you can decide what lines may with best advantage be pushed, and how they had best be handled. But the details must be developed as the situation unfolds itself.

But planning ahead, keeping something coming all the time, getting your preparations made, are essentials to good, scientific management, and should be adopted by retailers. Planning ahead pays. —Merchants' Journal.

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.

**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.

**"Ceresota"**

The Guaranteed

Spring Wheat Flour

Always Extra Good

Ask our Salesman for
Ceresota Cook Book

Judson Grocer Co.

Distributors

Grand Rapids, Mich.



Great Week in Boston.

The National Shoe and Leather Week in Boston this year will be July 12-19, and among the organizations that are co-operating to make it a success are the New England Shoe and Leather Association, the Boston Foot and Shoe Club, the New England Shoe Wholesalers' Association, the Boston Shoe Travelers' Association, the Associated Shoe Company of New England, the Boston Association of Superintendents and Foremen, the Lynn Shoe Manufacturers' Association, the Leather Associates, the Boston Shoe Trade Salesmen's Association and the Essex County Shoe and Leather Association. President Chas. C. Hoyt, of the New England Shoe and Leather Association, is at the head of the joint committee. The programme as arranged is to have opening exercises with appropriate speeches—July 12. A general outing, or excursion, for Friday, July 14, to be participated in by the visiting shoe and leather buyers, and by local manufacturers, traveling salesmen, wholesalers, retailers and others identified with the industry, and an automobile tour Tuesday, July 18, to the North Shore, visiting the shoe factories of Lynn, the tanneries of Peabody, the United Shoe Machinery's plant at Beverly, and Manchester and Magnolia. A general convention of the shoe retailers of New England may be arranged.

A Retailer's Profit.

"The retail price of a shoe should represent a gross profit of not less than 33 1/3 per cent. to the retail shoe merchant," said a manufacturer in speaking of the subject of profit percentage. "Too often the retailer deludes himself with the idea that because he sells for \$3.50 several pairs of shoes which cost him \$2.60 that he is getting by with a good margin. He should remember, however, that he can not credit himself with a profit of 90 cents a pair on these goods until the last shoe in the lot is sold. For every pair which is sold for less than the figure for which the first pair is disposed of, his percentage is reduced, and his profits cut accordingly.

"I have known retailers to figure that in buying a shoe for \$3 and selling it for \$4 they make 33 1/3 per cent. profit because one dollar is a third of three. The fact of the matter is that they can only make 25 per cent. profit on such a transaction, as a little figuring will readily demonstrate. My contention is that the average retail merchant does not obtain sufficient profit on his sales to enable him to prosper. Going back to the \$2.60

proposition, for instance, which is a popular price in men's footwear, it will cost the merchant on an average 70 cents to sell a pair of those shoes. This leaves a profit of 20 cents a pair which would be satisfactory provided he could make the same profit on all the shoes which he bought at that price. It is not likely, however, that he will succeed in doing so. The same rule holds good regarding his entire stock.

"The law of averages must be reckoned with in figuring the profits above the selling cost. In fact, to my mind, the only right way in which to be reasonably sure of making profits is to strike an average on all the shoes in stock and make each sale contribute to a fixed percentage. In figuring the cost of factory production, we average the various lines of shoes which we manufacture and in that way obtain our selling prices. To my mind, that is the only safe way. If every retailer pursued the same policy, I think he would find at the end of the year that his finances would be in a much more satisfactory condition than is the case with many dealers at the present time."

The Value of Tidiness.

In a large Western town a short time ago a young man with but a limited experience in the shoe business opened a shoe store in the face of keen competition. But what he lacked in practical knowledge he made up in other ways.

His window glass, for example, was always clean and clear as crystal, so that were there no display behind the glass there would still be a natural attraction even for the casual passer-by. This young man, with a keen eye for business, made it a point to have the most attractive store front on his street.

Every day the window framework and sign-boards were polished up and the vestibule and sidewalk kept free of all dirt and litter of every kind. The window displays bore out the impression created by the windows themselves; absolute cleanliness and brightness was the keynote of this dealer's store-front advertising—and when the day of reckoning came it was obvious that cleanliness had been something more than a mere virtue, of no practical importance, for comparison of this merchant's books with those of his slovenly competitor across the way showed beyond a doubt that people had been attracted by the gleaming transparency of clean glass, the sparkle and brilliancy of freshly burnished brass and trimmings, the simple and tidy displays,

and the generally neat and artistic appearance of the whole front. Persistent cleanliness had proved an actual business-getter and further experience stamped this virtue a business-builder as well.

The exterior of the store is the index to the interior, and scrupulous attention to the little details of outward appearance always helps to swell the profits. It requires only the watchful eye and the occasional services of a young boy who, during the busy part

Mayer

**LEADING
LADY**

Fine Shoes for Women
Satisfy the Trade

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Quick Paper Baler

Is Quick, Simple
Compact
Durable and Cheapest
Costs only \$20. Order today.

Quick Paper Baler Co
Nashville, Mich.

Champion Tennis Shoes

ALL
SIZES....



Men's to
Children's

The Most Popular Summer Shoe in the World

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

DETROIT RUBBER Co., Detroit, Mich.

"Old Sport"



Just like his daddy

And he insists that Glove Brand Boots are best.

For all kinds of service, fishing, hunting, ditching, or ordinary farm work in the wet season, there is no other rubber boot that will give satisfaction equal to GLOVE Brand.

Write for catalog and send your orders to

Hirth-Krause Company

Jobbers of Glove Brand and Rhode Island Rubbers
Grand Rapids, Mich.

of the day may be employed about the store as general assistant.

The instance cited is only one of a thousand such cases. A few minutes each day, and each day a few more sales than at the store of the rival, whose goods were just as high quality and whose salesmen were just as expert and pleasant, but his combination lacked that one feature of tidiness, the little cue that turned the tide in favor of the man who had less experience but more common sense.

Women's Shoes in 1911.

Plain pumps and boots of many materials and leathers will be very strongly in favor for summer wear.

A low-heeled pump, $1\frac{1}{4}$ inch heel, the original form of pump, is well thought of.

In Oxfords the new drop-front vamp pattern is a feature.

Heels are of moderate height; there is nothing extreme in sight.

Four to six eyelet Oxfords will sell well in many localities.

There are indications of a modified use of the Colonial pattern.

Considerable interest is manifested in high-grade tan calf boots for spring and summer wear.

Tan vici kid boots with tops of brown satin will be prominent in spring and fall goods.

A revival of interest is noted in that attractive leather, black suede.

Black satin will be much used in afternoon dress pumps and boots, as well as in evening slippers.

Black velvet will be strong in pumps for all occasions, also in combination with patent leather in Oxfords and in boots.

Brown and blue velvet are being used for pumps.

Corduroy is being used as a successor to velvet.

The waistline tie is a new model that will be taken up extensively, the fastening with tie, slide or strap being halfway between the instep and the throat of shoe.

Cuban, military, plain French and during concave French heels are used.

Tops will be higher, 7, $7\frac{1}{2}$ and 8 inches being favored for fall and winter boots.

Longer foreparts are shown in high-grade shoes.

The short "stage" last is still selling in medium and cheap goods.

A high knob toe has sold well in the Middle West, the Coast and East favoring the short recede toe.

Evidences point to increased sales of white canvas, boots being preferred to low-cuts. Combinations of white and black fabrics and leathers will be prominent.

The Bloom on the Heel.

When you see a shoe taken from the carton that shows a white "bloom" around the edge of the heel, it means that the heel was not dry when it was attached to the shoe and finished, and that as the moisture dried out of the heel it caused the finish to "bloom."

This is a trouble with which retail shoe dealers are somewhat familiar, and they often take a polishing cloth and rub the heels to restore the fin-

ish. This can be done if the finish was perfect in the first place, but in case the finish was not first class the rubbing up process is not a success.

Even although it is possible to restore the finish in this way in every case, the shoe dealer ought not to be put to the trouble, which would not occur if shoe manufacturers were careful to use only heels that were perfectly dry, in which case (as there would be no moisture to evaporate) the finish would stand.

It is always well to call this matter to the attention of the manufacturer, who probably does not desire such heels to be used and would not know of it unless some customer reported it to him.—Boot and Shoe Recorder.

Clean Up Rubber Stocks.

Retailers in those sections of the country where late snow storms may be looked for should take advantage of every opportunity to clean up their rubber stocks. It is not good merchandising to neglect any chance to dispose of rubber boots and arctics at the tag end of a season. In fact, it is a good plan to dispose of them at any reasonable price so as not to carry them over. To carry over heavy rubber goods not only ties up money that perhaps the dealer could use in other directions, but the stock probably will occupy space that could be used to better advantage.

Rubber goods do not improve by carrying them over and it is always a decided advantage to begin the season with new goods. For these reasons retailers should look forward to the late storms and spring thaws coming as they do at the end of the regular selling season, as opportunities to get rid of a portion of their rubber stocks that would otherwise be carried over.

Practically the same policy should apply to the selling of rubber shoes, for the business has gotten to that point where new rubber lasts correspond to the new shoe lasts put on the market each year, and the retailer who wants to keep in the running must be in a position where he can change his rubber styles.

Fitting the High Tops.

The new high cut, 12, 14 and 16-button boots for women are proving a source of trial for retail clerks, as well as to shoe manufacturers. The manufacturers try to get their patterns to fit, but hardly a shoe is sold but that the buttons must be readjusted and the shoe refitted to give satisfaction to the customer. One manufacturer says he has done everything he can think of to make his upper patterns fit, but he doubts if ten pairs out of 100 do fit unless the buttons are readjusted because of the variations in the girth of the leg that make it practically impossible to fit the shoe without causing the retailer and his clerks extra work and trouble. Retailers experienced the same difficulty when the high cut bicycle boots were in vogue some years ago. Those were days when they had trouble galore over the very same feature that is giving them bother to-day.



The Superiority of the Wales Goodyear "Bear Brand" Rubbers is Undisputed

Year after year merchants handle this line from us with the same uniform satisfaction.

For those customers who were willing to contribute a very small portion of the expense we have advertised the **Bear Brand** in their local newspapers. The results have been surprising. Not only have the rubbers been cleaned up as never before, but the advertising which the store received in a general way is so good that the trifling cost is not to be considered at all.

Make up your mind that next season you are going to handle this unequalled line and are going to take advantage of this service. All you have to do is to advise us *now* of the probable number of cases you will need and send the specifications later, or we will have our salesman call when you are ready to give them.

We will then prepare the ads for you and run them, say during the first three or four months of the next rubber season.

Full details and information on request.

"Bear Brand" Rubbers are made in all sizes and over all lasts so you can fit any shoe properly. This insures maximum service.

Let us hear from you today.

Herold-Bertsch Shoe Co.

Makers of Shoes

Distributors of Bear Brand Rubbers

Grand Rapids, Mich.

Your Workingman's Trade

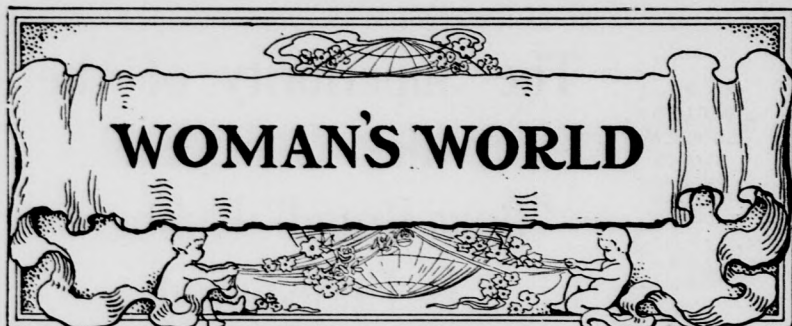
is a vital factor in your shoe business. Workingmen and their families form a large and important portion of the buying public.

To hold this business you must sell medium priced shoes that contain the greatest possible amount of wear and foot comfort.

Rikalogs shoes wear better than their price, always fit, and their style and fine appearance make them the foot favorites of every man who has ever tried them out. Every wearer is an effective walking advertisement of your business.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



The Power of Making Friends a Most Valuable Asset.

Written for the Tradesman.

The girl had not any looks to speak of; she was not especially brainy; her education consisted of ten grades in high school and one year in a local business college; she had no rich nor influential relatives; her father had just died after a lingering illness, and she needed a job.

What could be done for her?

A shrewd, capable woman, who had had considerable business experience, knew her and wished to befriend her. This woman happened to know that a busy, successful lawyer, a very honorable man of her acquaintance, was about to lose a valued assistant, a young lady who had for several years attended to his correspondence and managed his reception room, greeting and entertaining his callers and clients while he was occupied in his private consultation office, or was away at court.

The woman, Mrs. A—, went to him and presented the application of the girl, Helen Phillips.

"I have had several applications," said the lawyer, "some from very bright, fine-looking girls, daughters of good families, but all inexperienced. It is a great deal of work and takes a lot of my time to break in a new girl. I want one who will fill the bill when I get her trained." Here he turned his keen, searching eyes full on Mrs. A—. "Now, if I try this Miss Phillips, what assurance can you give me that she will win out? What traits or characteristics has she that all these other girls do not have also?"

Mrs. A— was not unprepared. "The reason I am sure Miss Phillips will please you and can soon make herself indispensable in your office, is that she always makes and keeps friends. She is not a handsome girl, she can not spend as much on dress as many young ladies, but she is neat and tidy in appearance, has a very pleasant way with her, she is honest and reliable and people like her."

"She makes and keeps friends and people like her," repeated the lawyer. "Well, send her along. I will try her."

For the purposes of this story it is enough to say that she made good.

What are the great gifts of Fate to a woman? What powers and faculties make most for her welfare and happiness in life?

"Beauty," do you say? Surely the potency of beauty is unquestioned, and she who has it should take care to keep it to a good old age, and

should add to the attractions of face and figure all possible graces of disposition and manner. "Brains," does some one else reply? Power of intellect and keen wit certainly count for much. Education and culture are mighty aids, as are also wealth and social prestige.

These are not everything. For does it not often happen that a woman who seems to hold all the trump cards of life in her supposedly lucky hand—beauty, brains, money and assured social position—is obliged in the long run to give place to some little thickset nobody with a stub nose and freckled face, whose sole attributes of advancement are a sunny disposition and an ability to make friends?

If you want to succeed in life cultivate the power or the faculty, or whatever you may call it, of being likable. Be tactful. Every one with whom you come in contact has some sore spots in his or her mental and emotional composition. Keep off of these. Do not tread needlessly on people's corns.

Have your own opinions and convictions and express them openly and honestly, but not in a way to wound those who think differently. One does not need to be an obse-

quious toady in order to make friends. Sincerity and a certain degree of frankness are engaging rather than otherwise. However, one must be able to sympathize with others in their trials and difficulties and

be willing to see things from other people's points of view.

Only likableness, the ability to make and keep friends, has thus far been dwelt upon. Just beyond it, a sort of extension or exaltation of the



When He Sums Up

ALL THE GOOD POINTS

"WHITE HOUSE" COFFEE

It offers—"Quality"—"Uniformity"—the convenience of handling it—the universal popularity it enjoys—its absolute honesty, a grocer can easily see how it can fill a very prominent merchandising place.

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

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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.

same power, lies charm, that strange, potent, indefinable faculty which acts as a veritable talisman to its every possessor.

The peerless beauty who lacks charm is no match for the woman of positive physical ugliness who is so fortunate as to possess it.

Even charm, or personal magnetism, as it is sometimes called, is capable of analysis and cultivation. Dear sister, see to it that you possess your share.

A story is told of a fascinating widow who was about to be married the second time. She was thus appealed to by an old school friend:

"How is it, Louise, that you are soon to be married again, when I have to confess that in all my life long I never have had a single chance? You never were any better looking than I. You never have dressed more stylishly or expensively. Now, what is it?"

The shrewd and experienced widow, not unconscious of her attractiveness, promptly responded: "Dearest Kate, it is not looks; it is not clothes; it is the 'Come hither,' in the eye."

Whatever the realm of activity, whether she is in business, in a profession, in social life, or married and settled in her own home, every woman needs to have the "come hither" in her personality. Quillo.

Factory Product Far Ahead of the Home Made.

With the advent of the pure food laws and the advanced methods used by the manufacturer in putting up his goods, the housewife, that emblem of cleanliness and purity, is entirely overshadowed in the matter of perfection in her jams and preserves. No housewife to-day, with her inadequate means in the home, can hope to make preserves so absolutely free from germs and impurities as are now turned out by the large factories, sold to the consumer under federal and state inspection and plainly labeled in every respect.

The average housewife has no means of protecting her fruits from germs or infection. An hour or two is perhaps utilized in the paring or preparing of whatever kind of fruit is to be preserved. In this process of preparation the fruit, with the covering removed, probably pared and saturated with the escaping juice, is left standing exposed, attracting flies and germs during the hour or two until it may be put in the kettle to be boiled.

The boiling is generally accomplished in a large open kettle, where, again, any dust or impurities of the air are permitted to settle. Once boiled, the article is poured into glass or tin jars, which have previously been washed thoroughly and stood up in a row, ready for use, but which all the time may perhaps have been the receptacle of dust or disease germs.

There is a possibility that in all of this long process any amount of impurity might have entered the preserve, but nothing is thought of this.

Yet what a vast difference is there

in this method and what a remarkable contrast in the possibility of impurities entering the goods, when compared to the sanitary and wholesome system used by the manufacturer in preparing his preserves for the market.

In the first place, the very produce which he purchases is inspected by an expert to see that only the best and purest growth has been obtained. Even then the fruit is carefully assorted, and then begins the work wherein, with the housewife, germs begin their first inroad upon the jelly.

To obviate at once any possibility of such danger every article with which the fruit comes in contact in its process of evolution is sterilized, as are all the rooms where the work is carried on. All pots, pans and kettles are purified under this process, and even the floors and walls must submit to the operation. Workers handle the product in absolutely neat and clean array, aproned and capped in spotless linen. Through this thorough sterilization of even the air, germ danger is almost entirely displaced, but even further precaution is taken.

The preserves are cooked in large kettles, but they are tightly covered, with little chance of the dust entering. Neither does the dust have a chance to get at them again until they reach the consumer, for the product is run through tubes to the bottles or cans in which they are placed, and as a final precaution the cans are thoroughly sterilized before the preserves enter.

No better argument can be used by the grocer to the timid buyer than this, when the purity of the manufacturer's product is questioned.

Wanted To Know.

Tommy had been taken to church for the first time, and there was much about it that interested him. It was just before the sermon that his curiosity got the better of his silence.

"Muvver," he whispered. "Hush, dear," said his mother. "Wait until church is over."

"But, Muvver, I want to know sumpin," said Tommy.

"Well, you must wait, dear," said his mother.

"I'm afwaid I'll fordet, Muvver," he pleaded.

"Very well, then, what is it?" said the good lady, bending down to catch the little chap's words.

"What does dat minister wear his nightgown for. Ain't he got any py-jamas?" asked Tommy. — Harper's Weekly.

It is not half so important that young woman should be taught how to make clothes as it is that she be taught how to buy them; or that she be taught how to prepare food rather than how to buy it. Prepared foods and ready-to-wear clothing are becoming more accessible all the time.

The honey bee gets a lot of credit for its industry, but no one has a word of praise for the ever-busy housefly.



Make Money with
MAPLEINE

Mapleine is a new and delightful flavoring.
Put it in your stock.
The demand for it is large and growing.
We keep it constantly before the consumer.
All you have to do is to **SELL IT.**

CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

Kalkaska Brand

SYRUP SUGAR
MAPLE EXTRACT

Has the Flavor of the Woods

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



139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

Use
Tradesman Coupons




Original Nibble Sticks

It may sound "fishy" but it's a fact that **NIBBLE STICKS** have broken the sales record of any item in our fine chocolate line for the past ten years, and they are still going and repeating everywhere.

If you are not familiar with **NIBBLE STICKS** send for a five pound box. Sample signs and printed sacks with every order.

Don't pass a **REAL** good thing.

PUTNAM FACTORY
National Candy Co.
Only Makers
GRAND RAPIDS, MICH.

Wilmarth Show Case Co.

Show Cases
And Store Fixtures

Take Division St. Car Grand Rapids, Mich.

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Reproduced and Bound, 2000 Original Bills, 5000 Duplicate Copies, 100 Sheets of Carbon Paper, 2 Printed Ledger Covers. Write this to have you give them a trial. If you like our duplicate system, you will always use it. Please for full particulars charge you alone. For description of our sample and special prices on large quantities, write The ORDER-THOMSON CO., 1925 Webster Ave., Grand Rapids, Mich. Agents Wanted. NOTE:—In placing an order, do not forget to furnish copy of print as desired. It takes from 10 days to 2 weeks to execute orders.

Grand Rapids Electrotpe Co.

1 Lyon St., Grand Rapids, Mich.

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

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



Tanglefoot

The Original Fly Paper

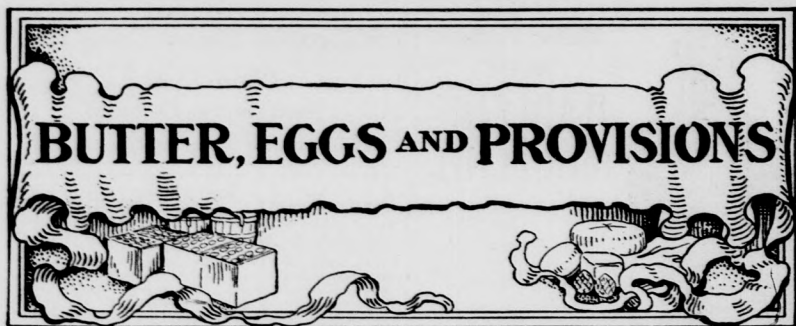
For 25 years the Standard in Quality

All Others Are Imitations

A Reliable Name

And the Yeast
Is the Same

Fleischmann's



Cold Storage of Food Products in National Legislation.

The Chicago Butter and Egg Board is sending out the following notice to granges and farm organizations all over the country:

"You are undoubtedly aware that there is a matter pending at the present time before our National Legislature of the utmost importance to you and to the members of your organization. We refer to the pending legislation relative to the cold storage of food products, in which all meat products are only permitted to be held in cold storage from three to seven months, and that dressed poultry, butter, eggs and cheese are only to be held a period of ninety days.

"It is needless to dwell upon the disastrous effects this would have upon the products produced by the members of your organization. Suffice it to say, that it would be in the main destructive to their business in that it would result in their products being a drug upon the market during the period of greatest production, and a price so high during the non-production as to make them impossible to the average consumer, and would drive them to the consumption of substitutes.

"We believe that this pending legislation has greater interest and is of more importance to your members as producers than to any other persons. The dealer or the cold storage warehouse man can adjust their business to conform to any kind of legislation that might be enforced upon them, but your members as producers can not do this.

"The chief mission of the cold storage warehouse is to carry goods from the season of greatest production to the season of light or non-production, thereby equalizing the price and best serving the public. Therefore it would seem but just and right that the producers of these products should be accorded the privilege of carrying their products from season to season, the same as is now being done by grain elevators.

"While we are not adverse to but, in fact, favor legislation whereby the public health would be protected, or the consumer protected from imposition or fraudulent practices, we fail to see wherein any protection is given to the consumer, while it imposes conditions to the serious detriment of the producer.

"This bill, which is Senate No. 7,649, will undoubtedly be taken up for consideration during the coming extra session of Congress and with the public clamoring for the passage

of legislation of some kind, which they presume will reduce the high price of food products, it is pretty certain that action of some kind will be taken, and we wish to urge upon you the necessity of seeing that your members see or write to your Senator before Congress convenes, the 4th of April, and protest against the passage of this bill in its present form."

Selling Produce by Weight

Some months ago we referred to the voluntary action of the Grocers' Association of Cleveland, Ohio, in establishing a system of selling produce by weight, which has appeared to give satisfaction, not only to the grocers themselves but to their patrons; at least, it would seem that this action has given satisfaction all around, because there is, we understand, a bill now pending in the House in Columbus, designated to compel throughout the state what the grocers of Cleveland voluntarily conceded. If we remember correctly, the National Association has advocated this bill, that of selling produce by weight. This is decidedly an advance move and one which, we think, might be well emulated by other states. We do not think that it is practicable for cities and municipalities to create ordinances of their own to regulate such matters; indeed, it has been proved time and time again that such acts are futile, and unless the legislature of a state will enact legislation nothing of any account, or nothing that will be effective, can be done.

There does not seem to be much question as to the justice of selling produce by weight, not only vegetables but eggs, for example, and even fruit. We all know that most dealers will either intentionally or involuntarily pick out the smallest eggs and the smallest turnips and the smallest oranges when selling a dozen of either. The hand seems involuntarily to be drawn toward the smallest eggs or the smallest oranges. In any case, weight is the only fair standard to sell by. No one can dispute that there is more value in a dozen large eggs than a dozen small eggs, and we believe that such a law should be made universal, to include liquids; molasses, for example, should be sold by weight instead of by measure, as everyone who has measured and bought molasses in the wintertime can readily understand. The outcome of the attempt in Ohio to secure state legislation in this direction will be watched with great interest by the rest of the country.—New England Grocer.

A. T. Pearson Produce Co.

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

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



Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS

ESTABLISHED 1894

Get our weekly price list on

**Butter, Eggs, Veal
and Poultry**

F. E. STROUP

Grand Rapids, Michigan

References:—Commercial Agencies,
Grand Rapids National Bank, Tradesman
Company, any wholesale grocer Grand
Rapids.

BAGS

New and
Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

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

Crohon & Roden Co., Ltd., Tanners

13 S. Market St.

Grand Rapids, Mich.

BONDS

Municipal and Corporation

Details upon Application

E. B. CADWELL & CO.

Bankers. Penobscot Bldg., Detroit, M.

Printing for

Produce Dealers

We Pay Highest Prices for Potatoes

Wanted in car load lots or less

Write, telephone or telegraph what you have

Both Phones 1870

M. O. BAKER & CO.

TOLEDO, OHIO

Clover Seed and Beans

If any to offer write us

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

STRAWBERRIES

24 Pint Cases, about \$2.75 this week. We receive fresh supply daily and also have a full assortment of homegrown and Southern Vegetables. A good display of these seasonable goods help sell other goods. Let us supply you.

The Vinkemulder Company

Grand Rapids, Mich.

Write, phone or wire your order

W. C. Rea

REA & WITZIG

J. A. Witzig

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

Both Phones 1217

Grand Rapids, Mich.

WINNING THE FARMER.

Interest Him in the Town's Welfare and Be Friendly.

Winning the farmer has become a most popular pastime in this country, played at by many interests that heretofore have been ignorant of the existence of such a factor in life. Thus is the farmer coming into his own; for he is as much of a business man to-day as any of us—a business man with a professional training.

We like the phrase, "Winning the farmer." It expresses the situation well. The friendship of the farmer, becoming appreciated as it should be, is to be won (not forced) by sincere (not assumed) friendship, by honest (not make-believe) co-operation, to produce conditions that will benefit both townspeople and country people; by a getting together on the firm basis of mutual helpfulness. This much-to-be-desired friendship will be won on no other platform than this.

This platform presupposes a belief on the part of business men and dwellers in towns, that the farmers who live in the vicinity are actually a part of the life of the town, are interested in the affairs that concern the town and believe that the prosperity of their trading point affects their own prosperity. This belief is growing because it is right. Unfortunately it has been long in coming, and the feeling of the average farmer, wherever he may be, is that the townspeople regard him as a rank outsider, to be bled on all possible occasions for the benefit of the town.

This is a condition which must be faced. It is being met successfully in many communities. Those communities may be singled out on the map of prosperity for just that reason. Year by year the farmer is taking a more active interest in the town life. This interest must be nurtured and encouraged in every possible way. Trolley lines bring him into closer touch with buying centers. Automobiles have annihilated distance and brought the country dweller within a few minutes ride of the town, to which he may go to entertainments, lectures and to do his shopping, with much less than the former bother.

We say that the farmer should be asked to attend town meetings and to join in the discussion of such important questions as those of good roads, better paved and better lighted streets, better telephone service, better train service, the location of manufacturing plants and other matters of similar importance.

Select prominent farmers, representatives of different communities surrounding the town, for membership in important committees in the Commercial Club. Set the meetings at times when these men can be present. They will carry back into their communities the friendliness of the town people. The country people will feel that they have representation. Let the farmers take a part in selecting the Chautauqua courses, the lecturers and instructors in the short courses and have a vote in the administration of the public libraries and in the discussion of other public

affairs. Do you intend to outline a new system of street lighting or a series of street improvements? Let the farmer come in and discuss them with you, for he is interested in lighting and in paving. Nor will it harm the townspeople to discuss with the farmer methods of promoting good roads.

In a score of ways is the town linked to the country, the city people with the farmers. Let this middle ground of common interest be the meeting place where shall be established a friendly relationship that no outside influence can affect; for the town and the country are interdependent. What helps the farmer helps the dweller in the town and most of all the business men of the town. Let the merchants visit the country and become acquainted with its desires. Let the merchant establish more satisfactory methods of handling country produce or of taking care of the country trade. Let us have rest rooms and "short courses," corn and seed testing contests; let us be sociable one with another, the town folk with the country folk. Then will fall the invisible barrier, established by years of non-intercourse, behind which there is much of mail order buying or merchandise.

Let us be friendly and the farmer is won.

Canadian Cheese Trade.

Now that the season for old cheese in Canada is virtually over, attention is now being directed to the new make, a few small lots having been

turned out in the Belleville section. A few factories, it is said, will begin making cheese in the West on April 1 and quite a number will start on April 15. Factorymen are busy getting in their supplies for the season, such as boxes, linen, salt, rennet, etc., some of whom state that there is every prospect of a large make during the coming season, and that prices are not expected to rife very high. A well known exporter said he thought the price of foders would not go very low at first, as a few fresh goods would probably be wanted in England; but eventually, as the make increased, he expected to see them touch a lower level than for some years past. The same prediction was made last year, but did not materialize, the year's average showing very little difference from that of the year previous on Western cheese, which is the Canadian standard. Finest April foders sold last year at 11 1/4 @ 11 3/4 cents. A great deal has been said about Canadian cheese being crowded out of the English market by the New Zealand product; but it will be a long time before the latter will displace Canadian cheese in the British markets to a much greater extent than it has done up to the present.—Montreal Trade Bulletin.

Good roads are the most valuable asset a country can possess. Every farm within their operation is largely increased in value. The farmer is closer to his markets and to the city. The conveniences and pleasures of country life are enhanced tenfold.

Hamilton Bonds & Coupons

All Humanity is the same. From the toddler to the aged; civilized or heathen; rich or poor; we all are keen as to what we get for the price we pay. We all appreciate the little compliment; the added ounce to the pound; the extra egg to the dozen. He who most successfully gratifies that sentiment in human nature is most successful in his business. The "Hamilton Plan" has advanced all this to an Art. It has regulated it to an exact system. A most attractive feature about the HAMILTON PLAN is that it costs the merchant nothing. The Manufacturer pays for the consumer, he packs with his products "Hamilton Bonds and Coupons." Many pack a special Bond for the merchant. The sale of the goods in which "Hamilton Bonds and Coupons" are packed is Doubly Assured.

First, the Quality and the Price are right. The Hamilton Corporation sees to that. Unless a manufacturer's goods are Right in Quality and Correct in Price, he may not pack "Hamilton Bonds and Coupons." The excellence and variety of the Premiums which are given for "Hamilton Bonds and Coupons" are widely known. All who know, ardently seek the goods in which the Coupons are packed. The merchant, then, by pushing goods which contain these Bonds and Coupons, increases his sales, thoroughly satisfies his patrons, increases his profits, and as a compliment to himself, rapidly acquires "Retailers' Bonds" which bring him Fixtures for his store; Jewelry, Musical Instruments, or Furniture for his home.

SEND FOR ILLUSTRATED CATALOG

29-35 West
Thirty-second St.

The HAMILTON CORPORATION

New
York City

TRUTH IN BUSINESS.

Desirable to State Openly What Patrons Already Know.

Written for the Tradesman.

There is a grocer down in Central Michigan who is doing unique advertising by the page. There is no knowing exactly what mental process brought him to the point of doing what he is doing, but one may give a pretty good guess.

There has been so much talk of trusts and combinations lately that the average citizen will rare up and chase himself around in circles at the very mention of either word. As a matter of fact, the average citizen knows that there is a private understanding among coal dealers. He knows that the doctors, the dentists, the attorneys and the real estate men all have associations where the good of the order is discussed behind closed doors, and he naturally suspects that prices are fixed there.

He also knows that the grocers have an association, for the grocers make no bones of saying so, and reports of their meetings are printed in the daily newspapers and in the trade journals. As has been said, the average citizen goes up in the air when trusts and combinations are mentioned, and so he believes that all merchants combine to put up prices and plan to give as little value as possible for the money paid over their counters. How unfair and idiotic this is there is no need of telling here.

As shown by the advertising referred to, samples of which will soon be given, the grocer in Central Michigan doubtless recognized the conditions stated above in planning a publicity campaign. He knew, probably, that the consensus of public opinion was not in favor of merchants. He doubtless understood that the people believe that they are being cheated when they buy provisions. He possibly listened to customers until he discovered that they did not anticipate pure goods nor exact weight.

Of course this sort of thing is unfair to provision dealers, and shows that the public can not be any too honest when it supposes that any man who gets a chance to cheat in quality and quantity will do so, for it is in human nature to presume that any other fellow will do just what you yourself would do under the same circumstances. But the fact remains that buyers are suspicious of the integrity of those they buy of. This sentiment is encouraged by agents for outside houses and mail order companies.

"The dealers here are in a combine, and you have to take what they offer and pay the price they ask," is the way these outside agents often put it.

Just an aside here to show how false this is: If you want to know whether the provision men are in league to keep up prices, just pass along the business streets of Grand Rapids, or any other city of size, and note prices. At one store you will find H. E. sugar at eighteen pounds for a dollar, at another you will get

twenty for the same sum. At one store potatoes are 50 cents a bushel, at another 60, at another 65. At one grocery you pay 10 cents a pound for crackers, straight, but at another you can get three pounds of the same brand for 23 cents, or a trifle over 7 cents a pound. It is the same way with tinned goods.

Well, anyway, this grocer I am telling you about is taking advantage of the popular belief that all provision dealers are unfair in quality and quantity. It was a sharp thing for him to do, so far as his own interests were concerned, whatever the general result might be. He probably thought that the merchants were themselves to blame for the erroneous opinions in the breast of the public, and decided that a lesson would do no lasting harm. This is the way he started out:

"Exact weight and clean sounded good to us, and we proceeded with a scrub brush until the store was actually and honestly clean, but the exact weight was another proposition, and almost every traveling man would say, 'That's all right, but where are you going to get the goods exact weight?'"

That was rather clever, wasn't it, making the traveling men say that it might be difficult to get exact weight goods? The man who wrote that advertising was no chicken at the business. You see, he seemed to be confirming by salesmen's testimony the popular idea that there was short weight in about everything.

"It looked easy at first," the advertisement goes on, "but ultimately developed into more of a problem than we thought. This was short weight—that was short weight. Packages were packed to show up showy, but we decided to start somewhere, and we took:

"Bread, butter and potatoes first.

"Now, understand, these figures are only estimated, but we think they are very conservative, and you will also if you give the subject a little thought.

"For instance, there are fifty-five stores in this town (of course he mentions the name of the city, which is not necessary here) selling bread. They sell, on an average, fifty loaves each a day. This means 858,000 loaves in a year. The pound loaf actually weighs about 12½ to 13 ounces, and the two-pound loaf actually weighs about 26 to 29 ounces. This will figure an average shortage of about one-fifth, or 224,800 loaves, based on the pound at 5 cents, leaving a deficit of \$11,240 in money paid for bread which the people did not get."

This was a crack at the bakers, of course, and not at the grocers, but they get theirs later on.

"We made search for exact weight bread," the advertisement goes on, "and were compelled to make a special contract with a baker who had to order special tins or pans to bake exact one and two-pound loaves for this store."

There is another clever thing, this showing, or claiming, the universality

of the short weight loaf by insisting that the man who contracted to give full weight loaves had to have special tins made. Then he takes up the subject of butter:

"On the subject of butter, we assume that the five thousand families of this city (name of town given as before) buy an average of three pounds of butter each a week. This means 780,000 pounds in a year. Now, the little butter boat weighs one ounce, and when the grocer weighs this innocent little carrier, figuring butter at a price of 25 cents a pound the year round, you will see that 48,750 pounds of wood instead of butter amount to a shortage of \$12,187.50.

"When you are in this store hereafter you watch the clerk when he weighs your butter. We have stopped the practice of weighing the boat—and for good."

Then he goes into the potato market in the same way.

"And, finally, figuring the same number of families, 5,000, and assuming that they average ten bushels of potatoes each year, it is quite safe to say that nearly every bushel of potatoes is from eight to twelve pounds short of sixty pounds, which is the standard bushel. This means 7,600 bushels are short (weight). Figured at the rate of 50 cents a bushel, the figures show that \$3,750 are lost in short weight. Potatoes will be sold by the basket or pound, and if you order a bushel you will get sixty pounds."

Right here is a statement tending to show the belief of the advertiser in the theory that manufacturers of food who sell their products in packages do not mean to give full weight, for he says:

"Concluding, we have to say: Commencing Monday we will sell Exact Weight bread and everything else exact weight, except packages which we can not control. In this case we will make up the difference in price."

It is needless to say that the store referred to is doing a cash business. It is said that the advertising shown by the above excerpts has increased the business enormously, all of which shows that the people are ready to believe that they are as a general thing cheated in quality and weight.

There is no use in discussing the business ethics of the proposition. This reference to this firm's advertising is simply for the purpose of showing that it sometimes pays to take advantage of any idea that dwells in the mind of the public.

How false the theory that provision men deliberately give short weight need not be stated here. No business man wants the reputation of being a short-change man. The dealer who short-changes in weights is just as bad as the man who short-changes in handling money. Yet this belief is popular. Some of the mail order houses foster it through their agents and printing.

In the case of the advertiser quoted above it may be well to call attention to the fact that grocers give full weight, but weigh the wooden boat. There are many dealers who

do not weigh the boat, and there are many who cut prices on tinned goods, but not for the reason that the weight or measure is short.

Anyway, the grocer is obliged to take things as he finds them. He sells the bread that is brought to him. He pays as much for it as he would be asked to pay if each loaf were of full weight. He makes no extra profit because it is an ounce short. He handles the tinned goods that are sent him in the same way. He would prefer that the weight and measure be honest, but if it is not he can not establish a cannery in which to put up his own stock.

Those who look at this question in a common sense way will see that it is for the interest of every dealer to give full value for the money he receives. The average citizen is too much inclined already to shout "Fraud!" and "Cheat!" whenever a business of any description is mentioned.

The magazines and the newspapers have muck-raked until the people do not believe in anything or any one. That is, they believe only in the theory that every man you meet would put his hand into your pocket if he could!

Alfred B. Tozer.

Home Spun Philosophy.

Here are some bits of philosophy by one of the characters in Irving Bacheller's new book, "Keeping Up With Lizzie."

"The land'll soak up all the education you've got and yell for more. Its great need is education. We've put everything on the farm but brains."

"It costs money, big money an' more, to produce a generation of invalids."

"Every spoilt woman stands for a fool-man. Most o' them need—not a master—but a frank counselor."

"Education is responsible for a d— lot of ignorance."

"The boys are concluding it's cheaper to buy a piano-player than to marry one, that canned prima donnas are better than the home-grown article, that women are more to be desired than playthings."

"I can get more fun out of one happy human soul than out of all the dogs an' horses in creation."

"Cares are like boils; it does not do to get rid of 'em too quick. They're often a great relief to the inside of a man, an' it's better to have 'em on the surface than way down in your marrow."

"You've got to reach the women, somehow, you see, before you can improve the social conditions of a community. I love them, but many are overgrown children, doin' nothing with singular skill an' determination an' often with appalling energy."

"Now there's Bill Warburton. I supposed he was a friend o' mine, but I caught him tryin' to slip an automobile on me. There he was tryin' to rob me o' the use o' my legs an' about fifteen hundred a year for expenses, an' build me into a fat man with indigestion an' liver complaint. I served an injunction on him."

One Million Dollars' Worth of Free Coupons Out in May

Over ten million free coupons will be printed in the fourteen big women's magazines of the country coming out in May. Each coupon should be good at your store—if you have the stock of both Puffed Rice and Puffed Wheat—for one package of Puffed Wheat, providing the customer presenting the coupons buys at the same time one package of Puffed Rice.

The customer pays you 15 cents for the Puffed Rice—we pay you 10 cents cash for the Puffed Wheat.

Each 36 coupons redeemed by you means a sale of one case Puffed Rice and one case Puffed Wheat, but

You must have ample stock of both Puffed Rice and Puffed Wheat to participate.

There will be over ten million of the coupons printed. More than half the families in the United States will have a coupon. There will not be a postoffice in this country where these coupons will not go. How many will be redeemed no man can tell.

The chief difficulty will be the shortage of stock

We are running night and day to turn out Puffed Rice and Puffed Wheat in advance of the coupons.

Every grocer should have at least one unopened case each of Puffed Rice and Puffed Wheat with which to redeem coupons.

Please get your stock in today!

The Quaker Oats Company
CHICAGO

**DRY GOODS,
FANCY GOODS AND NOTIONS**



Dry Goods Pointers as Given by the Trade Papers.

Ginghams are selling exceptionally well for fall and winter. Special attention has been given to the development of new styles, and fancy mohair effects are among the new offerings. Silk-and-cotton fancies for the new season are featured.

The increasing use of ready-to-wear dresses throughout the country is opening up a large market for medium-priced merchandise. Manufacturers are now giving special attention to designs for misses and small women, and this will tend to still further increase the trade.

Wash silks are selling well and fancy taffetas are being taken for cheap summer dresses. Brocades are employed for lining purposes. Warp prints are being favored for fall and winter.

Plain and embroidered voiles and marquisettes have the call in sheer weaves. Embroidered batistes are doing well. Dotted Swisses are staples. Black and white and white and black effects continue to hold their strong position. There is a moderate demand for dress linens.

As the time is at hand when the placing of orders for next fall and winter deliveries can no longer be profitably deferred, importers are making a special effort to stimulate business. The new favorites for high-class trade are wool velours. These materials weigh approximately twelve ounces in qualities brought out for street wear and from thirteen to fifteen ounces for cloaking weights. Plain and fancy chevots are meeting with favor. Wool satins in plain and fancy weaves are selling. Serges are staples. Silk-and-wool poplins continue in popularity.

Plain velvets are in excellent request and some printed effects are favored. Velour du nord has met with ready sale. The production of silk seal plushes has been practically sold up for this year. Imitation furs are in a strong position.

New models in suits and skirts suitable for summer wear are now being shown in many of the salesrooms. Short, snappy jackets with large rolling collars continue to meet with favor. Novelties in Empire-cut are being asked for. The separate skirt houses report that merchants

are interested to some extent in the pantaloon skirt.

The interest shown in white serge suits at this early date has been such that manufacturers believe white serge will be much worn during the summer months. White serge grounds with black hairline stripes are also being freely taken. Other black and white stripe serges are very smart and promise to continue to be popular during the entire season.

Manufacturers expect a large number of orders in coats of pongee and of linen. Styles include long straight-cut garments finished off with large collars and revers, and many novelties in Empire effects. Several retailers are specializing on auto coats at the present time.

The prospects are good for a continued demand for the shirt waist. All styles are being worn, veiled models, semi-tailored and tailored silks, messalines and foulards and linens, as well as lingerie, voile and marquisette numbers. Lace waists are also attracting considerable attention.

Small turbans and bonnet shapes and medium-sized hats are the millinery success of early spring retail lines. Flowers and ostrich trimmings vie for first place in favor. Ribbons are prominently used on smart models.

Rather narrow Dutch collars will undoubtedly be in demand again in dainty developments for wear not only with shirtwaists, but on attractive dresses of various grades. Hand-some gowns and waists possess neck finishes of this character not only in real lace and the best imitations, but in hand-embroidered batiste in both white and ecru. Eyelet effects and the finest handloom imitations are used for the purpose. In many instances along with these collars are worn small, simply made bows of silk in a contrasting color or in a material matching the dress.

In making up an inventory of your financial worth do not fail to include that intangible but most valuable asset, ability. You can draw on that as certainly as you can draw on your bank account.

Salesmanship is not all talk. The customer is entitled to ideas about the goods and he is entitled to express those ideas. Learn to be a good listener.

BECKER, MAYERS & COMPANY, CHICAGO
EST. 1884 VIKING OGDEN DUATED VIKING SYSTEM
EST. 1884 MADE CLASSY CLOTHING

SWATCHES ON REQUEST

**The Man Who Knows
Wears "Miller-Made" Clothes**

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

Miller, Watt & Company
Fine Clothes for Men Chicago

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.

"Rompers"

Play suits for boys and girls are growing in popularity. Our variety of styles is not big, but each number is exceptionally good value. Prices range at \$2.25, \$4 and \$4.50 per dozen.

Give this line a trial.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

We close at
one o'clock Saturdays

"The Crowning Attribute of Lovely Woman is Cleanliness,"



Unseen—Naiad Protects

**NAIAD
DRESS SHIELD**

ODORLESS

HYGIENIC

SUPREME IN

BEAUTY! QUALITY! CLEANLINESS!

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

The C. E. CONOVER COMPANY
Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Wrinch McLaren & Company, Toronto—Sole Agents Cforanada

MERCHANT'S SURPLUS.

Its Investment Is Often Best in His Own Business.

One of the danger spots which most merchants and other business men approach when their affairs are beginning to prosper is the temptation then presented to invest a part or all of their surplus capital in outside enterprises. In many such cases the merchant who has not employed good judgment has found that he can not get out the capital he put in, and that in order to protect himself he must devote to the outside enterprises a great deal of his time and energy and might even have to "throw good money after bad," as the expressive saying has it. Not only this, but when there came a period of depression, or a squeeze in connection with his own business, the capital he needed to tide over that period was either sunk in the unproductive enterprises or so tied up as to be unavailable.

It is a wise man who withstands the lures which are put before him when it is known that he has money for outside investment. They present themselves in a number of forms. One of these is civic pride. The merchant naturally desires to stand well with his community, and when some new enterprise is started in his city he feels it is up to him to "chip in." Thus he may be led to invest in some public service plant or other project which, although it may ultimately prove a paying proposition, is likely to render his money unproductive for a prolonged period.

Again, there is the real estate fever. In a growing city one continually hears of the great profits obtained from the enhanced values of real estate. Many a merchant with some surplus on hand, feeling that he should lose no opportunity of sharing in the general progress and development, puts a goodly share of it into the ground—where it may lie unproductive and unavailable, except at a more or less serious loss, for several years.

The more purely speculative field affords continual temptations, too, especially to those who like to "take a chance." Something may be said for the plan of buying well-known, A1 securities outright, seeing that they can be promptly turned into money. No business man, however, should indulge in stock purchases or sales on margin, and he had far better keep out of the purely speculative grain or cotton markets altogether, no matter on which basis his deals may be effected.

The best place in which many a merchant can invest his surplus is in his own business. He can find plenty of play for it in improved equipment, in the anticipation and discounting of his bills and in other directions calculated to increase his standing and reputation with his clientele and with his creditors. If, after making all needed improvements, his surplus still exceeds his real needs, then he may well look for some outside investment; but such investment should be made wisely—not at the instance of some interested party who knows

how to apply the hypnotism of flattery, or with a view to the plaudits of his fellow-citizens and of the local newspapers. Especially should the outside investment be of such a nature as not to divert too much of the merchant's time and attention from his own immediate business.

As regards real estate, it may be well to acquire certain property, with a view to the enlargement of one's store or the erection of a new building, or to provide against undesirable neighbors. The fixed nature of such an investment, however, should always be recognized and particular care should be taken to leave enough liquid capital available for all possible needs, in case of some disaster or a period of hard times.

Above all, the average merchant should avoid having "too many irons in the fire." Many a man doing a growing and successful business has failed through branching out in a multiplicity of directions.

It is a great thing to be able to recognize one's limitations. While there are men who have the faculty for making money out of almost anything they touch, it is well to bear in mind that this is not vouchsafed to all—not even to those who may be very successful up to a certain point. —Dry Goods Economist.

Fashions For Men.

The habit of changing men's fashions with the change of each season used to be as regular as the ebb and flow of the seasons themselves. Everybody would wait patiently for the tailors to meet behind hermetically sealed doors to determine the styles-to-be. The air was vibrant with "hist!" and "sh!" and the tread of rubbers could be heard going up and downstairs. Grim-jawed fashion scribblers paced outside like sentinels on guard and the streets were strewn with tanbark to cushion the rumble of passing wagons. Seriously, though, nobody waits and watches now, as "in the good old days," because the styles of the nearing season can be accurately judged by those of the waning season. There are no "radical changes," no "revolutionary departures," no "epochal innovations" and all the other awesome things that used to fall trippingly from the pens of the so-much-a-liners. Spring clothes will be very much like autumn clothes, both in color and cut. The soft coat front, the roll lapel, the slightly shaped sides, the chest fullness, the high-cut waistcoat and all the other signs of the "smart" coat are preserved unchanged for the new season. Even the colors almost parallel those of autumn, brown and tan shades being in the vanguard, with blue, gray, black-and-white and a sprinkling of greenish tints following close behind. —Clothier and Furnisher.

No doubt a man does enjoy himself when sleeping on the ground wrapped in a blanket—but did you ever hear one of them refuse to sleep on a good comfortable bed on a dandy mattress, when he got home?



FLAXON SUMMER FABRICS

The summer of 1911 will undoubtedly display a more generous use of sheer fabrics than ever before. Of all sheer goods, none is more justly popular than "Flaxon." This dainty fabric is like the finest linen in brilliancy and finish, like the sheerest lawns in fineness of texture and softness.

Used for House Frocks, Shirt Waists, Inner Garments, Smart Evening Gowns, Stylish Skirts, Misses' Dresses, Infants' Garments, Fine Lingerie, etc. Washes repeatedly. Retains its finish indefinitely. "Flaxon" in red on selvedge of every yard. Write for samples.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.
We close at one o'clock Saturdays.



The Richardson Garment

NEW JUNIOR Dress for girls
8 to 14, made of finest gingham,
piped with colors to match.
\$16.50 per dozen.

Quality Goods for
Quality Dealers

ORDER A SAMPLE DOZEN

Richardson Garment Co.
Vicksburg, Mich.

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

Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
**MICHIGAN STATE
TELEPHONE CO.**

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

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - 250,000

Deposits
6 Million Dollars

HENRY EDWARDS - - - - President
J. A. COVODE - - - - Vice President
A. H. BRANDT - - - - Asst. Cashier
CASPER BAARMAN - - - - Asst. Cashier

3 1/2 %

Paid on Certificates

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

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



Planning the Spring Campaign in Hardware.

Spring is the most profitable season in the hardware business, yet how few there are in the trade who really take advantage of the fact to their fullest capacity. Now is the time for the hardware merchant to begin the rejuvenation of his hardware store for the spring trade.

In beginning the spring campaign every possible source of advertising for the store should be brought into use. The show windows should be cleaned up and trimmed with seasonable merchandise. The advertising columns of the newspapers should be utilized in making announcements of lines of goods that are in demand at this particular season of the year, and these goods should be prominently displayed in the store so that customers will have them forcibly brought to their attention.

In farming communities it is well to make an effort to determine the needs of farmer customers for the season. In the Northwest, where hardware and farm implements are very frequently handled together, some enterprising merchants send out double postal cards to farmers at this time of the year and ascertain their wants in the line of farm implements, fencing, paints and builders' hardware.

Sometimes a farmer will be found who will not be disposed to give this information to the merchant, but generally a large number of responses can be obtained when the query is worded something like this:

Will you be in the market at any time during the next few months for any of the articles enumerated on the card attached? If so, will you kindly check the articles that you are considering buying, and thus give us an opportunity to figure with you before you buy? Will you also fill in the appropriate date of your intended purchases?

Such an appeal to the farmers will frequently bring good results, but a much better way for the merchant who deals largely with farmers is to take a horse and buggy and make a farm-to-farm canvass of the community. Not a few firms have adopted this method of going after business and find that it is the best paying thing they have ever done in the way of advertising or soliciting.

Special attention should be paid to pushing the paint line in the spring. A good coat of paint applied on the front of the store some fine spring day when many people are on the

streets will serve as an advertisement.

The trade of the builders should receive special attention at this season. Find those who are going to build and then go after the trade and if you do so with intelligence, skill and vigor it will make a big difference in your sales for the year.

The Wind Mill.

The wind mill as an article of sale is worthy the attention of any dealer. It is the cheapest power on earth for pumping water, for the farm or private residence. A little care and a gallon of oil are frequently all the outlay for a year's service.

A wind mill is more reliable than some people think it is. It works on the average of eight hours per day and with a large enough storage tank should take care of the average requirements for water supply.

With a little oil once a week and a coat of paint once every five years a mill will last for forty years, making the running expense less than one-half cent per day, and one can not afford to pump water or allow the housewife to work at this small cost.

A comparison between the running expenses of the wind mill and a steam pump shows the mill about eight times as economical, not allowing for attendance.

It is a permanent fixture; it adds to the appearance and value of a farm. It is good for forty years of service and is so nearly indestructible that it would not pay to carry an insurance policy on it.

The steel tower is better protection against lightning than the lightning rod itself, as it is always in order and reaches higher than the rods usually do.

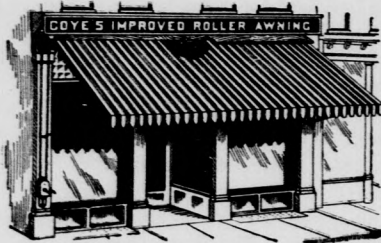
Do not think the day of the wind mill has gone by. Your grandchildren's children will be using them in greater numbers than are in use today.

The two thousand and sixty-one years during which the wind mill has been developed to its present state of perfection give it a foothold on the years to come as the most reliable, serviceable and economical power possible for the farmer to obtain.

The dealer who recommends and sells a wind mill to his customers is doing him the highest possible favor, and is erecting an enduring monument to his own good judgment.—The Implement Age.

It is said that fortune knocks once at every man's door, but some other knockers are not so easily discouraged.

Awnings



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

CHAS. A. COYE, INC.

11 Pearl St. Grand Rapids, Mich.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

Grand Rapids, Mich.

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.

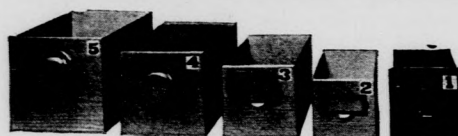
Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.



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.

Tools Interest Machinists.

At the annual conventions of the New England Hardware Association L. S. Sharrett, of Athol, Mass., discussed the hardware trade. In part he said:

"The hardware business has the dignity of centuries, yet is inferior to no trade in the progressiveness and up-to-dateness of its methods. I believe it is a fact that there is no trade in which fraudulent failures and dishonesty are so rare as in yours and that, in general, hardware merchants are among the most respected citizens in their respective communities.

"Conditions and customs have changed in recent years and the class of goods you now carry in stock is very different from what it was years ago when we manufacturers first tried to sell hardware dealers the better grade of fine tools. Our salesmen would then be told by some that there was no demand for such goods: that the place to sell fine tools was the jewelers', but manufacturers in the arts and sciences in the machinery line have now become so numerous and their work so exacting as to require the very best of fine tools.

"A steel rule, graduated in sixty-fourths of an inch, used to be considered fine enough for almost any measurement; now the vernier and micrometer gauges reading in thousandths of an inch are required for general use and for special work micrometers reading in ten thousandths of an inch, so that now many of you dealers profitably carry this line which is sure to attract the best class of mechanics who have the money to buy.

"Machinists are always interested in something new and useful in tools and go to the hardware stores to see what they can find. A well kept stock of tools is more interesting to a mechanic than any museum. If one buys a useful novelty he shows it to his fellow workmen and they want it, too. The best salesman in a tool store is the man who thoroughly understands the use of tools and can demonstrate their utility to those not posted. I would advise dealers either to visit manufacturers or send their tool salesmen to take lessons so as to familiarize themselves with the practical use of the whole line. We are always glad to instruct anyone handling our tools that comes to us."

Usefulness of Conventions.

During the past month or two thousands of retail hardware merchants have been attending the conventions of their state associations, where their attention was presumably directed to matters of practical importance in the carrying on of the hardware business. Sound principles of business management were presented and illustrated with varying degrees of force and novelty, and the discussions between the merchant brought out many suggestions as to desirable methods of doing business, of overcoming the difficulties which present themselves, of making things run more smoothly in the store and,

in short, pointing out new forms of effort for the extension of trade and the increasing of profit. Some of these methods which were found by certain merchants to work well probably seemed unsuitable to the conditions by which some of their fellow merchants were surrounded, and were dismissed without serious thought. There were, however, in all probability many suggestions made which at the time commended themselves to a goodly part of the convention and not a few, probably more than half, resolved to adopt, or at least try, in their stores the methods described. The extent to which the convention succeeded in giving practical pointers of this character is surely one of the best tests of its usefulness and the real measure of its success. The conventions are, however, now practically over and the merchants have gone back to their stores with these ideas and projects of which use may be made. The great question is, What will the merchants actually do with the plans and methods which they have learned? How many of them will put them in practical test and carry out in business the suggestions which commended themselves to them in the convention hall or in conversation in the lobbies of the hotels when discussing with their fellow merchants the art of selling hardware? It is safe to say, in view of the power of habit and the ease with which resolves are forgotten, that many of these suggestions have already passed out of mind and come to naught, and that others which linger in the memory will soon fade away and follow them. On the other hand, there are doubtless merchants here and there who will make use of these experiences of others and of the ideas and suggestions which they carried from the convention, finding them, we may hope, helpful in reducing the labor, overcoming the difficulties and increasing both the comfort and the profit of the business.—Iron Age-Hardware.

Be There With the Goods.

Are you reliable? Does the man you work for go to bed at night perfectly assured that if you are alive you will be on deck in the morning and will well perform the work expected of you? The one always to be depended upon, who never lets trifles stop him, or seeming impossibilities conquer him, is surely valuable, and that one quality has saved many a man a job, who otherwise would have been displaced for a perhaps brighter and keener one who could not always be relied upon. Ability doesn't amount to much if you are not right there with the goods every day of the year and have a reputation established of never failing to be "on the job."—Hardware Reporter.

After the business men of a town have tried uniform early closing of stores long enough to become really accustomed to it, they always wonder why they did not adopt the plan years earlier.

The Walter Kitchen Cabinet



Has ALL the features of all the others and then some.

See our patented device for lowering flour bin.

We want the best dealer in each town to secure the exclusive agency for our cabinet. Write today for catalog and contract.

Walter Cabinet Co.
Wayland, Mich.

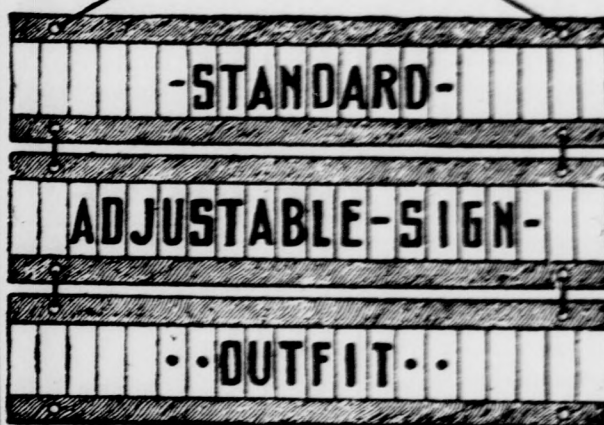
Merchants

This is the greatest store advertising method you ever used.

The Standard Adjustable Sign Outfit

makes the cheapest, best, and most attractive signs on earth. You can make any kind of a sign changing daily. The outfit consists of three panels which can be separated so that you can make either a one, two or three line sign. The size of each panel is 3x14 inches, masonry grained, trimmed, the letters are printed on enameled Bristol cardboard. Each outfit put up in a neat box containing 3 panels and 200 letters, figures and other characters. Price of outfit complete, 30c.

Puritan
Manufacturing Co.
Detroit, Mich.



Business Men's Paper Press



Our best recommendation is our HUNDREDS of SATISFIED customers.

Read the following testimonial:

Walk-Over Shoe Co.,
Detroit, Mich.,
Jan. 3, 1911.

Business Men's
Paper Press Co.,
Wayland, Mich.

Gentlemen:—We find after using your paper press for the last three weeks that it is all O. K., and have today presented your bill to our treasurer for payment.

A member of our firm, who has a store in Cleveland, visited us yesterday and after showing him the press he thought he ought to have one in his store. So, if you will, you may ship one of your presses to the Chisholm Shoe Co., Cleveland, O., as soon as possible. Kindly write them that you have received the order.

Respectfully yours,

Walk-Over Shoe Co.

P. S.—I might say that he has three stores in Cleveland, and it may be that, if he likes the one as well as we like ours, he will order a couple more.
Walk-Over.

Made in four sizes. Sent on trial.

We have sold over \$40,000 worth of these presses since October last. Write TODAY for circular and prices.

Business Men's Paper Press Co. :: Wayland, Mich.



How To Preserve and Keep in Order Show Window Fixtures.

Every merchant should have a room for the window and store fixtures, and for the proper arrangement and conduct of these the trimmer should be held responsible. This is absolutely necessary, be the room in the basement or on the roof.

The size of the store and number of fixtures will determine the size of the room. In all cases it should be arranged with shelving, lockers, miscellaneous hooks to hang parts on, a tool bench and such tools and machinery as the particular store will warrant. Everything should be kept off the floor.

As the fixtures are brought from the windows or store they should be taken apart and the parts hung in separate places until again needed. When wanted for use again the fixtures should be taken down, assembled and properly cleaned before being placed. This room should be the window-trimmer's headquarters at all times when not at work in windows (unless he has other duties around the store) so the firm will have some definite place to find him when wanted, as it is sometimes difficult to find a window trimmer when needed.

If the window trimmer is a card writer also he will, of course, have a desk in his room. The room should be under lock and key at all times, and only the window trimmer and his boy should be given access to this, outside of the night watchman. Every trimmer will, of course, arrange his room to suit himself, and can do this at practically no expense to the house.

Brass fixtures should be rubbed off with a damp cloth, and about once a month polished. In this way fixtures will always look nice and clean. All fixtures should be kept in the trimmer's room. No fixtures should be allowed to accumulate in odd parts of the store. In this way the trimmer will always have the fixtures in the proper place and ready for use. When he has a broken fixture or part missing he should at once see that the part missing be replaced or the fixture repaired.

Papier mache forms should be taken care of in the same way, taken down and placed on the shelves, and should be covered with some kind of muslin or cloth at all times, and when placed back in use again should be taken down and thoroughly dusted off. This makes the forms look new again.

Should a papier mache form become broken, it should immediately

be sent to the factory and repaired before it has gone too far. In this way many a form is saved. Papier mache forms with wood arms should be kept in a very dry place. If kept in a damp place the arms will swell and when put in the window they will shrink up and drop down, which is the cause of so much trouble.

Wax heads, feet and limbs for display also should receive the same care, they being placed in small boxes and the number on the outside, the size and what form, the fit, etc. In this way, when they become broken, it will be easily known what size and to what form they belong.

House Cleaning Window.

During the present month people will begin to think of house cleaning it will be a great bore on the minds of most women, they usually hate to start it, but they do like to get over with it early.

The grocer to-day handles many brands of cleansing powders, soaps, powdered ammonia, liquid ammonia, borax, etc.

A display showing the many uses that these products can be put to would by all means interest the average woman. Perhaps the manufacturers can furnish printed signs to this effect. When these are not obtainable, the grocer can easily make up his own, which perhaps would answer the purpose just as well.

A large display of the products mentioned above with a small space circled out in the center showing silver or metal polishes and such small articles as are appropriate, is one way to display these goods.

The background for the display can be of brooms, whisks and dusters, or a nice background could be made by making a design with clotheslines. A clothespin frame around the window pane and a clothespole at each side of the window with a line stretched across on which would hang some clothes of a ridiculous nature. On the floor of the window, colored excelsior, to represent grass would add to the display thus left over from the Easter display.

One retailer in making a display with goods of this kind reproduced a woman's head. On the base of the window clothespins were used to make the outline of the face, only one side of the head being reproduced; that is, a profile; a small can of polish for the eyes and a clothespin for the mouth. For the hair clothesline was used, the line being rolled so as to make a braid.



Cog Gear Roller Awnings

Are up to date. Send for catalog. Get our prices and samples for store and house awnings.

The J. C. Goss Co., Detroit 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.



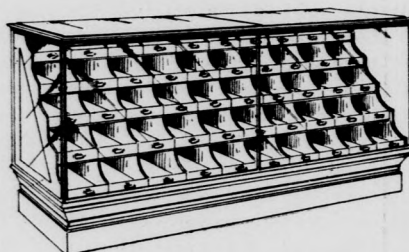
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



"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 3/8 inches to 9 3/4 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.

AFTER THE DAY'S WORK.

Stretching the Truth.

Just why salesmen and others who have to do with the salesmaking end of a business should "stretch the truth" about the activities of their business, it is hard to fathom.

Probably it is because they should be optimists. Optimists are generally enthusiasts, and that is a good thing—both for the business and the man.

It is so easy to say, "We are shipping a hundred automobiles a day," when we are really shipping but sixty. Now sixty is big enough, but the extra forty seems to make the picture better. Also, it allows for the shrinkage we feel the cynicism of our listener will put on our claim.

What is the use?

Somebody besides ourselves knows the truth. That gets to the public, and soon it takes a bigger exaggeration to allow for the skepticism we have aroused.

It is bad for the organization. Employees have less faith in a concern—less faith in each other—in the manager—when they know it is a policy to "add a bit to the truth for good measure."

Then the exaggeration gets into the work of the employees—because men can not see lies make money for their employers without succumbing to a desire to do more or less of it in their own work for their own benefit.

Less care, less loyalty, less enthusiasm, less co-operation, less efficiency, because the house is a bit rotten at the heart.

This may sound like a sermon; so it is. We see the principle "work"—every day.

There is no place for exaggeration in the advertising or selling talk of a decent, self-respecting, honest business. A statement is either true or it is not. The business that requires exaggeration is in need of a physician, just as the man who needs morphine "to keep going" is a sick man. He won't "go" for long.

Salesmen who make claims that can not be backed up are the weakest competitors of a fellow who deals in facts.

The advertiser who exaggerates appeals only to the sucker market, and is daily losing caste among the growing class of business men who know truth is the trade keeper.

Exaggeration has done more to make salesmanship a "game" and advertising a synonym of insincerity than any other bad practice of poor business men.

It is time to lend a hand—cut out one of the untrue superlatives tomorrow. E. St. Elmo Lewis,

Advertising Manager Burroughs Adding Machine Co.

The Money Drawer.

What kind of a system have you to take care of the money as it comes into your store? Is every penny registered and counted the same as the nickels, dimes and quarters? The merchant who does not use this system does not realize how much money is lost between the time it is

received and when it is deposited in the bank.

There are still stores where a glass candy tray or an old tin box is used as a cash drawer. But even a cash drawer is surely not a good place for handling money, in a store where there is no cashier and several clerks make change out of it. It is not only a great temptation to have before clerks all the time, but what way is there of telling how many errors are made each day in making change? There are many clerks who, when they get a little rushed and there are customers waiting, will make many errors.

Your clerks would not be any more liable to make mistakes in making change from their pockets, or from yours, than they would from an open cash drawer.

If you should send a clerk over to the bank with a ten-dollar bill to be changed, you would count over the money very carefully to see that no mistakes were made before you put the change into the cash drawer. Did you ever realize that that same clerk will handle and re-handle that same money several times during the day, and how are you or anyone else going to tell how many mistakes are made?

The proprietors of the store should believe in taking care of their money after they have received it, as well as their goods, and also in having a check on every clerk. They have a cash register with separate drawers for each one, and the money at night must correspond with the amount shown by the register. If it does not, it is easy to tell who has made a mistake. This system of handling money not only saves much money for the store using it, but it causes clerks to be very careful in their dealings, as they know if a mistake is made it is easy to tell who made it. On the other hand, in the store where a cash register is not used, all clerks make change out of the same cash drawer until they get careless, as there is no check on anyone and no way of telling if an error is made or who made it.—Commercial Bulletin.

The Character Rating.

A high rating is not always the surest guarantee. There are bakers who are not given much consideration in Dun's or Bradstreet's but are the most dependable of customers. They have an established credit of good character and trustworthiness. Their bank account is small, their capital is limited, but they can get all the credit they want. They have been trusted and they have kept their word. They have frankly stated their financial condition, and concealed nothing as to their lack of capital. There is always a risk in giving credit, but the man with a rating established for honesty and square dealing has a standing which is a better security than a money rating alone.

Nearly every 15 year old boy is firmly convinced that when he grows up he will be a great improvement on his father.

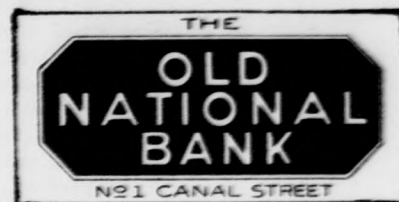
Steady Sales

The demand for Uneeda Biscuit is constant, growing, dependable. This National soda-cracker has become as staple as sugar or flour. It is part of the regular diet of millions.

The grocer who stocks Uneeda Biscuit and displays the attractive moisture-proof packages on his shelf or counter is sure of a steady, profitable sale that can be counted upon in all seasons. It has the sort of stability on which sound, profitable business is founded.

NATIONAL BISCUIT COMPANY

Capital
\$800,000

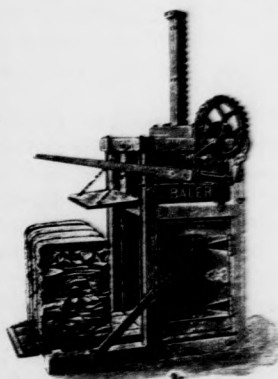


Surplus
\$500,000

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.

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 PAPER PRESS CO.

YPSILANTI, MICH.



What Is a Salesman?

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
You call on your man and try to be gay,
And all you get is, "Nothing doing to-day,"
Then you're a peddler,
By gad, you're a peddler!

When you get into town and call on your man,
"Can't you see any, Bill?" "Why, sure I can."
You size up his stock—make a rough count,
And "Bill" presently says, "Send the usual amount,"
Then you're an order taker,
By gad, you're an order taker!

When you travel along and everything's fine,
And you don't get up till half-past nine,
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a traveling man,
By gad, you're a traveling man!

When you call on your trade and they talk "hard times,"
"Lower prices," and "decided declines,"
But you talk and you smile—make the world look bright,
And send in your orders every blam ed night,
Then you're a salesman,
By gad, you're a SALESMAN!
—Canadian Commercial Traveler.

Qualities Which Characterize the Good Salesman.

The characteristics of a good salesman are summed up by a writer in the Keystone as follows:

"He does not pretend to know everything; he conveys the impression to his customer that he thinks the customer knows a whole lot.

"He does not dispute with the customer; he knows that 'to win the argument is to lose the sale.'

"He is not 'short' or brusque to strangers. He can not fathom the strangers' plans in advance, and he may close his door to a good buyer.

"He does not interrupt; does not look bored.

"He does not think a person a crank who does not see things as he does; for he knows that everybody, including himself, is a crank in some degree.

"He is not fussy and demonstra-

tive in his forms of politeness; where-in he shows he is well bred.

"He does not attempt to hurry the sale at the very beginning; for he knows that some minds operate slowly and that it is important for future business that the buyer be thoroughly satisfied before the sale is closed.

"He says 'thank you' as sincerely in concluding a five-cent sale as in handing over a diamond ring.

"He adds to the customer's appreciation of the beauty or the worth of an article by the way in which he carefully and daintily handles it and looks at it himself. He thus helps the sale by psychological influence.

"He does not say too much, but gives the customer time to think. He studies the customer's mind so as to know just when to add the needed word to 'push her over.'

"He is not ungenerous in his comments on competitors. He recognizes the diplomatic value of 'damning with faint praise;' possibly he even goes farther and praises heartily—if there-by he can lodge a conviction in the mind of the customer that such generous mention of a rival must mean entire indifference to the efforts of the rival to rival.

"He is not a chump, generally."

Profit in Little Things.

A country merchant was once talking with a commercial traveler regarding small wares. "I can't see," said the merchant, "how it pays me to bother with so many of those little things. If I sell a suit of clothes for \$10 or \$15, or a barrel of flour, I can see where my profit comes in, but 5 cents, 10 cents, 15 cents—where is the profit in such petty transactions?"

"I know something that is better than argument," said the traveling man. "You take a quantity of your old sales checks and have them sorted into piles according to amounts. Put those of 50 cents or under in one pile, those of over 50 cents to a dollar in another, those of a dollar up to five in another. Make a pile of the \$5 to \$10 ones and another of those over \$10. I don't know what you will find, but you will find something."

Several years later the merchant visited the wholesale house and accidentally met the traveler who had called on him, but whose territory had been changed. "You do not remember me?" queried the merchant.

"I don't remember your name nor your town," responded the traveling man, "but you are the man who was going to sort out his sales checks."

"You're right," said the merchant. "It was your suggestion, and I want

to thank you a thousand times for it. I now own ten stores and we go in strong for goods selling for small amounts. A careful examination of my sales checks showed that nearly all the money I was making came from small sales and that there were so comparatively few large sales that the profit on them was nothing like what I had supposed." — Grocers' Magazine.

G. J. Johnson Cigar Co.

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

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.

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

Hotel Livingston
Grand Rapids

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.

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Michigan

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

There is no risk or speculation in handling



Registered,
U. S. Pat. Off.

**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

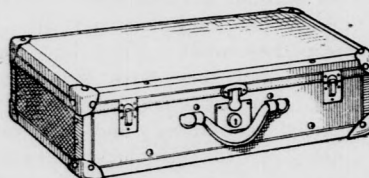
Walter Baker & Co. Ltd.
Established 1780. Dorchester, Mass.

You Can Sell More

Trunks, Suit Cases and Bags

But you must have the right line to do it.

"Sunbeam" Brand Goods are Best Quality Goods. That's why you should not be without them.



Why not decide now?

Send us your sample order and get ready for the coming season.

WE HELP YOU SELL THEM

Our ads in the farm papers are continually busy telling your customers all about them. They satisfy your trade because they are "Sunbeam" Brand Goods, the goods at the "right" price. Catalog sent on request.

Brown & Sehler Co.

Grand Rapids, Mich.

WHY FOOD PACKAGES SELL.**Business Man's Interesting and Practical Comments.**

Few things have done so much for the health and comfort of the family and economy in its care as the putting up of food in packages, and from a sanitary point of view it is one of the great achievements of the age. Under the old method of selling goods in bulk, the food thus sold was exposed to all sorts of contamination and infection, and in a large majority of cases to deterioration in quality. Almost all cereal foods deteriorate quickly when exposed to the air, and their food value, as well as their palatability, is rapidly reduced. Any one familiar with the ordinary grocery store knows how goods sold in bulk are exposed in barrels or boxes to dust, flies and the constant handling by hands that are at best not overly-clean. If food thus sold could be bought at half price of even the same quality of article carefully packed in air-tight packages, it would still be more expensive than the package goods, says Leslie's Weekly.

Very much has been said, and rightly said, regarding fraudulent weights; but it is a noticeable fact that the thousands of fraudulent scales that have been discovered and confiscated by proper authorities have been used for the sale of bulk goods which are sold to the consumer by weight. No one can be too severe in the condemnation of fraud, no matter whether it be in false weights or impure quality, and every one who does either should be severely punished. In the effort to correct the wrong done by unprincipled dealers, it has been urged that the housekeeper should weigh on her own scales every article bought. At first thought this seems to be a solution of the difficulty; but the writer, happening to notice that his weight varied with almost every pair of scales upon which he was weighed, began to make enquiry as to the correctness of scales in general, and his investigation led him to the belief that it is extremely difficult, even with the best of care, to keep any set scales in such condition that the weight can be depended upon.

Determining to test the matter carefully, he bought a set of weights that were officially correct, and with these began to test the scales in the houses of his friends. In about fifty such tests he found just one set of scales that were correct, and with only four or five exceptions every set of scales over-weighed, requiring from a pound and an ounce to a pound and five ounces to weigh a pound. These housekeepers had taken usual care of their scales, but in some cases they were more or less rusty, in others the springs had lost part of their force, in others the bearings were gummy; but in almost every instance, if goods bought of a dealer had been weighed on these scales, he would have been pronounced a fraud, when as a matter of fact the fraud was in the scales of

the housekeeper. As these investigations fairly represent the facts as to the scales in the homes of the American housekeepers, the enormous sale of scales which has been secured by the discussion of short weight is but adding household expense without bringing adequate return.

No method yet devised brings as much protection to the buyer of foods as the package system, which fixes the value of the package by a money rate rather than by weight. Food packages sold at 5, 10 or 25 cents are measured by the buyer as to their worth in prices, and the practical housekeeper knows whether a 5 cent package is worth its cost, and she also knows whether the size of the package has been changed, and, if it has, whether it is still worth the price she has to pay for it. The American woman buys with an intelligence and a knowledge that exceeds that of the average business man in the care of his business.

In buying, in a package, waste is eliminated, convenience is attained, exactness as to the results of its use is apparent and the buyer is able to quickly and correctly ascertain the value of the contents of that package as against anything else which can be purchased with the same amount of money. In addition she gets an article that comes to her in exactly the same condition it left the manufactory, without possibility of contamination or deterioration, and she gets a better quality almost invariably than is possible to buy in bulk form, because, when sold in bulk, the question of price per pound is the governing force, and the less the price per pound the cheaper seem to be the goods, with the inevitable result that the goods are cheaper in quality as well as in price.

Another point about the valuing of package goods by weight rather than by price is not to be overlooked, and that is that in a very large proportion of the goods that are sold in packages lightness and not heaviness is the test of value. To produce the lightness which is an absolute requirement of quality the highest grade of raw material must be used, and the simplest method of reducing the cost is to use inferior goods, which necessarily weigh more. If the basis of value of goods in packages is to be changed from price to weight, and the value is to be measured by the weight, the inevitable result will be to reduce the quality of the goods, because this of itself would increase the weight and open the door to a fraud which is impossible as long as value is measured by price.

That the American housekeeper not only knows whether the value of the package she buys, but knows whether any particular package is as economical for her use as some other package, is easily ascertained by enquiry at any first-class store. In these days of keen competition on the part of manufacturers and of rare intelligence on the part of the women buyers, it is impossible for any extensive fraud to be consum-

mated in package goods. The eye of the woman in measuring the package, her knowledge of foods and the use of them in her home enable her to watch the package and to know what she is getting for her money with a greater exactness and more absolute surety than any plan that has been suggested, while at the same time the package insures pure food instead of dirty food.

Not long ago a gentleman who was ardently claiming that all goods should be sold by weight, rather than in packages, and to illustrate his point showed the contents of a package and compared them with the same article he had just bought in bulk for the same amount of money at a near-by grocery store, said that there was greater weight in the bulk goods than in the package was undeniable, but he neglected to tell his audience that the bulk goods were unpalatable and had a distinct taste of codfish, and that if the good housekeeper, knowing the condition of the contents of the bag and package, could have chosen, she would have paid 5 cents for the package rather than have the others given to her for nothing, and this case is similar to that of hundreds of others. The wonder is not that the package has been tremendously successful, but that any housekeeper who cares for the health and comfort of her family will ever buy any article of food in bulk which, under the very best of circumstances, is surely getting in a more and more unsanitary condition, as well as losing its food value, if she can get a similar article in a package.

Traverse City Memorial Day.

Traverse City, April 10—Traverse City, U. C. T., No. 361, observed Memorial Day Sunday, April 9, in remembrance of our first Supreme Secretary, Brother Charles B. Flagg, and departed brethren of our Council, Arthur Goethe and Wm. D. Barnard. Forty-five of our members assembled at the Council rooms at 10 o'clock and marched to the First M. E. church, Rev. R. S. Mac Gregor having extended us an invitation to attend on this date in a body. His subject was the Commercial Value of Christianity, and we left feeling we had profited by being present.

Visiting brothers who joined us were: F. L. Van Tile, of Bay City Council, No. 51; John D. Morton, Chas. Perkins and James J. Fortier, of Grand Rapids Council, No. 131; J. C. Ecklin, of Toledo, Ohio Council, No. 10; Thomas J. Burton, of Flower City Council, No. 203, Rochester, N. Y.; W. E. Sheeler, of Jackson Council, No. 57; E. V. Grow and L. D. Miller, of Saginaw Council, No. 43; A. Williams, of U. P. Council, No. 186, of Marquette.

U. C. T. annual memorial services are being observed by nearly every city of any size in the country.

Fred C. Richter.

Treat new help as if you expected them to make good and stay with you indefinitely rather than as if they might get bounced any minute.

HILLSDALE'S NEW MAYOR.

Hark! Listen! Did you hear the news? Art Lincoln, a Democrat, has been elected Mayor of the aristocratic Republican city of Hillsdale, with its normal 400 majority. How did it happen? Because Lincoln is a "booster" and a "winner."

Arthur T. Lincoln has resided in the city of Hillsdale for the past twenty-four years, and is held in high esteem by his fellow citizens. At the



Arthur T. Lincoln

present time he is traveling salesman for the firm of Lee & Cady, wholesale grocers, Detroit. He has been with this firm for the past fourteen years. Art's many friends throughout the State will be pleased to know that he has been so highly honored by his townsmen. As soon as the result of the election became known he received many letters and telegrams from members of the many councils of the U. C. T. congratulating him upon his signal victory. Mr. Lincoln is Grand Past Counselor of that organization, and without doubt is as popular a man as ever held the office of Grand Counselor, having made an enviable record while filling that position.

This is Mr. Lincoln's first shy into the political arena, and he has proved his ability to succeed along this line as emphatically as he has in the business world.

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

Buffalo, April 12—Creamery, 19¢ 21¢; dairy, 15¢ 18¢; poor, all kinds, 10¢ 13¢.

Eggs—Strictly fresh, 16 1/4¢ 17¢. Live Poultry — Fowls, 17¢ 18¢; ducks, 18¢ 20¢; geese, 14¢ 15¢; turkeys, 18¢ 20¢; old cocks, 13¢.

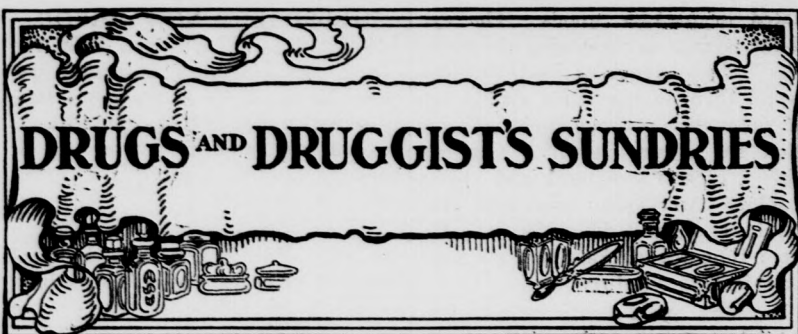
Dressed Poultry — Fowls, 17¢ 18¢; chickens, 18¢ 20¢; turkeys, 20¢ 24¢; old cocks, 12¢.

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

Potatoes—50¢ 60¢ per bu.

Rea & Witzig.

Adrian—The Mills Manufacturing Co. has been organized to manufacture baling machines, etc., with an authorized capital stock of \$6,000, of which \$3,050 has been subscribed, \$1,050 being paid in in cash and \$500 in property.



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

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

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

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fackboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Etymology of "Drug."

The word droge (the German form of the English drug) is derived from the old Greek language, standing in relation with the Greek word trochos, and its diminutive trochion and trochiskos. In Old Latin these words appear with the same meaning as trochus, trochum and trochiscus. Trochos and trochus signify round, disc-shaped, top-like things, that roll and spin easily. Trochiscus means the same—small grains, cakes or discs. Trochum (plural, trochao is also used in place of trochus, and corresponds to the Greek trochion (plural, trochia). The top with which boys played the Romans named trochus. When Heruli and Rugi invaded Italy in the fifth century, these Germanic races absorbed the Latin language into their speech, transforming the hard sounds of t and ch into d and g. In the same way, when the monks brought the Italian word tinta, color or ink, to Germany, it became changed to dinte.

The Old Latin words, trochus, trochi, trocha, etc., became droga, which passed unchanged from Italian into Spanish and Portuguese. The French, to ensure the proper sounding of the g, placed a u after it, and adopted the word drogue. In Spanish the process was similar. While droga meant drugs and spices, the Spaniards called the spice trade drogueria, and the spice merchant droguero; as in their language g before e is sounded (guttural as) ch. According to the foregoing notes, the word droga is about 1,300 years old, and signifies still, "spices, grain, seeds, drugs,"

etc., as these articles are sometimes round, cake-shaped, disc-like, top-shaped, and when thrown on a flat surface easily roll. Thus it signifies to-day what the old Romans meant by trochus, trochi and trocha.

As the Germans from old habit were generally accustomed to adopt foreign words from the French, so they accepted the French drogue. Had they taken it from the Italian language fifty years earlier they would have adopted droge as the right and most convenient form of the word.

In articles which have appeared since the above publication, several scholars have disputed the German authority. Says one: "We have no proof of the existence of the word in any language before the fourteenth century, when it appears in the prologue of Chaucer's 'Canterbury Tales,' at line 428, drogges, drogis, or drugges. Next in point of time comes the reference supplied by Professor Fluckiger on the 'Dispensarium Magistri Nicolai prepositi ad aromatarios,' printed first in 1496, and not compiled earlier than the fifteenth century. The word droga is used repeatedly in this work."

Profitable Side Lines For the Druggist.

Writing to the Bulletin of Pharmacy, W. E. Bingham, druggist, of Tuscaloosa, Ala., says that confectionery and kodak supplies are his best side lines.

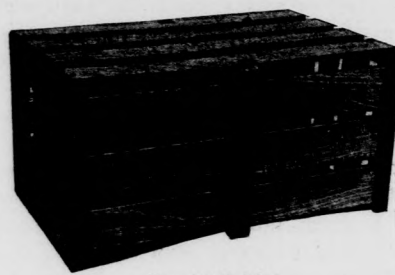
To confectionery he gives a whole section of shelving and also displays on a table in the front part of the store. The kodak supplies occupy one entire showcase. The profits on both are 25 to 30 per cent. and it is nice clean business and draws other trade.

Wilhelm Bodeman, of Chicago, favors cigars as a side line and devotes one ten foot showcase to the goods—a case which opens from the top so that patrons can take their pick without the necessity of hauling over all the boxes. The best advertisement for a line of cigars is in keeping the cigars themselves in good condition, the boxes always in good order, never putting in fire-sale bargains, and always selecting the best possible brands. It pays to handle the best. The profits average about 30 per cent.

F. C. Cahow, of Reading, Mich., finds that stock and poultry foods are his best payers.

The man who quits smoking has more money to spend on his other habits.

The Perfect Fruit Package



Pat. Applied for

Use the BOUCHER CRATES for shipping Peaches, Apples, Pears, Plums, Tomatoes, Melons, etc.

BOUCHER CRATES get the fruit on the market in the best possible condition. The side slats are set in grooves and will not split off.

They have perfect ventilation.

They can be piled any height. They come folded.

Write for prices.

The Boucher Basket & Crate Co.
 Scottville, Mich.

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.

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.



HOLLAND

is recognized as the
 greatest

Cocoa Manufacturing Country in
 the World

There is no better cocoa made in
 the Land of Canals and Wind-mills
 or elsewhere than

Droste's Dutch Cocoa

yet it costs the consumer less and nets you a greater profit than any other imported cocoa.

Sold in bulk and put up in six different sized decorated tins. Send today for samples and particulars.

H. HAMSTRA & Co., American Representatives
 Grand Rapids, Mich.

Use Tradesman Poison Label System

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75@1 85	Scilla	@ 50
Aceticum	6@ 8	Cubebae	4 00@4 10	Scilla Co.	@ 50
Benzoinum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	@ 50
Boracie	@ 12	Evechthitos	1 00@1 10	Prunus virg.	@ 50
Carbolicum	15@ 20	Gaultheria	4 80@5 00	Zingiber	@ 50
Citricum	45@ 50	Geranium	oz 75	Tinctures	
Hydrochlor	3@ 5	Gossypil Sem gal	70@ 75	Aloes	60
Nitricum	8@ 10	Hedeoma	2 50@2 75	Aloes & Myrrh.	60
Oxalicum	14@ 15	Junipera	40@1 20	Anconitum Nap'sF	50
Phosphorium, dil.	@ 15	Lavendula	90@3 60	Anconitum Nap'sR	50
Salicylicum	44@ 47	Limon	1 15@1 25	Arnica	50
Sulphuricum	13@ 15	Mentha Piper	2 75@3 00	Asafoetida	50
Tannicum	75@ 85	Mentha Verid	3 80@4 00	Atrope Belladonna	50
Tartaricum	38@ 40	Morruhuac, gal.	2 00@2 75	Aurant Cortex	50
Ammonia		Myrica	3 00@3 50	Barosma	50
Aqua, 18 deg.	4@ 6	Olive	1 00@3 00	Benzoin	50
Aqua, 20 deg.	6@ 8	Picis Liquida	10@ 12	Benzoin Co.	50
Carbonas	13@ 15	Picis Liquida gal.	@ 40	Cantharides	75
Chloridum	12@ 14	Ricina	94@1 00	Capsicum	50
Aniline		Rosae oz.	8 00@8 50	Cardamon	75
Black	2 00@2 25	Rosmarini	@ 1 00	Cardamon Co.	75
Brown	80@1 00	Sabina	90@1 00	Cassia Acutifol	50
Red	45@ 50	Santal	@ 1 50	Cassia Acutifol Co	50
Yellow	2 50@3 00	Sassafras	90@1 00	Castor	1 00
Bacca		Sinapis, ess. oz.	@ 65	Catechu	50
Cubebae	70@ 75	Succini	40@ 45	Cinchona	50
Junipers	6@ 8	Thyme	40@ 50	Cinchona Co.	50
Xanthoxylum	1 00@1 10	Thyme, opt.	@ 1 60	Columbia	50
Balsamum		Theobromas	15@ 20	Cubebae	50
Copaiba	60@ 65	Tigil	90@1 00	Digitalis	50
Peru	2 00@2 30	Potassium		Ergot	50
Terabin, Canad.	70@ 80	Bi-Carb	15@ 18	Ferri Chloridum	35
Tolutan	40@ 45	Bichromate	13@ 15	Gentian Co.	50
Cortex		Bromide	30@ 35	Guaiaca	50
Abies, Canadian	18	Carb	12@ 15	Guaiaca ammon	50
Cassia	20	Chlorate	12@ 14	Hyoscyamus	50
Cinchona Flava	18	Cyanide	30@ 40	Iodine	75
Buonymus atro.	60	Iodide	2 25@2 30	Iodine, colorless	75
Myrica Cerifera	20	Potassa, Bitart pr	30@ 32	Kino	50
Prunus Virgini	15	Potass Nitras opt	7@ 10	Lobelia	50
Quillaia, gr'd.	26	Potass Nitras	6@ 8	Myrrh	50
Sassafras, po 30	26	Prussiate	23@ 26	Nux Vomica	50
Ulmus	20	Sulphate po	15@ 18	Opil	1 50
Extractum		Radix		Opil, camphorated	2 00
Glycyrrhiza, Gla.	24@ 30	Aconitum	20@ 25	Opil, deodorized	2 00
Glycyrrhiza, po	28@ 30	Althae	30@ 35	Quassia	50
Haematox	11@ 12	Anchusa	10@ 12	Rhatany	50
Haematox, 1s	13@ 14	Arum po	@ 25	Rhei	50
Haematox, 1/2s	14@ 15	Calamus	20@ 40	Sanguinaria	50
Haematox, 1/4s	16@ 17	Gentiana	12@ 15	Serpentaria	50
Ferru		Glycyrrhiza pv 15	16@ 18	Stromonium	50
Carbonate Precip.	15	Helibore, Alba	12@ 15	Tolutan	50
Citrate and Quina	2 00	Hydrastis, Canada	@ 3 00	Valerian	50
Citrate Soluble	55	Hydrastis, Can. po	@ 2 60	Veratrum Veride	50
Ferrocyanidum S	40	Inula, po	20@ 25	Zingiber	50
Solut, Chloride	15	Ipecac, po	25@ 25	Miscellaneous	
Sulphate, com'l	2	Iris plox	35@ 40	Aether, Spts Nit 3f	30@ 35
Sulphate, cwtl, by	70	Isalapa, pr.	70@ 75	Aether, Spts Nit 4f	34@ 38
Sulphate, pure	7	Maranta, 1/4s	@ 25	Alumen, grd po 7	3@ 4
Flora		Podophyllum po	15@ 18	Annatto	40@ 50
Arnica	20@ 25	Rhei	75@1 00	Antimoni, po	4@ 5
Anthemis	50@ 60	Rhei, cut	00@1 25	Antimoni et po T	40@ 50
Matricaria	30@ 35	Rhei, pv.	75@1 00	Antifebrin	@ 20
Folia		Sanguinari, po 18	@ 15	Antipyrin	@ 25
Barosma	1 75@2 00	Scilla, po 45	20@ 25	Argent Nitras oz	@ 62
Cassia Acutifol	15@ 20	Senega	85@ 90	Arsenicum	10@ 12
Cassia, Acutifol	25@ 30	Serpentaria	50@ 55	Balm Gilead buds	60@ 65
Salvia officinalis	18@ 20	Smilax, M.	@ 25	Bismuth S N	2 20@2 30
1/4s and 1/2s	8@ 10	Smilax, off's H.	@ 48	Calcium Chlor, 1s	@ 9
Uva Ursi	@ 10	Spigella	1 45@1 50	Calcium Chlor, 1/2s	@ 12
Gummi		Symplocarpus	@ 25	Cantharides, Rus.	@ 90
Acacia, 1st pkd.	@ 65	Valeriana Eng	@ 25	Capsici Fruc's af	@ 20
Acacia, 2nd pkd.	@ 45	Valeriana, Ger.	15@ 20	Capsici Fruc's po	@ 22
Acacia, 3rd pkd.	@ 35	Zingiber a	12@ 16	Cap'i Fruc's B po	@ 15
Acacia, sifted sts.	@ 18	Zingiber j	25@ 28	Carmine, No. 40	@ 4 25
Acacia, po	45@ 65	Semen		Carphylus	20@ 25
Aloe, Barb	22@ 25	Anisum po 22	@ 18	Cassia Fructus	@ 35
Aloe, Cape	@ 25	Apium (gravel's)	13@ 15	Cateacum	@ 35
Aloe, Socotri	@ 45	Bird, 1s	4@ 6	Centraria	@ 10
Ammoniac	55@ 60	Cannabis Sativa	7@ 8	Cera Alba	50@ 55
Asafoetida	2 00@2 20	Cardamon	70@ 90	Cera Flava	40@ 42
Benzoinum	50@ 55	Carui po 15	12@ 15	Crocus	45@ 50
Catechu, 1s	@ 13	Chenopodium	25@ 30	Chloroform	34@ 54
Catechu, 1/2s	@ 14	Coriandrum	12@ 14	Chloral Hyd Crsa	1 25@1 45
Catechu, 1/4s	@ 15	Cydonium	75@1 00	Chloro m Squibbs	@ 90
Camphorae	60@ 65	Dipterix Odorate	3 50@4 00	Chondrus	20@ 25
Euphorbium	@ 40	Foeniculum	@ 30	Cinchonide Germ	38@ 48
Galbanum	@ 1 00	Foenugreek, po	7@ 9	Cinchonidine P-W	38@ 48
Gamboge	25@1 35	Lini	6@ 8	Cocaine	3 05@3 25
Gauliacum po 35	@ 45	Lini, gr'd. bbl. 5 1/2	6@ 8	Corks list, less 70%	@ 45
Kino	@ 45	Lobelia	75@ 80	Creta	@ 2
Mastic	@ 75	Pharlaris Canan	9@ 10	Creta, prep.	@ 11
Myrrh	@ 45	Rapa	5@ 6	Creta, precip.	@ 15
Opium	5 50@5 60	Sinapis Alba	8@ 10	Creta, Rubra	@ 8
Shellac	45@ 55	Sinapis Nigra	9@ 10	Cudbear	@ 24
Shellac, bleached	60@ 65	Spiritus		Cupri Sulph.	3@ 10
Tragacanth	90@1 00	Frumenti W. D.	2 00@2 50	Dextrine	7@ 10
Herba		Frumenti	1 25@1 50	Emery, all Nos.	@ 8
Absinthium	4 50@7 00	Junipers Co.	1 75@3 50	Emery, po.	@ 6
Eupatorium oz pk	@ 20	Junipers Co OT	1 65@2 00	Ergota	1 60@1 50
Lobelia	@ 20	Saccharum N E	1 90@2 10	Ether Sulph	35@ 40
Majorium	@ 28	Spt Vini Galli	1 75@6 50	Flake White	12@ 15
Mentha Pip. oz pk	@ 22	Vini Alba	1 25@2 00	Galla	@ 30
Mentha Ver oz pk	@ 25	Vini Oporto	1 25@2 00	Gambler	3@ 9
Rue	39@ 45	Sponges		Gelatin, Cooper	@ 60
Tanacetum	@ 22	Extra yellow sheeps'	@ 1 25	Gelatin, French	35@ 60
Thymus V oz pk	@ 25	wool carriage	@ 1 25	Glassware, fit boo	75%
Magnesia		Florida sheeps' wool	3 00@3 50	Less than box 70%	
Calcined, Pat.	55@ 60	carriage	@ 1 25	Glue, brown	11@ 13
Carbonate, Pat.	18@ 20	Grass sheeps' wool	@ 1 25	Glue, white	15@ 25
Carbonate, K-M.	18@ 20	carriage	@ 1 00	Glycerina	28@ 35
Carbonate	18@ 20	Hard, slate use	@ 1 00	Grana Paradisi	@ 25
Oleum		Nassau sheeps' wool	3 50@3 75	Humulus	35@ 60
Absinthium	7 50@8 00	carriage	@ 3 50	Hydrarg Ammoli	@ 1 10
Amygdalae Dulc.	75@ 85	Velvet extra sheeps'	@ 2 00	Hydrarg Ch. Mt	@ 85
Amygdalae, Ama	8 00@8 25	wool carriage	@ 2 00	Hydrarg Ch Cor	@ 85
Anisi	1 90@2 00	Yellow Reef, for	@ 1 40	Hydrarg Ox Ru'm	@ 95
Aurant Cortex	2 75@2 85	slate use	@ 1 40	Hydrarg Ungue'm	45@ 50
Bergamli	5 50@5 60	Syrups		Hydrargyrum	@ 00
Cajiputi	85@ 90	Acacia	@ 50	Ichthyobolla, Am.	90@1 00
Caryophilli	1 40@1 50	Aurant Cortex	@ 50	Indigo	75@1 00
Cedar	85@ 90	Ferri lod	@ 60	Iodine, Resubi	3 00@3 25
Chenopadi	4 50@5 00	Ipecac	@ 60	Iodoform	3 90@4 00
Cinnamoni	1 75@1 85	Rhei Arom	@ 50	Liquor Arsen et	@ 25
Conium Mae	80@ 90	Smilax Off's	50@ 60	Hydrarg lod.	@ 25
Citronella	60@ 70	Senega	@ 50	Liq. Potass Arsenit	10@ 12

Lupulin	@ 1 50	Rubia Tinctorum	12@ 14	Vanilla	1 00@1 10
Lycopodium	75@ 85	Saccharum La's	18@ 20	Zinci Sulph	7@ 10
Macis	65@ 70	Salacin	50@4 75	Oils	
Magnesia, Sulph.	3@ 5	Sanguis Drae's	40@ 50	Lard, extra	55L gal
Magnesia, Sulph. bbl	@ 1 1/2	Sapo, G	@ 15	Lard, No. 1	35@ 40
Mannia S. F.	75@ 85	Sapo, M	10@ 12	Linseed, pure r/w	1 08@1 15
Menthol	4 50@5 00	Sapo, W	15@ 18	Linseed, boiled	1 10@1 14
Morphia, SP&W	3 35@3 60	Seidlitz Mixture	25@ 28	Neat's-foot, w str	45@ 70
Morphia, SNYQ	3 35@3 60	Sinapis	@ 18	Turpentine, bbl.	31@ 35
Morphia, Mal.	3 35@3 60	Sinapis, opt.	@ 30	Turpentine, less	45@ 50
Moschus Canton	@ 40	Snuff, Maccaboy	@ 54	Whale, winter	70@ 75
Myristica, No. 1	25@ 40	De Voes	@ 54	Paints	
Nux Vomica po 15	@ 10	Snuff, S'n DeVos	@ 54	Green, Paris	31@ 32
Os Sepia	30@ 35	Soda, Boras	54@ 10	Green, Peninsular	13@ 14
Pepsin Saac, H &	@ 1 00	Soda, Boras, po	54@ 10	Lead, red	74@ 8
P D Co.	@ 1 00	Soda et Pot's Tart	25@ 28	Lead, white	74@ 8
Picis Liq N N 1/2	@ 2 00	Soda, Carb	14@ 2	Ochra, yel Bar	14@ 20
gal. doz	@ 2 00	Soda, Bi-Carb	3@ 5	Ochra, yel Mars	14@ 20
Picis Liq qts	@ 1 00	Soda, Ash	34@ 4	Putty, comm'l	24@ 26
Picis Liq pints	@ 60	Soda, Sulphas	@ 2	Putty, str't pr	24@ 26
Pil Hydrarg po 80	@ 30	Spts. Cologne	@ 60	Red Venetian	14@ 20
Piper Alba po 35	@ 30	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Pix Nigra po 22	@ 13	Spts. Myrcia	@ 2 50	Vermillion, Eng.	75@ 80
Pix Burgum	10@ 12	Spts. Vini Rect bbl	@ 50	Vermillion Prime	
Plumbi Acet	12@ 15	Spts. Vini Rect 1/2 b	@ 50	American	11@ 15
Pulvis Ip'cut Opil 1	30@1 50	Spts. Vini R't 10 gl	@ 50	Whiting, Gilders'	@ 35
Pyrethrum, bxs. H	@ 75	Spts. Vini R't 5 gl	@ 50	Whit'g Paris Am'r	@ 1 25
& P D Co. doz	@ 75	Strychnia Crystl 1	10@1 30	Whit'g Paris Eng.	@ 1 25
Pyrethrum, pv	20@ 25	Sulphur, Roll	21@ 5	Whit'g Paris	@ 1 00
Quassia	8@ 10	Sulphur Subl.	23@ 5	Whit'g, white S'n	@ 1 00
Quina, N. Y.	17@ 27	Tamarinds	3@ 10	Varnishes	
Quina, S. Ger.	17@ 27	Terebenth Venice	40@ 50	Extra Turp	1 00@1 70
Quina, S P & W	17@ 27	Thebromiae	42@ 47	No. 1 Turp Coach	1 10@1 20



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.



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
A		B	
Ammonia	1	Baked Beans	1
Axle Grease	1	Bath Brick	1
B		C	
Baked Beans	1	Candles	1
Bath Brick	1	Canned Goods	1
Bluing	1	Canned Meats	1
Brooms	1	Carbon Oils	1
Brushes	1	Catsup	1
Butter Color	1	Cereals	1
C		D	
Candles	1	Dried Fruits	5
Canned Goods	1	Farinaceous Goods	5
Canned Meats	1	Feed	5
Carbon Oils	1	Fish and Oysters	10
Catsup	1	Fishing Tackle	5
Cereals	1	Flavoring Extracts	5
Cheese	1	Flour	5
Cheating Gum	1	Fresh Meats	5
Chicory	1	G	
Chocolate	1	H	
Clothes Lines	1	I	
Cocoa	1	J	
Cocoa Shells	1	K	
Confections	11	L	
Crackers	1	M	
Cream Tartar	5	N	
D		O	
Dried Fruits	5	P	
Farinaceous Goods	5	Q	
Feed	5	R	
Fish and Oysters	10	S	
Fishing Tackle	5	T	
Flavoring Extracts	5	U	
Flour	5	V	
Fresh Meats	5	W	
G		X	
Gelatine	5	Y	
Grain Bags	5	Z	
Grains	5	AA	
H		AB	
Herbs	6	AC	
Hides and Pelts	10	AD	
J		AE	
Jelly	6	AF	
L		AG	
Licorice	6	AH	
M		AI	
Matches	6	AJ	
Meat Extracts	6	AK	
Mince Meats	6	AL	
Molasses	6	AM	
Mustard	6	AN	
N		AO	
Nuts	11	AP	
O		AQ	
Olives	6	AR	
P		AS	
Pipes	6	AT	
Pickles	6	AU	
Playing Cards	6	AV	
Potash	6	AW	
Provisions	7	AX	
R		AY	
Rice	7	AZ	
Salad Dressing	7	BA	
Saleratus	7	BB	
Salt Soda	7	BC	
Salt	7	BD	
Salt Fish	7	BE	
Seeds	7	BF	
Shoe Blacking	7	BG	
Snuff	7	BH	
Soap	7	BI	
Soda	7	BJ	
Soda	7	BK	
Spices	7	BL	
Starch	7	BM	
Syrups	7	BN	
T		BO	
Tea	8	BP	
Tobacco	8	BQ	
Tooth Picks	8	BR	
Twine	8	BS	
V		BT	
Vinegar	9	BU	
W		BV	
Wicking	9	BW	
Woodenware	9	BX	
Wrapping Paper	10	BY	
Y		BZ	
Yeast Cake	10	CA	

3		4		5	
Largest Gum Made	55	Cocoanut Drops	12	CREAM TARTAR	
Sen Sen	55	Cocoanut Macaroons	18	Barrels or drums	33
Sen Sen Breath Perf	1 00	Cocoanut Hon. Fingers	12	Boxes	34
Yucatan	55	Cocoanut Hon. Jumb's	12	Square cans	36
Spearmint	55	Coffee Cake	10	Fancy caddies	41
CHOCOLATE		Coffee Cake, iced	11	DRIED FRUITS	
Walter Baker & Co.'s		Crumpets	10	Apples	
German's Sweet	22	Dinner Biscuit	25	Sundried	
Premium Sweet	31	Dixie Sugar Cookies	9	Evaporated	12@13
Caracas	31	Family Cookie	9	Apricots	
Walter M. Lowney Co.		Fig Cake Assorted	12	California	12 1/2@14 1/2
Premium, 1/4s	30	Fig Newtons	12	Citron	
Premium, 1/2s	30	Floral Cake	12 1/2	Corsican	@15
CIDER, SWEET		Fluted Cocoanut Bar	10	Currants	
"Morgan's"		Frosted Creams	8	Imp'd 1 lb. pkg.	@10
Regular barrel 50 gal	10 00	Frosted Ginger Cookie	8	Imported bulk	@ 9%
Trade barrel, 28 gals	5 50	Fruit Lurch iced	10	Peel	
1/4 Trade barrel, 14 gal	3 50	Ginger Gems	8	Lemon American	13
Boiled, per gal.	60	Ginger Gems, iced	9	Orange American	13
Hard, per gal.	25	Graham Crackers	8	Raisins	
COCOA		Ginger Snaps Family	8	Connosiar Cluster	3 25
Baker's	37	Ginger Snaps N. B. C.	7 1/2	Dessert Cluster	4 00
Cleveland	41	Square	8	Loose Muscatels 3 Cr	5 1/2
Colonial, 1/4s	35	Hippodrome Bar	12	Loose Muscatels 4 Cr	6 1/2
Colonial, 1/2s	33	Honey Cake, N. B. C.	12	L. M. Seeded 1 lb. 7 1/2@8	
Epps	42	Honey Fingers As. Ice	12	California Prunes	
Huyler	45	Honey Jumbles, Iced	12	L. M. Seeded, bulk	7 1/2
Lowney, 1/4s	36	Honey Flake	12 1/2	Sultanas, Bleached	12
Lowney, 1/2s	36	Household Cookies	8	100-125 25lb. boxes	@10
Lowney, 1s	40	Household Cookies Iced	9	90-100 25lb. boxes	@10 1/2
Van Houten, 1/4s	20	Imperial	9	80-90 25lb. boxes	@11
Van Houten, 1/2s	20	Jersey Lunch	8	70-80 25lb. boxes	@11 1/2
Van Houten, 1s	40	Jubilee Mixed	10	60-70 25lb. boxes	@12
Webb	33	Kream Klips	25	50-60 25lb. boxes	@12 1/2
Wilber, 1/4s	33	Ladle	9	40-50 25lb. boxes	@13
Wilber, 1/2s	32	Lemon Gems	10	1/4c less in 50lb. cases	
COCOANUT		Lemon Biscuit Square	8	FARINACEOUS GOODS	
Dunham's	29	Lemon Wafer	16	Beans	
1/4s, 5lb. case	29	Lemona	9	Dried Lima	7
1/4s, 5lb. case	28	Mary Ann	9	Med. Hand Picked	2 25
1/4s, 15lb. case	27	Marshmallow Walnuts	16	Brown Holland	2 85
1/4s, 15lb. case	26	Molasses Cakes	9	Farina	
1s, 15lb. case	25	Molasses Cakes, Iced	9	25 1 lb. packages	1 50
1/4s & 1/2s, 15lb. case	25 1/2	Molasses Fruit Cookies	11	Bulk, per 100 lbs.	4 00
Scalloped Gems	10	Iced	11	Hominy	
1/4s & 1/2s, pails	14 1/2	Molasses Sandwich	12	Pearl, 100 lb. sack	1 75
Bulk, pails	13	Mottled Square	8	Maccaroni and Vermicelli	
Bulk, barrels	12	Oatmeal Crackers	10	Domestic, 10 lb. box	60
COFFEES, ROASTED		Orange Gems	9	Imported, 25 lb. box	2 50
Rio		Orbit Cake	14	Pearl Barley	
Common	17 1/2	Penny Assorted	9	Chester	3 75
Fair	17	Peanut Gems	9	Empire	4 75
Choice	18	Pretzels, Hand Md.	9	Peas	
Fancy	19	Pretzeltes, Hand Md.	9	Green, Wisconsin, bu.	
Peaberry	19	Pretzeltes, Mac. Md.	8	Green, Scotch, bu.	2 90
Santos		Raisin Cookies	10	Split, lb.	94
Common	17	Satin Gems	11	Sage	
Fair	18	Revere, Assorted	14	East India	5
Choice	18 1/2	Rittenhouse Fruit	10	German, sacks	5
Fancy	19	Biscuit	10	German, broken pkg.	
Peaberry	19 1/2	Rube	9	Tapioca	
Maracalbo		Scalloped Gems	10	Flake, 100 lb. sacks	6
Fair	19	Scotch Cookies	10	Pearl, 130 lb. sacks	4 1/2
Choice	20	Spiced Currant Cake	10	Pearl, 36 pkgs.	2 25
Mexican		Sugar Fingers	12	Minute, 36 pkgs.	2 75
Fair	19	Sultana Fruit Biscuit	16	FLAVORING EXTRACTS	
Fancy	21	Spiced Ginger Cake	9	Foot & Jenks	
Guatemala		Spiced Ginger Cake Iced	10	Coleman Vanilla	
Fair	20	Sugar Cakes	9	No. 2 size	14 00
Fancy	22	Sugar Squares, large	9	No. 4 size	24 00
Java		or small	9	No. 3 size	36 00
Private Growth	24@29	Sunnyside Jumbles	10	No. 8 size	48 00
Mandling	30@34	Superba	8	Coleman Terp. Lemon	
Aukola	29@31	Sponge Lady Fingers	25	No. 2 size	9 60
Mocha		Sugar Crimp	9	No. 4 size	18 00
Short Bean	24@26	Vanilla Wafers	16	No. 3 size	21 00
Long Bean	23@24	Waverly	10	No. 8 size	36 00
H. L. O. G.	25@27	In-er Seal Goods		Jaxon Mexican Vanilla	
Bogota		per doz.		1 oz. oval	15 00
Fair	20	Albert Biscuit	1 00	2 oz. oval	28 20
Fancy	22	Animals	1 00	4 oz. flat	55 20
Exchange Market, Steady	22	Arrowroot Biscuit	1 00	8 oz. flat	108 00
Spot Market, Steady	22	Baronet Biscuit	1 00	Jaxon Terp. Lemon	
Package		Brenner's Butter	1 00	1 oz. oval	10 20
New York Basis		Wafers	1 00	2 oz. oval	16 80
Arbuckle	20 50	Cameo Biscuit	1 50	4 oz. flat	33 00
Lion	21 50	Cheese Sandwich	16	8 oz. flat	63 00
McLaughlin's XXXX	21 50	Chocolate Drp Centers	16	Jennings (D. C. Brand)	
McLaughlin's XXXX sold		Chocolate Wafers	1 00	Extract Vanilla	
to retailers only. Mail all		Cocoanut Dainties	1 00	Terpeness Extract Lemon	
orders direct to W. F.		Dinner Biscuits	1 50	No. 2 Panel, per doz.	1 75
McLaughlin & Co., Chicag-		Domestic Cakes	8	No. 4 Panel, per doz.	1 50
Extract		Fig Newton	1 00	No. 6 Panel, per doz.	2 00
Holland, 1/2 gro boxes	95	Five O'clock Tea	1 00	No. 3 Taper, per doz.	1 50
Felix, 1/2 gross	1 15	Protana	1 00	2 oz. Full Measure doz.	1 25
Hummel's foil, 1/2 gro.	85	Gala Sugar Cakes	8	4 oz. Full Measure doz.	2 40
Hummel's tin, 1/2 gro.	1 43	Ginger Snaps, N. B. C.	1 00	Jannings (D. C. Brand)	
CRACKERS		Graham Crackers, Red	1 00	No. 2 Panel, per doz.	1 25
National Biscuit Company		Label	1 00	No. 4 Panel, per doz.	2 00
Brand		Jonnie	8	No. 6 Panel, per doz.	3 00
Butter		Lemon Snaps	50	No. 3 Taper, per doz.	2 00
N. B. C. Sq. bbl. 6 1/2 bx	6	Marshmallow Coffee	12 1/2	1 oz. Full Measure doz.	90
Seymour, Rd. bbl. 6 1/2 bx	6	Oatmeal Crackers	1 00	2 oz. Full Measure doz.	2 00
Soda		Old Time Sugar Cook.	1 00	4 oz. Full Measure doz.	4 00
N. B. C., boxes	6	Oval Salt Biscuit	1 00	No. 2 Panel assorted	1 00
Select	8 1/2	Oysterettes	50	Crescent Mfg. Co.	
Saratoga Flakes	13	Pretzeltes, Hd. Md.	1 00	Mapleine	
Zephyrette	13	Royal Toast	1 00	2 oz. per doz.	3 00
Oyster		Saltine Biscuit	1 00	Michigan Maple Syrup Co.	
N. B. C. Rd. bbl. 6 1/2 bx	6	Saratoga Flakes	1 50	Kalkaska Brand	
Gem, bbl. 6 1/2 boxes	6	Social Tea Biscuit	1 00	Maple, 2 oz. per doz.	2 25
Faust	8	Soda Crackers N. B. C.	1 00	GRAIN BAGS	
Sweet Goods		Soda Crackers Select	1 00	Amoskeag, 100 in bale	19
Animals	10	S. S. Butter Crackers	1 50	Amoskeag, less than bl	19 1/2
Apricot Gems	12	Triumph Cakes	16	GRAIN AND FLOUR	
Atlantics	12	Uneda Biscuit	50	Wheat	
Atlantic, Assorted	12	Uneda Jinjer Wayfer	1 00	Red	85
Avena Fruit Cake	12	Uneda Lunch Biscuit	50	White	83
Brittle	11	Vanilla Wafers	1 00	Local Brands	
Bumble Bee	10	Water Thin Biscuit	1 00	Patents	5 20
Cadets	9	Zu Zu Ginger Snaps	50	Second Patents	5 00
Cartwheels Assorted	9	Zwieback	1 00	Straight	4 60
Chocolate Drops	16	In Special Tin Packages.		Second Straight	4 40
Choc. Honey Fingers	16	Per doz.		Clear	4 00
Chocolate Tokens	2 50	Festino	2 50	Flour in barrels, 25c per	
Circle Honey		Nabisco, 25c	2 50	barrel additional.	
Current Fruit Biscuits	12	Nabisco, 10c	1 00	Lemon & Wheeler Co.	
Cracknels	16	Champagne wafer	2 50	Big Wonder 1/4s cloth	4 50
Cocoanut Brittle Cake	12	Per tin in bulk		Big Wonder 1/4s cloth	4 50
Cocoanut Sugar Cake	11	Sorbetto	1 00	Worden Grocer Co.'s Brand	
Cocoanut Taffy Bar	12	Nabisco	1 75	Quaker, paper	4 70
Cocoanut Bar	10	Festino	1 50	Quaker, cloth	4 60
		Bent's Water Crackers	1 40	Wykes & Co.	

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/2 cloth 5 50 White Star, 1/4 cloth 5 40 White Star, 1/8 cloth 5 30 Worden Grocer Co. American Eagle, 1/2 cl 5 35 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 00 Seal of Minnesota 6 10 Wizard Flour 4 60 Wizard Graham 4 60 Wizard Gran. Meal 3 60 Wizard Buckwheat 6 00 Rye 4 40 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 40 Golden Horn, bakers 5 30 Wisconsin Rye 4 50 Judson Grocer Co.'s Brand Ceresota, 1/2 6 10 Ceresota, 1/4 6 00 Ceresota, 1/8 5 90 Lemon & Wheeler's Brand Wingold, 1/2 6 00 Wingold, 1/4 5 90 Wingold, 1/8 5 80 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 5 80 Laurel, 1/4 cloth 5 70 Laurel, 1/8 & 1/2 paper 5 60 Laurel, 1/2 cloth 5 80 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic 5 80 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 1/4 cloth 5 90 Sleepy Eye, 1/8 cloth 5 80 Sleepy Eye, 1/2 paper 5 80 Sleepy Eye, 1/4 paper 5 80 Watson-Higgins Milling Co. Perfection Flour 5 00 Tip Top Flour 4 60 Golden Sheaf Flour 4 20 Marshall's Best Flour 5 80 Perfection Buckwheat 3 00 Tip Top Buckwheat 2 80 Badger Dairy Feed 24 00 Alfalfa Horse Feed 26 00 Kafir Corn 1 35 Hoyle Scratch Feed 1 50 Meal Bolted 3 40 Golden Granulated 3 60 St. Car Feed screened 2 00 No. 1 Corn and Oats 20 00 Corn, cracked 19 00 Corn, meal, coarse 19 00 Winter Wheat Bran 26 00 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 37 50 O P Laxo-Cake-Meal 34 00 Cottonseed Meal 30 00 Gluten Feed 26 00 Brewers' Grains 26 00 Hammond Dairy Feed 24 00 Alfalfa Meal 26 00 Oats Michigan carlots 36 Less than carlots 38 Corn Carlots 48 Less than carlots 50 Hay Carlots 16 Less than carlots 17 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 42 Choice 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@120 Bulk, 2 gal. kegs 95@110 Bulk, 5 gal. kegs 90@105 Stuffed, 8 oz. 90 Stuffed, 4 oz. 1 35 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs, per doz. 2 25 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 Babbits 4 00	PROVISIONS Barreled Pork Clear Back 18 50 Short Cut 16 75 Short Cut Clear 16 75 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 9 3/4 @ 10 Compound lard 8 1/4 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2 50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1 8 lb. pails, advance 1 Smoked Meats Hams, 12 lb. average 14 1/2 Hams, 14 lb. average 14 1/2 Hams, 16 lb. aver 13 1/4 @ 14 Hams, 18 lb. aver 13 1/4 @ 14 Skinned Hams 14 1/2 @ 15 Ham, dried beef sets 17 California Hams 11 @ 11 1/2 Picnic Boiled Hams 15 Boiled Ham 20 Berlin Ham, pressed 11 1/2 Minced Ham 12 Bacon 16 @ 16 1/2 Sausages Bologna 8 1/2 Liver 7 1/2 @ 8 Frankfort 9 1/2 @ 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 20 1/4 bbls., 40 lbs. 2 15 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 90 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 35 Beef, rounds, set 20 Beef, middles, set 70 Sheep, per bundle 80 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 11 @ 13 Canned Meats Corned beef, 2 lb. 3 60 Corned beef, 1 lb. 1 95 Roast beef, 2 lb. 3 95 Roast beef, 1 lb. 1 95 Potted Ham, 1/2 50 Potted Ham, 1/4 50 Deviled Ham, 1/2 50 Deviled Ham, 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 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 1/4 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 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 95 Medium, fine 1 00 SALT FISH Cod Large whole 7 1/2 Small whole 7 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoop, bbls. 11 00 Y. M. wh. hoop, 1/2 bbl. 6 00 Y. M. wh. hoops, kegs 75 Y. M. wh. hoop Milchers kegs 85 Queen, bbls. 10 50 Queen, 1/2 bbls. 5 75 Queen, kegs 65 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00	Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 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 19 10 lbs. 75 8 lbs. 65 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond 50 8 oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 85 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 25 Big Master, 70 bars 2 85 German Mottled 3 50 German Mottled, 5 uxs 3 45 German Mottled, 10 bx 3 40 German Mottled, 25 bx 3 35 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toll 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24s family size 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 4lb. 3 80 Pearlina 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 19 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochinchina 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-30 30 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 45 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 19 Cassia, Canton 12 Ginger, African 12 Mace, Penang 75 Nutmegs, 75-30 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 45 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 2 1/2 Half barrels 24	20lb. cans 1/2 dz. in cs. 1 40 10lb. cans, 1/2 dz. in cs. 1 35 5lb. cans, 2 dz. in cs. 1 45 2 1/2 lb. cans 2 dz. in cs. 1 55 Pure Cane Fair 16 Good 20 Choice 25 Michigan Maple Syrup Co. Brand Kalkaska, per doz. 2 25 TEA Japan Sundried, medium 24 @ 25 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 25 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired medium 30 Basket-fired choice 35 @ 37 Basket-fired, fancy 40 3 Nibs 25 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 @ 35 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 35 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 55 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 60 Hiawatha, 1 oz. 50 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 1 85 Ojibwa, 5c pkg. 1 85 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 76 Sweet Cuba, 5c 5 60 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 00 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 76 Sweet Mist, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs. 4 90 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 15 oz. 27 Drummond, Nat Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf per doz. 95 Battle Ax 37 Brazer 37 Big Four 31 Boot Jack 86 Bullion, 16 oz. 46 Climax Golden Twins 48 Days Work 38 Derby 28 5 Bros. 63 Gilt Edge 48 Gold Rope, 7 to lb. 58 Gold Rope, 14 to lb. 58 G. O. P. 32 Granger Twist 46 G. T. W. 37 Horse Shoe 43 Honey Dip Twist 45 Jolly Tar 40 J. T. 8 oz. 35 Keystone Twist 46 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachey 40 Picnic Twist 45 Piper Heidsieck 69 Redcut, 1 1/2 oz. 38 Red Lion 30 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 oz. 47 Square Deal 48 Star 23 Standard Navy 37 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 24 Wool, 1 lb. bales 8 VINEGAR Highland apple cider 22 Oakland apple cider 17 State Seal sugar 13 40 grain pure white 10 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00	Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 6 25 Willow, Clothes, me'm 7 25 Butter Plates Wire End or Ovals 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers, 15 sets 1 35 Case, medium, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork, lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 90 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 Cedar all red brass 1 25 3-wire Cable 2 30 Paper Eureka 2 25 Fibre 2 70 Toothpicks Birch, 100 packages 2 00 Ideal 85 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3, Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 60 15 in. Butter 2 25 17 in. Butter 4 15 19 in. Butter 6 10 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common Straw 2 Fibre Manila, white 3 No. 1 Manila, colored 4 Cream Manila 3 Butchers' Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 15 Whitefish, No. 1 12 Fresh, frozen 12 Strictly fresh 15 Trout 12 @ 15 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook, Salmon 15 Mackerel 12 1/2 Finnan Haddie 12 1/2 Roe Shad 8 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Green No. 1 7 1/2	Green No. 2 6 1/2 Cured No. 1 9 Cured No. 2 8 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured No. 1 13 Calfskin, cured No. 2 12 1/2 Pelts Old Wool 30 Lambs 50 @ 1 00 Shearings 50 @ 1 00 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 21 Unwashed, fine 15 CONFECTIONS Stick Candy Standard 8 Standard H H 8 Standard Twist 3 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 5 1/2 Competition 7 Special 8 Conserve 8 Royal 12 Ribbon 10 Broken 8 Cut Loaf 3 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Fremio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Rudge Squares 12 Peanut Squares 12 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 12 Lozenges, plain 10 Champion Chocolate 11 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperials 10 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses 10lb. bx. 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore- pound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark, No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 60 Imperials 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crme 50 @ 60 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 50 Up-to-date Asst'm't 7 75 Ten Strike No. 1 50 Ten Strike No. 2 40 Ten Strike, Summer assortment 6 75 Pop Corn Cracker Jack 3 35 Giggles, 5c pkg. cs. 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 35 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 13 Almonds, Drake 15 Almonds, California soft shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 12 Walnuts, soft shell 18 @ 19 Walnuts, Marbot 17 Table nuts, fancy 13 1/2 @ 14 Pecans, medium 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts, per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 9 Pecan Halves 53 Walnut Halves 45 @ 48 Filbert Meats 30 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 6 7 1/2 Choice, raw, H. P. Jum- bo. 8

Special Price Current

AXLE GREASE



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

BAKING POWDER



YOUR
OWN
PRIVATE
BRAND



Wabash Baking Powder
Co., Wabash, Ind.

80 oz. tin cans3 75
32 oz. tin cans1 50
19 oz. tin cans85
16 oz. tin cans75
14 oz. tin cans65
10 oz. tin cans55
8 oz. tin cans45
4 oz. tin cans35
32 oz. tin milk pail .2 00
16 oz. tin bucket90
11 oz. glass tumbler85
16 oz. glass tumbler75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



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

Ben Hur

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

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs.,
per case2 60

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 25

Jute

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

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

50ft.1 35
40ft.95
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



White House, 11b.
White House, 21b.
Excelsior, Blend, 11b.
Excelsior, Blend, 21b.
Tip Top, Blend, 11b.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
mons Bros. & Co., Sagin-
aw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

FISHING TACKLE

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

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet11
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

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

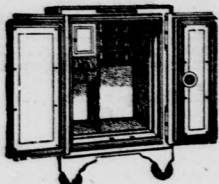


Small size, doz.40
Large size, doz.75

GELATINE

Cox's, 1 doz. large1 80
Cox's, 1 doz. small1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and bur-
glar 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

Seaver Soap Co.'s Brand



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman Co.'s Brand



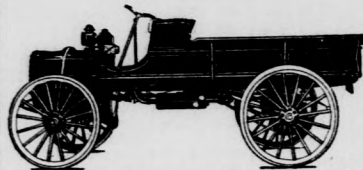
Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

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
Line to

Adams & Hart

Western Mich. Agents

Grand Rapids, Michigan

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



DON'T FAIL.
To send for catalog show-
ing our line of
**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

Sawyer's

CRYSTAL

See that Top

Blue.

For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

Sawyer's Crys-
tal Blue gives a
beautiful tint and
restores the color
to linens, 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.

Outlast Shingles Slag or Tin

THERE is no question but that Reynolds Flexible As-
phalt Slate is the most durable and satisfactory roof-
ing material known today. It is practically indestruc-
tible. 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

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Tradesman

Coupon

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Made by

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Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Best cash business in Western Michigan. Dry goods, shoes, furnishings, notions. Successful and fine opportunity. Must be cash deal. About \$6,000. Can reduce. No salesmen wanted. Address L. H. Phelps & Co., Fremont, Mich. 338

For Sale—A small laundry. A bargain, or will sell machinery for removal. Address Laundry, care Michigan Tradesman. 333

For Sale or Exchange—For improved farm 80 to 100 acres. Best equipped clothing store in Northern Indiana. No competition. Town 1,000, two good railroads. If you want this, act quick. Write K. & C., care Tradesman. 334

For Sale—Strictly clean stock of groceries and fixtures in 2,500 town, near Grand Rapids. Address V. A. J., 734 Cherry St., Grand Rapids, Mich. 335

LIGHT STEEL RAILS

8, 12, 16, 20, 25, 30, 35, 40 lbs. per yard. A. S. C. E. Sections, with Splices and Spikes. Certificates of inspection by Hildreth & Co., Inspecting Engineers, of New York City, assuring absolute first quality, furnished free of cost. We are manufacturers and can make prompt delivery.

UNITED STATES RAIL CO., Cumberland, Md.

Wanted To Rent—Store buildings suitable for general stock of merchandise in live country town. Address A. E. M., No. 1 Windsor Terrace, Grand Rapids, Mich. 336

ADDRESS—W. D. Hamilton & Co., Galesburg, Ill., if you want to sell your stock of merchandise. 337

Special Sales—Oldest sale conductor in the business. Bar no one. Personally conduct all of my sales. W. N. Harper, Port Huron, Mich. 332

Wanted—Good opening for racket store. Would buy. Good location desired. F. McElwain, Hastings, Mich. 331

For Sale—On account of death of brother, old established dry goods business. Three year lease. Light, large store, small stock. J. T. C., 108-110 W. State St., Ithaca, N. Y. 329

For Sale—A first-class stock of dry goods, notions, furnishings, shoes, etc., located in one of the best farming districts in Southern Michigan. Doing cash business. Best location in town, second door from postoffice. Established trade, an excellent opportunity for some one to go into business. Strictly cash proposition. Owner obliged to make change of climate. Address Lock Box 28, North Adams, Michigan. 328

LISTEN, MR. MERCHANT

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

Comstock-Grisier Advertising & Sales Co.
907 Ohio Building Toledo, Ohio

For Sale—An up-to-date grocery stock. Business \$15,000 cash per year. Rent cheap. Fine location. Address No. 327, care Tradesman. 327

I want to buy, for cash, a stock of general merchandise, clothing or shoes. Address Box 116, Bardolph, McDonough Co., Ill. 311

For Sale—Bottling plant, business good all the year round. Big resort trade in summer. Must sell at once on account of sickness. Address No. 309, care Michigan Tradesman. 309

Wanted—Second-hand soda fountain outfit. Must be cheap. Box 187, Traverse City, Mich. 306

For Sale—O snap for some one with the cash wishing a fine dry goods and millinery business; established 18 years; no old goods; excellent line of merchandise and doing a fine business. Best reason for selling. Will take 70c on the dollar if taken by April 10. Exclusive of spring goods. Stock will invoice about \$10,000; fixtures about \$1,000. Geo. W. Smith, Jefferson, Iowa. 308

For Sale—At a bargain, one Brecht butchers' refrigerator, 8x12x11 ft. Also one Stevens 10x8x10½ ft. Both in excellent condition. Further particulars, write A. R. Hensler, Battle Creek, Michigan. 315

For Sale—A stock of clothing and gents' furnishings, including a nine year lease. Best location in city. Address No. 313, care Tradesman. 313

We have desirable merchandise stocks for sale. Also good farms and city property to exchange for general stocks. Write us for results. Cusick Bros. & Co., Grand Rapids, Michigan. 325

I will pay cash for a broken paper and paint stock. Address No. 322, care Michigan Tradesman. 322

I have for sale a first-class general stock in a good town; invoices between \$9,000 and \$10,000; did \$37,000 worth of business last year. Here is a good chance for someone. Address No. 323, care Michigan Tradesman. 323

I have just sold my general stock and am in the market for a good live stock, regardless of price. What have you to offer? Address No. 324, care Michigan Tradesman. 324

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—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—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

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

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

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

Administrator Sale—Two-story double store; lot, groceries, restaurant and rooming house; fixtures; annual sales \$6,000. Quick sale price, \$2,500. Chas. A. Sheffer, Fennville, Mich. 277

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

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

For Sale—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

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

There has been millions of money made in the mercantile business. You can do as well. We have the location, the building and the business for you. We have all we wish and want to get out. Write us for full information. Address No. 220, care Tradesman. 220

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

For Sale—Stock of shoes and men's furnishings in one of the best country towns in this State. Is a moneymaker. Owner retiring. Agents need not apply. Address No. 201, care Tradesman. 201

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

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

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

HELP WANTED.

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, 1371 Marden Bldg., Washington, D. C. 305

Wanted—An experienced dry goods salesman for our dress goods department. The Frank Dry Goods Co., Ft. Wayne, Ind. 330

Wanted—An experienced clothing and furnishing goods salesman. Address, stating experience, etc., N. M., care Tradesman. 316

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

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, April 10—There is certainly a little better feeling from day to day on the spot coffee market, and enquiries by mail and wire have been coming with increasing frequency from widely separated sections of the country. There is still room for improvement, as the high cost keeps buyers from taking more than moderate quantities. In store and afloat there are 2,407,051 bags, against 3,322,720 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 12@12½c. Mild grades are steady and improvement is shown over the last report, although quotations are about the same. Good Cucuta, 13½c.

Granulated sugar is generally quoted at 4.70c, with one refinery going five points lower. The market is steady and every day will likely show some gain. A good fruit crop is predicted and the sugar trade is going to benefit accordingly.

Nothing of importance has occurred in the tea market since the last report. It is asserted that statistically teas are in a strong position and that it is a good time to buy; but purchasers take moderate amounts only and seem to be awaiting the trend of future events.

Rice is steady as to prices and the movement is very moderate. Supplies throughout the country seem to be fairly sufficient to meet requirements for a time yet. Prime to choice domestic, 4½@5½c.

Spices show a little improvement in the number of orders coming in and pepper is especially strong. Ginger, too, is attracting attention and the situation is as a rule in favor of the seller.

Molasses is quiet and steady at last quotations. Supplies are not especially abundant, but there seems to be enough to go around. Good to prime open kettle, 25@32c. Black strap is steady.

Canned tomatoes have had a series of ups and downs, but close rather firmer. Packers are not inclined to part with holdings of really desirable 3's at less than 80c. Corn is worth about 82½c. The market for canned goods generally is at least steady, and packers seem to have a good deal of confidence in the future. It will be four or five months yet before we have new goods and a good deal can happen in the meantime.

Butter is a little firmer than a week ago, closing at 21½c for creamery specials. The demand is of an everyday character. Extras, 20@20½c; firsts, 18@19c; imitation creamery, 16@16½c; factory, 15@15½c.

Cheese is steady at unchanged rates—14@14½@16c for top.

Eggs are steady for best grades. Finest Western, white, 17@19c; fresh gathered selected extras 18@18½c; storage, 17@17½c.

Manitoba's Fishing Industry.

During the past few years the fishing industry of Manitoba has been developing until it is now second in

importance only to wheat as a commercial asset of this Canadian Province, and millions of dollars worth of fish are being exported annually from this region.

Selkirk, a few miles north of Winnipeg, is the fishing center. Here the fishermen fit out and start northward for Lake Winnipeg, which has an area of 10,000 square miles, and where the major part of the fishing is done. The start is usually made toward the end of October and large tugboats set out with the fishermen and land them on islands at different points for over 100 miles. This force is augmented by several hundred settlers about the lake, who either fish on their own account or hire out to big contractors at a good wage.

Winter fishing in Manitoba is a strenuous occupation, and only the hardy ones can stand the requirements of the business. The mercury often touches 60 degrees below zero, and nets must be fished several times each day. Fishing operations are usually confined to that stretch of water between the Narrows and Beren's Island, which is dotted with hundreds of islands. It is upon these that the men make their camps. Provisions are usually taken for five months, and the men go prepared against cold and hunger.

Time was when most of the fishing was done with lines, but this has given way to the more practical method of seines. Holes are cut in the ice, equidistant from each other about 18 to 25 feet; through these holes, for the length of the net, a rope is threaded, and upon this the net is placed. Good returns come from the winter fishing. It is usual for the men to receive \$35 to \$45 per month and board. Those who start out as free-lances usually double this in the sale of their catch, but this method requires some capital.

There are ninety-eight freezers and ice houses on Lake Winnipeg, representing a value of \$86,000, where over 200 men are employed. The largest refrigerator in Canada, if not on the continent, is said to be at Selkirk; it has a capacity of 2,000,000 pounds, and many times that quantity passes through it during the year. In these larger freezers the fish are subjected to a temperature ranging between zero and 20 degrees below.

It is estimated that there are 2,000 people directly employed in the fisheries of Manitoba and that over 5,000 get their living more or less directly by the industry. The following is the variety of the product of Lake Winnipeg: Whitefish, pickerel, pike, sturgeon, perch, tullibee, catfish, goldeyes, caviar and about 800,000 pounds mixed and coarse fish. More whitefish are caught in summer than in winter, being 2,740,000 pounds, as against 728,000 in winter. The order is reversed in the case of pickerel, about twice as many pounds being caught in winter as in summer. The greatest difference, however, is in the case of the tullibee. While only 1,200 pounds of this fish were caught in the summer,

683,000 pounds were caught in the winter. Twenty years ago fish weighing three or four pounds could be bought for 3 cents each from the fishermen, while now they sell them for not less than 3 cents a pound.

Wherein Advertisements Are Like Women.

"A good looking woman is the easiest object in the world to look at," said E. S. Jordan in a recent address to the Salesmen of the Rambler automobile. "The best advertisement, like the most attractive woman, is easiest to look at, but close inspection must reveal character."

"The two extremities of an advertisement are most important. The headline or the picture attracts or repels according to its appeal, as the eye falls first on the eye of the advertisement and that is the headline."

"Every effort is made in advertising, and by woman, to keep the eye in pleasant surroundings."

"The signature of an advertisement or the name of the company tells of its character. It corresponds to a woman's shoes. A woman with a pleasing hat, who is neatly shod, has just about got the order signed. When a woman goes out on the street with a purple dress, a bright red hat and a pair of green shoes, she is announcing to the public that 'the price of this sensational car has been cut to \$1,498.' She represents high cost of up-keep, while the woman we most admire represents our policy of limited output."

"This is a serious comparison. I think it is the strongest way in which to measure good advertising with bad advertising."

"An advertisement portrays the character of a company just as a woman's dress portrays her character. A woman is a natural born advertiser. She is constantly exhibiting those features most to her credit."

"Some cars sell upon appearance alone, but they can not be sold for long in that way for the same reason that you would not marry a woman because of her appearance alone."

"We think that the torpedo body of the present season may well be compared to the hobble skirt because we believe it an extreme method of construction designed merely to appeal. Once the customer discovers that you have partly deceived and sold him upon the millinery basis, he loses confidence."

"The woman that we most admire has dignity, possibly brains and other things not apparent to the eye."

"The lines of the car are important because we admire grace. We try to show the car accurately. Silence is valued in a car, in woman and in advertising. The less we say the less we have to take back."

Ear Rings and Cameos.

Hoop ear rings are now being extensively worn by women in New York and vicinity. The style of hoop most frequently seen is about three-quarters of an inch in diameter and is set with either jet, pearls, coral or rhinestones, the last type being by far the most numerous.

Other popular ear rings of the

pendant type, with practically the same settings as mentioned in connection with the hoops, are the long, straight, graduated bars, hanging an inch to an inch and a half below the ear. At present both these types are so extensively worn as to suggest that they will remain in vogue during the coming summer.

Linked cameo necklaces of the collar type with the cameos standing upright are being featured in several of the leading retail shops. As a matter of fact, at the present time cameos in the carved shell are being more profusely featured in many lines of jewelry. Some very striking lavalieres of this character, composed of large and small cameos combined in festoon arrangement, can now be had for popular price selling.

Holland—The Rod & Bait Manufacturing Co. has reincorporated with a capital stock of \$50,000, and has bought the Bowler Manufacturing Co., of Chicago, manufacturer of sporting goods, and will move the stock and fixtures of that company to this city. The name of the new company is the Holland Sporting Goods Manufacturing Co. John Brouwer is President and Manager, Dr. C. J. Fisher Vice-President and L. Van Putten Secretary and Treasurer.

Spring Lake—A new company has been organized under the style of the Consumers Gas Engine & Supply Co., with an authorized capital stock of \$2,500, of which \$1,250 has been subscribed and \$1,150 paid in in cash.

Scottville—The Boucher Basket and Crate Co. has been incorporated. The officers are as follows: President and Manager, Ray Trucks; Vice-President, D. A. P. Pilides; Treasurer, E. L. Cole.

BUSINESS CHANCES.

For Sale Cheap—Two store buildings. Good living rooms above. Will sell one as low as \$600. Enquire Joseph Lane, Fennville, Mich. 340

For Sale—Beautiful National Cash Register, in first-class condition, at great sacrifice. Terms easy, monthly payments. If interested write Lock Box 80, Lake Odessa, Mich. 345

Have \$5,000 as part payment to buy men's furnishings or dry goods business in town 5,000 or over, middle Western State preferred. Robt. G. Palmer, 396 Third St., Brooklyn, N. Y. 342

I buy and sell stores, assist young men in establishing themselves in business. A specialty operated in conjunction with my duties as traveling salesman. Correspondence solicited. Robt. G. Palmer, 396 Third St., Brooklyn, N. Y. 343

For Sale or Rent—On account of poor health, bakery in a busy town. A good business. Easy payments. Enquire of A. Lieber, Dowagiac, Mich. 341

HELP WANTED.

Wanted—Registered druggist, references required. Address C. E. Van Avery, Kalamazoo, Mich. 339

Wanted—Man as meat cutter, with experience in groceries. Good, sober and industrious. Married man preferred. State wages. Wanted at once. Address Box 391, Bangor, Mich. 344

ABUNDANT LIGHT AT SMALL COST

THE AUTOMATIC LIGHT. Operated the same as electricity or city gas. No generating required. Simply pull the chain and you have light of exceeding brightness. Lighted and extinguished automatically. Cheaper than kerosene, gas or electricity. Write for booklet K. and special offer to merchants. Consumers Lighting Co., Grand Rapids, Mich.

In Case of Fire



The Insurance Adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape today to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of The McCaskey Gravity Account Register System, the chances are you have none.

Only
One Writing

The McCASKEY SYSTEM

Without Any
Book-keeper

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut out your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent errors in your account keeping. It prevents disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic

credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality who tell us it pays for itself several times in the course of the first year it is installed. A letter or postal card will bring you information without obligation on your side to purchase.

Better write today, or tear out this advertisement, sign your name and address. We'll know you want information.

The McCaskey Register Company

Alliance, Ohio

Agencies in all principal cities

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

Building Business for Keeps

E. ST. ELMO LEWIS

In the "Commercial Union"



"This bargain mania from which retailers are really suffering much more than the public, is driving the retailer to such a hysterical degree that he cuts prices so low that he has nothing left for the service, for the forethought, for the courtesy which makes and holds friends, creates regular customers for the house and constitutes the very essence of that good will which is worth money."

The cereal that *always* makes and holds friends for itself and for the grocer—the one that sells on its merits *without* cut prices—that is sold at *one* price to *every* retailer, without favoritism or "inside

deals," is the *only* genuine, the original

WORDS OF
The Wise Merchants

"Won its FAVOR
through its FLAVOR"

Kellogg's





**THE PACKAGE
ALWAYS
KEEPS
IT
DRY**

**It
Will
Pay You**

to co-operate with our extensive
1911 advertising campaign because
the big magazines and Sunday newspapers
we are using, which reach a combined circula-
tion of 55,000,000, are going to make it easier than
ever for you

**To Sell
Shaker Salt**

"The Salt That's Always Dry"

Quick, easy, steady sales are the kind that pile up profits for you, and
you'll get lots of sales of **SHAKER SALT** if you'll tell your cus-
tomers about the beautiful, genuine cut glass salt shakers they
can secure in exchange for the trade-marks cut from
Shaker boxes. Four special offers like this are to be
made to your customers this season.

**Diamond Crystal
Salt Company**

**St. Clair
Mich.**

**TELL
YOUR
CUSTOMERS
ABOUT THIS
PACKAGE**

