

The One Loved Best

One night my boys and girls put books away,
And said they cared no more for play.
The youngest fondly climbed upon my knee;
Around me stood the other three.

I told them tales till I grew tired. Then Ned
(Whatever put it in his head)
Said low: "Dear mother, tell us (how I've guessed)
Which one of us you love the best."

"Yes, mother, do," cried laughing, teasing Kit.
"We won't be jealous, not a bit."
"Why, little ones, my darlings, don't you see,
That you are all the same to me?"

"I love you all," I answered, "love you so,
A difference I could not know."
I meant, indeed, to truthful be, still, still,
Upon a distant moonlit hill,

Where shadows lightly fall and night birds call,
The one I cherish most of all
Lies sleeping. Strange; but, mothers, tell me true,
Is it not the same with you?

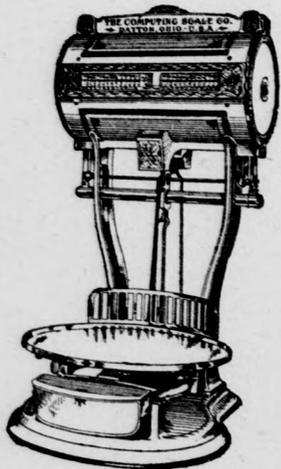
We idolize the living, you and I;
Unto them nothing can deny;
But, aye, the one that daisies bloom above,
The best, the best of all we love.

Kathleen Kavanagh.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's



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



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.

Mr. Merchant When You Turn the Key at Night

Lock up a Perfect Record!
Give Your Mind a Vacation!
Be Certain There's not a Forgotten
Thing to try to Remember!



We have a system designed for you—built around your needs and experiences.

It dispenses with book-keeping—It makes every charge at the time of the transaction—

Every credit when the money is paid;

The balance is always showing; There's no dispute possible;

Every C. O. D. is properly checked; In case of fire, your record is perfect;

Your clerks have more time and less worry;

Your credits are self-adjusting—you select the desirable from the undesirable;

You save from one to two hours every day in **TIME**—the money that would ordinarily be lost through imperfect methods is **YOURS**—and you have at least a full month more for yourself every year.

All Accounting is Done With a Single Writing—
No Posting—No Balancing!

A post-card, addressed to us, requesting the facts, will bring the complete details to you. Mr. Merchant, it's well worth looking into!

The American Case & Register Co.
165 Wilson St., 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 19, 1911

Number 1439

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THE RETAIL PRICE.

Supreme Court Rules Manufacturer Has Nothing To Say.

The United States Supreme Court has just handed down a decision that seriously affects the grocery and drug trade. In substance, it is that a manufacturer can not legally fix the ultimate retail price for which his product must be sold. This decision is in direct contrast to the ones handed down on the Pacific Coast in recent years, and wherein it was held that the makers of food products did have this right. In the Supreme Court case a patent medicine was involved, but the principle at law was the same.

At first glance this decision would seem more drastic than it really is, but a little thinking will convince the trade that this is not so, for the Court does not say that a manufacturer can not claim the right to sell or refuse to sell to whom he pleases, but it does say that, after the product leaves his hands and he has parted with the goods, he can not fix the retail selling price.

In the case at bar it was shown that the medicine was the product of a secret process, just as certain grocery products are, and that its manufacture was controlled by one man and protected by trademarks. The Court held that these facts made no difference. The medicine company brought suit against a firm which had bought the goods from other than the manufacturer and had sold them at its own price, instead of being bound by the terms of the maker. The Court held that the contracts which were used were "designed to maintain prices after the complainant had parted with the title to the articles and to prevent competition among those who trade in them" and was, therefore, invalid as being in restraint of trade.

So much for that side of the question. It is held by advocates of the protected price selling plan that the

need for protection for the retailer against his big, price-cutting competitor is great; that protected prices insure a fair profit to all distributors and equitable prices to the consumer. The Supreme Court does not hold that such contracts in themselves are illegal, but only that they can not be enforced and are therefore, to all practical purposes, useless to the manufacturers, the wholesalers and the retailers.

The right of the former to sell to whom he pleases is not taken away. He may draw up contracts which may be observed as matters of honor, but he can not sue those who break them. This, of course, will mean that the price-cutting pirate can continue his demoralizing practices, unless the producer uses great care in selecting his distributors and uses only those who will, not only as a matter of honor but as a sound business principle, sell only to those who will not sell below a fair, stipulated price. That is one solution of the problem now presented to the grocery trade, but it is questionable whether this phase of the situation offers any consolation, from the mere fact that it will prove a herculean task to control goods distributed through the jobber.

There is the further thought that if it is injurious to commercial progress for a strong financial institution to have a monopoly, why is it not a menace to place in the hands of large retailers the price-cutting weapon whereby to destroy their smaller competitors? In the light of the high court's decision the rank and file of grocers will suffer by this blow.

Special Features of the Grocery and Produce Trade.

New York, April 17—Spot coffee for several days has ruled steady. Business is dull and buyers take only enough to keep assortments unbroken. Some dealers think they see improvement, but really the wish seems father to the thought. The holidays possibly upset business a little, and it is hoped there will be clear sailing for the next six weeks. The available supply has been increased by 600,000 bags from the valorization sale, and buyers argue that this will fill a good many gaps. At the close Rio No. 7 is quoted at 11 $\frac{7}{8}$ @12c. Mild coffees seem to be in better request and quotations are firmly adhered to.

Sugar shows increasing firmness with the oncoming of warmer weather. The berry crop will be in swing before long, and with good crops there will certainly be a turn for the better in sugar. At the close granulated is generally held at 4.70c.

Teas are increasing in interest and buyers from many different sections are sending in orders which in the ag-

gregate make a very good showing. Warehouse stocks are light and everything seems to be in favor of the seller.

Spices move simply in an everyday manner, and little interest is evinced either by buyer or seller. No change is to be noted. Stocks, while not by any means large, seem to be sufficient to meet daily requirements.

Little business has been done in molasses, buyers of grocery grades taking limited quantities. No change in quotations is noted. Syrups are in limited supply and are without change in any respect.

Canned goods show mighty little of interest. Dealers are hopeful and the feeling in tomatoes is especially strong, but prices seem to be on a level with last week. The range for standard 3's is 77 $\frac{1}{2}$ @80c. Corn is dull and the same might be said of other goods—waiting is the word.

A better demand for butter during the past few days has cleared up the accumulation pretty well and there may possibly be an advance. At the close the market is firm at 21 $\frac{1}{2}$ c for creamery specials; 20 $\frac{1}{2}$ c for extras; 18 $\frac{1}{2}$ @19 $\frac{1}{2}$ c for firsts; 19@20c for held stock; 16@16 $\frac{1}{2}$ c for imitation creamery; 15@15 $\frac{1}{2}$ c for factory.

Cheese is in fair demand and the market shows a slight advance, top grade being quoted at 15 $\frac{3}{4}$ c. A little new stock is coming to hand, but not enough to base prices on.

A slight advance has taken place in the egg market and best Western are quoted at 18@19c for selected whites. From this the range is down through every fraction to 15@16c.

Late State Items.

Albion—The G. J. Schofield Hardware Co. has started in business.

Ackerman—Jason Flower, of Charlotte, will open a drug store soon.

Bay City—Robert Downer has opened a candy store and put in a soda fountain.

Honor—L. W. Codman and Harry McGregor have bought the general store of Cruse & Stacey.

Traverse City—The Traverse City Shoe Co. has employed an expert shoe manufacturer from Detroit.

Pontiac—Mr. and Mrs. O. P. Gibbs, of Oxford, will soon open a restaurant, ice cream parlor and confectionery store in the Day building.

Detroit—The Detroit Cushion Tire Co. has been incorporated with an authorized capital stock of \$100,000, of which \$50,010 has been subscribed, \$1,510 being paid in in cash and \$48,500 in property.

Grant—A new company has been organized under the style of the Conger Crushed Fruit Co., with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and paid in in cash.

Menominee—The Menominee River Sugar Co. will build a new beet pulp dry house, which will cost \$150,000. Contracts for 1911 assure the company the largest acreage in the history of the factory.

Benton Harbor—The Twin City Tent & Awning Co. has been incorporated with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed, \$110 being paid in in cash and \$2,790 in property.

Adrian—The Mills Manufacturing Co., recently established in the old Church Manufacturing Co.'s plant, has been incorporated with a capital of \$6,000. The company is putting out paper balers. A. V. Riddle is at the head of the company.

Detroit—The Davies Manufacturing Co. has been incorporated to manufacture and deal in autos, parts, accessories, etc., with an authorized capital stock of \$150,000, all of which has been subscribed, \$1,000 being paid in in cash and \$149,000 in property.

Detroit—A new company has been incorporated under the style of the A. F. Pudrith Co., to engage in the general roofing business, with an authorized capitalization of \$100,000, of which \$50,000 has been subscribed, \$2,500 being paid in in cash and \$47,500 in property.

Hamilton—A. Bultuis & Co., manufacturers of canvas gloves and harnesses, have merged their business into a stock company under the style of the Bultuis Manufacturing Co., with an authorized capital stock of \$10,000, of which \$6,700 has been subscribed, \$2,081.95 being paid in in cash and \$4,618.05 in property.

Detroit Butter and Egg Board.

Detroit, April 17—Butter receipts, 234 packages.

Extra creamery, 31c per pound.

First creamery, 19c per pound

Dairy, 16c per pound.

Packing stock, 13c per pound.

Eggs—Receipts are 394 cases.

Current receipts, 15 $\frac{1}{2}$ c per dozen.

Easter Monday shows the usual after-holiday dullness, and as both retail and wholesale dealers have plenty of stock, trading on the Board was lifeless with no change in the market. Eggs are easier in the East to-day and this market will no doubt fall in line.

Harris & Throop.

Members Detroit Butter & Egg Board.

Do your work every day with the idea always in view that you are going to be proprietor of the store, or at least a partner some day. You will find your work much pleasanter, you will learn more and miss a good many unpleasant seances with the "old man."

Many a man acts like a genius when all that ails him is indigestion.

FARM IMPLEMENT TRADE.**Use the Mail To Interest the Farmers in Your Territory.**

Not every farm implement dealer is in a position to do as one well known Middle Western firm does in its effort to solve the problem of developing new business and keeping in touch with the wants of its trade. This house sends out two men in autos at least twice a year, and they call on every farmer in the county. He is talked with on familiar personal grounds, his wants are discussed and an impression is made that is sure to result in the next purchase of implements being made of the firm which has solicited him.

Personally canvassing every prospect is not practicable for every implement dealer, and the cost of such solicitations is obviously great. In this particular case, however, the "house handles other lines in addition to implements, and thus is enabled to kill several birds with one stone. The use of the motor car enables enough trips to be made to reduce the expense of calling on each "prospect" to a minimum, while the farmers appreciate the implied compliment of being visited in that way.

Fortunately, however, a method of getting business which is pretty effective, and far from expensive is at the elbow of every dealer. It consists of the intelligent use of the United States mail, which is at the disposal, for a nominal sum, of any one who desires to put it into service as a selling force.

Uncle Sam is complaining just now of the large expense of handling the mail; but without considering whether or not the charges for handling certain classes of mail matter are too low or not, it is an undisputed fact that the service performed for the sender of first class matter is remarkable, considering the low charge that is made. The peculiar thing about it is that few dealers, either in farm implements or other lines, use the mails as effectively as they might.

It is evidently impossible for the dealer situated as most of the members of the trade are to make a personal canvass, effective as that would be. The next best thing is a well written form letter.

The use of the "form letter," so-called, is most profitable during the dull seasons, when the implement man wonders whether the stuff he has been selling is perennial in its wearing qualities, and whether his efforts to educate his customers to take care of their tools have not been in a measure misdirected. For sluggish trade the gentle stimulation of the form letter is specific, always emphasizing the point of proper preparation and care in getting the best typographical results.

In most towns of any size there are operated, in connection with printing establishments, machines which produce multigraph work of very effective appearance, with the name of the farmer typewritten. As it is usually not necessary to send out more than a few hundred letters at a time, the dealer should go to the trouble and

labor of signing his name personally. When the work is done and the letters mailed out under two cent stamps it is a safe bet that responses will immediately begin to come.

It is a simple matter to compile a list of names of men who should receive the letters. Reference to the books of the dealer will show the names of customers of the past, and by eliminating those who have bought so recently as to make the letter lose its point, a valuable list of buyers is ready for use.

In case the dealer desires to use the letter in order to extend the limits of his trade, a list of names can be easily compiled from the records of the county assessor, showing the names of property owners in that district, while the list of registered voters furnishes an even more inclusive list, which it is sometimes necessary to prune rather carefully before using. The telephone book is also a good reference when it comes to getting up a mailing list.

Sometimes it is impossible to get up a letter which will be of the type referred to. The local printery may not have the facilities for producing such work. Then a printed form will do very well, with no attempt made to create the appearance of a form letter, and without an effort to cause the reader to believe that the missive is a personal communication. The name of the dealer in this case is, of course, printed at the bottom of the sheet.

These printed letters, sent out on the stationery of the implement dealer, can just as well go under a one cent stamp. The recipient is, as a rule, not critical, and if the composition of the letter is such that it has a message worth delivering, the dealer may rest assured that it will get the proper attention.

One dealer who was discussing this method recently said that out of 500 printed letters, mailed out with one cent stamps affixed, he got thirty-three orders for goods of greater or less value, and aggregating a handsome profit on the investment in direct publicity. So convinced has he become of the possibilities of this method of reaching customers direct that he intends hereafter to use the more expensive and more effective multigraphed letter, and he is confident that an even greater proportion of replies will be received.

Sometimes during the early season, before buying begins in connection with the absolute requirements of the farmer, a letter sent out describing the need of getting tools and wagons in good condition for the season yields a fine business in the way of repair work and new parts. This applies especially to wagons, and if the dealer is equipped to take care of this it is a comparatively simple matter to develop a good volume of desirable business.

The form letter, as it is hardly necessary to explain, is not intended to take the place of newspaper advertising, but rather to supplement it. The newspaper is given close attention in the home, and the advertisement of the dealer, presented as it is

in company with interesting news items and other editorial features, gets a good introduction. The paper, however, does not have an absolutely inclusive circulation, and by using the letter method the dealer can determine just whom he wants to reach.—The Implement Age.

Don'ts That Will Help.

Don't throw your trade paper aside. Read it—advertisements and all.

Don't waste a salesman's time gossiping or story-telling. His time is paid for and yours is valuable.

Don't write mean or saucy letters to your wholesale house. They do more harm than good. Polite, smooth letters do the work much better.

Don't accept everybody's suggestion as to how your stock should be displayed or your business conducted. Do most of your own thinking and do it carefully.

Don't be abusive to your help. You can get better and more loyal service by being kind but firm, and a harsh spirit will hurt you and destroy your nerves.

Don't work hard; work easily, and take pleasure and pride in your work. A man always does well what he likes to do.

Don't swear, chew tobacco, smoke or use vulgar language around your store. It will drive away and keep away customers.

Don't be constantly complaining about business as an excuse for not buying goods. Just say you do not need the goods. If you are constantly whining people will talk about you, and the world accepts a man's business at his own valuation of it. Talk good times and good business and they will come to you. Rats desert a sinking ship. Don't let it sink; keep the pumps going!

Don't fool away too much time trying to beat down a seller or look around half a day trying to buy on article a little lower. It does not pay to waste a dollar's worth of time to save a nickel.

Don't delay reporting damaged or spoiled goods. Use the telephone or mail. Don't wait for the salesman to come around and don't use any of the goods until you get instructions as to what to do with them if damaged.

Don't hold your bills past the due date and then ask that the cash discount be allowed. It is not fair and hurts your credit.

Don't let your wholesaler make you believe that it is best to buy all your goods of one house, for it is not. Buy wherever you can buy to the best advantage. Discount your bills and buy anywhere, as you will have the credit to do so.

Don't be discourteous or unkind to salesmen, but be businesslike, and don't keep them hanging around in your store if you don't need their goods. Take up their business promptly with them and pass them on to the next buyer.

Don't try to do all the detailed work yourself. Others can do it as well—maybe better—and you can be working your brain to get more customers or better profits.

Don't come to the conclusion that

all the laws and all the people are dishonest and that a small retailer has but little chance. Life is what we make it, and the world is our opportunity. Take Time and Opportunity by the forelock, and not by the tail, and you will lead, not follow.

Don't credit out your goods to everybody who looks prosperous and talks plausibly. Get their references and find out all about their ability and resources.

Don't "trust to God and keep your powder dry." Trust in your own exertions and keep your powder exploding and you will attract trade and attention.

Don't do too much hunting or fishing or card playing or drinking or smoking or politics or automobiling or horse-fancying. Recreation—yes! The inexpensive kinds are better than any of those I have mentioned.

Don't Fool Yourself.

It is surprising how many business men cannot resist the temptation to fool themselves—to make themselves think they believe something they know is not so. This is one of the most noticeable points of difference between a good business man and a poor business man—the former wants the cold truth, the latter is willing to "jolly" himself up now and then.

At no time is this weakness more likely to be in evidence than in taking inventory. It is sometimes quite a temptation to some merchants to inventory merchandise at the cost, though they know well enough that it has depreciated in value. They want to "make a good showing" with the inventory, but they are making the mistake of their lives if they try to fool themselves, or anyone else, by making their stock appear on the inventory to be worth more than it really is worth.

There are many other ways in which some business men try to make themselves believe things they know are not so. They are prone in many instances to believe what they want to believe, not what is the truth. The really big, strong business man wants the plain, unvarnished truth—neither a pessimistic, gloomy view of it nor an overly optimistic view that glosses over bad spots—he wants the truth, and he looks the cold facts squarely in the eye.

WOLVERINE ELASTIC ROOFING PAINT

The HIGH GRADE PRESERVATIVE



Unequaled for use on felt, metal and shingles, for stopping leaks, for repairing old, dry, porous composition and built-up gravel roofs, and for use on anything requiring a preservative paint.

The materials used in the manufacture of Wolverine Paint have all been selected because of the peculiar adaptability of each for entering into the make-up of a highly durable weather exposed paint.

It surpasses anything made for resisting the slow burning from the weather elements and for making and keeping anything water and moisture proof.

Convincing proof of the value of our product is the fact of its long continued use by hundreds of largest manufacturing plants in this and adjoining states. Send postal for full particulars. Manufactured by

E. J. KNAPP & CO. BELDING, MICH.

MERCHANTS' WEEK.

Dates Fixed For the Festival and Committees at Work.

Merchants' Week this year will be May 31, June 1 and June 2, Wednesday, Thursday and Friday. These dates were fixed upon at a meeting of the Wholesalers' Committee last week. The committees to make the arrangements have already been appointed, and will at once proceed to work out the details to make this festival the best and most interesting in this city's trade history. The programme has not yet been arranged, but the annual banquet will be one of the big features. Two years ago a big circus tent at the Lake was used for a banquet hall and rain, which continued until the night before the function, came near making it a failure. No chances will be taken this year. The banquet will be served in the Coliseum, with capacity for 1,500 at table. It may be necessary to restrict attendance at the banquet to the merchants, but it should not be imagined that while the men are having their good time that their wives will be left to shift for themselves. The ladies will be entertained elsewhere and in ways that may make the men folks wish they were along. The details for the week will be announced in due time.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Public addresses on landscape gardening will be given in Kalamazoo under the auspices of the Board of

Park and Boulevard Commissioners.

Kalamazoo has booked twelve conventions for 1912.

Bay City is talking of spending \$4,000 for advertising purposes the year.

The book on Saginaw, recently prepared by the Board of Trade of that city, will be used as a text book in the schools, beginning this month.

Wm. S. Linton has retired from the presidency of the Saginaw Board of Trade after rendering most valuable service in this capacity for six consecutive terms. His successor is J. A. Cimmerer.

Port Huron is arranging for its first May Festival, the dates being May 25 and 26.

Traverse City is looking forward to a profitable resort season and is preparing for it. A Bureau of Information office, in charge of a Secretary, has already been opened and lists of cottages and rooms available for summer visitors are being prepared.

Kalamazoo is "starching up" in preparation for the annual convention of the Michigan Laundrymen's Association, the dates being May 9 and 10.

Plans are under way for building Wexford's new court house at Cadillac.

The Commercial Club of Kalamazoo will distribute 5,000 shrubs about the city for planting on Arbor Day.

The Business Men's Association of Sturgis will hold its annual banquet April 26.

Lansing is looking for 800 Odd

Fellows at the State Encampment, to be held in that city May 15-17.

Muskegon residents have been given until April 25 by the Street Commissioner to clean up their ashes and litter in alleys and along streets.

Lansing will engage an expert to look into the condition of the fruit and shade trees about the city. San Jose scale is suspected.

The Ithaca Board of Trade is asking the Ann Arbor Railroad for a new and adequate passenger station, also for enlarged freight depot accommodations.

Muskegon's Bureau of Social Service has accepted L. P. Haight's offer of six acres of vacant land lying on the Muskegon Lake front, for use for gardening purposes.

Petoskey sustains a severe loss in the death of Geo. D. Gardner, for many years a booster and one of the leading merchants. Mr. Gardner was author of the town's most telling slogan, "There's Only One Petoskey."

The Park Commissioners of South Bend have the ambitious plan to construct a boulevard through to Lake Michigan at St. Joseph.

Almond Griffen.

Business News From the Hoosier State.

Decatur—The Waring Glove Co. has purchased a site and will build a new factory, in which every attention will be given to the convenience and comfort of employes.

Portland—The Slinger, Morton & Slinger Co., of Muncie, has been given

a franchise to put up waste paper boxes bearing advertisements of local merchants.

Fort Wayne—Fred Hardung, who has been engaged in the merchant tailoring business since 1881, has sold to his son, Carl Hardung, who will continue the business.

Wabash—The Merchants' Skirt Co. has incorporated with \$10,000 capital and will manufacture a line of skirts and women's wear.

Elkhart—H. Cain & Co. have opened a new shoe stock in the stand vacated by C. N. White.

Wyandotte—David Craig has purchased the Alfred J. Mettie cigar and confectionery store.

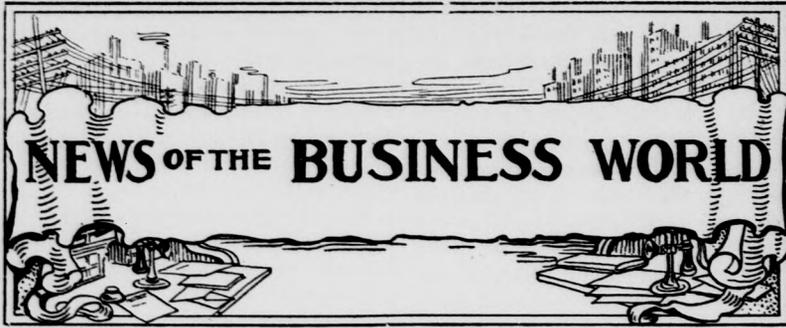
Elkhart—The Clouse Shoe Co. has opened a branch store in the southern part of the city.

Cobble—I should like to lend you that ten dollars, old man, but I know how it would be if I did—it would end our friendship. Stone—Well, old chap, there has been a great deal of friendship between us. I think if you could make it five, we might worry along on half as much.—Life.

"We must have no sinecures," said the reformer. "Well," replied Santor Sorghum, thoughtfully, "sometimes I am in doubt as to which make the most trouble, the fellows with sinecures or those who work overtime getting in the way."—Washington Star.

It may not be so bad if your views are one-sided—providing you always look upon the bright side.

Are you interested in
Ready Trimmmed Hats for
 Ladies, Misses & Children,
 If so write us at once
 for full information.
 Mention Cond Knott to the
 Tradesman Grand Rapids



Movements of Merchants.

Boyer City—O. T. Johnson has sold his grocery to V. G. Kahler.

Alma—Gray & Gray have purchased the bakery of Mrs. E. Webb.

Chester—J. Summen has sold his general store to Man Ampatcher.

Stanton—Geo. H. Richardson has sold his meat market to L. E. Brown.

Charlotte—The John Tripp Clothing Co. has added shoes to its line.

Owosso—B. M. Salisbury has sold his interest in the Hall Bros. store.

Marquette—Flannigan & Suni have engaged in the grocery business.

Muskegon—P. J. Connell has sold the Holton brick yards to Frank Alberts.

Mendon—J. F. Babcock has purchased the ice cream parlors of John Botzner.

Saranac—Jesse Barry has opened a cigar factory in the Otis & Vaughn building.

Petoskey—W. H. Seibert has purchased the jewelry stock of Stanley Wildern.

Petoskey—Geo. Koulis has opened the new addition to his confectionery store.

Marshall—J. Earle Nichols has opened a grocery store in the Bradshaw building.

Thompsonville—Mrs. Geo. Cameron has opened a home bakery in the Merrill building.

Battle Creek—F. C. Emery will soon start in the cigar manufacturing business here.

Elmira—Mr. Rosenbaugh is now in charge of the store formerly owned by Mr. Stein.

Champion—Mrs. M. Belhumer has opened a shoe and rubber department in her store.

Charlevoix—H. R. Fowler has opened his new meat market in the B. W. Miller store.

Durand—W. L. Baldwin has sold his drug store to E. S. Upton and has retired from business.

Portland—Floyd Martin expects to open a grocery store in the Bauer building about May 1.

Owosso—Cecil McLaughlin has disposed of his business in Vernon to parties from Detroit.

New Era—Mr. DeKruiter, of Muskegon, has bought out the Vander-Ven & VanGorder store.

Highland Park—J. W. Delonay has purchased the grocery and meat market of H. D. Brown.

Big Rapids—Vandenberg & Maxim have added fishing tackle and sporting goods to their line.

Charlotte—Phil Caverly and O. Clemons have formed a copartnership and will start a horse shoeing and blacksmith shop in this city.

Kalamazoo—S. R. Whiting has resigned his position of general manager of the King Paper Co.

Grand Ledge—Roy Rowland has purchased Earl Cole's confectionery and cigar business at Belding.

Allegan—Herman Brower, formerly Clerk of Allegan County, will organize a bank at Hamilton.

Houghton—The R. B. Lang Dry Goods Co. will occupy quarters in the Masonic Temple building May 1.

South Frankfort—Howard Reed has accepted a position in the South Side drug store of J. B. Collins & Son.

Durand—Nat. B. Smith will enlarge his store by occupying the building adjoining his present location.

Cheboygan—F. A. Hout and Geo. Rittenhouse will start a wholesale grocery business here in a few weeks.

Petoskey—A. M. Coburn has accepted a position as traveling salesman with Beecher, Peck & Lewis, of Detroit.

Benton Harbor—Chester C. Sweet has sold his interest in the Sweet Hardware Co. to the Gee Hardware Co.

Mason—Elias Culver is closing out his china and jewelry store. He has been in business here since 1867. He will retire.

Ludington—The McCourt-Roehrig Hamel Co., dealer in jewelry, has changed its name to the Roehrig Jewelry Co.

Port Huron—E. W. Clark has leased the store formerly occupied by William Sanders and will open a grocery store.

Traverse City—Ralph McCluskey has bought the interest in the Queen City Delivery Co. formerly owned by William Rennie.

Owosso—Emil Bellenbaum has purchased the Otto Hein store property and will move his restaurant there about May 1.

Bendon—A. Allen, who sold his stock of groceries to Gene Cook & Co., will put in a stock of boots, shoes and dry goods.

Charlotte—Eugene Hall has purchased the grocery store and meat market of George H. Tubbs and has taken possession of the same.

Fife Lake—Mrs. E. C. Brower has sold her grocery stock to Wm. Osborn, of Ionia. Mr. Osborn has rented the store part of the building.

Holland—The Wm. Brusse Clothing Company, established more than twenty years ago, will discontinue business either by closing out the stock or selling in bulk. Mr. Brusse has other interests to engage his time.

Adrian—The tobacco firm of Gusenbauer & Seager has entered into a voluntary receivership to close the business and dissolve partnership.

Kalamazoo—"Whitey" Kools will soon start for Chicago, where he will become traveling salesman for D. Lilienfeld & Co., dealers in cigars.

Ann Arbor—O. M. VanKleet has sold out his candy business to a number of Battle Creek capitalists, represented by Joseph Reinger, of this city.

Flint—A. K. McLuney has been promoted from manager of the local branch of the Buick Motor Co. to traveling representative of the company.

Mulliken—W. J. Lussenden, formerly of Sand Lake, will open a store here May 1. The stock will consist of clothing, men's furnishings and shoes.

Lansing—Walter E. Bement has resigned his position with F. N. Arbaugh & Co. to accept a position as manager of the Potter Hardware Co., at Alpena.

Brown City—Geo. McKay has purchased a business site of A. B. Granger and intends to build a new clothing store as soon as work can be started.

Benton Harbor—Hubert Price, formerly shoe clerk at the C. L. Young & Co. store, has resigned to take a similar position with the Enders & Boers Co.

Lake Ann—The residence, store and stock of goods of Bert E. Smith were destroyed by fire one day this week with a loss of \$1,500. There was no insurance.

Charlotte—J. B. Crosby has leased the building formerly occupied by Crout's restaurant and expects to open for business in the new location in a few days.

Hillsdale—The Geo. J. Kline Co., dealer in clothing, groceries and shoes, has decreased its capital stock from \$35,000 to \$20,000 and changed its name to the F. A. Wagner Co.

Ludington—J. E. McCourt has sold his interest in the McCourt-Roehrig-Hamel Co. to P. M. Roehrig, and will continue as traveling representative of the Star Watch Case Co.

Dowagiac—Abner R. Turner has sold his interest in the firm of Turner & Conklin to Mr. Conklin and his father. The firm will hereafter be known as the Conklin Hardware Co.

Dowagiac—Norman & Bell have sold their store at Whitmanville to Clark Churchill. They are putting up a new building in West Dowagiac which they will occupy with an up to date grocery.

Boyer City—Onas Dean has sold his grocery and meat market to Hewett & Christendom, of Crescent City, Ohio, who will move here and take charge of the store. Mr. Dean will build a plant for the manufacture of apple barrels.

Charlotte—Dell & Tonkin will remove their electrical supply store from their present location to the store where J. B. Crosby is now located with his post card store as soon as Mr. Crosby removes to his

new location, formerly occupied by Crout's restaurant.

Yale—Middleton & Doelle will build a large bean elevator on the property adjoining their present grain elevator. The new building will have a capacity of 10,000 bushels and will have a picking room accommodating thirty-five hand pickers. The elevator will be completed in time for the handling of next season's crop.

Hastings—Articles of incorporation of the Michigan Stores Co. were filed with the County Clerk April 7. The new corporation is the successor to the Nashville Merchandise Co. The Directors are F. G. Baker, M. E. Shaver and I. Stevens. The officers are: I. Stevens, President, and F. G. Baker, Secretary. The company owns stores in this city and Nashville.

Lansing—Alderman Claude E. Cady has sold his grocery business and accepted the position of manager of the True Blue Gum Co. Mr. Cady succeeds James Gamble, who has gone to Butte, Mont. The company also manufactures postage stamps and match vending machines. Mr. Cady was former President of the State Association of grocers and is widely known in the trade.

Manufacturing Matters.

Saginaw—The Erb Motor Co. has increased its capital stock from \$25,000 to \$40,000.

Detroit—A. McLean is now traveling for the manufacturers of the Green Seal cigar.

Portland—The Portland Manufacturing Co. will add a brass foundry to its plant.

Pontiac—The Pontiac Garment Co. has increased its capital stock from \$30,000 to \$50,000.

Lansing—The Dudley Paper Co. has increased its capital stock from \$10,000 to \$40,000.

Detroit—The New England Pie Co. has increased its capitalization from \$50,000 to \$100,000.

Big Rapids—M. E. Darrah has bought the controlling interest in the Darrah Milling Co.

Detroit—Nelson, Baker & Co. pharmacists, have increased their capital stock from \$350,000 to \$500,000.

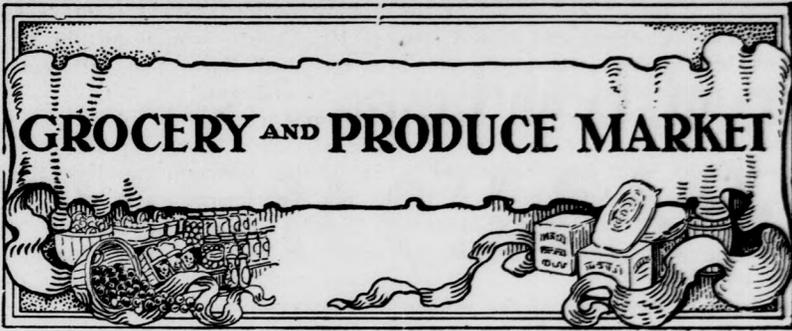
Lake Odessa—The Lake Odessa Lumber Co. has changed its name to the Lake Odessa Lumber & Manufacturing Co.

Newaygo—Two new factories are under construction here, the Henry Rowe Manufacturing Co. and the Newaygo Engineering Co.

Adrian—The Adrian Knitting Co. has incorporated to manufacture knit goods, yarns, etc., with \$977,883.43 paid in in cash and \$102,211.57 in property.

Detroit—A new company has been organized under the style of the Kerwin Machine Co., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and paid in in property.

Holland—The Carter Dump Wagon & Manufacturing Co. has engaged in business with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property. Operations will be carried on at Hoily.



The Produce Market.

With the Easter rush over the local produce dealers find the market moving freely and a fair supply of everything on hand. The tropical fruit is, of course, growing scarcer as the season advances. Oranges have held steady this week, but Navels and grape fruit will soon be making way for strawberries.

The hot-house cucumbers are coming strong this year. They are plentiful now that the price has dropped from \$2.25 to \$1.60 per dozen, and they will probably go lower. Potatoes and veal have dropped slightly, as have hens, but broilers, eggs and butter have raised in price.

The only new product on the market this week is Texas grown Bermuda onions.

Bananas—Prices range from \$1.50@2.50.

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

Beets—45@50c per bu.

Butter — Local handlers quote creamery at 20¼c for tubs and prints; 16c for No. 1; packing stock, 12¼c.

Cabbage—60c per bu.

Carrots—40c per bu.

Celery—Florida, \$2.50 per case.

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

Cucumbers—\$1.60 per doz.

Eggs — Local dealers are paying 14¼c delivered.

Grape Fruit — \$3.50@4.50 for all sizes.

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

Lemons — California, \$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. Texas Bermudas, crystal wax, \$2.25 per crate; yellow, \$2 per crate.

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 35@40c at outside buying points.

Poultry—Local dealers pay 13c for hens; 15c for springs; 10c for old roosters; 16c for ducks; 12c for geese; 19c for turkeys; broilers, 1@1½ lbs., 26c.

Radishes—25c per doz.

Tomatoes—\$2.25@2.50 per crate.

Veal—Dealers pay 5@8¼c.

The Grocery Market.

Sugar—There has been no change in price during the week and there is not as much activity as some time ago, as retailers are taking supplies as needed. Cuban interests are main-

taining their prices on the raw product, giving as their reasons for the strength of the market the fact that the crop will be much below that of a year ago. Refiners are said to be holding off buying as long as possible, which would indicate that they expect lower prices, but it is doubtful with prices of sugar as low as at the present time and only two months until canning time. Local quotations are 5.19 for Michigan; 5.29 for Eastern.

Tea—The market is very firm. The demand is steady from the retail trade and there are very few enquiries for uncolored, the trade seeming to hold to the present order of things as long as possible. The importations of tea are increasing to a marked extent and from present appearances 1911 will be a record breaker for the United States, with probably higher prices. Ceylon Greens are practically out of the market and high prices are being asked for what little is left in stock. High grade Japans are very scarce, there being practically none offered for sale. The market for Congous is firm and steady, the lower grades having been well picked for London exportation.

Coffee—There has been considerable comment since it was announced that 200,000 bags of valorization coffee had been added to the sales of coffee April 1. But every one is at a loss as to just how these sales were made, who bought the coffee and at what price it was sold. All of this information is being withheld by those who had the selling of the valorization coffee. The spot market shows a decline of about one-half over prices of a week ago, but the weakness that was expected by some after the valorization coffee was sold has not been realized.

Canned Fruits—The market shows more activity than for some time as the demand is increasing rapidly with the coming of spring. The market is well cleaned up on apples and cranberries and many are taking canned goods instead. Gallon apples are holding very firm and the supply is said to be small. Future pineapple is higher than when opening prices were first announced and packers are not anxious to increase orders already taken. Stocks of berries are not large, especially gallon pie goods.

Canned Vegetables—There is a fair business being transacted in future corn and tomatoes. The supply of spot goods is not large and reports from Canada state that there is very little left in packers' hands. It is thought that the shortage will be felt

by the retail trade soon. String and lima beans are moving more freely than a short time ago; prices are very firm.

Dried Fruits—The demand is hardly as large as expected on peaches, with prices of prunes and apricots holding so high. Evaporated apples are also holding just as firm as at any time during the past month.

Rice—The demand for the different grades is only fair, but prices are still low, especially head, which is said to be the cheapest in years. Nothing of special interest was reported from the South, where the situation is said to be unchanged, and prices are firm.

Olives and Pickles—The supply of olives is small and prices are much firmer than a short time ago. The demand continues very good and it is expected that it will increase with the coming of spring. Pickle prices are very firm and stocks are said to be small in most markets. The demand has been good and an increase is shown over prices of a week ago.

Flour—The market has not been very active during the week and prices are unchanged, but the advance in wheat may soon cause higher quotations.

Canned Fish—The spot prices of salmon are the same and there is not a very active demand. One of the large coast packers has been offering to supply the wholesale trade with red Alaska salmon much earlier than usual at prices 15c per dozen higher than opening prices last year. The 15c per dozen is charged to cover the extra cost of getting supplies down before the regular time. Very few wholesalers put much stock in the proposition and as far as can be learned it has not met with much success.

J. J. Rutka and son, J. H. Rutka, have taken an interest in the hardware business of F. P. Schroeder, of Howell, and the business has been incorporated for \$15,000, all paid in. F. P. Schroeder holds \$7,500 of the stock, J. J. Rutka \$5,000 and J. H. Rutka \$2,500. The firm of J. J. & J. H. Rutka continues as manufacturers' agents, as heretofore.

The German-American Stain Co. has engaged in business to manufacture and deal in stains, chemicals, varnishes, dye stuffs, etc., with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash. Those interested are Walter K. Schmidt and J. G. Anderson, of this city, and D. L. Bostwick, of Detroit.

J. A. Walker and C. J. Walker, representing the Blue Valley Creamery Co., of St. Joseph, Mo., have leased the ground floor of the Ranville building, Lyon and Campau streets. Over 10,000 square feet of floor space will be used in the buttermaking department to begin May 1.

Gilbert L. Daane, Cashier of the Michigan Exchange Bank of Grandville avenue, has added a couple of million to his assets the past week. It's a boy, and a fine one.

Detroit Shoe Dealers.

Detroit shoe retailers are considering plans for a distinctively city organization. The primary purpose of this Association will, of course, be the considering of problems that regularly confront city merchants. Another purpose will be the entertaining of the Michigan Retail Shoe Dealers' Association, which will hold its annual convention in Detroit next September. At that meeting it is expected there will be an attendance of at least 500, and with this in mind it is necessary that some sort of local organization be made for the proper entertaining of the delegates.

Local Merchants' Association.

Why not a grocers' and general merchants' association in Reed City? If there is one thing that the merchants of this town needs it is an association for the good of the business interests of this village. The Secretary of the Retail Grocers' and General Merchants' Association of Michigan was in the village recently and in speaking with the editor of this paper he said that the merchants whom he had time to see between trains were very much in favor of such an organization. Why not get together at an early date, gentlemen? —Reed City Herald.

Elgin Board Prices.

Elgin, Ill., April 17.—No change, this week's price holding over the same as last week, and fancy grades going freely into consumption.

Output is increasing slowly. No offerings developed during the call, factorymen evidently having contracts up to their output.

"Whom are you going to give those cigars to?" "To the janitor, so that he will give us more heat." "Why, I thought I heard you abusing him terribly this morning." "My dear woman, you don't think I dare address the janitor like that. I was talking to the landlord." —Lippincott's Magazine.

Do your work well, whether it be for life or for death. Help other people at theirs when you can and seek to avenge no injury. Be sure that you can obey good laws before you seek to alter bad ones.—Ruskin. Nobody has any right to find his

The Grandville Avenue Lumber Co. has engaged in business with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash. Those interested are Robert K. and E. I. Jardine and Geo. Quay, all of this city.

The regular session of the Michigan Legislature will come to a close this week. The State Supreme Court has several months of hard work in prospect trying to tell the people what the lawmakers thought they intended to do.

If possible own the store you occupy. Ownership conveys more advantages than those of less expense. It is better to own than to rent even if it costs a little more.

REWARD GOOD CLERKS

No Matter Whether They are Men or Women.

Written for the Tradesman.

There are a great many women employed in stores and offices, and there seems to be a notion abroad that they are not treated fairly. It is certain that in some instances women do not receive the same pay that a man would receive if he did the same work. But employers answer this by saying that if they have to pay the wages demanded by men they will employ men, and not bother with girls at all. There is a notion in the minds of business men that women are not as dependable as men, and that they do not use the judgment in emergencies that men use.

All this may or may not be true. This article is not written for the purpose of settling the question of the universal employment of women in offices and stores. It is written to tell the story of Sarah Fulton, and to call attention to the fact that in one case a least a woman who made good was not treated as a man would have been treated had he accomplished what she accomplished. Incidentally, the article is to call attention to the fact that there are just as good business traits and capabilities among women as there are among men, and also to suggest that when such are found they should be recognized.

When Sarah Fulton went into Bignall's store she was given charge of the ready-to-wear department, where cloaks and things of that sort were sold. Perhaps cloaks were not the most important factors in the department. I do not know much about such things, but, anyway, she was placed in the department because she was new, and because the department did not amount to much.

Bignall's was a very nice store. The uppity-up people of the city traded there. They bought silks, and satins, and laces, and linings, and other things and took them to a dressmaker who charged several plunks more than it was worth to transpose them into a suit which was fit to be seen. The uppity-ups turned up their aristocratic noses at ready-to-wear goods and Bignall didn't know whether it paid to keep them in stock or not. Even the clerks at Bignall's—the clerks who worked for four per—turned up their noses at mention of the hand-me-downs, as they called Sarah's cloaks and things.

Now, perhaps, the reader will understand why Sarah Fulton was given charge of the ready-to-wear department. It wasn't much, and Bignall didn't know whether to keep it going or not. Sarah made up her mind that it should be kept going. She needed the job. She had youth and beauty, but they were nix without a job. So she began to watch the customers who came to the front of the store on foot, and to lure them back to the ready-to-wear department.

About the first thing Sarah learned was that the man who bought for

her department ought to be buying ham somewhere out on a tin-pan circuit. She complained to the clerk in the ribbon department that she could hear the cloaks conversing the minute she opened the store door in the morning. She said they were so loud that one could hear a woman with one on before she got ready to turn the corner. In due time this class of observations reached the long, thick ears of the man who was doing the buying. He went to Bignall and complained that a tenderfoot who had been admitted to the store by mistake was knocking the work of an expert color artist.

Bignall listened with attention and went out to the ready-to-wear department, where he found Sarah trying to sell a twenty-dollar cloak to a forty-dollar woman. When the customer had departed and Sarah had replaced the cloak on the rack, covering it with a sheet in order that its robust nature might not drown out any cheering words the boss had come to say to her, Bignall addressed the girl thus:

"You think this stock is too pronounced in tint and design for the class of people who come here?" he asked.

"I hear it crying at night," declared Sarah.

Now, Bignall is ordinarily a man of good sense. He knew that Sarah was on the ground and knew what people said about the cloaks.

"Suppose," he said, "you do the buying yourself when the stock needs replenishing. Would you like to do that?"

"Of course," replied Sarah, with a happy throb under her dress front. "Certainly."

So, when the stock ran short Sarah packed a comb, a brush, a powder puff and a bottle of perfume into a grip and went off to New York to select a new stock. She was the happiest person on the train that day. She wouldn't have traded places with the buyer of the largest department store in the world. She kept repeating to herself as she swung along through the golden landscape that J. P. Morgan had nothing on her. The order for her keep at the Sunset hostelry was in her purse, and she had five bucks with it for expenses. She had often wondered how it felt to have every last wish gratified, and now she knew.

Sarah bought her stock and waited to ride back home with part of it. There were lovely things in the stock which she didn't feel like losing sight of, so she sent them on by express and bought a ticket for that same train. When the train stopped at the junction to give the railroad waiters at the eating house time to boost the medical profession by feeding the passengers tin sandwiches with Ivory soap in between the crusts, Sarah went to the express car and peeped in to see that the cloaks were there and in good shape.

So Sarah got home with her goods and got them on the racks, and the advertising manager was lured back

to look at them. He looked at the cloaks for a second and looked into Sarah's eyes for an hour. He didn't know much about cloaks, but anything in the peach line was worth attention. So whatever Sarah said the cloaks were went into the papers in the morning, and the heads of the other departments swore because their goods had been ignored in the big advertisement.

The next day some of the women who came to the front of the store in red gasoline buggies stepped back to look at the cloaks. Sarah was there to see that they saw the forty-dollar garments, and the ones which would have drowned out the disputes at a dog fight were put away back in a closet. Mrs. Gink bought a cloak and told her neighbors at the Art Club what a prize it was. She showed how it fitted in the back, and how the front corners did not dip down as if they were trying to connect with the sweet spring soil. There were other things about the cloak which she said, but which the architect of this article could never repeat on account of not having been reared in a madhouse, and the result was that others of the Art Club went to Bignall's to buy cloaks, and Bignall sat up and took notice.

Still, he was not sure whether the department was a success. He didn't know but he might make more money off these customers by selling them the materials for the cloaks. To this Sarah replied that people were buying ready-to-wear cloaks, and if he didn't sell them some one else would. Sarah not only said so, but proved it by her books, which showed the names of many in the uppity-up row. Directly Sarah went back to New York for more goods, and bought up to the limit, and ordered more made, and was taken out to a lobster palace to dinner by a cloakmaker, and to Coney Island by another cloakmaker and lost herself around Nassau and Fulton streets, and lost her purse in the subway and had a perfectly lovely time.

The ready-to-wear department was becoming a pretty big thing and Bignall remained awake most of one night, thinking what he ought to do with it. The next morning when Sarah asked for more money he advanced her pay one dollar a week, and said it was not the increase in pay but the appreciation of her services shown which ought to make her the happiest of women. But when Sarah got to her furnished room that night she found that appreciation of her services would not be accepted in payment for the room, which was 6x8 in size and warmed from the hall by leaving the door open.

The next night that Bignall lay awake thinking of the ready-to-wear department he doped out a programme. When he went back to Sarah the next day he had a tall, slim, thin-faced man with him. This man smiled complacently on Sarah and mopped his face with a handkerchief which smelled of musk.

"This department, Sarah," Bignall said, "is becoming so important that

I have decided to put it in charge of Mr. Cavitte, who is an old hand in the cloak line. You will remain here as assistant."

"I hope we shall get along nicely," said the slim man, thinking that Sarah was about the swellest thing in the department.

"Sarah," added Bignall, "Mr. C. will go to New York to-morrow after cloaks, and you will handle the department while he is away."

Sarah put on her coat and hat and started for the door.

"Where are you going?" asked Bignall.

"Over to Weldon's," was the reply. "I'm going to run a cloak department over there. They've been offering me \$40 a week for a month, but I've stuck here on \$11 because I believed you would do the right thing. Let me tell you this, Mr. Man, I'm going to give you a chase on cloaks and ready-to-wear goods that will make you take notice."

Did she? That is what they are saying over there. She packed all of Weldon's cloaks away in the attic and brought on others that would sell, and she sent out word that she was there with the goods. The public was, for once, honest enough to follow her to the new store. Mr. C. waited behind his counters for the rush that did not come until Bignall fired him and offered Sarah all kinds of money to come back, but she had been thrown down once, after gaining success, just because she was not a man, and she did not go back. So, you see, the moral of the story is that you must be fair with the ladies when they win out for you, even if you are not when they have shown no brilliant talent for making money for you. Alfred B. Tozer.

Man's Possibilities.

That the first-class man can do in most cases from two to four times as much as is done on an average is known to but few and is fully realized by those only who have made a thorough and scientific study of the possibilities of men.

This enormous difference exists in all of the trades and branches of labor investigated, and this covers a large field, as the writer, together with several of his friends, have been engaged, with more than usual opportunities, for twenty years past, in carefully and systematically studying this subject. It must be distinctly understood that in referring to possibilities, the writer does not mean what a first-class man can do on a spurt or when overexerting himself, but what a good man can keep up for a long term of years without injury to his health, and become happier and thrive under.

F. W. Taylor.

"What a pessimist that new baseball writer is." "Why so?" "He does not think that every new player in the training camp is going to lead the league this year." — Detroit Free Press.

Occasionally a man makes his mark in the world because his wife makes him toe it.

FIFTH ANNUAL MERCHANTS' WEEK

Grand Rapids, Mich., May 31, June 1 and 2

New Plans—New Features

YOU ARE INVITED

Grand Rapids Wholesalers are going to give the Retail Merchants of Michigan another glorious outing and educational conclave on May 31st and June 1st and 2d.

If you are a retail merchant this is an invitation for you to come and be our guest on that occasion.

Don't wait for a formal invitation because something might happen to Uncle Sam's mail service and you wouldn't get it. There's nothing formal about the wholesalers of Grand Rapids, anyway, and there isn't going to be any formality about the fifth annual Merchants' Week.

MAKE YOUR PLANS NOW

We're going to give you all the things we gave you two years ago and then some. There's the free street car tickets to and from Reed's Lake, the Figure Eight, the Merry-go-round, the Steamboat Ride, the Old Mill, etc., ad infinitum, and the Ramona Theatre, bigger, brighter and more fascinating than ever.

CENTRAL LEAGUE BALL GAME

And maybe there'll be a Central League Ball Game. We're trying to arrange for it and we hope to succeed. We'll let you know about it later.

PLEASE bear in mind that **NO BANQUET TICKET WILL BE ISSUED AFTER THE 29TH DAY OF MAY**, and if you do not get your request for a ticket in before that time it will be too late, as after that date the caterer will not permit us to change the number of plates ordered.

In applying for tickets mention individual name to be placed thereon.

All **OTHER** tickets will be issued to you on your arrival in this city and you do not need to ask for them in advance, but if you wish to attend the banquet you must apply for your ticket **BEFORE MAY 29**.

Don't forget or overlook this. We want to treat everybody right and so we ask your help. Make up your mind about the banquet just as soon as you can and write to **MR. C. A. COTTON**, the Secretary of the Grand Rapids Board of Trade, at the earliest possible moment if you want a ticket. We want you to come.

But the Banquet—don't miss the banquet! It will be held in the new Coliseum, Grand Rapids' greatest banquet hall, at 1 o'clock on Friday afternoon, June 2.

There will be a grand feed and great speakers. We think we'll have Governor Osborne. You can't beat him. And then there'll be other speakers equally eloquent and equally famous. Topics of vital interest to merchants will be discussed and every man present can hear. There will be good music also.

The Coliseum will seat 1,600 men and every seat will be taken. It will be a magnificent sight—a memory never to be forgotten.

LAY BUSINESS CARES ASIDE

Come to Merchants' Week. Meet the men you are doing business with. Meet old friends again. Look into the faces of your fellow merchants. Shake off the cares of business for three days and get new vigor and new enthusiasm for another year.

We rebate half your fare if you buy goods while here. Write for particulars.

WHOLESALE DEALERS' ASSOCIATION
Grand Rapids Board of Trade

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

April 19, 1911

HOUSECLEANING.

This is the season when the male portion of our commonwealth pose as martyrs. Fume as they may about the foolishness of the entire proceeding, the work goes on just the same. The only relief comes through making this work as light and yet as effective as possible.

Any article which will serve in any way to further the cause will not prove popular to both members of the household firm. A systematic pressing of all needed material is bound to bring good results.

A large heap of sponges in the front window will prove a good drawing card, especially if the assortment contains those for all possible uses from window cleaning to cleaning the most delicate articles. Then there are the various soaps. Do you know, a tower or other fanciful representation may become a thing of beauty when built up of the transparent soaps? Candy has decorative possibilities of a high order, but the clear soaps suggest durability and usefulness. You can build a house out of them, and you can equally well convince the housekeeper that she needs them to keep house.

Ammonia and the various powders for softening water are at this time in demand. Brooms and brushes are needed in quantity. Paint, wall paper, crack fillers and varnish, new furnishings and many other articles should occur to you. Some of these will occur to the housekeeper, and if your rival advertises them and you do not, she may conclude that he is the only man in town who has anticipated this need. Look over your goods thoroughly and get to the front those which the season demands. If you are deficient along certain lines of timely articles, put them down in your note book in glaring letters and resolve never to be caught that way again.

THE COCONUT.

The trade in this product should be much greater than it is. The nut is delicious in many ways, cheap and nourishing. In season it is so much cheaper than the prepared article that no housewife can afford to ignore it.

Suggest in your advertisement, "Fresh coconuts. The best ever for cakes, candies, puddings, etc." When some one shows an interest, just tell her how well you like it prepared in a certain manner.

The milk added to cake gives an agreeable flavor. The nut should be cut in narrow strips, the outer brown covering shaved off and the white meat passed through a food chopper, when it is ready for use in candy, frosting, etc. Another fancy dessert is quickly made by a combination of this with oranges. One manner of serving will readily suggest another, and the decorative value combined with the rich flavor will soon sell the nuts in plenty.

Again, to create public interest, procure a nut not removed from the outer husk. Remove one section of the latter and show how nicely nature has provided for the increase and preservation of this main food supply in the South Sea Islands. That it is such is proof that it does contain real food value.

The hard shell and the light outer husk serve to buoy it up if it chanced to fall into the sea—and the coco tree grows very near the ocean. Show how it floats, perhaps to eventually start a new grove on some newly formed coral isle, thus making a new abode for man. The subject can be made intensely interesting, and in the reading up upon it you will become so much interested that you will become a better salesman of the product through this knowledge, assured that you are pressing a product designed by the Creator as a standard food.

YELLOW TEA.

While pure food laws have undoubtedly worked many reforms, they have in some instances worked a few absurdities as well. One curious result of the Federal law is that there will be a disappearance from the American market of "green" tea, with which American drinkers of the delicious beverage which invigorates without inebriating have been familiar from the earliest times. It is not claimed that the substance with which the Chinese and Japanese color their teas is injurious, but the law provides that every foreign substance put in food products must be distinctly marked on the wrapper of the package. The tea merchants, rather than bring their goods into question by the placing of labels on the chests, have determined to request the producers to refrain in the future from coloring their teas, so that in the end we will be getting the uncolored leaf, and will be drinking "yellow," instead of "green" tea.

There is no sound logic in a regulation which is so inelastic that it takes no notice of a trade custom which has prevailed from the remotest times. It can not be claimed that green tea is adulterated, and its very name conveys the information that it has been colored, as everybody knows that the green color is not the natural color of the tea itself. Such interpretations of laws tend to bring the statutes into more or less contempt and discourage the true advocates of reform. While everybody wants pure

and unadulterated food, not the most exacting would contend that the protection of the public health demands that green tea be labeled as having been adulterated with coloring matter when the presence of the coloring matter is always expected as a matter of course or there could be no green tea. It is as absurd as it would be to compel all creameries to brand their pure butter as having been artificially colored or salted.

TENDERNESS FOR CRIMINALS.

We are told by some of our moralists that the fear of punishment should have nothing to do with deterring persons from the commission of crimes. That to go a step farther, any person who hesitates at a crime through fear of punishment is no better than a criminal, and that people should be honest, virtuous and truthful from principle and not from fear of punishment.

This is well enough in theory, but in practice, if there were no punishment and no fear of it, human society as we know human nature would be in a frightful condition, for crime would be so rampant and criminals would become so powerful and domineering that the people, driven to desperation, would rise up and wreak summary revenge upon the most out-breaking and atrocious of the criminals.

Moreover, the entire system of divine justice, as it appears in every form of religion, derived from celestial sources, is founded on the punishment of the wicked, the knowing transgressors of the divine laws. If God made use of the threats and consequent fear of punishment to deter human beings from evil ways, why should not human justice, founded on the divine principles do likewise?

Yet it is plain that our ideas on the subject are becoming strangely modified, the new idea being that if there is to be any punishment under human laws it should be wholly devoted to reforming the convict and not to making him suffer. The death sentence should be wholly abolished and the convicts detained in prison and surrounded with every comfort that can enable them to have a good time, while they listen to lectures on morality and read good books.

It is not strange that in an age when so many of God's natural laws have been found to be wrong and based on false philosophy that his systems of religion and morality also need setting right, and it appears by way of correcting them some supposedly high clerical authority has been set to work to revise the Ten Commandments that were written in letters of fire amid the thunderings and lightning flashes on the summit of Mount Sinai. Doubtless a thorough correction of that wonderful code of divine laws will be able to eliminate all the sting of punishment out of it, and even make it a mere advisory affair and not an authoritative code of conduct.

In the earliest times the object of all penal laws was while protecting the innocent to secure as surely as possible the punishment of the guilty, but the reformed idea is to give the

criminal every possible opportunity to escape conviction, and after conviction to do all that is possible to set him free, or at least to shorten and modify the sentence to an extreme.

AN AUDACIOUS DOCTOR.

A doctor lecturing in the East says no woman should wear a corset, but all should put on harem skirts and crop their hair close, which would enable them to have more brains, and, finally, as a cure for divorce he suggests that women wear less clothes.

What's the matter with this man, anyway? Why doesn't he mind his own business, "shinny on his own side," allowing the women to wear what they will, in their own sweet way? Everybody but this talking doctor wants the harem skirt tabooed, and in some places audacious women have been mobbed for daring to wear them. As to close-cropped hair, what is more alluring than the great wavy and silken tresses rolled high and in tiers until one thinks of pickle kegs, or the captivating ringlets or bobbed heads of the younger set, which have always held us enslaved? Regarding brains, well, we never knew a shaved head woman of brain, and we do not know anybody who knows one, either. About wearing corsets, well, that is a matter that need not be discussed in print, and the learned lecturer, if he is learned, had his "nerve" with him when he discoursed on it.

Let the women alone, let them put on what they care to and let them take off what they want to dispense with. If they go too far we can yell for the police.

USE OF CUSS WORDS.

A noted professor of English in a Massachusetts college, in an address to his class in English, some days ago, is quoted as saying that swearing and blasphemy were not only necessary but were the universal language of man. Continuing he unblushingly admits that when you burn your finger you curse or break out in blasphemy. In English law blasphemy is an offense against God and religion, and in the law of our own glorious, God-fearing and God-respecting country it is an indictable offense, defined as wanton and malicious. With all due consideration of this learned, linguistic and licentious limb of language, we disagree with him. It is not the universal language of man to curse and swear, or, to be more pointed, if it is, what are he and his great colleges in business for? We admit that in the dark ages this may have been the case, as were many other monstrous habits, but since we boast of our advanced civilization, point with pride to our sacred edifices, to our schools and our colleges, whence comes blasphemy, the universal language of man? Better go slow, professor; your "trolley's twisted."

Few men are inclined to let well enough alone when they see something better within reach.

Some men seem to think the only way to make their mark in the world is with a hammer.

PASSING OF "STORMY PETREL"

Thus the late Tom L. Johnson referred to himself in one of his public speeches, and the epithet was so fitting that it has clung through the years. Twice Congressman from Ohio and four times Mayor of Cleveland, he has been recognized as a leader and a champion of the common people throughout his checkered career. Almost always in the center of some financial or political storm, it is said that he enjoyed the tempests as does the bird in the simile.

Robert Mackay describes the weary march of a Confederate soldier and his wife with their two boys from the foothills of Kentucky to Staunton, Va., for protection. The one lad, like the parents, was tired and discouraged, but 11-year-old Tom encouraged them in various ways. "Don't mind, pa," he said, "I kin sell papers an' will give you all I make." Shortly he had proved both his energy and ability as a financier, for in the five weeks following Lee's surrender he earned \$88.

Every one was keen for the news. The only communication Staunton had with the outside world was a daily train. Tom saw his chance for a monopoly of the newspaper business and cornered the market. He made friends with the conductor, who turned the business into the hands of the energetic boy, who sold the papers daily at 15 cents apiece.

Early hardships doubtless guided him into the cause of the poor. He was early associated with the street car business, and lived to see the 3 cent fare tried in Cleveland and thrown aside. He lost his millions in service for the common people, yet the sacrifice was cheerfully made. Those who believed that his head was misdirected never questioned the sincerity of the heart. There was a strange pathos in the last years of this one of our truly great citizens. Yet the end came peacefully and the last rites were notably simple. He rests by the side of Henry George, his friend.

LAMENT OF ALEXANDER.

Could the Macedonian monarch have looked down through the centuries at the possibilities which have been achieved, the work that has been wrought, he would have seen the folly in his tears because there were no more worlds to conquer. He would have realized that the richest mine has never yielded its choicest store; that there is work for all and will be until the end of time.

A report comes from Africa of a wondrous cavern, the depths of which have never yet been penetrated. Some adventurous person will devise a way to gain access to the recesses from which the natives have long stood in dread through belief that they are the home of the evil spirit. Some way will be contrived to overcome the horde of vampires which met the investigators in such forces that the extinction of their lights was threatened. Some new lights will be thrown upon science, and another victory will have been won.

What if Edison had sat down and bewailed the fact that he was born several centuries too late, or if the Wright brothers had been content to accept their physical deficiencies as barriers to atmospheric progress. We need more explorers in life's pathway; more who are alert in hunting out the new paths. There are still enough worlds to conquer to keep us busy until the millennium; but the symbol of their existence is found in the olive branch instead of in the sword.

"I look on that man as happy," says Emerson, "who, when there is a question of success, looks into his work for a reply, not into the market." Our worlds to conquer may be our work. This work may and should be progressive. The path of to-day leads to that of to-morrow. There should be no halting and no retracing of steps. If we are not living up to the best of our knowledge and ability, let us shed tears, not because there are no more worlds to conquer, but because we are ignoring those in our pathway.

PEANUT BUTTER.

Not many years ago the peanut man was a sort of joke among adults, a caterer only to the juvenile element or to those of larger growth who were not addicted to the use of tobacco, but yet wanted something besides gum to chew. They served merely as a relish, not as a standard article of food. They were especially in demand for fair time and the circus.

Scarcely more than a decade ago the tiny jars of peanut butter offered to the trade were a novelty. The high price of the article made sales generally rather slow. Even today many people do not know that one good solution of the problem of high priced dairy products is given through the "goober pea," from Dixie.

Peanut butter is now sold in bulk at half the price per pound of ordinary butter, and a pound of it will go just as far. Best of all, it is nutritious, the component elements combining with those of bread in such a way as to make a well balanced ration.

As the picnic season approaches the sales should be pushed. It is the basis of a cheap as well as most delicious sandwich, and can be prepared on the spur of the moment without extra work by the housewife. Buns, crackers, as well as bread, may be combined with it for variety, and those who like peanuts will always give it a favorable reception.

As a rule the pail of nut butter is kept out of sight, and only by chance will some of your customers learn of its existence. As the contents readily absorb dust and other impurities, it is best to keep it well covered. It is the easiest thing in the world to make a note of its existence. Insert in your advertisement, "Peanut butter fifteen cents a pound, the cheapest sandwich filler," or "Get the best picnic sandwich material here—Peanut butter."

QUEEN MARY'S ATTENDANTS.

Whether or not this can be reckoned as another victory for the sex, it is pleasing to note that Queen Mary, contrary to the custom of her predecessors, has chosen girls for her nearest attendants at the coronation. The choice seems highly fitting and appropriate. All are young, graceful in form and carriage and the appropriateness of the change is apparent to all. King George will have his male attendants, and there will be many other places for the royal sons to make themselves of service.

Another pleasing feature is that in accordance with the Queen's request these chosen favorites will be simply attired, and the extremists of fashion will in this case be unrecognized. Certainly the pictures of the great event which shall pass down in history will not be transformed into caricature through the hobble skirt. The six train bearers, it is announced, will wear white satin gowns made exactly alike, in princess style and with Duchess lace and chiffon as the only trimming.

There will be several rehearsals, for it is no slight thing to wear a train several yards long and make a graceful passage from the door to the coronation chair with train bearers and canopy bearers all in perfect step. There are certain time-honored observances which must be retained. The pomp of royalty can not be laid aside; yet we are glad to note that the tendency is toward a more rational form.

Some time the useless display will be still further curtailed. The glitter will not appeal to the citizen. The thousands of dollars expended in mere show will be applied where it will benefit mankind. The cumbersome crown will become merely an emblem and not a load to be worn. May the life of the new Queen find its realization in the simplicity, purity, loyalty and love of a nation typified by the gentle train bearers.

AFTER THE BATTLE.

Fifty years after the firing on Fort Sumpter we may be trusted to look calmly back upon the causes and results. We may not all be right, but we may be sincere. The war wrought many changes. It has left among the realities an army of soldier boys, each year sadly thinning their numbers. It has left memories which will not be effaced so long as life shall last. It has created characters in American history of which we may well be proud.

The name of Lincoln stands out in clearer type because of the fire through which he passed. His life might have been as pure had he not filled the presidential chair in war times, but a nation would not have known about it. Julia Ward Howe would not have lived through her matchless lines in "The Battle Hymn of the Republic" had they not been prompted through personal experiences in camp. McKinley's promotion to Lieutenant was won through sympathy for the boys fighting at Antietam, and he braved shot and shell to carry them provisions.

Some of these people became great

in spite of the war; others because of it. Some would have filled a high niche, no matter what was going on around them; others were in a certain way molded by the exigencies of the situation. This is not necessarily a reflection upon any one, but just the thought that the laws of cause and effect are ever dominant.

The next four years will be filled with anniversaries, personal and national. They should serve to cover the old scars with the rich flowers of memory; to renew our pledges of love and patriotism; to band us more firmly in the effort for common good. "Every noble life," says Ruskin, "leaves the fiber of it interwoven forever in the work of the world."

DO AS THE TREES DO.

Written for the Tradesman

This is springtime. Imitate the trees and plants. Make a new start. Branch out. There are unoccupied mercantile possibilities just outside your present circle of endeavor. There are needs of the public waiting for growing merchants to undertake to supply. Keep growing; keep building; keep on trying to occupy more of the vacant spaces about you.

There may be many useful articles not found in your store which your customers are seeking. Some one is going to be well paid for bringing them to the consumer. That is your business—your special field of endeavor. The question is, Can you do it for them at living wages—for a reasonable profit? If you can not, of course you will not secure such trade. It is your business to study such matters and determine what you can do.

Keep trying to improve your methods of buying and selling; keep trying to learn how to sell the most at the least expense; keep trying to learn the best ways to do business. Do not be content to reap only from the endeavors of others; originate something yourself. Help yourself by helping others. The world is not all selfish. You have had proofs of this. You have been aided or favored by those upon whom you had no previous claims. Pass the benefit along.

He who is trying to make the most of his opportunities without display of conceit, superiority, arrogance or greed will find helpful companions.

Branch out; build carefully; go surely. Do not neglect necessary lines. Drop the obsolete; throw out that which has been outgrown. Cut out the dead, dying and interfering branches; head in the stragglers; graft in vacant places if necessary to preserve symmetry; remove superfluous wood (overstock) that the fruit (profits) may be better; apply insecticides to the germs of failure (poor accounts, delayed payment of bills, etc.); let in the sunlight (advertising); gather the fruit when ripe (discount your bills); and—enjoy the shade when you can (take proper rest); provide for winter (save enough of the fruit for yourself and family).
E. E. Whitney.

The reason we like children is that they are natural, and the reason they are natural is that they are sure of dinner.

Detroit Produce Market Page

Heyburn Bill Embodies Drastic Cold Storage Recommendations.

Senator Heyburn, of Idaho, re-introduced his cold storage bill, embodying for the most part the recommendations of the Heyburn Committee, in the Senate of the Sixty-second Congress on April 6. The bill, which is known as Senate bill 136, was read twice and referred to the Committee on Manufactures. The bill, the provisions of which we have previously reviewed, limits the permissible holding of butter, eggs, poultry and game in cold storage to three months, a longer holding bringing the goods into the class of "adulterated." Any article of food which, having been held in cold storage for any period of time, has been removed therefrom and returned again to cold storage is also deemed to be adulterated within the meaning of the act.

The bill has not gained in reasonableness since its original conception, and the general protest which its first introduction brought forth from producers, dealers and warehousemen alike, is taking form in more active and organized opposition.

A joint committee, representing cold storage warehousemen and affiliated industries, has opened headquarters in the Hudson-Franklin building, 100 Hudson street, New York City. The members of this Committee are Frank A. Horne, New York, chairman; C. H. Utley, of Boston; Homer McDaniel, of Cleveland; J. F. Nickerson, of Chicago, and R. H. Switzer, of St. Louis.

The purpose of this Committee is to conduct a campaign of publicity and education to acquaint producers, handlers, distributors and all others interested in cold storage products with the true effects of the proposed Federal legislation.

A number of other National organizations have been invited to affiliate with this movement, and it is expected that in a short time the National Poultry, Butter & Egg Association, National League of Commission Merchants, National Creamery Buttermakers' Association, American Association of Refrigeration, the Salt Water Fish Industries and other similar bodies will be represented on the Committee. A large number of local organizations of producers and dealers in various parts of the country are planning to identify themselves with the movement.

Legislation in the States.

The Jersey cold storage bill has been again amended by the Judiciary Committee of the State Senate. The amendment increasing the time limit to ten months did not satisfy the

State Grange, and the bill was re-committed and amended again, the limit being farther extended to twelve months.

A new cold storage bill has been introduced in the Senate of the Illinois Legislature. It comes as an amendment to Senate bill 55 and puts a limit of permissible holding of perishable food in cold storage at twelve months instead of six. The enforcement of the new law is left with the State Food Commission. The bill requires the stamping, marking or tagging of all perishable foods placed in cold storage either on the food itself or the container with the words "cold storage" immediately followed by the date when the goods were first placed in cold storage. Upon removal from cold storage the bill provides that the above marking be supplemented with the date of withdrawal. The meaning of the term, "cold storage warehouse," is defined. The work of notifying the owner of the goods thirty days before the time limit expires and of notifying the State Food Commissioner at the expiration of the twelve month limit is put up to the warehouseman. Upon notification the owner is forced to sell the goods, quality permitting. The bill further provides that those engaged in conducting cold storage business in the state must procure a license from the State Food Commission, and also prohibits the sale of any food held in cold storage, either in or outside the state, unless properly branded "cold storage."

The bill has many of the useless, burdensome features of measures proposed in other states.

In Ohio the Deaton cold storage bill, after passing the State Senate, was laid on the table, indefinitely in the Assembly.

If it is your duty to open the store in the morning see that the job is done on time. If the hour set is 7 o'clock be ready to receive customers at that hour. Do not let yourself be deceived with the idea that 7:15 is good enough. Regularity is demanded in this as in many other things. If a customer fails to get in at the usual hour of opening because you are late and goes somewhere else to trade you may never see him again.

The article in the Tradesman last week on "Better Prices for Better Eggs" was written by V. B. McDonnell, of McDonnell Brothers' Co., Detroit.

If people have wronged you, it will do no harm to give them a chance to forget it.

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

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347 Russell Street, near Eastern Market—Telephone Main 3762
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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

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Give us your shipments and receive prompt returns. Will mail weekly quotations on application.

French Fried Potatoes.

Consul Joseph Emerson Haven, of Roubaix, France, writes that the street vending of "pommes frites," or French fried potatoes, is peculiar to the northern part of France and the novelty of it appeals to those who visit this section of the country for the first time.

"Pommes frites" take the place of peanuts and popcorn and are sold in much the same fashion. Not only is this trade carried on in some instances as a regularly established business, but workmen, wishing to increase their earnings, come out on the streets in the evening and sell these fried potatoes from pushcarts. Their profits often exceed their day's wages.

The pushcarts are of the ordinary type, but covered. A coke brazier is inserted through the flooring, over which is placed the large iron caldron holding the fat obtained from beef suet. Raw potatoes, after being pared, are pressed through a special cutting machine, coming out in long, narrow, four-sided pieces. These are immediately put into the boiling fat and in several minutes are thoroughly cooked. They are then salted and sold in small paper cornucopias holding 1 or 2 cents' worth.

"Pommes frites" have the advantage that they supply a satisfying and nutritive meal for a few cents. This is especially appreciated by the mill employes during the noon hour, as they are thus enabled to have something hot with their otherwise cold lunches. Rather than go to the

trouble of preparing the dish (to say nothing of filling the house with the odor of boiling fat) many families prefer to purchase the freshly cooked tubers from the nearest vender. These fried potatoes are not sold merely at mealtimes, but during the whole day, and are eaten like popcorn.

The trade is a decidedly profitable one even if conducted on a small scale. The usual price of potatoes ranges between \$1.40 and \$2 per 220 pounds. The beef suet costs 1 franc per kilo (19 cents per 2.2 pounds), and with 1 kilo of fat it is estimated that fourteen pounds of potatoes can be cooked, the fuel cost for the same amount not exceeding 6 cents. The quantity of "pommes frites" sold for 2 cents, while enough to satisfy an appetite, does not equal two ordinary sized potatoes in amount, and it will therefore be seen that one kilo of cooked potatoes, costing 6 to 7 cents to prepare and sold at 18 to 28 cents, leaves the vender a handsome profit.

As each city and village in the surrounding region holds an annual fair at some period in the year, it is a regular business of certain vendors to go from town to town where the fairs are being held, erect their portable houses or booths, and sell "pommes frites" with other light refreshments. These booths, which are elaborately constructed with tables, chairs, mirrors, electric lights, etc., present quite an attractive appearance and sell as much as 800 to 1,000 kilos

of potatoes per day, special paring machines being used.

The Salmon Market.

The Seattle Trade Register says that there is little trading in salmon. With a growing shortage among distributors, jobbers are not actively pushing sales, feeling confident that they can easily dispose of their stocks as the season advances at a premium over present prices.

Canners at present are more interested in the preparation for the coming season's pack than in taking orders for futures. An unusual feature about the future market is that the packers are acting more independently of each other than in past seasons. Heretofore it has been customary for the smaller canners to await the action of the big packers before making their own arrangements, but this year they are acting independently of whatever course the large packers may take. Several big packers have refused to take future orders, "subject to approval," while many of the smaller packers have disposed of their entire next season's pack in this way, and others have taken orders without the "subject to approval" clause in their contract. It is impossible at present to forecast with accuracy what future prices will be. The opinion has been expressed in some quarters that Columbia River chinooks will open in the neighborhood of \$2.25 for flats, \$2 for talls and \$1.17½ for halves.

Cold Storage Agitation.

The widespread protest which has followed the introduction of the Heyburn cold storage bill into the United States Senate was to be expected. The Middle West has awakened to the fact that the cold storage interests are by no means the only ones whose business interests would be sacrificed if the absurd restrictions proposed should become law. Producers of butter, eggs and poultry have been made to realize that the effect of such a law would be more damaging to them than any amount of reciprocity. Letters and telegrams have been pouring in to congressmen at a rate that threatens to wipe out the postal deficit, and the wave of opposition is only starting.

That Congress would enact into law such a proposition seems almost inconceivable, even without opposition from the interests affected. It treads too heavily upon the toes of the Constitution. But we can not afford to run chances.—N. Y. Produce Review.

Insurance Adjuster (looking at the remains of the parlor furniture)—Is this all you managed to save out of the fire? Owner (profusely apologetic)—Yes, sir. I'm awfully sorry, but I kind o' felt that I really ought to get my wife and children out of the building first.—Chicago Tribune.

Of course you have heard that wealth will not buy happiness—but did you ever hear any one say that poverty would?

YOUR DELIVERY

THE LINK BETWEEN YOUR STORE AND YOUR CUSTOMER

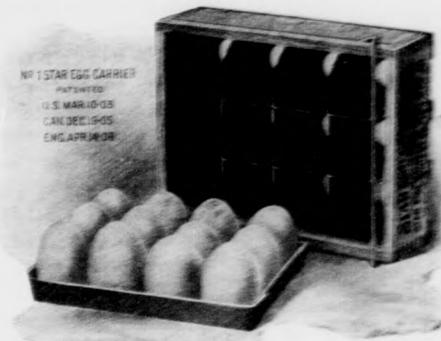
Can you afford to have this service anything but the best?

Star Egg Carriers and Trays FOR SAFE EGG DELIVERY

The only safe, sure, sanitary egg delivery system

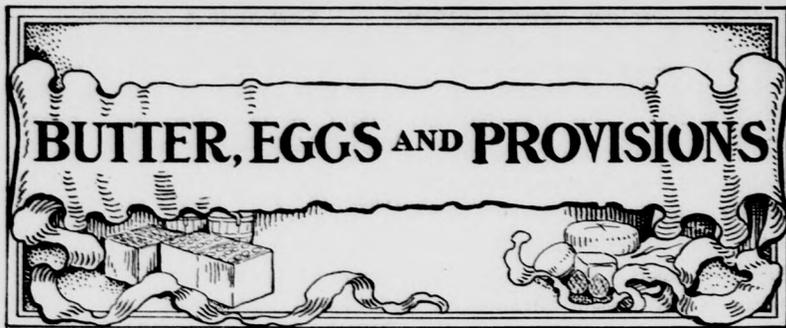
It prevents breakage and miscounts, saves time and pleases your customers and still costs less to operate than the egg delivery you are using now. Start improving your business today by asking your jobber and writing for our booklet "No Broken Eggs." We have a book of sample ads for your STAR EGG TRAYS. Be the "Early Bird." Write today.

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



Made in One and Two Dozen Sizes

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



Origin of Vegetables.

The potato, which was already cultivated in America when the continent was discovered, is spontaneous in Chile. It was introduced to Europe in 1580 and 1585 by the Spaniards, and almost at the same time by the English, who brought it from Virginia, where it had appeared about 1550.

The sweet potato and the Jerusalem artichoke are also supposed to come from America, according to the Revue Scientifique.

Salsify is found in a wild state in Greece, Dalmatia, Italy and Algeria. According to Oliver de Serres, it has been cultivated in the south of France since the sixteenth century.

Turnips and radishes came originally from Central Europe. The beetroot and the beet, which have been greatly improved by cultivation, are considered as the same species by botanists. The beet, only the stalk of which is eaten, grows wild in the Mediterranean, Persia and Babylonia. Garlic, onions, shallots and leeks have long been cultivated in almost all countries, and their origin is very uncertain. That of the scallion is better known. It grows spontaneously in Siberia. One finds chives in a wild state throughout the Northern hemisphere.

The radish, greatly modified by cultivation, probably had its origin in the temperate zone, but from what wild species it is derived is not exactly known.

The lettuce appears to be derived from the endive, which is found wild in Temperate and Southern Europe, and in the Canaries, Algeria, Abyssinia and Temperate Western Asia.

Wild succory is spontaneous throughout Europe, even in Sweden, in Asia Minor, Persia, the Caucasus, Afghanistan and Siberia. Cultivated succory is probably a form of endive which is thought to have had its origin in India.

Corn salad is found wild throughout Europe, Asia Minor and Japan.

Cabbage, like all vegetables which have been cultivated from remote times, is believed to be of European origin.

The artichoke is the cultivated form of the wild cardoon, indigenous in Madiera, the Canaries, Morocco, the south of France, Spain, Italy and the Mediterranean Islands. Asparagus had its origin in Europe and Temperate Western Asia.

The origin of the egg plant is India.

That of the broad bean is unknown, as also that of the lentil, the pea,

checkpea and haricot. The last named appears to have come originally from America.

Salmon Prospects.

The Seattle Trade Register says that the canned salmon business continues in the same lethargic state that has prevailed during the past two or three months. There is practically no canned salmon in first hands, and the few cases the jobbers have are going out in dribbles. It is said that high prices have somewhat curtailed consumption. However this may be, there is no particular anxiety shown by sellers to dispose of their holdings at any reduction. Cannery men are very reserved, and it is not possible to get a definite opinion as to what the future conditions will be in regard to prices.

Columbia River packers report that many enquiries are being received from Eastern as well as Coast connections for larger supplies for the coming season than have ever before been ordered. Owing to the increased facilities this season for handling the fish in Alaska, the opinion is expressed that should there be a good run—not a big run—of fish that the output will exceed that of last year.

Facing the greatest scarcity of cannery employes that has occurred in many years, the big cannery companies of the North are preparing to hurry hundreds of Chinese, Japanese, Mexicans and Puerto Ricans to the Alaska coast. The ss. Senator of the Pacific Coast Steamship Co., it is said, has been chartered to carry 1,000 Filipinos, Hawaiians and Puerto Ricans from Honolulu to the canneries of the North.

Agents of the canneries in Hawaii will have some difficulty in getting the men they have employed aboard the Senator. Reports from the Islands say that there is a general alarm that there may be a depletion of the laboring men in Hawaii and the Territorial Legislature has passed three acts imposing drastic emigration regulations. The laborers cost the territory \$100 apiece when they were imported, and every effort will be made to prevent the agents of the canneries from taking them to Alaska.

The ss. Dolphin, of the Alaska Steamship Co., recently sailed with 250 Chinese and Japanese for the canneries at Quadra Santa Ana, Kasaa and Taku.

Probably more men would strive to reach heaven if the preachers could convince them that all the popular songs were in the other place.

Seed Time.

The merchant, as well as the farmer, has his seed time. It is as important for the merchant to buy his spring stock, to brighten up his store and to prepare for the reception of his new goods, as for the farmer to buy his seed and to prepare the soil to receive it.

Neither the merchant nor the farmer can hope to "Reap where he has not sown." If the farmer expects to harvest a crop he must plant his seed in good time; he must be zealous in caring for the tender plants; he must assist nature by persistent cultivation and take his chances with drought, pests and wet weather.

Likewise, the merchant must have his goods on his shelves and counters in advance of the demand; he must prepare his campaign for the season; he must see that his clerks are familiar with the goods and that they keep them fresh and clean; he must formulate his selling plans and take his chances with unforeseen circumstances that might affect his trade.

A pessimist or a foolhardy man can not be a good farmer or a good merchant. The pessimist dares nothing; the foolhardy man dares too much. A wise merchant or farmer should exercise optimistic prudence.—Twin City Commercial Bulletin.

Refrigeration Convention.

The second annual meeting of the American Association of Refrigeration will be held in the "East Room" of the La Salle Hotel, Chicago, Ill., on May 9 and 10. The Executive Committee, in sending out announcements, says:

"In issuing the announcement for this meeting the Executive Committee desires to impress all those interested in refrigeration with the desirability of the fullest attendance, as matters of great importance to the Association will be presented. Among these are the annual reports of the chairmen of the various committees and commissions, detailing the activities of these bodies during the past year, as well as their recommendations for future efforts. We still have before us the questions pertaining to restrictive cold storage legislation both by the National and the various state legislatures. It is a duty we owe one of the most important branches of the refrigerating industry that we continue to do all in our pow-

er toward directing any proposed legislation that might be prejudicial to this industry into proper channels. With this end in view, all are invited to participate in combating 'anti-cold storage legislation.'"

Importations of Sugar.

The calendar year book of the Bureau of Statistics of the Department of Labor says that sugar, of which the United States is a large producer, but not yet sufficiently large to meet the requirements of her population, shows importations in 1900 of three and three-quarter billion pounds, valued at ninety-one and three-quarter million dollars, and in 1910, four and one-quarter billion pounds, valued at one-hundred and fourteen million dollars, these figures being exclusive of the sugar brought from Hawaii and Puerto Rico, which amounted in 1910 to over one billion pounds from Hawaii, valued at thirty-nine and one-half million dollars; and six hundred and twenty-six million pounds from Puerto Rico, valued at twenty-six and one-quarter million dollars.

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.

YX BRAND Ground Feeds None Better
WYKES & CO.
GRAND RAPIDS

A. T. Pearson Produce Co.

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

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

Seeds All orders are filled promptly the day received.

We carry a full line and our stocks are still complete.

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

Texas Bermuda Onions in Cumber Crates

Our first car just in. Stock finer than silk. we quote:

Crystal Wax per cumber crate - \$2.25

Yellows per cumber crate - - 2.00

The Vinkemulder Company :: **Grand Rapids, Mich.**

Write, phone or wire your order

Palate-Exciting Advertising for the Grocer.

The midwinter season demands the featuring of groceries that are good to eat, the things that appeal to the inner man, the smoked meats and fish, the macaroni and mince meat, the plum pudding and the canned delicacies, the sauces and the pickles, the dried fruits and pancake stuffs, the cocoa and the chocolate, the olives and the tapioca, the breakfast cereals and the nuts, and so forth, not forgetting the comforting coffee and tea.

Those old Roman gourmands would have chuckled over such a list and sought no more for peacocks' tongues and similar vapid kickshaws, but what use does the grocer make of it as a means of bringing business to the store? If he does not attempt to excite the appetite by the wording of his advertisements he sacrifices opportunities that no dealer can afford to let slip. Here are a few illustrations of the way to advertise food products to the best advantage:

The Baconian Theory does not trouble consumers of our Breakfast Bacon at —c a pound. They say it is the best they ever tasted, its exquisite flavor, so mellow and unmistakable; its melting richness and general toothsome making it the finest breakfast food for young and old. Give your palate a pleasant surprise and insure good digestion by a trial of the article.

A Cup of Creamy Coffee these sharp mornings is a good starter for the day's work. Made from Our Special Brand at —c per pound the morning coffee is so rich, aromatic and fine-flavored that drinking becomes almost a sacrament and the creamy fluid passes down the throat like a benediction, and a man goes to business feeling as fit as an athlete in training and with his bosom's lord sitting lightly on its throne.

Now, as to Pancakes. Breathes there a man with soul so dead who never to himself hath said: "I'll have pancakes to-morrow?" We are looking for that man. We have the goods—Pancake Flour that makes the delicious, light, palate-satisfying pancakes of the best traditions, so toothsome and digestible that words fail us in the endeavor to state the plain facts. And the syrups! Who shall fittingly paint the joys of breakfast with our famous syrups throwing a golden gleam over the cakes all warm and fragrant from the pan?

Cocoa For Cold Weather. The solid nutriment in a cup of our Best Cocoa is considerable, and yet its tale is not half told, if we stop there. For there is the exquisite flavor, the smooth and creamy richness, the gratification of the palate and the after feeling that all is well with the inner man. Superb is not too strong a word. Good cocoa in the cool mornings is one of the best gifts to man, and it really is surprising that its use is not universal. Our Best Cocoa, —c per pound.

Salt Mackerel — We are offering fine, fat Mackerel as a breakfast dish at tempting prices. Salty enough to be relished hugely, fat and rich

enough to melt in the mouth and delicious enough to make the consumer much the debtor of the cook. Broil them or fry them and they seem to be equally good. They hit the right spot and furnish a wholesome change from a meat diet. Really a great luxury, although so cheap. It is a pleasure to sell them, but a greater pleasure to eat them.

Plum Pudding—This article is coming into more general use every year, owing probably to the improvement in the skill of the makers in the factories. As now packed, plum pudding such as we are selling—the Eddy Brand—is cheaper than the home-made and very rich in flavor, and as it is a labor-saver of the highest rank it is a godsend to the housewife. It is a dish of kings at a cost that appeals to all, and is a superb addition to the dinner menu of every family.

Macaroni—To the Italian this article is everything, almost — to the American it is almost nothing, yet it deserves a conspicuous place in the nation's bill of fare, as it is very palatable, very nourishing and very cheap, besides being adapted to more varieties of dishes than most foods. It can be served in an astonishing number of different ways and tastes good in each. We offer Favorite Brand at —c per pound, and furnish recipes for cooking it. Be good to yourself and try it.

The foregoing samples of advertisements are offered to illustrate our remarks on the subject of palate-exciting advertising for grocers. It is a kind of advertising that makes new business, instead of taking business from other dealers, and is therefore deserving of consideration.

Plan Huge Produce Center.

The wholesale produce dealers of Chicago plan to segregate their business. This fact is announced by a committee of South Water street merchants who have had the matter under consideration for some time.

The move is intended to perfect a system whereby the business of these firms may be centralized and a produce center be established which is compared in effect with the plan whereby the packing interests have established the Union Stock Yards.

The tract considered for this purpose consists of about 100 acres bounded by Ashland and Western avenues and Thirty-fifth and Forty-fifth streets. The project contemplates the erection of enormous warehouses and exchange buildings as well as retail markets and the building of miles of railroad yards to accommodate between 2,000 and 3,000 cars.

The plan, which involves the expenditure of several millions of dollars and at least two years of time, is still in its early stage. However, leading merchants of South Water street say it has been under discussion for the last eighteen months. So carefully have the secrets of the project been kept, however, that the story of the proposed move did not leak out until the merchants made the inspection.

The proposed site is in the heart

of the central manufacturing district on the Southwest Side, and is favored by the South Water street merchants because of the railroad track facilities which are offered by the Chicago Junction Railroad which would bring freight and refrigerator cars from every road entering Chicago into the market district, as into the Stock Yards at the present time.

The project does not contemplate the abandonment of South Water street, where the produce commission business of Chicago has been carried on for the last forty-five years. According to the leaders in the new plan, most of the houses now on South Water street will retain branches there for the retail business.

Ignorance of Costs.

In practically every town of any size in this country new stores start up with a blare of trumpets, flourish, or appear to, for a more or less brief season, then sicken and finally die. There are various reasons, and one of the principal ones for their failure to prosper is that they do not know the cost of doing business.

Grocers, in fact all retail merchants, make the mistake of continuing in ignorance of what it costs them to conduct their businesses. They need to be educated in the subject of costs. Some of them have been in business for years, perhaps not yet realizing themselves how close they have come to going on the rocks more than once during their careers. These old retailers are apparently unmindful of the important fact that it costs more to sell groceries at retail than it did ten years ago, also that systems which ten years ago were adequate are now out of date.

Here is another thing: Lots of grocers are persistent price-cutters without knowing it. How? Why, because they think they are selling at a fair margin of profit, when as a matter of fact they are making little

or no profit, being ignorant of the true cost of carrying on their business. Such grocers are intensely surprised to find, as sooner or later they must, that they are not making money, or at least what they thought they were making—and often they are compelled to give up the struggle.

Every grocer should know, as has been well suggested by an expert in such matters, how "to go to the very bottom of his business, and find out what prices he must charge in order to get a fair profit. When merchants understand this there will be much less talk about the price-cutters, and many less failures and withdrawals from the mercantile business."—Grocers' Criterion.

Roy Baker

General Sales Agent
Michigan, Indiana and Ohio
Sparks Waxed Paper Bread Wrappers
And Weaver's Perfection
Pure Evaporated Egg
Wm. Alden Smith Building
Grand Rapids, Michigan

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

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

Crohon & Roden Co., Ltd., Tanners
13 S. Market St.
Grand Rapids, Mich.

**We do Printing for
Produce Dealers**

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
EGGS We are in the market daily for strictly clean, fresh eggs. Mail us samples of beans or clover seed you may have to offer. Your order for Timothy, Clover, Peas and all kinds of field seeds will have prompt attention.

Moseley Bros. Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Office and Warehouse, Second Ave. and Railroad
Both Phones 1217 Grand Rapids, Mich.

We 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

WHY HE SUCCEEDED.

The Girl-Who Could Win Trade Won Him, Too.

Written for the Tradesman.

Fred Marding opened his little store in Bunkerville trusting to receive his share of the trade. His capital being limited to a few hundred dollars, it was not to be expected that he would cut a very wide swath at the outset.

"I am afraid," said his friend, Banwood, "there isn't room for another store in Bunkerville; the mercantile business is over-done here now."

"Well, if that is so, where would you advise me to go?"

"To some town where there is an opening—"

"Name such a place, Joe."

"Oh, I can't do that off hand, of course."

Nor could the aspiring Fred, therefore, against much friendly advice, the young fellow leased the little corner store and began business. His opening was rather late in the season, when much of the holiday trading had been done, so that "Marding's Western Bazaar" had to fall back on the few later pickings.

Trade was never rushing and the young man undertook to do all the business himself. He realized that he could not hire a clerk. He boarded with a widowed sister in a humble part of town.

Whenever he met Hungerland, of the rival store across the street, that worthy grinned and passed him by with a simple nod. "Pitying me, I suppose," thought the new merchant. "Well, I don't ask any sympathy, and I mean to succeed if grit and advertising will do it." He had both for a time, yet, somehow, the crowd did not come. He saw them go in droves to the store opposite where everything was kept in stock from a darned needle to an ox-yoke.

Round about Bunkerville was a large Danish settlement. These people patronized the big store, where were kept two clerks who spoke the Danish language.

"I told you this was the wrong town for you, Fred," said his friend, Banwood, about a month after the opening of the "Bazaar."

"It is the foreign element that is beating me," sighed Fred. I will have to do something to draw them into the store. If I only had capital enough to stock a general store now I would be all right."

"If I had the ready money I might lend it to you, although I should not expect to see the color of it again."

"You are very encouraging," and the young merchant turned to wait on a boy who came in for a penny's worth of mixed candy.

"You seem to have the penny trade, all right," and the friend laughed.

"Most of what I get is in little dabs—"

"Tell you what, Fred, you need a clerk."

"Do I? How'd ye think I'd pay one? I had an application only this morning."

"Did you? From whom?"

"A pretty miss from the country: her name is Peterson, I think."

"Angie Peterson—"

"How do I know? I wasn't going to ask her given name. I was in the dumps, anyhow; trade has been rotten, and—"

"And is going to be rotten to the end of the chapter," declared Banwood.

Trade did not improve. After the holidays it dropped to a mere nothing. Over the way the crowd continued to move. Disconsolate, our young fledgling in the mercantile business stood staring at the many faces passing. No one came in.

"By the old Harry, this is going to down me!" sighed Marding. "I reckon I've missed my calling. Doug Banwood was right: This is no town for new enterprises—ah! there comes that girl now, trim as a new rigged ship. Even she patronizes my rival." This as a trim feminine figure tripped from the open door of the department store opposite and walked along chatting with some girl friends. Only the day before he had turned down Miss Peterson's application and now she was patronizing his rival.

The girls, however, crossed over and were entering Fred's store. A chatty lot they were, with a delicious foreign accent—"Danes, every one," thought Fred. They made some purchases and as they were going out a pair of blue eyes sent him a roguish glance.

"By Jove! but that Peterson girl is not so slow!" ejaculated Fred. "She fetched her friends here to trade to show me that she holds no ill feeling because I turned her down."

After that the young fellow thought a good deal, finally coming to the decision that he must have a clerk. "There's no profit from which to pay one," was the mental view taken by Fred, yet of himself he could do nothing. It was simply ruin anyhow to go on as he had been doing. Perhaps a pretty face behind the counter might work a change—it was worth trying.

When next Miss Peterson came to the little corner store it was in answer to an invitation from the proprietor conveyed to her in a note over the rural delivery.

"I got your note, Mr. Marding."

"I sent for you for the purpose of talking over that clerkship business. What experience have you had?"

"None whatever—"

"Then it wouldn't be safe—"

"Wait," said the sweetest voice Fred had ever heard, a little protesting quiver to the full red lips. "I think I can make good. I am willing to try, and to work for a small price."

"How much?"

"For the wage of a washerwoman—will that do?" with a delightful little tinkle of laughter.

"Do you sepak Danish?"

"I am a Dane."

"You may come."

"When?"

"Let's see. To-day's Saturday; come Monday—"

"I prefer to begin now."

Miss Peterson unpinning her hat,

tossed off her cloak and stood smiling up at him, a picture of mischievous earnestness. She, of course, had her way.

Very soon after Angie Peterson entered his employ business picked up in the little corner store. There was no big rush, only a gradual improvement. One by one the fair clerk's countrywomen began coming to the store. Angie had ever a winning smile. For the old ladies she provided a rocker near the stove in wintry weather, under a window in heated July. Every possible kindness was shown to customers and Fred soon learned to highly prize the clerk whose services had been almost forced upon him.

At the end of the first six months of Angie's clerkship business had doubled and the balance showed now on the right side of the ledger. Marding was jubilant over the outlook. The girl had a marvelous knack of winning friends. She won upon the old by listening to their tales of trouble and carried the young people over to her by the power of her sunny smile and winning personality.

It was not until a tall blond drummer came to frequent the little store on the corner more than was necessary to sell goods that it began to crawl through the young merchant's noddle that he might lose his clerk. Fred frowned on the caller and wished him a thousand miles away.

"Confound that man," volunteered Marding, "I don't like him."

"Don't you really?" smilingly spoke the fair Dane. "Really now—"

"What makes him come here so often, Angie? I don't think he has business in this town so often."

"He seems to think he has."

"Well, I wish you wouldn't talk to him when he comes in; I'll do all that is necessary."

"Land, is that so?" with a sigh and a low laugh. "I'll try and mind what you tell me, sir."

The very next time that Walter Sunderland came around Miss Peterson forgot her promise and entertained him as of yore. Fred went home to his sister, grumbling over the outlook.

"No use grumbling, Fred," advised his sister, "girls will fall in love and marry, you know. I shouldn't wonder a bit if—"

But the brother had gone out,

banging the door after him. He was clearly worried over the outlook. For several days the young merchant was not himself. He mooned about "like a sick cat," as his sister put it. "There is no doubt that this drummer is after Angie," she said, "and I'd advise you to begin looking about for some one to fill her place."

Somebody to fill the little Danish girl's place! Why, nobody could do that. Fred went to the store one afternoon to meet the obnoxious drummer coming out. Angie was at the far end of the place arranging some boxes on the shelf. She was alone and the merchant went hastily down to her side. He saw that her face was flushed and there was a tear on her cheek.

"Has that scamp dared—"

"He asked me to be his wife," whispered the girl, blushing and trembling.

"He did, eh?"

The room whirled about. Fred Marding saw visions of a ruined business, lonely hours again, with the smiling face of Angie gone forever. He felt very weak and tired just then.

"I—I said I could not leave you, Mr. Marding—not without your consent," said Angie, looking up with that old, entrancing smile of hers.

"Tell me truly," suddenly urged the merchant, "do you wish to leave the store?"

"Well, I don't quite know. You see, sir—"

"Angie!" snatching both her hands and compelling her attention. "I can spare you from the store but not from me. Look here, girl, will you take me, will you marry me instead of that lanky drummer?"

"I might if—"

"Well?"

"If you'll let me stay in the store. I love the work, you see."

"All right."

Mrs. Marding left the store months later; not, however, until she had initiated another into the work and trained her for the position.

The Mardings continued to prosper and now own one of the largest stores in Bunkerville. For this prosperity Fred gives Angie the sole credit.

J. M. Merrill.

You commit no crime when you think well of yourself.

DEALERS' PRICE LIST

F. O. B. Grand Rapids, Mich. April 17, 1911. Prices subject to change without notice.

Corporal Brand Rubber Roofing	
1 ply complete, about 35 lbs. per square	\$ 73
2 ply complete, about 45 lbs. per square	95
3 ply complete, about 55 lbs. per square	1 16
Weatherproof Composition Rubber Roofing	
1 ply complete, about 35 lbs. per square	\$ 85
2 ply complete, about 45 lbs. per square	1 05
3 ply complete, about 55 lbs. per square	1 25
Weatherproof Sand Coated	
1 ply complete, about 55 lbs. per square	\$ 90
2 ply complete, about 65 lbs. per square	1 10
3 ply complete, about 75 lbs. per square	1 30
Acme brand wood fibre sheathing per roll	45
Tarred Felts	
No. 1. 22 lbs. per 100 square feet, per cwt.	\$1 40
No. 2. 15 lbs. per 100 square feet, per cwt.	1 40
No. 3. 12 lbs. per 100 square feet, per cwt.	1 40
Stringed felt, 22 lbs. 250 square feet, per roll	44
Stringed felt, 44 lbs. 500 square feet, per roll	87
Slaters felt, 30 lbs. 500 square feet, per roll	60
Tarred sheathing	65
Rosin Sized Sheathing Weatherproof Brand	
Red No. 20, about 20 lbs. per roll 500 square feet	\$ 31
Gray No. 20, about 20 lbs. per roll 500 square feet	31
GRAND RAPIDS BUILDERS SUPPLY CO., Grand Rapids, Mich.	
Distributors of the Product of the General Roofing Manufacturing Co.	
The Three Largest Prepared Roofing and Building Paper Mills in the World	

Exports of Manufactures.

No greater tribute to the faithfulness and efficiency of the American workman and American manufacturer could be found in a condensed space than the records of the Bureau of Statistics, Department of Commerce and Labor, which show the exportations of what may be termed "high-grade" manufactures from the United States. People in all parts of the world are purchasing every month and practically every day of the year the most complex products of the American workshop, such as typewriters, sewing machines, cash registers, scientific instruments, telegraph and telephone apparatus, musical instruments, automobiles and other articles requiring superior skill in their manufacture. Articles of this class are transported to the most distant and out-of-the-way places of the world—the islands of the ocean and the distant interiors of the great continents—with the calm confidence that they will not only render the service for which they were manufactured but continue that service for such length of time as to justify their transfer from the place of manufacture to distant communities not provided with experts and facilities for repairs. That this confidence in the products of the American workshop is justified by experience is indicated by the continued and, in most cases, growing export trade in these articles.

Take sewing machines as an example. A hundred million dollars' worth of these machines have been exported from the United States in the last quarter of a century, going to every part of the world. In the single year, 1909, for example, the countries, colonies and islands to which sewing machines were sent included Madagascar, Belgian Congo, the Canary Islands, French Oceania, Asiatic Russia, Persia, Aden, Hongkong, Dutch East Indies, Paraguay, Peru, Dutch Guiana, Haiti, Santo Domingo, Dutch West Indies, Egypt, Turkey in Asia and Europe, Siam, Korea and Liberia.

Typewriters are another example of complicated machines exported to distant parts of the world with confidence that they can there be successfully operated without return to the manufacturer for frequent repair. The value of typewriters exported from the United States since the fiscal year 1897, when they were first shown in the statement of exports of the Bureau of Statistics of the Department of Commerce and Labor, is over sixty million dollars, and in 1909 they went to no less than ninety different countries, colonies and islands, including Greenland at the Far North, New Zealand at the Far South, Morocco in North Africa, Siam in the extreme Orient, Ecuador and Bolivia in South America, the Azores and Madeira Islands in the Atlantic, Dutch East Indies, and French Oceania in the Pacific; Bulgaria, Servia and Roumania in Europe, and Persia, the Straits Settlements and Korea in Asia.

Cash registers are a still more recently developed item in our list of

exportations, yet they were sent in 1909 to more than fifty different countries, including nearly a score in Europe, practically all parts of North and South America, to China, Japan, Asiatic Russia and Straits Settlements in Asia; to Australia, New Zealand and the Philippine Islands in the Pacific and to various sections of Africa.

The automobile, which seems to require careful and expert attention even in the country in which manufactured, goes in large numbers to all the grand divisions and many of the principal colonies and islands of the world. The 1909 figures show exports of automobiles to seventeen different countries of Europe, to practically all of the countries and larger islands of North America, to every country of South America; to China, India, Straits Settlements, Dutch East Indies, Hongkong, Japan, Asiatic Russia, and Siam in Asia; and to Egypt, Portuguese Africa, Canary Islands, French Africa and British East and South Africa in that grand division. The valuation of this class of exports has rapidly increased until the figures of the calendar year 1910 alone show a total of eleven million dollars.

Musical instruments of American manufacture, including organs, pianos and pianolas, are evidently popular, the countries to which pianos and organs are sent being approximately seventy-five, and even of pianolas the exports are numbered by thousands, and the countries to which they go approximate half a hundred, including China, Japan, Siam, New Zealand, the West Indian Islands, the countries of Central and South America and a dozen or more of the countries of Europe.

Thus one might go on indefinitely enumerating the products of the American workshop of high quality and complex character, such as electrical appliances, phonographs, metal-working machinery, shoe machinery, wood-working machinery, dental goods, photographic goods, mowers and reapers, and many other articles of this class, forming a very considerable percentage of the eight hundred million dollars' worth of manufactures exported from the United States last year.

What the People Want.

To say what people think gives an orator prestige and the merchant who buys what the people want gains their trade. To say what people think and to buy what they want is the study of the orator and merchant. Both are governed by the same law of thought.

What will sell in one locality is often a drug in another. That is because the people in different localities think differently. The merchant, therefore, who would suit the people in his buying must be a close observer in order to comprehend fully the possible desires of the people. He should know their habits of life as well as their thoughts. It is through their habits, as shown in outward actions, that the method of thought is reached.—Clothier and Furnisher.

Locating Authority.

A store is badly managed when it is over managed, just as anything else may be spoiled or a purpose thwarted by excessive zeal or too many managers. The old saw about too many cooks spoiling a broth applies exactly as well to the management of a store.

The store that has more than one manager, be they extra, partners or subordinates, is in a bad fix and a large share of the energy of the store force is lost or used up in cross firing that has no good effect on business and which compels a tangling and snarling that is expensive to the establishment. The clerk who is ordered, or requested, to do one thing by one who has authority and soon thereafter told to do another by some one else in authority is scarcely competent to determine his exact location in the list of obedient necessities. This frequently happens in a store where the owners or managers are members of the same family, although it is not, by any means, unknown in other stores of two, or three, or more, partners.

Recently, during a heavy trade, a clerk in a store owned and managed jointly by a man and his wife carried a purchase to the wrapping counter, presided over at the time by the man of the house, and was directed to immediately proceed to the front of the store and straighten a counter of dress goods badly tangled. Scarcely had the clerk rolled one piece before the woman of the house shouted across a considerable space that the clerk should proceed to the rear of the store and see if there were not some one to wait upon. The clerk attempted to explain but the orderer refused to listen. He had no sooner appeared again at the rear of the store than the man "jumped" on him for not doing as he was told, and here again an audience and explanation were refused and he was ordered back to straighten dress goods. He went back to the counter to be again set upon by the second manager, upon which he became righteously wroth and informed the woman that he should not move from his present work until she had settled with her husband who was the boss. Said he, "Settle it between you and when you decide who is boss I am ready to obey orders, but I will not continue

to be batted back and forth between you."

The young fellow was certainly within his rights and if the rebuke had any effect there should have been a complete understanding, but in that store, as in hundreds of others, the conditions had so long existed that it is doubtful if they even "tumbled" to the real loss they were suffering by working so at cross purposes. The absurdity of the thing possibly did not appeal to them in their extreme seriousness of management.

In stores where there are no floor managers, where clerks are expected to wait upon customers wherever needed, the condition related, or something similar, is a common thing. There is no excuse or reason for it. Some one person in the partnership may easily be delegated to do the directing, when directing is needed, and there is never any reason why any other person should interfere. A multiplicity of commands is an absurdity that means impotence of a vast amount of store effort. It is as unnecessary as it is absurd and expensive, and nobody's dignity or place of command is abandoned by a simple understanding and a working agreement.

It is positively insulting to a customer to endeavor to wait on him and carry on a conversation with a fellow clerk at the same time. The man or woman you are waiting on is entitled to your undivided attention. It is bad enough to go into one of the big stores and pass through the agony caused by a couple of silly girls giggling and talking together while pretending to serve patrons, but in men, supposed to be in training for a life of business, it is positively inexcusable.

Honeyed phrases have a bitter taste when you are compelled to eat your words.

A pessimist defines society as a lot of nobodies who talk about nothing.

Amer. Sweeping Compound Co.
Detroit, Mich.

Manufacturers and dealers in JANITORS' SUPPLIES. Sweeping Compound. Metal Polish. Linseed Oil. Soap. Floor Oil, etc. Quality of all goods guaranteed. Order direct from us.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

BE ACCOMMODATING.**If You Haven't the Goods Tell Customers Where to Get Them.**

Written for the Tradesman.

Not having in stock what a customer calls for, not being able to procure it for him at once nor sell him something else which will answer his purpose, the merchant will not lose anything by directing the customer to some other store, where he may obtain that which he desires. Showing a willingness—yes, more—an earnest desire to assist, is quite apt to stimulate a wish to return the favor when possible; whereas, if the merchant exhibits a lack of interest in the matter as soon as he discovers no possibility of making a sale, that indifference may make such an impression on the prospective purchaser that he will avoid that store in the future.

Any failure to have in stock the goods advertised or the goods which the public naturally expects the merchant in any particular line to carry may occasion serious inconvenience and disappointment to customers. If the merchant expresses regret and explains how it was impossible for him to foresee or prevent the condition it may not be remembered against him. On the other hand, should he exhibit indifference in the matter, no interest in the needs of his patron, no regret and treat it as of no particular consequence, he must fall much in the estimation of such customer, and thereby lose trade and profit.

Not alone indifference to customers causes a merchant to be regarded with disfavor, but indifference to his own interests and to his financial prospects militates against him. People generally prefer to trade with the alert, earnest, aggressive, successful merchant. Whether they realize it or not, he is the one who anticipates and provides for their needs.

It is wise to give the customer in hand all the attention he or she requires, but it is not often necessary to entirely ignore the next in line. A nod or look of recognition may make him more content to wait. Then, he may not wish for anything at your counter and a word or motion may suffice to direct him to the department where he can find what he seeks. Five minutes delay at each of several stores may entirely defeat a purchaser's plans for the day or it may put him or her into an anxious, hurried or worried condition which precludes satisfactory consummation of important purchasing. Of course, it may be looked upon as an unfortunate combination of circumstances when a customer meets with delay upon delay, and no one to be blamed for it; and yet a train of annoying delays may be laid to one inattentive, careless, indifferent clerk or merchant.

E. E. Whitney.

How To Use Tea.

So far, civilized man has succeeded in manufacturing only four essentially different beverages which are extensively used. And yet liquids are as important as solids in contributing

to the cravings of the human palate. The four principal manufactured beverages now in use by civilized communities are, first, the extract of the coffee bean; second, the extract of the cocoa bean; third, alcoholic drinks, and fourth, the extract of the tea plant.

Tea is one of the most important manufactured beverages known to mankind, inasmuch as it can be taken for a lifetime without injury to the human system, providing it is made right, and taken as soon as made.

The intelligent use of tea is in knowing that it possesses two leading chemical principles, viz.: theine and tannin. The former contains the principal merits, and the latter the principal imperfections of tea. Theine is a gentle tonic which makes tea a mild stimulant. Tannin forms an acid which, if taken habitually to excess, by persons in delicate health, is apt to affect the nerves or digestion. The whole secret, therefore, of obtaining the beneficial properties of tea without injurious effects, is to secure theine without tannin, and this can be accomplished by never permitting the tea leaves to boil, nor even to draw in the usual way, for over seven or eight minutes, after which time tannin begins to develop.

The average consumer approaches his grocer generally with the request for a pound of black or green tea, knowing little more than this about the article, and leaving the rest with the grocer. It is not suspected by either dealer or consumer that there are as wide differences in black teas, alone, as there are between tea and any other beverage.

There are about two thousand tea flavors. Until the last seven years the green tea leaves have been found chiefly in China, but since then excellent specimens have been produced in India and Ceylon.

Green teas are known as Gunpowders, Imperials, Young Hysons and Hysons, according to the shape which the leaves take in the process of firing.

Black teas are divided into four great families, Congous, Indias, Ceylons and Oolongs. The first three kinds are fermented teas, while Oolongs are unfermented.

Raw Sugar.

Those who are accustomed to see sugar in its various attractive manufactured forms have little or no idea, we imagine, how it looks when it reaches the port of Boston from the country of production. The raw sugar imported into Boston to the refineries comes from Java, from Germany, mostly from the port of Hamburg, and from some other countries. That from Germany is beet sugar, while that from Java is cane.

The sugar from Java arrives in baskets of materials something like willow, more, perhaps, like rattan. These baskets weigh several hundred pounds, perhaps, two or three, and the sugar is of a very superior quality. It is transported in the holds of the large steamers of the regular lines, and sometimes a cargo by a

tramp steamer will arrive. The sugar is unloaded at the wharf, still in the baskets, whence it goes to the refinery.

Sugar is also brought to this port from Cuba, and this sugar, as well as that from Germany, is in bags. The experiment was made some years ago of bringing raw sugar in bulk, but so great was the chemical action, accentuated by the heat that was generated in the raw sugar, that the plates of the steamers were eaten away, and it was considered dangerous. That is the reason for putting up the raw sugar in bags, which are packed tightly in the hold.

If anyone is searching for adventure and novel sensations he can satisfy himself temporarily by visiting a sugar steamer, getting a deck hand

to lift the hatch and putting his head below decks. But he should have someone standing by to catch him in case he plunges head first into the hold, for the fumes given off by a cargo of raw sugar are probably about the most overpowering of any except the fumes given off by some of the heavy chemicals.

Other sugar imported from the Far East comes in mats, mats made of palm leaves and other fibres of various tropical trees. These packages or containers of sugar from the Far East are of no further use after they have been emptied, and they are accordingly burned. — New England Grocer.

It is a poor job that won't support one real boss.

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.....\$18 75

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

Prims Machinery Co.
Battle Creek, Mich.



**WISE
GROCERS
SUPPLY**

**"QUAKER"
BRAND
COFFEE**

**WORDEN
GROCER
CO.**

GRAND RAPIDS

Canned Goods Sales.

Although canned goods find a ready sale throughout the year, there are certain seasons when they can be more advantageously pushed than at other times. From the close of the fruit season until it opens again is the period when canned goods should receive the dealer's best attention. Yet this is the time there appears to be no special efforts made by some dealers to increase their sales in these lines. They think that because the variety of fresh fruits and vegetables is limited that the consumer is bound to have canned goods. They forget that the consumer will not go out of his way to supply himself with anything out of the ordinary, if it is not brought to his notice. The average consumer will content himself with what fresh fruits and vegetables there may be in season. He seldom thinks of canned goods to vary his diet unless his attention is called to them.

One of the most effective ways of advertising canned goods is a window display. A window trimmed with canned goods in pyramids, squares, triangles, etc., with the colors of the labels harmonizing, makes a very attractive but not effective display. Such a display does not tell the story, it is like a book with the leaves left out, only the cover is seen and people give it only a passing glance. It is not a selling window, merely a picture. A window display, to have a value as a salesman, should have neatly written cards upon each pile of goods. The cards

should describe the variety of the goods, their quality and the price. The effectiveness of the display is much increased if a can of the fruit or vegetable is turned out into a glass dish, and shown in connection with the particular pile of those goods. Such a window will not only attract attention, but will create a desire in the onlooker to possess, and a sale results.

Counter displays are also a good means of pushing canned goods. They give an opportunity for educational salesmanship. If cans of different grades are turned out into glass dishes, as is done in some of the more progressive stores, the difference between the various grades can be pointed out, and the reason why one grade is better than the other can be given. These explanations are beneficial and will cause consumers to better understand the actual value of canned goods as food products. The more the consumer knows about canned goods the more ready he is to buy.

Some canned goods can be bought at a low price, but are lacking in quality, and it is quality rather than price upon which the dealer should base his trade. Many a person has purchased canned goods which, not turning out as expected, has never bought them again. People need educating in the art of buying canned goods, and this can only be done by actual demonstration of the different qualities. The more knowledge that is disseminated about can-

ned goods the larger the sales. It is not sufficient to have a pretty label, people want to know what the contents are like, whether solid packed, in light or heavy syrup, whole, halves or quarters, and the nature of their flavor.

Canned goods are looked upon too much as a sort of side-line by some dealers. They do not get the attention and salesmanship which they should have. Canned goods bring to the table of the consumer the products of the field and garden in all their freshness, at a season when the fresh goods are not procurable, and now is the time to push them.—Seattle Trade Reporter.

Uniform Food Laws.

Circulars are being sent out in the interest of the food manufacturers of the country urging the several states to refrain from passing pure food regulations of any kind which are out of harmony with the National pure food law.

There is much justice in the position taken by the manufacturers. It is important to them that the state laws and the National laws are substantially the same, and it means less expense and cheaper production if there is only one code of regulations to follow instead of forty or fifty different codes.

One of the things which the manufacturers seem to chiefly fear is that some states will adopt a provision requiring manufacturers to stamp on each package the approximate weight of the package.

At present thirty-nine states have adopted the same weight branding provisions which are incorporated in the National law. They require that when a package is sold under a weight declaration, that the weight shall be correctly stated. However, there is nothing to prevent the sale of "package goods" simply as packages.

This weight proposition is a delicate one, and it is hard to tell whether the Government way is the best possible method. There is no doubt that it was a good way to start, and get the law into operation. But if the tendency on the part of the states to demand the printing of net weight on all package goods becomes too insistent, why should not the manufacturers go before Congress and ask the passage of a general law?

It might do no harm to give the system a fair trial. By going direct to Congress and asking for the law, the manufacturers will get more liberal treatment, and will, doubtless, be allowed to determine what kind of a law shall be passed.—Topeka Merchants' Journal.

No man in business, be he proprietor or serving in the humblest capacity, ought to neglect making all the friends and acquaintances possible. That is capital and sometimes the very best kind. As a general thing people will trade where they are acquainted in preference to going among perfect strangers.



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

BUSINESS COMPETITION.**It Is Not Unchristian if Conducted in the Proper Spirit.**

Written for the Tradesman.

A recent editorial in a prominent religious weekly declares that competition is unchristian because it is wholly selfish; that business is paganism, and that Christianity has not penetrated business morality.

Thirty years ago such statements might have been accepted as generally correct. Readers of the Tradesman, however, are being educated to believe that a great change in business has already taken place and that **fraternity co-operation and amity** among business men are still increasing, even between those who may truly be termed competitors.

The good one attempts to do may be rendered ineffective by exaggerating the wrong to be abated. We are surprised that one occupying so influential a position as the editor in question should make such sweeping, unqualified statements. It may be that his conception of the word competition is quite different from ours. He evidently judges competition from the standpoint of "doing the other fellow before he does you."

Now, we do not understand that competition necessarily means merciless warfare, profit-killing, price-cutting, misrepresenting one's own or competitor's goods, trying to obtain business secrets, false imputations and underhanded schemes. We believe that competition may be fair and honorable; that competitors can follow the principle of live and let live; that merchants may compete for the trade of an individual or a community without forsaking Christian principles.

Healthy competition is commendable in all vocations in life—between working men as well as between dealers. In letting contracts for public work competition is recognized as necessary that reasonable rates may be secured for the service performed. Our legislators are enacting laws to prevent or do away with large combinations which drive small dealers out of business and destroy competition. The buying public is suspicious of collusion where no competition is evident.

The editorial in question contains commendable suggestions in regard to the conduct of business. In contradiction to the statement that "business is paganism," it says that "business is the exchange of good offices." Our contention that Christian principles have in a great measure permeated business and that Christian men and women are dominating to a larger and larger extent in business is in **reality conceded when the editor says:** "The general conscience of the American people cries out for common decency in business life. Here and there men are beginning to discover that this is God's world. Gradually it is dawning upon them that Christianity is very practical and can be applied to business as well as to the soul."

Every business men's organization is proof that men are becoming

more willing to help one another; that they are outgrowing former narrow, selfish views of success in business; that they realize as never before that there are ample fields for each one's endeavor without encroaching upon or usurping his neighbor's.

No merchant can escape competition entirely. If not across the street, in his home town or the next, it reaches out to him from the large city. To live he must meet it. To ignore it he may not only fall behind but fail. He may strive to maintain his place of usefulness in a community without being wholly selfish or resorting to despicable methods.

Two or more persons may apply for a certain position. This is competition. Is it wrong? He who can persuade the employer that he is best qualified for the work gets the place. If he does not use misrepresentation or other dishonorable means he can not be censured. To compete for the sake of strife; to outdo that we may enjoy the discomfiture of another; to rejoice in the downfall of one simply because he happens to be a competitor; to gain position or prominence at the expense of others worthy of equal public patronage, these are unchristian features of competition: which are to be condemned and avoided.

To gain a livelihood, to pay one's way in the world, to build up a business which benefits many, may bring one into competition with others. If there be wrong, it is in taking advantage of the weakness of others, in trying to usurp the place of or drive out one who is honorably trying to supply a public need.

There are times and circumstances when honorable men will not enter into competition with certain ones. Their love of humanity is greater than love of gain. They seek a field where their own success will not inflict hardship upon any one, especially the one who has already a hard struggle in the world. E. E. Whitney.

Quick Selling Profit Payers.

One of the most satisfactory recent developments in merchandising is the increased attention paid by retail merchants everywhere to small, inexpensive, quick selling and profit-paying notions, small wares and novelties. The old-fashioned general merchandise store did not pay much attention to merchandise of this character; it devoted itself almost exclusively to staples. The new school of merchants—the modern type who have made the department store and the variety store what they are today—showed the old-fashioned merchant the importance of these little articles, which sell so fast and pay such good profits.

More and more are little stores and big stores, stores in the large cities and stores in the country towns, featuring novelty goods of this class. Up-to-date merchants realize that if they have a good, new, interesting stock of these goods in their stores, they have something which is an irresistible attraction for the women of their towns. Lack of variety used to

be the accusation made against the country store by those who patronized the catalogue houses, but it is made no more against live, aggressive up-to-date stores in small towns. The merchants have learned to have variety.

Merchandise of the character described is ideal to handle. A good sized, very interesting stock may be carried with a small investment, the merchandise sells almost on sight and pays a good profit and it enables a merchant to keep his stock continually "sweetened" up with new, interesting and attractive novelties which are of the most absorbing interest, especially to the women.

One of the principal reasons why the old time merchant did not handle very much of this merchandise was that it was well nigh impossible for him to get it. Few wholesalers made much of a feature of it and it had to be bought from specialty houses and manufacturers in the East. Now the great wholesale houses offer an inexhaustible variety and even make up assortments at various prices, so that the merchant is spared the trouble and responsibility of selecting a stock.—Twin City Commercial Bulletin.

Life is full of ups and downs—but unfortunately most of us are down more of the time than up.

Some men go about seeking temptation in order to test their will power.

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GRAND RAPIDS**FIRE INSURANCE AGENCY****THE MCBAIN AGENCY**

Grand Rapids, Mich. The Leading Agency

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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.

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Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000Deposits
6 Million DollarsHENRY IDEMA - - - - President
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CASPER BAARMAN - - - - Ass't Cashier**3½%**

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**

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Capital \$1,000,000

Surplus and Undivided Profits
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\$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.

Small Town Furniture Store.

What is the matter with the furniture dealer in the small town? One need not reply in the slang of the day, "He's all right," for if he were the question would not be asked. Is he afraid if he gets fine goods like the city man that he can not sell them? Probably he might not get the same price that the big man can, but he may receive even a better profit, for he does not have to meet so great competition, nor does he have such high rent to pay. His profit may thus be larger because his expense is less. The merchant in a large city has a greater outlay, and probably must trim his prices to meet competition of which the man in the small place knows nothing. He must also make a showing in his windows of attractive goods which become shopworn and will need to be renovated or sold at a discount. His clerks demand increased salaries, for their living expenses are higher. Taxes are more and the assessor does not feel philanthropic when looking about to see where he can raise money for the needs of the city. Perhaps the small dealer is careless in keeping his display up and leaves the same pieces in the window until they become an old story to passers-by, so that no one wants to buy them. The store may be the only one in the place, and one may think that he will have everything his own way, on that account, but this is where the mail order man gets his chance and the trade is taken from under the town dealer's eyes. Pictures may be made attractive and the mail order descriptive matter couched in glowing terms. The public can see a retail stock, but they rely on the reputation of the house for the quality of articles bought by catalogue. That does not count, for the fact that what they see in their home store is not attractive, will help the distant mail order merchant get the order. His pictures and descriptions are far more fascinating than is dusty, shopworn furniture, with the finish dull and worn. To be sure, one may promise to rub up the tables and chairs, when sold, but that does not help to sell them. The woman who is buying furniture to make her home look neat and pleasing wants to see her selection as it will appear after she gets it home. Perhaps she may have plenty of old stuff already and is clearing it out because she is tired of its ugliness. One can not sell her more of the same sort. A local dealer may think that those who want furniture will surely come to him for it, as there is no other place in town, but buyers may take a fancy for a trip to the city, and do their shopping while there. Good customers, who have plenty of money, sometimes go from home to buy, especially when it is furniture that they are seeking. Who is to blame if they spend their money thus elsewhere? Look in the glass and one will see the person at fault. One may be polite to those who come into his store, but what means does he take to get them there? Are the windows tastefully dressed? Are there any new

articles shown which are especially desirable? Is there some new stock of the latest design? If so, how are prospective patrons to know about the new goods? If one has been running a little shop with a few pieces which he bought the year before last, is it right to hold them? A story is told of a half-crazy old man who kept a general store in Aurora who so disliked to part with his goods that he refused to sell them. Thus he kept his merchandise, but the majority of men are in business to sell goods, not to keep them. Clean out the old stock and get in some new goods before the spring trade opens and let the townspeople know that the concern is in business to sell furniture, not to keep a storage warehouse. Be not afraid of a little printer's ink occasionally and when one has some new things in let it be known and fix the store up neatly, inviting people to come and look around, regardless of whether they wish to purchase or not. It is probable they will find something so tempting that they will desire to possess it. Too many furniture stores in small towns are but storage warehouses. That is what is the matter with the proprietors; they forget that they are merchants.—The Furniture Journal.

The Small Storekeeper.

There are some people who think that because a merchant after many years is still in the same store in which he started business, that he has not progressed. While it is true there are some who have never made any headway, because they have not adopted modern business methods, yet there are others who, although apparently not having enlarged their business, have made more real progress than those who have branched out. When one comes to examine the methods of these men it will be found that their business is conducted on sounder commercial principles than that of many of their so-called progressive brethren. These men generally have a good, big bank roll, which the other man is lacking, with all his show of keeping up with the times. Many a merchant has made an unfavorable impression upon credit men by his undue haste to extend his operations. It is always dangerous to attempt much in the way of new enterprises with borrowed capital. Do not ignore the small man who has been in the same store for many years, and has seemingly not made much progress. He is in training, watching for his opportunity. Some day he will branch out, and it will not be with borrowed capital. The most substantial businesses of the present day were established by men who were content with one small store for many years.

Don't Crowd the Window.

Trying to show too much in a window is a bad habit, but which still persists even in the work of some of the window trimmers connected with large stores. The passer-by, as a rule, does not have time to stop and study out all the features of the ordinary window display. Of course, there are

special windows gotten up which can not be fully appreciated except by a close study. These are usually flights of fancy on the part of the trimmer rather than practical window displays with a selling purpose.

Probably the average time spent by the passer-by in front of a window does not amount to over a minute or two. If he or she is interested in

what is being shown, the time will be increased; but, as a rule, it will not be extended to search for something interesting. In this connection it might be added that, for the average store, prices attached to goods excite the buying mood.

A perfect aim does not bag the game unless you pull the trigger.



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.

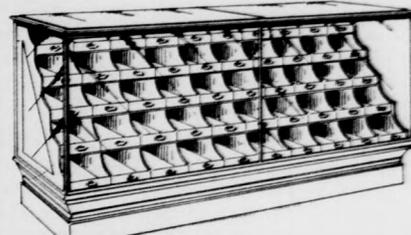
Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

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 3/4 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.

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Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

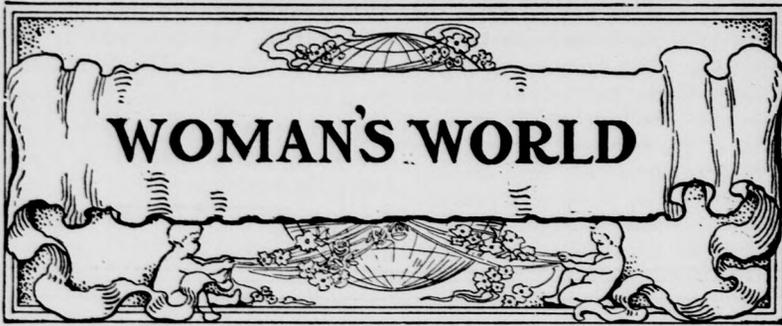
Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

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.



Two Easter Hats and the Moral Thereof.

Written for the Tradesman.

The Observer, who, by the way, is a woman, being a conscientious soul, tried hard to keep her whole mind on the sermon. In justice it should be said that this really was an able discourse and very appropriate to the beautiful Easter service.

She had come in a little late and had bestowed only a cursory glance upon the stunning display of new millinery within her range of vision—surely no one would want to deny so slight an indulgence to a pair of bright, eager feminine eyes—then she had resolutely turned her attention to the anthem the choir was rendering, and later to the responses, the solo and the sermon.

Doubtless she would have succeeded in keeping her thoughts on the elevated plane to which she had so determinedly lifted them had not Polly, in her elegant new \$25 hat, been seated directly in front of her, and Molly, in her old done over turban, been just one pew farther forward and a foot or two to the right.

Still, the Observer tried to keep her attention riveted on things heavenly. Perhaps the psychologists would say that her subconscious mind played her some tricks—any way that evening at dinner when she was trying to give some account of the service and the sermon, she had to fall back on vague generalities. The next day, when her friend, Mrs. K., came in for a little chat over their battenberg, the Observer was surprised to find with what unqualified exactness she was able to tell the shape of Polly's hat, the sort of braid it was made from, the shades and qualities and kinds of the trimmings, that it came from Madame M.'s, the very swellest millinery parlors in the city, how Polly had her hair done and at what angle the hat was placed on her head, and even how many and what kinds of fancy hat pins she had used in fastening it. The Observer's accuracy of detail was truly marvelous, considering that she had tried all through the service to keep her mind off from Polly's hat.

It was not so much to be wondered at that she could describe the shabby affair that Molly wore, because this sorry piece of headgear had seen one whole season's wear previously, and this spring had merely been refurbished up a little by a process so inexpensive and transparent that it was utterly lost on the circle of Molly's more intimate friends and acquaintances.

"I could just have shaken Polly,

the little minx," the Observer ran on to Mrs. K., "she and Dick have been married six years and they have not laid up a cent. He does not even carry insurance. He gets fairly good pay and they ought to save something. They do not, though; they just live it all up. A large share of it—by far too large a share in my estimation—goes for Polly's clothes. Have you noticed how shabby Dick has gone the last two or three years? His new suits are few and far between and cheap in quality. His old derby looks almost seedy. A \$25 hat for her and he dressing as he does! I'd like to shake her! Thoughtless, cruel little chit! She's just the kind to keep a man's nose to the grindstone all his life."

The Observer's fair-mindedness then began to assert itself, in spite of her indignation. "But there's one thing I must say for Polly, she's kept her husband's admiration in spite of her extravagance, or"—here she added thoughtfully—"because of it. He seems perfectly contented to slave away and let her put it all on her back. Whether it is all in her nifty clothes or whether it is partly her lively, pleasant ways, I can not tell, but I do have to acknowledge that Dick is just as proud of Polly as he was the day he married her. I great-

ly fear Dick always will be a poor man, but he dotes on Polly, there's no denying that.

"Mrs. K., when I was not thinking about Polly and her hat yesterday, I was thinking about Molly and her old hat. I know I ought not to have done so, but I just could not help it. Will and Molly sat just the second pew in front of me and a little to the right. It was not just Molly's hat, although, of course, a dowdy hat is conspicuous at any time and at Easter of all times; but I declare everything else that Molly wore looked ready for a rummage sale. Molly used to have nice things when she was a girl and dressed tastefully, but it seems as though since she was married she has become the limit! She seems fairly afraid to spend money for one new dud! She could have afforded such a hat as Polly's far better than Polly could, but even something for \$6 or \$8 would be a vast improvement on that old thing Molly is wearing now.

"You should have seen Will's new clothes. Bran new suit and something elegant, too, new hat and gloves and topcoat. I believe he spends more on his neckties than Molly does on her whole wardrobe.

"Of course Molly has excuses for her economy; in fact, rather prides herself on it as a great virtue. Will is in business for himself and, while, he is doing very well, he is enlarging his establishment all the time and so does

not want to spend his whole income. Then they have been building them a home and that has taken a good deal. Of course there always are plenty of ways for money to go; but it simply is not smart of Molly to go so shabby when there is no need of it, and when Will spends the money he does on clothes. It seems to me that since Molly married—just three weeks after Polly married, it was—that she has just put in her time getting poky. Poky is the only word I can think of that expresses it. She is dutiful; oh, my, yes! and she works hard and saves, but she has gone down woefully in appearance and has become uninteresting and even dull.

"Will certainly is ashamed of her. I could see it yesterday. A man can not get down to the details of a woman's wearing apparel and tell just when she ought to have something, but if he has any taste he knows it mighty quick when his wife gets to be a back number in dress.

"You have heard that Will is stingy with Molly, and does not give her much to spend on clothes or anything else? Very likely. But that does not prevent his being ashamed of her and blaming her for looking shabby. Economy is all right, but Molly is simply running it into the ground. A woman misses it when she lets her husband dress better than she does. I do not know which I would like to

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.

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

HAND SAPOLIO

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

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

shake harder, Polly or Molly. They both need it.

"As things stand, Polly has her husband's devotion at the cost of life-long poverty for both of them; Molly is helping Will make a fortune, but is too blind and stupid to hold his admiration—too self-sacrificing for her own good." Quillo.

Concerning the Wife's Share.

"My wife," writes a correspondent, much as if referring to a buggy or a binder, "my wife says she has a right to so much every week. I'm not stingy; I give up what I can spare, but I object to paying for two new rugs and calling them Christmas presents."

Ordinarily this paper does not desire to go into the chaperon business, but neither is it conscious of any especial aversion to it in an instance like this. Indeed, it gives the Kansas Industrialist a feeling of pleasure to declare here that in its opinion some men, very many men, should be taken into the alley, a really dark and fearsome alley, and well beaten with a thoroughly dry eucalyptus club—the hardest wood that comes to mind on short notice.

Of course, your wife is entitled to a definite sum, you big gump, and the more she can get the better for you. Every woman has a right, in capital letters, to a definite amount every week or month, or whenever it is that you deceive some employer into paying you, and that money should be put into the bank for her or handed to her—to save book-keeping, for she will check it out at once—and she should never have to ask for it. Why should she? The chances are she gave up a good home or a job to be your wife—it is usually some sensible, industrious creature who gets tied up with a tightwad, as they are called in Sylvia.

Every little while the English language is enriched by the addition of some strangely-expressive word for which the world has waited. Tightwad is such a word and it has come into the kingdom to serve a fine purpose. Better than miser or close-fist or Stingy Bill it describes the penurious bears of the households in which faithful women cringe while humoring the ill-natured, parsimonious lords who make gay about "buying me a present with my own money," or make life more than usually burdensome by reminding others at every meal of the high cost of living. What his family needs is a receiver, legally appointed, to give the wife her wages, the wages of faithful service, the highest service any man can receive in this world. He ought to be mighty glad he has good meals, properly prepared and a well-kept home—all of which he grudgingly admits in his misspelled letter. You just bet your wife is entitled to a share. It ought to be doubled.—Kansas Industrialist.

Why Not?

She (angrily)—How dare you kiss me?

He—But I couldn't help myself.

She—Don't lie about it, sir, that is precisely what you did.

The Home Beautiful.

There are so many little things we can do that cost little both in time and in money, yet count so much in the making of the home beautiful. For instance, take papa's old trousers: how many of you stop to think out the possibilities of using them in the home? Yet they can be used in more attractive little ways than you would ever dream were possible!

I have one bright little friend who has utilized them in such a pretty way by making hanging jardinieres. This she does by tying the bottom of each leg with bows of ribbon, filling the whole with sand, then planting ferns at the top and hanging them up by the suspenders.

This is a particularly pretty decoration for a bay window, especially if papa is a stout man, for then, of course, the contour of both the trousers and the window coincide, which is always a good point in interior decoration, as all lines should be harmonious.

Another pretty idea is to use them as parlor portieres. This can be done with very little work and small expense by tacking the waistband to the upper frame of the door, and drawing a leg back to each side of the door frame and fastening it there with a cord or bright ribbon. You have no idea, girls, what a nice effect this gives, and it is absolutely good taste for any room or hall.

If they are so worn as to be fringed at the bottom, so much the better, as fringed portieres are often times handsomer than when only hemmed. Red flannel underpants are especially pretty and cheerful used in this way during the winter, while all weights and colors look well at the windows during the entire year, if draped over lace curtains.

Of course a great deal depends on the size and shape of your papa. If he be tall and slender one of his legs will make a long pincushion, such as are so much in vogue now for dressing-table use. This can readily be done by cutting the trouser leg the desired length, stuffing with sawdust and sewing securely at both ends. When covered with a dainty bit of lace this makes the prettiest cushion imaginable.—Helen S. Woodruff in Harper's Weekly.

Against Trading Stamps.

Agitation against the giving out of trading stamps and efforts to obtain legislation prohibiting this form of gift enterprise are evidently spreading among the retailers of this country. We have already referred to the bills recently introduced in several states, including Massachusetts, Indiana, Pennsylvania, Ohio and Washington, and also to the conferences held by retailers in Rochester, N. Y., Willimantic, Conn., Grand Rapids, Mich., and other centers for the discussion of plans for minimizing the giving out of trading stamps to be redeemed by some outside concern.

A bill aimed to prevent the use of trading stamps or similar gift schemes in the State, except in cases where they are redeemed by the merchants

issuing them, has now been introduced in the Legislature of Michigan and its passage has been recommended by the Senate committee to which it was referred. Petitions urging the passage of the bill have been circulated among retailers.

A bill is also pending before the Legislature of Tennessee and among the bodies endorsing the measure is the Merchants' Association of Nashville.

In California a bill making it a misdemeanor to issue trading stamps or other premiums has been passed by the Legislature. The trading stamp people say they do not fear this law, predicting that, as in other instances, the measure will be declared unconstitutional.

The Oklahoma City Retailers' Association has taken a decided stand against the giving out of trading stamps or any other form of premium coupons, adopting a resolution whereby the members pledge themselves to stay out of the trading stamp and coupon schemes now being offered in the belief that such methods are not consistent with good merchandising.—Dry Goods Economist.

"There shall be no marrying or giving in marriage in heaven," quoted the Wise Guy. "That's pretty tough on the girl who thinks no man on earth is good enough for her," added the Simple Mug.—Philadelphia Record.

There is no use in getting angry; yet a man seems to get a great deal of satisfaction out of it.



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. Bath, Phos. 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.

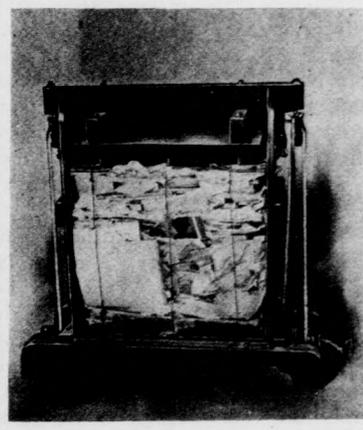



Quick Paper Baler

Has them all beat because

1. It is so simple.
2. It is so easily operated.
3. It occupies less space to operate.
4. It cannot get out of order.
5. It is the *cheapest*, costs only \$20 and is sent on trial. Send for one today.

Quick Paper Baler Co. Nashville, Mich.





News, Gossip and Fashion Hints from Trade Papers.

The importations of knit underwear have for years been steadily decreasing. The introduction and wide acceptance of union suits, which have been so satisfactorily turned out by the American manufacturers, have been a large factor in this shrinkage of imports. Even the genuine Swiss (ribbed) underwear, which so long held its own, has been steadily giving way to the demand for union suits, which is met by home production. It is to be noted that, to a large extent, domestic manufacturers are turning out lines which equal and frequently excel the same class of Swiss goods which hitherto have been imported largely. Some exceptionally good values are now being offered in "Swiss" ribbed women's "bodies," both in the sheer white lises and also in the mercerized goods, and which can be retailed at 50 cents with a good margin of profit. The general and usually well-founded cry against the high cost of living does not apply to merchandise of this character, for better values have not been offered in recent years.

An item that most retailers should continue to keep in good supply, is children's white hose, both the long stockings and the half hose. White stockings for children's wear have been seen extensively in many leading cities throughout the winter and have been worn with black shoes. This vogue bids fair not only to continue, but also to increase considerably during the next few months.

The annual meeting of the National Association of Hosiery and Underwear Manufacturers will be held in Philadelphia the latter part of May. One of the leading topics for discussion will be the curtailment of product as a means to getting the market back to something like normal conditions.

From a fashion standpoint silks are in a strong position. They are now being used for street wear, foundation purposes, linings, costumes, wraps and, in sheer weaves, for over-draperies. Retailers report an increase in the demand for both popular-price grades and expensive qualities. The introduction of wool-back satins for tailor made garments for street wear has been instrumental in reviving satin Duchesse, which at the present moment is in excellent request, especially in black, for suits and costumes. The position of messalines has been strengthened by the growing

vogue of veiled effects. For, in addition to the retention of silk voiles and marquisettes for over-draperies, cotton voiles in plain and in fancy weaves are assured a free movement during the spring and summer. Veiled effects require a satin foundation.

Serges hold first place in the dress goods demand. Navy blue is the most in request and tan follows. White serges show increased activity as the season advances. Seaside stripes are doing well. Mixtures are in an excellent position. Makers-up are favoring them and distributors of wool novelties in dress lengths report an excellent sale of gray and white and tan and white effects.

A notable tendency in suits and skirts is to favor light colors. This is natural for summer wear, but it is more pronounced this season than for some time past. Suits made of white serge or white serge with pin stripes of black have been freely taken in all sections of the country. Novelty weaves in light gray and black stripes, or light gray mixtures with a predominance of the gray, are being favored. In the plain serges, tans and King's blue are also being asked for, and it looks now as though the public were trying to get away from the somber colorings which have been so marked during the last year or two.

While there has been a fair demand for strictly tailored suits this spring, during the last few weeks there has been considerable interest shown in demi-tailored models. A large sailor collar with long revers of fancy silk adds materially to the dressy appearance of what might otherwise be a plain suit. The Incredible revers are also seen on many of the new models. White braid of various widths is used to some extent, striped or plain satins are particularly desirable trimmings. Black and white stripe effects are very smart at present and lace is also seen on some of the expensive suits. Detachable collars and cuffs of lace or in lingerie effects are used quite freely, and it is expected that they will become more and more popular as the season advances.

The embroidery season thus far has been most satisfactory. Buyers placed generous orders, especially on novelties, when buying their spring stocks. With the present strong vogue for embroideries it will require only favorable weather conditions to make the retail season an exceptionally good one.

The collar that is a strong feature of present styles is known as the Charlotte Corday. It may be in square, round or pointed outline, but the characteristic feature is the very deep back, many of the typical French numbers reaching almost to the waist-line at the back, while the front ends are usually very narrow, the ends meeting in a shallow V, or in some cases not coming below the neck line. This is the true type of Corday collar. There are, however, many variations that have front ends corresponding in size and shape to the back, often taking the form of revers.

One of the latest novelties in millinery is a small hat on the Pierrot lines showing a brim formed from a tubular roll of straw, an exact reproduction in miniature of an auto tire.

One of the latest novelties in veiling and which is unusually attractive, is the rust-colored lace veil. The color—a light reddish brown—is decidedly becoming to many complexions and adds a pretty note of contrast to a black, white, navy, gray, green or dark purple hat, while it combines well with most tones of brown or tan.

Red is one of the most prominent of all spring millinery colors. All-red hats are seen in goodly numbers, and trimmings of cerise, coral or American beauty red in the form of flowers, ribbon or feathers are decidedly popular. Most of the medium and dark-

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.

Richardson Garment

"LITTLE LADY"

Sizes 4 to 8 at
\$13.50 per doz.

++

Piped and trimmed with embroidery insertion and plain chambrays to match.

++

Order a sample dozen of our "Style, Beauty, Quality," dresses.



Richardson Garment Co.
Vicksburg, Mich.



Grand Rapids Dry Goods Co.

We are
Sole Agents
for
Western Michigan
for

"Cravenette Poplin"

All Shades, also Black and White in stock

Do not mistake it for the usual poplin. In the first place, common poplins are not "cravenetted" and rain shedding; they are not always dyed through and through, but mostly only on the surface.

"Cravenette Poplin" is dyed first, then sponged and cravenetted so the color can not get out of the cloth. Dirt or grime comes off with very little rubbing. Gentle ironing smooths the bright, lustrous surface of "Cravenette Poplin," leaving the soft, rich sheen and luster unchanged.

Grand Rapids Dry Goods Co.

Jobbers, Importers, Manufacturers

We close at one o'clock
on Saturdays

Grand Rapids, Mich.

er blues are in strong evidence, with great stress laid upon royal. Empire green is in the popular stage and purple is still high style.

Wide satin ribbons in the fashionable colors—coral, cerise, Helen pink, empire green, royal blue and purple—are in excellent demand. One prominent use to which these are put in millinery is in the form of a large butterfly bow at the back of small and medium-sized bonnets and turbans. These large bows appeared at first on the flower toques and crowns, but the vogue has spread to hats of many other types.

In parasols combinations of black and white are a popular choice, and at present they are more favored than ever owing to the strong vogue for those two colors in every department of dress. Striped effects in particular are in good demand. The addition of one of the popular colors—cerise, coral, Helen pink, royal blue, empire green or purple—enhances the effectiveness and is frequently added in the form of a border of velvet ribbon in varying widths, which is joined to the lower edge of the cover with hemstitching.

Spring Gloves.

Gloves, as well as neckwear and other accessories, are always a feature of first rank with live merchants during the Easter season.

Here is where price and quality must go hand in hand with style and attractiveness.

These goods run into money quickly and take up comparatively little space, and, as a large percentage are delivered over the counter, the shipping room charges against this department are about as low as on any. These factors permit closer figuring on profits and allow you to pay a bigger price for your dollar gloves than you ordinarily put into goods retailing at that figure.

That is the cornerstone to a live glove business—a dollar price, so long as you give a good dollar's worth, will win more business than any other price can. The store that conjures with the 79 or the 59 cent article is plainly not the one to imitate. True, once a season you can have a sale of your dollar goods at such a price and (when it is bona fide) draw a big crowd and gain many friends, but the point to make much of the rest of the time is the good style, wear, satisfaction and value in your dollar glove.

Always give this leader a distinctive name, for that becomes a factor in advertising.

Three quarters of the glove-buying women are prepared to give at least a dollar for a decent glove, and no one willingly accepts the inferior sort, except in the vain hope that she is getting a dollar's worth under price.

Selling a good dollar glove and backing it up with a reasonable guarantee leads up to the \$1.50 and \$2 grades, for which there is always a good, broad market to the elect who want something really good, are willing and able to pay for it and go

only where they know that quality and style are stocked.

For this class of trade—and most helpful for dollar business—you must have your clerks capable of fitting on at the counter and doing it as far as possible. You can get more glove satisfaction from your customer by putting the gloves on properly the first time and can save your department 50 per cent. of the kicks that come really because the customer—leaving, of course, the putting on of her gloves for the last minute—pulls them on hurriedly, strains them and unfairly blames your store and stock for what her innocent abuse has really occasioned.

Be very patient with kicks, and give the customer a most liberal deal, even when it hurts you, for every customer who praises your gloves boosts you, while every one who has a grievance uses a hammer, no matter how little you are to blame.—Dry Goods Economist.

Famous Paris Dressmaker.

Paul Poiret is one of the famous dressmakers and designers of Paris, ranking with Worth and Callot. A Paris correspondent writes that Poiret is 28 or 30 years old, of medium size and fair, with a short, thick, closely cropped beard worn in what the French call "horseshoe" style.

It is said that when he finished his military service, at the age of 21, he began to raise a beard, remarking that he would first build up his face and then build up a business, as he appeared too young at that time to hope to impress anybody with his ability as a designer. He has mild blue eyes and parts his hair directly in the middle.

He is a color artist and, in his extravagant admiration for color, sometimes wears at his place of business a sack coat of purple silk brocade—and he looks very well in it. He also wears American boots, after the fashion of every "smart" man in Paris.

Paul Poiret tries always to be serious, although he is of a rather smiling nature. This gives him an air of affected dignity, or lack of conceit, which is rather pleasing to see in a man who might pardonably be proud of his work.

He has been in business for himself about eight years. He was first a designer for Werth, but, having a rich father, he embarked in business for himself.

It is said that Paul Poiret himself is not a moneymaker, but more of an artist, and that never until he had a business director did he make any amount of money. He preferred to create beautiful things and gave little thought to the practical business side.

Modern Appliances and Trade.

Probably the average retailer does not fully appreciate the wonderful effect on merchandising which modern equipment of the home has produced. New appliances bring new needs and often new ways of doing things wipe out an entire industry.

The effect of efficient heating systems, both in homes and in offices,

has doubtless been great in connection with the sale of merchandise. A few years ago a great deal of heavy woolen underwear was demanded. The quality which all underwear was expected to have was warmth. This is not now so much the case. Calls for heavy underwear are less frequent and many people are using the same weight of underwear the year round. The change has been caused by the more uniform heating of buildings. We want to be comfortable when indoors as well as when we are outside.

The use of electricity in the home has brought a demand for hundreds of appliances which may be easily used with the electrical current. Articles for the kitchen, the library and the sleeping rooms are made for elec-

trical connection and the number of these utilities is constantly increasing.

The merchant who is wide-awake is giving some attention to electricity and mechanics as well as to cotton-market quotations.

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



SWATCHES ON REQUEST

Warm Days Are Coming



and with it will come the demand for light weight underwear. We show complete lines Ladies', Gents' and Children's Union Suits and two-piece suits. We have good values at popular prices. NOW is the time to replenish your stock while the lines are still complete.

PAUL STEKETEE & SONS
Wholesale Dry Goods 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 for Canada



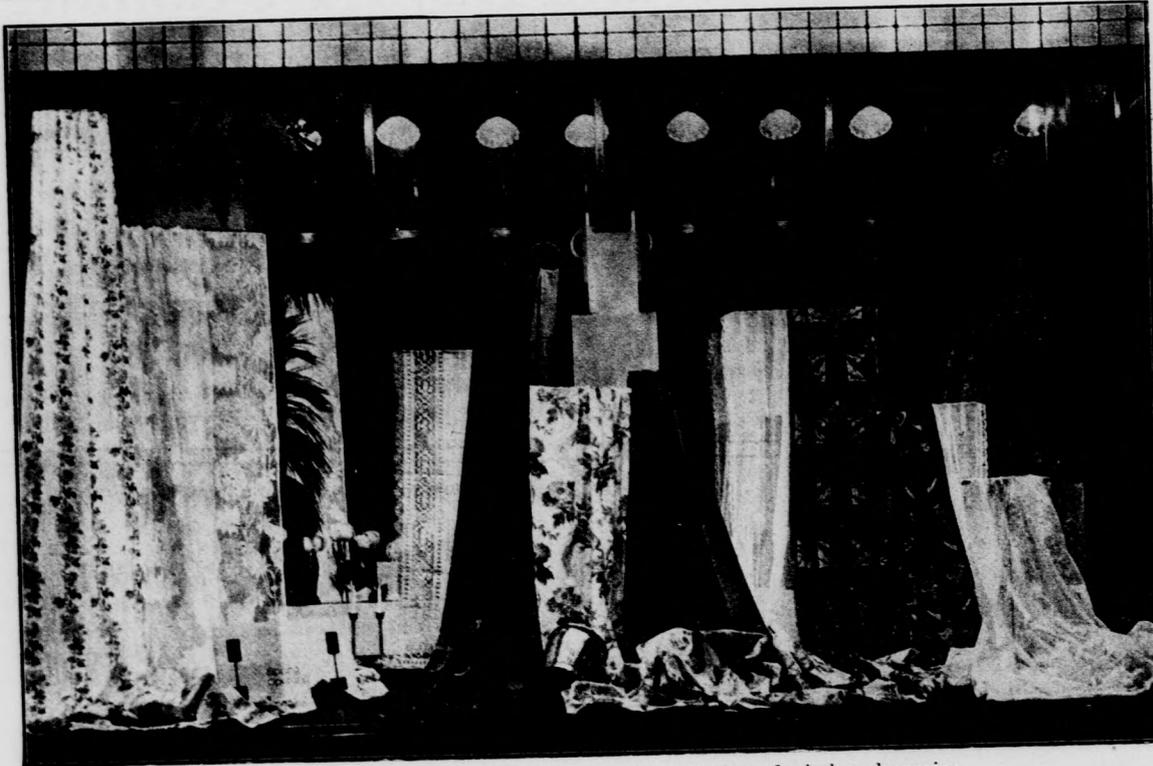
Showing Costumes on Forms—The Gowns Should Be Fitted.

When a woman goes into a store to buy a gown there are many things that help to determine her choice. One of them is price; another is style, and still another is fit. The other things do not amount to much. Of the three named factors, most women will consider one as important as the

and they walk on, looking for something that suits them better.

It is really remarkable what a big difference proper fitting will make in the general appearance of a dress. The snug fit brings out all the little niceties of cut and trimming—it sets off the lines as the designer intended they should be set off. This applies to dresses of all kinds—to the cheap-

fasten it and then go over it carefully and note any looseness about the bust, shoulders, hips, etc. Then fold up sufficient thickness of tissue paper and apply it wherever it may be needed. Do not crumple the paper as no accurate results can be obtained in that way. When the tissue is folded or rolled as it should be, it makes a light, springy body that has sufficient resistance to hold the gown out without straining it too tightly. When all of the padding has been placed, go over the whole figure and smooth out carefully all of the wrinkles, paying particular attention to the shoulders, hips and bust. By pressing and pulling, here and there, the figure will take on the desired lines required to fill the gown perfectly. For the arms use lightly crushed tissue paper that just fills the sleeves. Never let the sleeves hang



Spring window in the Boston store—a striking display of window draperies.

other. With the style and price of a suit, the decorator has nothing to do—the manufacturer has fixed the one and the merchant the other. The decorator, however, has much to do with the fit, or rather with the apparent fit of the gown. Any woman will tell you that half the attractiveness of any gown lies in the fit, and let me add—this applies as much to the gown when it is shown on a display form as it does when worn by a woman.

Standing in front of a window, Mrs. Average Woman gets her impression of a gown from the way it appears on the form. If it fits the form perfectly she imagines that it would look the same on her. If it hangs on the form in lumps and wrinkles not one woman out of a dozen will happen to think that the fault is that of the window dresser and not that of the maker. In fact, very few women will take the trouble to think anything about the matter—the dress does not appeal to them

est as well as the most expensive. This is a somewhat lengthy preamble, but I want to impress the importance of dressing your figures as they should be dressed.

When I say that there never was a ready-made dress that would fit a papier-mache form perfectly without more or less padding, the statement is based on a wide experience covering many years. I have yet to find the 36 gown that will fit a 36 form as it should. And it is not the fault of the gown nor of the form—both may be made as accurately as can be, yet there is always the necessity of a little padding to round out the lines properly. There is only one material that is entirely satisfactory for padding out a form and that is tissue paper. Some decorators use cotton but that is likely to give a lumpy effect and is otherwise objectionable on account of the lint that attaches itself to everything with which it comes in contact.

First, try the gown on the form;

empty as it destroys the proportions of the gown.

All of this may sound somewhat complicated, but in reality it is a very simple matter. The whole thing lies in giving a perfectly smooth appearance to every part of the figure and eliminating every wrinkle, no matter how small. Dress a figure as I have described; then dress another form with the same kind of dress without padding and note the difference. If the dress has openwork around the neck, first put on the tissue paper padding and then cover it with pale pink (or any other color) sateen and then put on the dress. Dresses that are shown on forms in the department should be treated in the same manner as it is as important that they look as well as those in the windows. Even wash dresses, when shown on forms, in the windows or the department, should be fitted carefully, filling out the sleeves as has been described.

In showing lingerie and wash dresses on full forms without wax heads, the metal knob on top of the

The McCaskey Register Co.
Manufacturers of
The McCaskey Gravity Account Register System
The one writing method of handling account of goods, money, labor, anything.
ALLIANCE, OHIO

Wilmarth Show Case Co.
Show Cases
And Store Fixtures
Jefferson and Cottage Grove Avenues
Grand Rapids, Mich.

G. J. Johnson Cigar Co.
S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

Sawyer's 50 Years the People's Choice.
CRYSTAL
See that Top  **Blue.**
For the Laundry.
DOUBLE STRENGTH.
Sold in Sifting Top Boxes.
Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.
It goes twice as far as other Blues.
Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

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.

form is altogether unsightly. This is especially true in pretentious displays where there is a decorative effect, yet the top of the form must be finished off in some way. For this purpose we again find white tissue paper useful. Plain white tissue paper is shaped into a cone and placed around the neck of the form. Then a collar is made by pleating paper in narrow folds and wrapping it around the neck over the lower part of the cone. In the front and back are arranged other strips of pleated tissue and still others are fitted over the shoulders close to the neck. This serves for all kinds of garments that are cut low in the neck, including gowns, waists, lingerie, etc. Card-board cones have sometimes been used to finish off the tops of the stands but they do not give a good effect compared with tissue paper.

Dan T. Tanner.

Flower Covered Lattice Effective For the May Window.

In window displays slight concessions are usually made in May on slow moving merchandise. However, the windows should not speak too strongly of the bargain spirit, as the object of a slight concession on merchandise of style and quality may be defeated. A May Festival of Bargains is a good name for an event of this character. The window and interior should be light and airy, in keeping with the name.

The May pole offers a suggestion for a unique and attractive show window setting and is especially appropriate for a showing of ribbons. Secure a pole of the desired height, cover it smoothly with cloth or paper and wind it with ribbon of a contrasting shade. Then festoon ribbons to a number of dolls placed on the floor to form a circle. Seasonable flowers placed here and there will assist in the decorative effect.

To see a front all alike, that is, of a one color scheme, is much more effective than using a combination of colors, or having each display made up of a variety of colors. A large front with one window green, another red and still another blue, with a number of other colors worked in, is confusing, to say the least. It is the opinion of leading window artists that backgrounds, scrolls and drapings, as nearly as possible, should be of one design and color, and a general scheme carried throughout every display.

The advantages of using a single color scheme are many. Chief among them is the great assistance it affords the decorator in his work. By having the entire front of one color and the design of background similar, merchandise may be transferred from one window to another, giving the front an appearance of an entire change of display, and still have a harmonious and pleasing effect.

The high perfection attained in the manufacture of artificial flowers makes them available for decorative effects in the window and in May they can be freely used. The logical support for flowering vines and foliage is the lattice, and neat, artistic

and inexpensive backgrounds can be made of lattice forms. The lattice strips may be white, silver or gold, and the artificial flowers, preferably pink or lavender, such as apple blossoms, lilacs and wistaria, with a background of green.

Too Busy?

We are not so busy oftentimes as we imagine. The merchant who is too busy to write an advertisement is too busy to be a merchant. The advertisement and the mailing list are things which every good merchant will some day consider a part of his business. This time is approaching, because things have so changed that the merchant who sits idly in his store waiting for customers is being forced out of business through more intelligent and aggressive competition. Advertising is of greater eventual importance than counting eggs and unloading goods, yet these two things are necessary and should be done by anyone who can best attend to them. But the merchant who turns himself into a day laborer is not doing the work of a man who is supposed to be managing and conducting a business.

After a merchant has carefully planned for handling his advertising and has decided to get out a selling idea just as often as it is needed to keep things coming, he will find that this work becomes a pleasure and that it is the most interesting and profitable part of the business. Suppose a merchant devotes one-half day each week to his advertising. This gives him a better knowledge of his own stock and his own business. Wandering around through the stock he will find something he didn't know about. Also he will learn more about his merchandise and be in a position to give his customers information which will sell more goods and make him a better salesman.—Twin City Commercial Bulletin.

Economy in Showcards.

Some concerns, realizing that expenses saved mean profits earned, and, therefore, carefully watch every item of expense, have found that there is economy in the use of colored cardboard for showcards and price tickets, and particularly for the latter.

The white tickets soil easily and it is not long after they are put in use before they show finger-marks and other signs of wear. In summer months even under the best of care they will become fly-specked and turn yellow. Especially when they are used in bins, trays, etc., where they can be handled by customers, do the cards become damaged.

Some concerns have found it possible to use black cardboard which is lettered in white; others, who do not like so somber a color, adopt a gray cardboard which usually also is lettered in white. Such cards almost always appear clean and fresh-looking and will give from two to four times the service of the white cards.

Show Card Methods.

Many show card writers in the East are now eliminating the use of white paint on large surfaces. For instance, if a white shirt bosom or a collar or a large size figure is to be represented in white, they draw it in outline and cut it out on white paper and then paste it down, making the rest of the design with the brush.

A large retailer of shoes has revived and revised an old method of using cut-out celluloid price tickets, which were used by clothiers ten years ago. It makes an easily read price ticket. An arrow about two inches long has the shoe brand printed on its broad end and the prices, about three-quarters of an inch high, show in cut-out above it, with the stems of the figures below its center. It is all of one piece of white celluloid.

A quaint sign-holding device is seen in a New York window. Two kneeling Japanese dolls about eight inches high with their bare arms and hands held slightly upward hold one rather tall show card with both of their hands but the backs of these droll figures face the person looking into the window. Nearly everybody reads the sign. Many smile or laugh outright and others try in vain to see

the faces of the dolls. This can not be accomplished because they are set far enough back to prevent it.

Novelties in the Window.

The methods of showing dress goods or ready-to-wear garments are entirely different from the methods used in the showing of such small wares as jewelry novelties, notions or such lines as shoes and men's furnishings.

Most lines of novelties and fancy goods attract so much attention in themselves that they do not need as much auxiliary decoration as most other lines.

Novelties are likely to be rather new in character, and the natural curiosity of the passer-by will make him stop and look at the various interesting articles.

Take, for instance, fancy goods, such as pillow tops, pictures, art lamps, art linens, etc. They are so picturesque that people love to stop and merely look at them because of their beauty. This is the way you want them to serve, as a certain percentage of the people will desire certain things in the window, and the next step is to make a purchase or two.

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

COUNTRY STORE ADS.

Use Regular Space in the Papers and Talk as to Friends.

In an address before a joint meeting of the Omaha Advertising Club and the Federation of Nebraska Retailers at Omaha, A. V. Pease, of Fairbury, Neb., expressed himself very intelligently and sensibly in regard to newspaper advertising for country retailers. "Advertising is merely long range selling," he said in part. "With the customer in your store you can arouse the desire to possess. If you can supply that desire you have done business. In person you can talk to but one customer at a time. The newspaper will talk to hundreds at the same time. It multiplies your personality, magnifies your voice and lengthens your arm. It pulls them in. If by the use of newspaper space you create the desire to possess in a number of minds at once you have done more business.

"To be satisfactory newspaper space must be occupied every issue. Steady all the year around work brings continuous results. Jumping in and jumping out yields little satisfaction.

"Position is of as much importance as the location of the store itself. The merchant wants his shop in a good prominent place where there are good neighbors and much passing by his door. His customers expect to find him in the same place year after year. It is better to pay a higher price for preferred position and be sure of it every issue than to be crowded out by an occasional big advertiser. If you change your copy every issue the reader will look for it as surely as for a continued story. He will wonder what you will say next. The publisher who secures an every issue advertisement can well afford to make him concessions. His advertisement becomes interesting reading and increases the value of the paper. But whatever space you occupy, let it be easily found.

"How much space to occupy is a question. It might be decided in this manner, that it is better to occupy a smaller space regularly than larger space at one time and then fall back for breath. It looks more like a stayer. The rate to be paid varies greatly in the country papers. Perhaps it is not safe to give a rate that should be paid, but it seems to me that 5 cents per inch per thousand circulation is about right. I am certain this will meet with strenuous opposition from many country publishers whose total circulation is less than that number. But it is better to put the rate low enough to fill the paper, and show the advertiser that it pays than to keep it as high as the traffic will bear. A paper well filled with readable advertisements is a better circulator than one filled with plate. Too often the printer magnifies the difficulty of composition. He lacks a little in the essential of success—industry.

"I think the small advertiser, before he gets much interested in the

work or has learned its profitable character, may well limit his appropriation to 1 per cent. of his total business. That is good for a starter. A business of \$5,000 a year would expend \$50 a year for space. I make the dose small to begin with, for I know he will learn to like the medicine. He will soon spend 2 per cent. with satisfaction. At the 5 cent rate, \$50 will buy 1,000 inches a year, practically 20 inches per week, or 5 inches double column in each of two papers. If the rate be higher, necessarily less space will be used. The local publisher is always willing to do the right thing with the regular customer.

"The retailer in the small town is in somewhat different position from the merchant in the larger center. The small fellow is personally acquainted with most of his customers. He can wisely put considerable personality and a little familiarity into the wording. He should be the personal friend of all his trade, and he should make them feel this friendliness in his advertisements.

"It is almost pitiful to see the boastful tone of many country advertisers. They talk of large purchases—of big sales—as if they could deceive their next door neighbors into thinking they are John Wanamakers. It is the wrong tone. Talk to the customer just as if he were in your store. Make him feel your sincerity.

"Use good English. Use the language which means little in much.

"The true literary artist flatters the reader by leaving something to his imagination. If you can achieve that in your advertisements you will reap rich reward. If you can really see how the advertisement will appeal to the man who reads it, you will pretty soon become a successful advertiser.

"Space costs too much to use it for vainglorious boasting, family history or gossip, even in the country newspaper. Wasted words are wasted money. Make every word pay its own way. Use short, terse, snappy, concise, brief, strong, pointed, pregnant, crisp, vigorous English.

"Put one idea before him. Make it appealing and he will come to you with his money. The paragraph style is one of the best to use. All men are attracted by the promise of a story; even if they realize subconsciously that it will lead to a selling talk. A catchy opening statement that leads naturally up to the matter in hand will center the attention.

"Say something each week to keep the reader looking for your 'story.' If you have to be away from your place of business prepare advertisements ahead. That enables you to time the window display with the advertisement and refer to it in your space. If you wish to hammer on the same line it is easy to do so in different words. With practice it would be possible to advertise one sort of lead pencil with fifty-two changes in the year.

"I think the average retailer tries to tell about too many things at one time in a small space that should contain attractive facts about shoes

or men's hats or pocket knives. He will try to tell in a jumbled-up way about toilet soaps, kid gloves, maple syrup and new embroideries. When you have finished reading such an advertisement, there lingers in your mind no distinct impression of a want. If the simple, direct advertisement proves an inducement to lead you to the store and the store itself is attractive enough when you are there, the display and the tactful salesman will tell you the rest of the story.

"Many men find great difficulty in writing new advertisements every week. If it is worth while for a man to keep a set of books with his customers, if it pays to plan new window displays, if it is worth while to try new arrangements of stocks, it is that much more worth the while to keep an advertising book. There are fifty-two weeks in the year. Select a 500-page cap size record book. Divide it into fifty-two parts. Use each part for each week in the year. Advertising is seasonable. Do not try to fill the book the first year. Let its growth be a matter of years. As each week rolls around, jot down some things to advertise. Often you will think ahead for weeks. Note facts about sources of supply, peculiar qualities of the goods, special methods of manufacture, subdivisions of lines. In fact, there is a world of valuable information that you will accumulate in several years. In a scrap book paste the advertisement for the current week. Next year you will



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.

have two books to refer to for suggestions. You can profit by mistakes and make your advertisements stronger year by year. Many times it is the little things that decide the sale. It is this show of knowledge that inspires confidence.

"There is a result from advertising that is often overlooked—the retroactive effect. The logical development of an advertising campaign will set in motion a chain of reasoning that frequently revolutionizes a merchant's store methods. He sees the necessity of having a store worth advertising—then he wakes up and tries to live up to his advertisements. His former struggles to make both ends meet now become a joyous circular dance in which the front end can barely keep out of the way of the rear."

Our Fish Supply.

We are just waking up to the seriousness of the fact that our fish supply has been diminishing for the past quarter of a century at an alarming rate, and the fact is emphasized at this time by reason of the high prices which have prevailed for the products of the farm.

Now that we have a better realization of what it means and will continue to mean, to have our food supply of fish decrease each year, there is a cry going up which amounts to a demand for a remedy.

Years ago, when choice fish swarmed on the Atlantic coast and into its tributaries by the millions, the fisherman gave no thought to future supply. For him the needs of the day were sufficient. So he caught fish at such times as suited his purpose and caught them as best he could. Neither time nor place nor method gave him any concern beyond the fact that any time, place or method was good that furnished him fish for the market.

In the spawning season millions of fish were caught for their roe. Others were destroyed in the catching process. The supply seemed to be inexhaustible and no one gave heed for the inevitable to-morrow when there would be a shortage.

This shortage has been growing for years. Some effort has been made to check the wanton destruction that had been going on. But now that the shortage is of an alarming nature, radical methods will have to be adopted to at least preserve the supply.

Lobsters, so plentiful a few years ago, can no longer be had in sufficient quantities to supply the canners. We have the lobster grounds as of old, but we do not get the lobsters. What measures that have been adopted to stop waste and encourage breeding will be of some benefit, but other methods will have to be put in force if our present supply is to be increased.

Shad are growing scarcer year by year and who can wonder at it? From the time these fish make for the fresh water tributaries in the South until they reach their northernmost spawning grounds they are harassed by the

fishermen and their nets. The wonder is that any shad escape to deposit their eggs.

The salmon that were plentiful enough on the Atlantic coast in the days of our ancestors, are no longer to be found in their old time haunts.

Codfish, once the staple article of food for the old time Puritans, are no longer plentiful. Time was when the ocean swarmed with these fish. They were so numerous it appeared to be impossible to make any appreciable effect on the supply.

So with practically all the salt water fish. They have been growing scarcer year by year and now the question is, What are we going to do about it?

Simply this: The food supply of a nation should be considered as a thing apart from local interests. It might be something of a hardship on the Atlantic coast fisherman to put a stop to much of the promiscuous fishing now permitted. But the food of a nation is at stake and radical laws for the preservation of this food supply have become an absolute necessity.

To be sure there would come many complaints from fishermen and packers if an effort were made to curb their greed, but there would appear to be no other way to improve or even maintain our fish supply, except by some manner of protection methods.

The waters of the Atlantic Ocean will give us an enormous supply of food if we encourage the fish to multiply and discourage fishing that tends to lessen the supply year after year.

What is true of fish and fishing on the Atlantic coast is equally true of the fish and fishing methods of the Pacific coast. Both these big fishing waters need more attention at the hands of the Federal Government.—The Wholesale Grocer.

The Whaling Industry.

Many people suppose, inasmuch as little is heard to-day of whales and whale fisheries, that whales are very scarce or that they are becoming extinct. This is not the case. Whales, especially sperm whales, were never so plentiful as they are to-day in all the oceans frequented by sperm whales. Even the humpback of the North is more plentiful than it ever was in the old times. There are a few vessels cruising all the time, mostly from New Bedford, but it scarcely pays for many vessels to engage in the industry. The sperm oil taken to-day is used almost entirely for lubricating oils, and there is less and less demand for it, even for this purpose every year, because of the superior lubricants that are all the time being manufactured from petroleum and its products. But for some classes of machinery whale oil is superior. It is preferred because it does not gum, but in almost every way manufactured lubricants from petroleum products are superior to either animal or fish oils. Spermaceti, a thick, whitish grease obtained from the head of the sperm whale, and once a most valuable product of the

whale, has to a great extent fallen into disuse. Spermaceti candles have been displaced by paraffine, which is another product of petroleum. A valuable by-product of the whale is baleen, known to commerce as whalebone, obtained from the mouth of the Arctic whale. Once very common and cheap it is now very uncommon and extremely expensive, and now the whalebone brought back by a whaler is the most valuable part of the catch. Whalers are always looking for ambergris. It is found either floating at random on the surface of the water at sea or it is taken from the interior of the whale. In appearance it is a greyish, greasy mass, very heavy, and it has very little of the exquisitely beautiful perfume of the ambergris known to commerce. It is chiefly used, however, as a vehicle for carrying other perfumes, and it is sold for as much as \$18 or \$20 an ounce.

To-day, whenever carried on, whaling is more a business than it was in the old days, and it is not done in a desultory manner. For example, there is on the coast of Labrador a whaling station owned by Boston and Brookline people. No vessels are used in those Arctic latitudes; the whales are hunted off shore by means of whale boats and motor craft and being killed they are towed ashore, cut up and the oil tried out in the works in the buildings on shore. Steamers regularly call at these whaling companies' plants for the oil, which is shipped to markets of Boston, New Bedford and New York.—New England Grocer.

"What kind of looking girl is this to whom you have become engaged?" asks the old cigar manufacturer of his son, who has come home from college with the glad news. "Oh, she is a leader!" enthusiastically replies the youth. "Colorado Clars hair and a panatella shape, dad!"—Judge.

If all the bees were to hang around the hive the honey supply would indeed be scarce.

We Want Buckwheat

If you have any buckwheat grain to sell either in bag lots or railroad car lots or more. We are always in the market and can pay you the top price at all times.
Watson-Miggins 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 Cereal & Milling Co.
10 Canal St., Grand Rapids, Mich.

TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.**
Grand Rapids, Mich.

WOLVERINE PAPER BALER
IS SIMPLEST,
STRONGEST, BEST, CHEAPEST

Write for price and catalog
Topsitt Paper Press Co. Topsitt, 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.



Hints For the Hardware Man in Current Events.

The hardware man should read the papers. He should keep in touch with what is going on in the world and take note of popular movements and tendencies. The same is true of men in other lines of trade, but they can wait for their advice—this article is designed for the hardware man.

If the hardware man keeps an eye on the papers he can not but have noticed the agitation against the common household fly as a menace to health and safety. From the manure pile to the butter plate it merrily wings its way; from the cesspool to the milk pitcher; from the alley offal to the dining table—we all know the ways of the fly and have known them for years, but only recently have the scientists awakened to the fact that the fly may be a great disseminator of disease. It has been proven that the fly can carry the germs of typhoid, diphtheria, scarlet fever and other diseases, and "down with the fly" has become as much a recognized sanitary measure as the destruction of the yellow fever mosquito in the tropics. The campaign against the fly can be left to the druggist or the grocer and the poisonous sticky fly paper they carry, but the live hardware man will get into the game with a good line of screens for windows and doors, and he will have some of the right sort of literature to distribute, telling how important it is to health that flies be kept out of the house. It is easier to keep flies out than to catch them when once they are in, and here is the hardware man's opportunity.

Another subject that has been under discussion for several years, and is becoming more and more earnest as intelligence has increased, is the spraying of fruit trees against various fungus, parasite and insect pests. The value of spraying is now recognized by everybody, and more and more is this method of fighting the pests being practiced. The hardware man can let the implement or the mail order houses handle spraying apparatus, but if he is up to date he will know all about such apparatus and how to use it, and he will have a line in stock to supply the growing demand, and also a supply of the chemicals.

There is opportunity for hardware enterprise in the poultry industry. Fencing for the poultry yard and various improved poultry appliances can be sold in almost any community if properly pushed. Raising poultry is often a fad, and it is a nice wholesome one, worthy of cultivation, and

there is money in it for the hardware man if he goes after it right.

Danger in the "Fireless."

Repeated instances are coming to light of fires started in "fireless" cookers as a result of spontaneous combustion. There is no complaint of the vacuum style, the fires originating in those packed with sawdust, excelsior or other insulating material to retain the heat. Spontaneous combustion is more apt to occur where the sawdust has been dampened or soaked with grease. In one recent case where spontaneous combustion in a "fireless" cooker set fire to a dwelling it was believed that the sides of the receptacle sweated and dampened the sawdust, or that the metal disk when dropped to the bottom broke the solder and allowed grease or water to get through into the sawdust. It is held by insurance authorities that the manufacturers should do away with all soldered joints in the tin and otherwise safeguard the devices against spontaneous combustion. A similar case was reported from Illinois concerning a fireless cooker which had been in use for six years. The metal receptacle was separated from its wooden case by an inch and a half of excelsior. A piece of hot soapstone was put into the cooker at 12:30 p. m., together with a piece of pork, and at 4:10 the cooker and adjacent woodwork were on fire. The cause was supposed to be a leak in the receptacle, allowing hot air to get into the excelsior and gradually carbonize it, resulting in final ignition.—American Artisan.

Attract the Women.

The hardware merchant who does not arrange his store to attract women is making a serious mistake, and has but himself to blame if his competitors get the trade. In order to get this trade and hold it the store must be clean, the goods must be dusted and arranged on the shelves and counters in good order and display. The next important move must be in the window. No matter how small or large, do not leave a fly-speck in it; then trim it with things the women folks like. If the window is large enough fit it up once in a while to represent a full working kitchen, with a range and all kinds of cooking utensils. If possible, get a wax figure of a woman and borrow the wife's calico dress, roll up the sieves and everybody in town will come down to see Mary Jane getting dinner. Leave this display in the window a week and every woman in the community will see it. Fol-

low this up with other attractions for the ladies and they will get that buying habit that will encourage the dealer to put forward still better efforts in this direction.

The Pursuit of Happiness.

What is happiness? Like Rome all roads are presumed to lead to it. It is the ultimate end of ambition. To achieve it men struggle for a lifetime. In the pursuit of it many selfish men are willing to kill, maim, malign and injure their fellows. To some it is a thing far away in the perspective of the future, to others it is just out of reach and always illusive. It has always seemed to us that selfishness blinds many men to such an extent that they do not understand its real nature; they think it is the product of wealth, influence, power or some other thing that might raise them above other men. They do not realize that it can not be made out of such materials as selfishness and pride or that it is not a thing afar off, but that to possess it it must be here and now. In our opinion the entire conception of true happiness might be summed up in these words, "Love thy neighbor as thyself." Happiness does not shine in upon us, it shines within us and out of us. To be happy and make others happy is a creed broad enough to comprise both the law and the gospel.—Twin City Commercial Bulletin.

A good workman is like a pair of shears; he shuts up when he goes to work.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



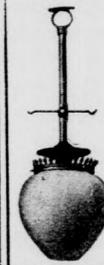
TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

SNAP YOUR FINGERS



At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.

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

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

66 N. Ottawa St.

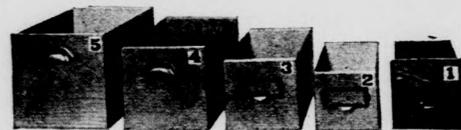
Established in 1873

Best Equipped Firm in the State

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

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.



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.

Spring Sales of Paint.

The spring painting rush is now on or very soon will be in all parts of the country. A good start is always encouraging and stirs a man up to keeping things moving. Paint dealers should take a drive around their territory, sizing up buildings which are in need of paint. Then get hold of the property owner and talk your goods to him, showing the virtues of the article you have to sell and also showing the prospect how he will not only improve the appearance of his property but will at the same time enhance its value by applying a protective and decorative coat of paint.

Show him that the use of good paint is really an investment as it serves not only to protect and improve the appearance of a building, but also puts off for the longest possible time the heavy labor expense of repainting; that the price of the paint is most important but that it does not represent economy in favor of the lower store priced article.

You can forcefully show this by the following example: Suppose a paint costs 25 cents less per gallon than the high grade article you are selling and the prospect will require ten gallons for his work—it would mean that the buyer apparently would make a saving of \$2.50 on his purchase. But the superiority of your goods will more than make up for this mere difference of the store price per gallon, as should the prospect purchase your goods he would require fewer gallons and so more than make up for this slight difference in the store price per gallon. Furthermore, the quality of your paint will make another and far greater difference. It will last years longer. Paint sold at the short price is short in quality, so it is short lived.

The cost of painting is 30 per cent. for material and 70 per cent. for labor, so the man who is dazzled by that \$2.50 store price saving will have to pay far more in the price of his painting per year because he will then duplicate this heavy 70 per cent. labor expense as well as the cost of the paint years sooner than he would should he use the high grade paint.

This is an argument which touches everyone in a very sensitive place—the pocketbook—and if you will take the time to explain it, you will be surprised at the increase in volume and profits your paint department will show.

The Painting Problem.

Methods of using lumber for building have been based largely on the customs prevalent when white pine was about the only wood employed. The practice has been to treat all kinds of pine and other woods in much the same fashion as white pine was treated. That the most satisfactory results have not been secured is not because of criticism of the method but because of the material. This attitude has been evinced by all who have to do with building material, from the manufacturer to the painter.

In a recent thoughtful consideration of "Modern Lumber as a Problem for the Painter," John Dewar, of

Pittsburg, stated that lumber containing a great deal of resin, oil or pitch naturally could not be painted in the same manner that it has been customary to paint woods the cells of which were not so filled. The remedy he suggested was a thorough investigation and a breaking away from old standards of mixing, the idea being to make a mixture suitable for the wood to be covered; further, that the problem must be met by the intelligent use of the vehicle in the priming coat.

In painting cypress and yellow pine, for example, he advocated the use of 70 per cent. of turpentine and 30 per cent. of linseed oil. He also suggested the use of one pint of benzole to a gallon of paint ready for use, reducing the amount of turpentine to that extent. The argument is that the turpentine is needed to cut the oil and resin in the wood and to prepare a foundation upon which to spread the subsequent layers of paint. Benzole is said to be the greatest penetrator and solvent of resin and other gums available.

The question is one which should appeal to every lumberman, in that the satisfactory and continued use of the different building woods now being offered for exterior finish is contingent upon a real and permanent solution of the paint question. Any wood will hold paint if the paint is put on in the right manner. If it is daubed on indiscriminately there is a probability of the results being far from pleasing.—The American Lumberman.

The Store Fixtures.

Suitable store equipment is of first importance to the progressive merchant. The subject is always a live one, whether he expects to open a new store or has been in business for years; he is always looking for new ideas for the proper protection and display of his merchandise.

Nothing contributes more to the distinctive character of a store than properly planned fixtures. Too much stress can not be laid upon their good appearance. If they can not be made artistic they should, at least, be neatly constructed and finished.

A visit to a number of large city stores will convince any skeptic that the characteristic of each store is fairly portrayed in its counters, tables, shelves and other conveniences. One is almost certain to find slovenly clerks behind dilapidated counters, and soiled or shopworn goods on rusty shelves. A wise merchant knows that it is easier to inspire his employes and please his patrons when he keeps things fresh, neat and new about the store.

There is little excuse these days for not having attractive showcases, shelves and fixtures. Manufacturers of store furnishings have in recent years shown wonderful enterprise in bringing out new and attractive styles and it is just as easy and no more expensive to have fixtures that appeal to the eye as the other kind.

It is difficult to keep in the straight and narrow path if you keep watching the people on the other road.

The Time To Close.

It would be difficult to estimate the total value of wasted time in the stores of this country arising from the failure to get together on hours for opening and closing.

It is doubtful whether the average salesperson, in the average store, is really busy with the actual waiting on customers much more than half the time. Trade comes in bunches, and there are spells of idleness. Furthermore, if stores are kept open early and late there will be stragglers and strays.

If a store kept open until midnight there still would be an occasional late comer; and no matter what the regular closing hour may be, whether it is 2 o'clock or 9 o'clock, there is sure to be somebody occasionally who wants late service.

There is no reason why the public should not be educated to rational hours for their shopping. There is no reason why a salesforce and the proprietor himself should not be permitted to so arrange store hours as to move along briskly during the real business day, then close up and have some time for recreation.

As a general rule there is one stubborn dealer in a town who holds up all the rest. The thing to do is to get together. There should be no standing out from motives of shortsighted selfishness. There are few dealers who can not be reasoned with on some basis.

The summer season is not far away, the season of all the year

when employes and clerks alike want evenings to themselves for enjoyment. An early movement for early closing during the midsummer months gives time to educate the trade and at the same time will give everybody something to look forward to.

As to opening hours in the morning, you know what time business begins. If you do not know and never get down in time to see the store opened, try getting around early for a week and see what you find out. You will probably discover among other things that your store is not ready for business within a quarter or half an hour of the time you thought it was. When you have found out what time you need to be open mornings, see that you have somebody there at that time. If you have no clerk that can be depended upon to open up when the hour strikes, get one who can.

When you plan to have your store ready for business at a certain hour see that it is ready to an extent further than merely having the door unlocked. The sweeping and general cleaning that needs to be done every morning ought to be out of the way when customers begin to come in. It can be the duty of certain clerks, or of a certain clerk, to do the cleaning while another should be on hand ready to wait on customers properly at the same time.

Do not delay to-day and wish to-morrow.

Business Men's Paper Press



Our best recommendation is our HUNDREDS OF SATISFIED customers.

Read the following testimonials:

Walk-Over Shoe Co., Detroit, Mich., Jan. 1, 1911.

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

Gentlemen:—We send 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 Charlotte 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 if 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.

OLD THINGS HAVE PASSED.

Old Timer Takes a Gloomy View of Present and Future.

Written for the Tradesman.

"Do you know," said the schoolmaster, addressing his friend, Stirling, road man for the Calcraft Furniture Company, "it is time, and high time at that, for people to begin cutting corners, settling down to the inevitable hard times that are coming in the immediate future?"

"What do you mean by that, Tom? I thought you as jolly an old optimist as there was in the country. What has gone wrong now?"

"Nothing just now, Frank; it has been going wrong for the past three years and more. I do not dare to say a great deal any more than did my friend, Jones, the other day when I asked him what he thought of the reciprocity treaty with Canada."

"Old Nick Jones, the out and out standpatter?"

The traveling man removed his cigar to laugh and snuff the ash from his weed. Everybody knew Jones, the man whose protective tariff belief was A number one and a yard wide, who had denounced even the Payne-Aldrich bill as too lenient toward importers.

"He's the man. I hadn't seen him for several months until the other day he drove up to my house, he and his wife, for a short visit. Not having seen him since our good Republican President has seen fit to announce the necessity for free exchange of products with our Canadian neighbors, I expected something fierce from him on the subject—I did not get it, however."

"No?"

"No. I began by mildly suggesting that I had been surprised to see a protective tariff Republican President call a Democratic Congress into extraordinary session for the sole purpose of enacting a free trade bill. Usually Jones would have snorted; would, in fact, have gashed the atmosphere with fierce denunciation. Imagine my surprise, then, when Jones hummed and hawed a little and raised a newspaper to hide his blushes while he remarked that 'there is a difference of opinion about such things.'"

"There is, of course, but standpatter Jones, admitting this where free trade and a protective tariff are concerned, quite took me down."

"And no wonder, Jones must be off his feed."

"On the contrary, it was because Jones was on his feed that he had lost so suddenly all interest in the tariff. Mrs. Jones plucked at my sleeve and whispered, reminding me of the fact that her husband had been recently appointed to the remunerative position of rural mail carrier, consequently had no longer any opinions where politics were concerned."

"Well, well!" exclaimed the drummer, "I wouldn't have believed that so rank a partisan as old Nick Jones would muzzle his conscience for a petty office under the Government."

"He's like a lot of others, even

United States senators," chuckled the schoolmaster. "Do you know, I am tired of all this rush and hustle for the loaves and fishes. Men high up in public life choke themselves into silence in the face of gigantic wrongs, fearing to say anything for fear of offending somebody. Men who are willing to go any length to please or appease public clamor are, in my opinion, unfit for public office. I have noticed for a long time that the trend in the business world is toward lower prices. No doubt this fact has not escaped you, Frank?"

"It hasn't. Prices have been too high, you can't deny that."

"I could do it with a clear conscience, but I am not at present going to argue the point. Forty years ago prices ruled much higher, with wages even less than now, still the country prospered. I won't argue that point either. What strikes me as funny—I can't think of a better word to express it—is the universal demand for lower prices even while the wage earner is demanding a raise in the price of what he has to sell."

"I am not finding fault with the wage earner. He is very seldom over paid; but at one thing I do marvel, that men should demand lower prices in farm products—you see, I am a farmer now, while at the same time demanding a raise in the price of their own raw material. One hand must wash the other. The tendency for several months, if not years, has been downward. Once in so many years an era of flush times takes a turn for the worse and we have a spell of low prices, little work and hard times."

"Now what is the cause of all this, think you?"

"Why, the cause would be hard to find—"

"I do not agree with you there. The cause of the decline in prosperity is wholly due to—"

"Well, to what?" as the old schoolmaster hesitated.

Old Tom laughed. "That would be telling," said he. "I might precipitate a riot if I should tell the truth; I'm not going to do it. Anybody who has lived as long as I have has learned something from experience; I am, however, an old head, no longer useful in the political field; younger men are in the saddle; the newer, progressive ideas are dominant; we old chaps have only to sit back and let 'em run things."

"That is rank pessimism."

"Whatever it is it is true. A great wave of reform is sweeping over this country, a wave that like a prairie fire is sweeping all before it; that fire can't be stayed until every bulwark of old stability is swept away. Strikes, lockouts and labor wars are pending, after which the deluge."

"Well, well, Tom, I never knew you to croak before."

"Nor am I croaking now. You are young, have a family, a good job and are floating on a fairly high tide of prosperity, but—"

Again old Tom lapsed into silence.

"Well?" persisted the drummer.

"Now is the time to economize. There are rumblings in the air that foretell danger. There may be no sudden crash; I hardly think there will be, but, and mark this prophecy, the next half dozen years are going to be lean ones so far as business is concerned. Cut your corners now; patronize the savings bank; lay aside something for the rainy days that are surely coming; they are already here—the beginning of a lean and fallow era, I mean, and for it all the American people are to blame. This is a people's government, run by the people, for the people. When the lean and hungry years come; when we have silent forges, smokeless chimneys, and when marketless wares rot in storehouses, the cry of the hungry, ragged masses will go up in denunciation of the Government and its policies. That cry will come too late; the very ones who utter it are the guilty promoters of the distress which prevails."

And now old Tom's listener laughed a cynical, scornful, derisive laugh.

"Why, Tom, you are a regular old grouch," said he, starting up in disgust. "Why, the best, brainiest men in the country are predicting better times than we ever had in the immediate future."

"Perhaps they are, perhaps so, Frank," returned the schoolmaster, "but still an old back number like myself wishes to sound a warning. I note that some of the wage earners are about to go on a strike. It will be a sad day for some of them; I am sorry to see it; sorry am I to note the trend of events which, so sure as the sun shines, is to lead the Ameri-

can people into the shadow of lean, unfruitful years. Again, be warned in time, Frank; be prudent, cut expenses and save something for the lean, hard years that are to come."

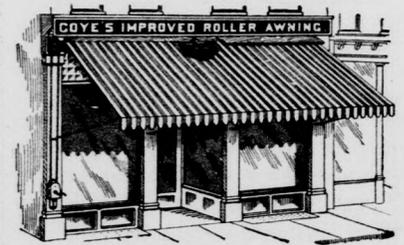
The old schoolmaster got up and walked down to where his one-horse rig stood. He clambered in and drove away. Several who had heard his doleful predictions laughed heartily.

"Old Tom is disgruntled," chuckled one of the younger men. "He can't see as we progressives do that the old order of things has passed forever." Old Timer.

The easy job is the one which does not require a full and vigorous use of all the powers. That means loss, decay, failure and a penalty to pay sooner or later.

In nature and in business it is grow or die.

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.



Cog Gear Roller Awnings

Are up to date. Send for catalog.

Get our prices and samples for store and house awnings.

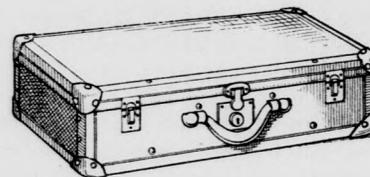
The J. C. Goss Co., Detroit Mich.

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.

AFTER THE DAY'S WORK.

Credit To Advertising.

"Suppose," said the Wise Man, "I received an enquiry through my advertisement in a certain magazine. My salesman called—could not make a sale—he left, and the enquiry grew cold. A year after, a new salesman called on the man who had enquired and got an order. Should the magazine get any credit?"

That is often a question, but it should not last long.

Does a father ever surrender his parenthood because his boy goes abroad, or his life is saved by a doctor?

The publication that introduces the Prospective Buyer to you does its whole duty in that simple act. Its hall-mark is indelibly stamped on that prospect forevermore.

We split hairs—quarrel over distinctions raised to the Nth power of invisibility. Why should we forever strive and scheme and plan and twist and turn to find if we can not give the credit to something else than advertising?

Inexperienced salesmen often think it takes something of the credit away from them when they admit that advertising has done a part of the work of selling.

Put such men on a commission in territories where you do no advertising—or stop it in their territories for a season or two—one generally suffices.

How the tune changes!

This method is rarely possible, because "it pours out the baby with the bath." If some salesmen would grasp the great but simple truth that the selling energy of printer's ink is opening the doors of private offices—taking down the blinds from closed minds—creating an atmosphere of friendly interest to welcome their coming, they would be the greatest boosters for advertising in the business world.

Salesmanship and advertising are teammates, for the one is but the written expression of the other.

The publication is the medium. Test it. Does it go to the kind of people you must depend on for business? Does it go to enough of them? If the publication meets those tests, success depends on what you make the medium say. If you make the story your story the effect is accomplished.

Some of these tests should be applied before you advertise—the remainder depends on how you use them.

Give advertising the credit for doing that work which no concern can afford to pay enough salesmen to accomplish.

E. St. Elmo Lewis,
Advertising Manager
Burroughs Adding Machine Co.

To Increase Profits.

In an address on "profitmaking" John T. Templeton, of the Buck's Stove and Range Company, before the Missouri Retail Hardware Association, said in part:

"One reason why some stores do not make as much profit as they

should is on account of their not running full capacity. In talking with merchants I have often had them admit to me that they could do \$10,000 more business without any perceptible increase in their operating expenses. The real reason why they do not run full capacity is because the boss or manager is too busy wrapping up nails, setting up farming machinery and doing lots of work around the store that could be done by one of the boys.

"If I owned a store of this kind I would prefer to have the manager sit in his office with his feet on his desk, looking out of the window, planning how he could increase the volume and net profits, than to have him out on the floor selling goods and doing work that could be done by his sales force.

"I believe that 90 per cent. of the proprietor's or manager's time should be spent on his advertising and instructing his sales force, and raising the efficiency of his organization. His time and attention devoted to work of this kind will greatly increase his volume, thereby enabling him to show a much larger net profit at the close of the year.

"The gross profit becomes a net profit on increased business, provided the operating expenses are not increased in proportion.

"One of the greatest drawbacks to any business is a grouchy boss. He not only drives away trade but disorganizes the entire force, and the only one who seems to be benefited in any way is the grouch who imagines that by these tactics he is considered a great man by every one with whom he comes in contact. It does not cost much to smile; therefore, if I were managing a business and felt that I just had to be grouchy at some time during the day, I would get me a good cigar, a big red apple and take a walk during my grouchy spell; at least I would not be seen around my place of business in that frame of mind.

"I think the retail salesman is the worst neglected member of the human family. No one takes very much interest in a boy who is struggling to become a salesman; that is to say, no one devotes very much time to instructing him as to how he should sell goods, etc. Did you ever stop to think where salesmen come from? I venture to say that a large majority of you came from the same place that I did, namely, the corn field.

"When we got our first job and started out to be a salesman all we could do was to stand around, look wise and try to make the boss, as well as the customers, believe that we knew a lot of things which we did not know. I never shall forget the first traveling man that spent two hours with me in the stove department, explaining his make of stove and how I should talk it, etc. If the manager and traveling salesman would devote more time to the retail salesman, net profits at the end of the year would show a very substantial increase."

Be polite—your family won't mind if you practice on them.

Meat Market Book-keeping.

The majority of butchers have some kind of a book-keeping system, so that at the end of a week or at the end of the month they can tell how their expenses compare with the receipts. As a rule, they believe this is sufficient.

The butcher who is conducting the market on modern business principles, however, is not satisfied with such a method. He realizes that his business comprises different departments and he wants to know the cost of each department and to have complete information about each one. In this way he is able to tell if he is spending in one direction more than he should, or if one department is not running smoothly and needs attention on his part.

For instance, how many butchers are there who can tell what they are paying for ice during a month? And yet how can they tell whether there is a loss in that department or not unless they watch it closely?

Then there are other things, such as rent, light, heat, delivery, help, advertising, etc. Any one of these departments may at times prove a drag upon the general success of the market unless the proprietor knows each week, or at least each month, what everything costs. Then, when any cost seems out of proportion, steps can be taken to remedy the trouble.

Many butchers are succeeding without doing this, we grant, but the measure of their success and the yearly profit derived from their busi-

ness is smaller than it would be if they established their business on a more modern basis of book-keeping and counting cost.

Only last week our attention was called to a market where the proprietor could state offhand what he was paying for the different departments of his market, and he was studying one department with a view to cutting down the expense at present incurred. Needless to say, this man is a type of the successful businessman. His example can be followed to advantage by vast numbers of his contemporaries.

No wonder some butchers say the business is not so good as it was. No business would be good for them. The trouble is they do not realize that they are to blame, and they do not look within for the reason which makes their business unprofitable, but rather they look without, and they never find the true answer.—Butchers' Advocate.

A first-class sign on the outside of the store is good advertising. How about yours?

The difference between a rat and the grave is the width and the depth only.





Worthy Good Place to Dump the Paper

"Just as Handy"

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

A Safe Place to Keep Waste Paper

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

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

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

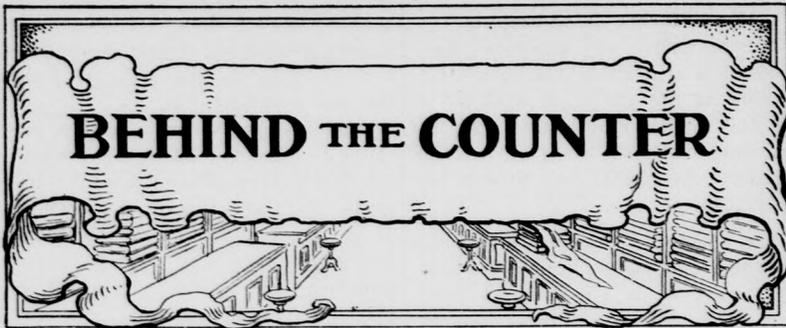
\$8.00 to \$25.00 Per Ton

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

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

THE HANDY PRESS CO.

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



Give Attention To the Education of Salespeople.

Wherever there are stores, the need of competent, thoroughly trained salespeople is felt. Every merchant who conducts a big store knows that his success, or the lack of it, lies to a great extent with his selling force. No matter how well goods may be bought or how cleverly advertised, a careless, incompetent sales force can drive away more trade than the advertising man can bring to the store. For these reasons, the modern big store has found that it pays to give serious consideration to the training of salespeople. Several of the big department stores have regular "schools," through which beginners must pass before they are allowed to come in contact with the store's customers. And these schools are not only for beginners but for those with experience as well. Every salesman who enters the employ of the store is first put through a preliminary examination and is made familiar with all of the rules and customs peculiar to this particular store. He is given a book of rules which he is required to study thoroughly. If he has had a good deal of experience in other stores there may be but little for him to master, but if this is his first employment in a big store, he is put through a thorough course of training.

Of course, it is to be supposed that the applicant for the position has the "making" of a salesman or he would not have been accepted by the superintendent under whose critical and experienced scrutiny he must first pass. The school room of the store is much like any other school room. There are fixed seats with desks, a blackboard, etc., and the instructor goes about his or her work in much the same manner as the usual school teacher. Beginners, who may be recruited from the stock or shipping room, or from the outside, are started with the most elementary salesmanship. They are required to go through the form of making a simple sale including filling out the sales slip. Then they are taught all about charge sales, C. O. D.'s, exchanges, refunds, and all the rest of them. Every point is carefully explained by the instructor, who goes over the same ground again and again with the utmost patience for the benefit of the "slow" ones. All possible mistakes are pointed out and the student is warned against them. Big diagrams are made on the blackboard.

In addition to this technical instruction, the beginner is taught in a

more general way the principles of salesmanship and there are frequent examinations to make sure that the information is sinking in. These examinations help to weed out those who are naturally incompetent or hopelessly careless. In some stores the routine of the school is so arranged that different classes of about an hour each are conducted throughout the morning. All of the students are encouraged to ask as many questions as they care to, as it is the policy not only to teach them the rules of the business but the reasons that underlie the rules. In addition to their own duties they are given a pretty clear idea as to the duties and authority of those above them. In fact, they are instructed as fully as possible as to all the ins and outs of the business. And the instruction is not forced—students are only given as much at one time as can be assimilated easily. Many of them are already employed about the store in some inferior capacity, and the hour spent in the school daily is paid for the same as if they were working.

That these schools pay when intelligently conducted there can be no doubt; otherwise they would have been discontinued years ago. For the earnest student who is ambitious to learn, the school offers a short cut to proficiency. By studying, observing and asking questions he can gain information in a short time that might take years to learn by experience. He is also prevented from making many mistakes that might otherwise occur and mistakes are always expensive.

Why Less To Women Clerks?

A great source of waste in business is the inefficiency of new help. Not only do employes at new work waste material, try the patience of the company's patrons and produce little profit, but they also consume the time of the trained high-salaried employes who show them how the work should be done.

This is as true in the mercantile business as in any other and doubtless the putting on of new clerks is dreaded by nearly all merchants. No part of the experience of a holiday rush is more trying than the handling of the many new clerks required at that time.

No matter how fine a salesman offered his services to a store, few merchants would hire him if they were sure the term of service would only be a few weeks. They would rather get along with lower-grade salespeople who required little guidance and who had through long ac-

quaintance become familiar with the business.

It may be admitted that the saleswoman sells as many goods and keeps her stock in as good condition as does the male clerk, but naturally there is always the uncertainty about the length of time she will remain with the firm. Any change of fortune, good or otherwise, brought about by marriage, sudden wealth or any other cause is quite likely to lead toward the young woman severing her connection with the store. In the case of the young man, like contingencies are apt to tie him closer to the store. Increased responsibilities make him more faithful to his work. Financial misfortune may have the same effect and even the inheritance of wealth might suggest also taking a financial interest in the establishment.

The law of supply and demand, regardless of the justice of it, applies to employes as well as to other matters. As good women clerks are easier to procure than good men clerks, it is easily explained why men receive more than women for the same service. This, combined with the point of permanency of service, makes the lower wages of women a fact. It may be unjust, but there are many other seeming injustices in business which are brought about by modern business conditions and over which the individual merchant has little control.—Dry Goods Reporter.

Cut out the unnecessary talk and you will be surprised at the little you have to say.

Quick Service an Important Detail in Waiting on Men.

"There is one little detail about selling," said a Philadelphia shoe dealer the other day. "that I would like to see impressed upon the mind of every merchant and clerk who has a men's trade. It is the value of despatch in the serving of a customer.

The average man (and in this re-

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.

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Is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

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

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

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

Territory is being assigned and you may be too late.

Walter Cabinet Co.
Wayland, Mich.

KNOW YOUR CUSTOMER.

The Personal Element Will Help in Selling Goods.

Written for the Tradesman.

"I had a striking experience the other day while in the city."

It was old Tom Tanner, the school-master, who spoke, his listener being Jeff Holcomb, meat and lard expert for a Western house.

"Yes?" half assented the drummer, lighting a fresh cigar.

"It reminded me very forcibly of the difference between good and bad business methods. I have a friend living north of the Straits who is in business and doing well. He has given me some pointers on the how and wherefore of business ethics that I have not forgotten. One of his methods is to study your customer."

"Yes, of course. Every business man of any sense does that."

"Now, I can't say that I quite subscribe to that," returned Tom. "You see, no two merchants do business exactly alike, and yet both may succeed. This thought puts me on to what I had in mind to say, Mr. Holcomb. I was in town the other day and made it a point to study the store windows—the clothiers' windows more particularly."

"Exactly. Going to replenish your wardrobe, no doubt. Wanted a first class tailor—"

"Not so," and old Tom laughed. "The hand-me-downs of to-day are every bit as good as tailor made suits of thirty years ago, consequently I have patronized the ready mades of late, and I usually get what I want."

"So? Well?"

"I studied the store windows for some time before I ventured inside. I am of a form somewhat hard to fit. Most of the displays were too high priced for my purse. Finally I selected one where some very nobby looking garments were exhibited at what seemed to me a very reasonable price. I went in and stated my wants to the proprietor.

"Sure, he had the very goods I wanted. He did pick me out something that quite struck my fancy. I tried this; everything was all right until it came to the trousers; these wouldn't fit. The fellow was most profuse in his protestations, assuring me he could alter the goods so that they would fit to perfection.

"One glance assured me this could not be done. We looked over his stock; nothing else quite suited me. Since I had plenty of time I decided to look elsewhere. Do you know, I had a hard time getting away from that merchant. He seemed determined to sell, would take no refusal, even brought forward a clerk to lie for him about goods until I became disgusted, tearing myself away."

"Rather after the old way of doing," and the drummer chuckled.

"I thought so myself. I remember in my boyhood days clothing merchants, some of them, even invaded the street, pulling unwilling customers across their thresholds. This man was of that kind, a remnant of the dark ages. His actions so dis-

gusted me that I would not have bought then, even if he had been able to produce what I needed. I thought too, of what my Northern friend had said about knowing your customer. The merchant in question certainly did not know his customer when he sized me up.

"The next store I visited was one of the largest in the city. Here I felt sure of finding just what I wanted. There were several clerks on semi-detached duty, so to speak—that is, there were several rather listless young men in different parts of the room, doing nothing in particular. I went about through the aisles looking at different sorts of goods. I did not find just what I was looking for.

"I halted several times, casting appealing glances at the various sentinels on duty; not one ventured to come forward, not one gave me more than a passing glance. Had that been the only clothing store in town it is possible that I should have run down one of those clerks and insisted on his selling me a suit of clothes. As it was I walked slowly down the length of the building, marched out, seeking other pastures green.

"You were having a funny time all the same," grinned the lard man.

"I took it that way myself."

"Did you finally succeed in landing something?"

"I went on to a less pretentious store, struck the right man, the fellow who knew his customer and tried to please him. He was gentlemanly without being patronizing or obsequious. It did not take us ten minutes to strike a bargain—"

"You got what you wanted and went on your way rejoicing?"

"That I did. To know your customer is half the battle. My Northern friend was right. It is always right to be uniformly courteous, but you can not treat every customer exactly the same. A mechanical smile that never comes off is not what it is cracked up to be; it sometimes becomes an idiotic grin that would, while pleasing some, drive others to the street and to the store of your rival."

"I had never thought of it in that way," thoughtfully remarked the drummer.

"I had some other store experiences that day which convinced me that there is a vast difference in store methods. I was compelled to visit three department stores in order to find a small ten cent toy for a child. In two of these I was treated in that mechanical manner that would do justice to a wooden Indian. I accepted it all in good part of course.

"I found on the fourth floor of the third house visited the toy I sought. I want to say right here that at this house I was treated in a way to warm one's heart. There was a friendliness with every clerk met, a sort of glad to see you feeling that pervaded the very atmosphere which was entirely lacking in the other two stores. It does an old chap good to trade with such. I want to say right

here that it pays to cast the genial, friendly glow about people who call to trade; it gets them and warms the cockles of their hearts.

"I am glad to say that the house with the glad hand is the biggest, most prosperous concern in the city. Long may it live to gladden the heart of every customer, be he or she great or small, rich or poor!"

Old Timer.

Merchant Should Keep Promises To Employees.

It is considered poor ethics for a business man to break promises to his customers because of the usual aftermath of "no orders from that quarter," but he often does so without compunction to those under his thumb.

The boss who breaks promises or agreements with his employes is usually despised by all his force, although he may not be aware of the storm of opinion going on under cover because he has slipped from virtue or violated the common code of honor and righteousness. But by and by the effect of such opinion peeps out in the general attitude of his help, who think that if the boss can slip it can not be so bad to do likewise.

It has become a habit, or one might almost say, a part of business policy, for thoughtless and shortsighted bosses to make grand promises to new candidates, promises which they know can not be kept. It is always the "good chance for advancement," the "raise after so and so long," the "easy hours," and so on, when he wants to hire the best help for the least wages. He will dangle most any kind of a lure when he wants superfine and competent service during some important rush. The courteous "I'm sorry" is only another wedge of disgust to the hopeful one who is laid off when it was most necessary to keep on.

"Well, you know, business is business," one old war horse of an unscrupulous manager replied when scored on this subject. "I've got to obey the super, and the super has to obey the President, and so on, you know. We always bow to good business principle, but we can not be mere wishy washy supersensitive sentimentalists when it comes to hiring a two weeks typist."

This is the common attitude of business men—still some know that in the long run it hurts the firm to make promises that have no foundation. By and by it acquires a reputation for shady methods, and persons who look for permanent positions with a "white" company usually keep shy of it. By and by it is only the element that works for pin money or a few extra primps for the next dancing fete that is attracted to such places.

Again, managers sometimes make the mistake of promising a raise to an older employe at the end of so and so, if the work is thus and thus. Now with some persons this extra incentive may work wonders, but since an employe's and employer's

standards of efficiency do not always tally, the average sort might indulge in expectations unwarranted without putting forth those extra efforts which the boss expects. Then, of course, the sudden thud of disappointment affects their appetite for work.

It is far better to establish the custom of "raising" or "springing a surprise," for special merit or effort, and there is nothing to disturb the hopeful one's equilibrium except for the good of all concerned.

It has often been observed in offices that when an employe is outraged by broken promises all his fellow workers side with him. They take a depressing view of the chances of promotion and the work spirit suffers in consequence.

Rush Is On For Alaska.

Sailings of Alaska steamships, with the opening of the Northern season this year, recall the old days of the Klondike stampede. Every boat that sails is loaded to the guards with heavy freight, lumber and machinery, while the decks are crowded with the unusual passenger travel. Last year, for example, the Alaska vessels came and departed without excitement or stir, in a most perfunctory manner. No one was interested. But this year the story is different. The old enthusiasm has revived. Some of the Northern voyagers are taking stamp mills to the new quartz discoveries along the coast, others are rushing into the Iditarod before the trails break, or cross to Fairbanks, still others are going to open the oil fields and prepare for the first commercial shipments, and the prospective opening of the coal fields is stimulating another element of travelers.

When the steamship Admiral Sampson sailed for Central Alaska—Katala, Cordova and Veldez—a week ago, a score of men accompanied a shipment of 100 tons of steel, and will endeavor to perform the feat of erecting a tank of 30,000 barrels capacity, 86 feet in diameter, 30 feet high and weighing 80 tons, in the space of twenty days.

Most of these men are experienced oil tank builders from California, for the oil tank industry has not yet been developed in Washington. As soon as the big tank is completed work will be started on two smaller tanks to stand at the wells, and be connected with the larger reservoir by eight miles of steel pipe line. This one pipe line, with two pumps along its route, will deliver about 1,500 barrels of oil per day, and to increase the capacity another pipe line is to be laid parallel to it.

This development in the oil territory, with actual shiploads of oil in prospect as early as May, is attracting attention all through the country. The high percentage of valuable ingredients in the Katala product makes it one of the richest crude petroleum known. It is two-thirds gasoline and kerosene.—Seattle Trade Register.

Many men owe the grandeur of their lives to their tremendous difficulties.

"Beating the Road."

Why is it that thousands of people of all classes like to beat the railroad? This is a question which railroad officials have long struggled with. An attache of the passenger department of a Western railroad says that it has almost reached a mania, and men of means, well-to-do farmers, storekeepers and professional men, known for their honesty in business dealings, will resort to many tricks and untruths to deprive the railroads of what is honestly theirs.

Some of the schemes devised are elaborate, while others are absurdly simple. Sometimes they work and sometimes they do not. Generally they do, for in spite of the great system formed by the railroads to perfect their interests, the public is usually given the benefit of the doubt.

Perhaps the oldest game of the man who seeks a free ride is that of the man who boards the train and tenders for the payment of cash fare a \$100 bill. Usually a conductor is unable to get the change, he is not allowed to eject the passenger because he has volunteered to pay, and the man gets his ride free, says the St. Louis Globe Democrat. This is not so general a practice, for the reason that a small per cent. of the public carry \$100 bills. Then, too, the game has been hit rather hard by a ruling enforced two years ago, to the effect that no passenger should board a train without first purchasing a ticket.

A conductor who was several times the victim of one of these fellows realized that he was being deliberately imposed upon, so he secured \$100 in change and waited. Within a few days the man boarded the train, and, as usual, tendered the well-worn bill. The conductor quietly pulled out the change, but deducted all of the past free rides, of which he had kept an accurate account. The passenger became enraged, of course, but the auditor bluffed it through, and left the man sadder but much wiser.

Another trick, seldom resorted to, and also spoiled by the 1908 ruling with regard to the purchase of tickets, is much more complicated, and requires the aid of a confederate.

Mr. A. boarded the train and paid cash fare to the terminal. His confederate, Mr. B., also boarded the train, but tendered as fare a ticket to a point only twenty-five miles up the line. As soon as the train auditor had made the first collection of fares Mr. A., who had received a cash fare receipt as well as a hat check, opened his grip, put his hat inside and handed the hat check to Mr. B. Then he raised the window and when the conductor passed through the train again, unfolded a tale of woe, telling how his hat had blown out of the window. The auditor, who was a sympathetic person and human after all, wired back over the line, asking section gangs to look for and return the hat which was never lost. Mr. B. had a hat check and was passed by without question. The trick became known through a man who witnessed its operation and who afterward told the conductor.

"What makes me mad," said the

trainman, when he learned of the strategy, "is the fact that I sent four or five telegrams trying to trace a hat that was in the train all of the time."

A scheme that works well on a crowded train and also requires two operatives, comes to light through a Wabash trainman:

Two men boarded a train with one ticket. Mr. C. bit off one corner of it, kept the piece and handed the ticket to Mr. D. Mr. C. seated himself in the center of the car, and when the train auditor had almost reached him, went forward, passing the conductor. While he was gone Mr. D. handed in the ticket and got a hat check. Presently the conductor approached Mr. C. and asked for his ticket. Mr. C. feigned surprise and insisted that he had already given in the ticket.

"By George!" he laughed, good-naturedly, "it is a good thing that I happened to put that ticket in my mouth; else I would have been forced to pay two fares. I bit off the corner, as a fellow thoughtlessly will, and here it is under my tongue now."

He produced the piece, which, when fitted to the ticket, sustained his contention. The conductor was satisfied, laughed at the apparent humor of the situation and gave him a hat check. Both men had a ride on one ticket and they laughed in glee at having "beaten the railroad."

A railroad official tells of an incident that illustrates the public's attitude toward the railroad:

He was a passenger on a train and was seated in the Pullman beside a prosperous country merchant. The passenger carefully counted over his money several times, figured up the proper price of the ticket which he had purchased and chuckled with self-satisfaction.

"I'm a lucky chap," he confided to the railroad official, not knowing, of course, his business. "The price of that ticket was \$6.50. I gave the ticket agent a \$10 bill, and he got bothered and gave me back the change that would have been due me if I had given him a \$20 bill. I surely beat the railroad that time."

The official, who is connected with the Chicago and Alton, forthwith shed a little light on the subject of beating the railroads, which caused the merchant's rather elastic conscience to contract with a jerk.

"My dear sir," said the railroader, "you have not beaten the railroad out of a single cent. That ticket agent is working on a salary of exactly \$65 per month. Your business, I should judge, nets you many times that amount. That salaried ticket seller is responsible for every ticket intrusted to his care and has to pay face value for each and every one that he sells. You have not beaten the railroad, but perhaps deprived his wife (I happen to know that he is married) of a new dress that she was figuring on."

The traveler lost all of his satisfaction and quietly handed out the excess change that he had received through the ticket agent's mistake.

"Here," he said, "hand this back to the boy. I am ashamed, too. I never knew that before. I know a lot of men

in my shoes, too, who have been viewing the matter in the same light that I have. Hereafter I am going to preach a new gospel of honesty to the men who have the wrong attitude to the railroads."

In the old days when the giving of annual passes was a common practice it was nothing unusual for the pass owner to divide his privilege with numerous friends. The conditions of every pass issued called for a cancellation in case that it was presented by other than the one to whom it was issued.

A Missouri Pacific official a few days ago laughingly related a story which makes a pass borrower the butt of a cruel joke and speaks well for the quick thinking of a conductor.

A man boarded the train and presented an annual pass. In taking out his card case to get the pass, a dozen or more business cards fell on the aisle of the car. The trainman noted that the cards bore a different name from that written on the pass. He at once suspected the passenger as a pass borrower. However, he did not want to merit a "call down" by wrongfully accusing an innocent person.

He went out of the car and thought it over. Finally he decided on a plan. He wrote out a "dummy" telegram and addressed it to the name he had seen on the cards. He gave the sealed envelope to the porter and sent him through the car calling out the name.

The passenger squirmed uneasily in his seat, but tried to look unconcerned. Visions of a sick wife, of an accident to his children, a pressing business matter that might involve many dollars, arose before him. At last he could no longer endure the strain and he accepted the telegram. When he opened it here is what he read:

"John C. M.—: You are using another man's pass, which is a violation of the rules of the Missouri Pacific Railroad. I shall have to ask you to surrender your pass to me and pay your fare at the regular rate.

"Frank B.—, Conductor."

The passenger gasped at the strange message, but took it good naturedly. He paid his fare without a murmur.

Value of Goodwill.

The kindly thought of the community in general is worth countless dollars in the bank to a young merchant, for that is what it means in the long run. The capacity to gain friends is a valuable quality, and it should be one's first effort. There should be no sacrifice of principle or dignity, however, in this, for no lasting friendship can come to him who loses the respect of the people. Sooner or later any lack in morals or business integrity will be detected. For a business man lives in a glass house, and is constantly under inspection of the community. That the kindly feeling of even little children is well worth cultivating is shown by the fact that the newsboys selling an evening paper in the streets of a great city form a valuable asset of the business of a large publishing

concern. It is through these ragged, dirty children that this big paper reaches the greater part of its readers, and this is so well understood that many efforts have been made by competitors to get this army of street boys away from the paper. Their loyalty to it is remarkable. It is the same with friends made for any business. If the public's goodwill is gained people will go blocks out of their way to buy of their favorite. The man who has done some mean thing that has been made known loses the goodwill and confidence of the general public and with this goes patronage, which means money to the merchant. Opinions may be hastily formed, and based on things that are apparently trifling, yet they have their effect. There is no detail in a business too insignificant for the master to look after himself, and there is nothing more important than satisfied patrons. When one person is pleased it means that he will tell his friends, who will go where they can get fair service, satisfactory goods and prices right. Courtesy is truly an excellent business asset and no business man can afford to be lacking therein, nor to allow his employes to be rude. A careless attitude, an indifference to the comfort or desires of a patron, on the part of a salesman, has lost many dollars for merchants, who have had too much to do to see that their people understood this duty. It is the little things of life that go to make up perfections, but "perfection is no trifle," and dollars in the bank are indeed a satisfactory return for a careful, personal attention to business and ceaseless cultivation of good will.

Origin of Slang.

Slang, the German word for snake, creeps into our language in spite of our vigilance. To illustrate: Some five or six years ago a certain telegraph operator, Joe Lilly, in a large Baltimore office, called up Cincinnati by telegraph, but could not make himself understood, although he could easily understand the messages sent to him. Then he called up other cities with the same result.

Evidently something was wrong, so he notified the electrician, who, on opening the box containing the transmitting apparatus, found a bug, which in the course of its wanderings short circuited the machine. The other operators gave the victim the horse laugh for having a "bug house" transmitter. Even the messengers accused each other of being "bug house" and inside of an hour it was flashed from one city to another.

After a while a race of employes sprang up who knew not Joseph and to these the words, "bug house," conveyed not much meaning. Could "bug house" compete with crazy? Well, for a while "bug house" had crazy beaten a mile, but a reaction set in when some miscreant composed the ditty, "I may be crazy but I ain't no fool." That put a quietus on "bug house," a consummation devoutly to be wished. Thomas A. Major.

An aristocrat is one who is clean—clean in body, mind and spirit.



The Trend of the American Shoe Fashion.

The trade is beginning to realize that perhaps boots of extreme height, such as are being shown for fall and winter, will not take as well as was expected. The latest opinion is that anything above seven inches is out of the class of staple goods and suitable only for special wear, and should be classed as extreme.

The popularity of the button boot, probably, has been responsible for this feeling about extreme tops, because of the difficulties of adjustment in heights over six inches. Even in boots of moderate height, such as seven inches and under, the lace type is becoming more popular. It must be stated, however, that the slant-top effects have been the salvation of the high-top boots. Without this cut the reasonably good fitting of high-top boots would have been impossible.

Materials for boots for fall and winter still show a large proportion of fabrics. There is some question as to whether velvet will be as strong as it was a year ago, but no doubt it will be prominent in tops. Satin bids fair, from the present outlook, to displace the position of velvet a year ago. Many handsome samples are seen of entire satin boots for dress occasions, and of satin tops and leather vamps for more general wear.

Among the fabrics of greater durability which are largely shown are corkscrew twill and ribbed cloths, of which one variety is called Ottoman silk. Corduroy does not seem to have met with the favor that was expected for it. The fault found in it is that it is too bulky in appearance and also too hot for the foot. However, this material will no doubt be used in a good many shoes, especially the finer ribbed quality.

Slippers for next winter season are, as usual, of a wide range of styles. Materials include patent and other leathers, in many colors. Ornaments are largely of the beaded type, but with new designs. Some very handsome embroidered effects also are seen.

The demand for spring goods has been held back by uncertain weather. The trade has opened enough, however, to show that in the large cities tans will, beyond all question, be the feature of the spring and summer seasons. The prediction is freely made that this season will be one of the biggest, if not the biggest, in tans that the country has ever seen. One large wholesale house in New York states that 50 per cent. of its orders are for this color. Tan calf

will make up the bulk of this business, but tan satin pumps are having a large call. The whole year round is, however, a tan season. Men in particular wear them as commonly in winter as in summer. For some sections this tan vogue will probably continue for some time, although it has not reached a point where, for the general dealer, this color can be considered as safe a proposition as black. It must be borne in mind, however, that the fashions of the largest cities are later carried on to the smaller centers of population, and that tans, therefore, must be considered an important factor in the shoe business for some time to come.

In connection with the movement for fewer styles, it is interesting to note that reports from New England factories are to the effect that the demand for novelties just at this time is making up the bulk of the orders, and keeping plants busy that otherwise would be practically idle. On the other hand, a report from a large manufacturing center in the Middle West reads that early fall orders show a marked decline in the demand for the high toe and the short vamp. This certainly is noteworthy, since that section of the country has held out the longest in favor of these types.

In New York and the extreme Western coast the short vamp for some time has been out of favor with the more stylishly dressed part of the trade. The high toe has never been looked upon with favor in this section of the country by wearers of high grade shoes.—Dry Goods Economist.

Four Seasons in Shoes.

Shoe manufacturers now have four seasons a year, the spring, the summer, the fall and the winter. They make goods for each season, changing the style of their product according to the dictates of fashion. These changes in manufacturing methods have been paralleled by changes in the retail stores, and also by changes in the fashions in footwear. Now retailers are beginning to have four seasons, the spring season opens at Eastertime, or earlier; summer at Fourth of July; fall about September 1 and the winter season at Thanksgiving or Christmas.

New shoes are shown at the opening of each season. Some retailers, especially large city retailers, show new styles at least once a month. People thus see a greater variety of shoes in store windows, and also more shoes illustrated and described in advertisements. They feel a desire for more shoes and they purchase more shoes.

People who satisfy their desires for the greater variety of shoes shown in the store windows, and advertised, have more style and more comfort in footwear than people enjoyed in the days when styles and sales were few. In the case of women, for instance, women of former years commonly got along with two pairs of shoes a year, a pair of boots for cold weather and a pair of low cuts for warm weather. Now women commonly have patent and dull leather boots, Russia calf boots, and even velvet, and white buck boots, and also a greater variety of low-cut shoes for street and party wear. Well-dressed women commonly have a half dozen and more pairs of shoes ready for wear.

Variety in style and pretty appear-

ance in shoes are bound to increase and improve as long as women admire things that are beautiful. And that admiration is human nature. So there will be a still further grading up in the shoe trade, and a still further beautifying of shoes and multiplication of variety in footwear.

A short purse and a long face go hand in hand, according to a philosopher who is not afraid of mixing his metaphors.

Mayer

MARTHA WASHINGTON
Comfort Shoes—Trade Winners

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.



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.

The Vogue of White Footwear.

It looks as if white footwear had come to stay for a while. Tanners are getting out new white buck leathers that are quite durable and reasonably priced. Textile manufacturers have at their command better material than they hitherto had for making white shoes. They are taking advantage of it, and they are producing new styles in white boots and Oxfords that apparently please many well-dressed women.

There are some general reasons that favor a limited fashion of white footwear. Women naturally prefer white, because it is clean, bright and cheerful. It always looks well, especially in the summertime. White has been an almost forbidden color for footwear because muddy streets and dirty floors soiled it so quickly. But nowadays streets and floors are kept clean, and women may wear white shoes even in the wintertime on the streets and they will not be ruined by mud. At least this is true in some towns. When they do become soiled a little they may be readily cleaned with any of the reliable cleansers that are on the market.

It now seems quite probable that white will be added to the staple colors in women's footwear, and that these staple colors will rank in the order of black first, tan second and white third. The white low-cuts will be purchased this summer, and in subsequent summers, for general outdoor wear. The white boots will be purchased in the spring, fall and winter to wear with white costumes and to match white furs, a few for street wear, and many for formal indoor dress wear.

White is a staple color for collars for the neck, cuffs for the sleeves, and it is fitting that it should become a staple color for shoes for the feet.

System in the Store.

"Perhaps there would be fewer shoemen wondering how they were going to pay their bills if they operated their business a little more in accordance with plans followed by the great corporations," a Philadelphia retailer is quoted as saying.

"For example, Blank has engaged a clerk. 'Oh,' he says, 'So-and-So's a good man. I know he will hold down his job all right and I am glad I have him. To be sure, he costs me pretty good money, but he is a good man.' Now that may all be true, but if you ask Blank just how much 'So-and-So' is costing him in proportion to the business that he is doing, he could not tell you. Is the clerk's salary more than 5 per cent. of the sales that he makes? Is it 7 per cent., for example? Blank does not know and has no way of finding out. But your big retail man knows down to the second figure after the decimal. What is true of a clerk's salary is true also of rent and fixed charges and all the rest of it.

"Competition is so keen to-day that a man has to show just where he is standing all the time, or he will find in a very short time that he has nowhere to stand at all. Yet with all

of this there are a good many people in the shoe trade right here in Philadelphia that do not even keep a set of books. Now, is it any wonder that there are a lot of them in financial difficulties all the time, or that when trouble of this sort does come to them they can not tell what has been the reason for it?"

Word of Caution To Associations.

The organization of retail dealers is proceeding very rapidly in all parts of the country. Even where dealers are not organized it is evident that their minds are united on many propositions. In working for the success of organizations, whether state or local, there are some principles that ought to be borne in mind. One is that it is never advisable to undertake to do too much. Concentration has its merits in everything. Especially with regard to the constitution of an association, there should be a limitation mainly to general principles.

Another point to be guarded against is the danger of associations being grabbed and made use of by outside interests which do not consider the welfare of the independent retail dealer, but which would be very glad to grasp a controlling connection and influence with retail associations. One of the principal aims and purposes of organizations of retail dealers is the desire of the dealers to maintain their independence as business men. This great principle should be neither surrendered nor subverted through insidious influence.

In a word, do not try to do too much, and whatever you do, keep intact your independence and keep clear of entangling alliances.—*Boot and Shoe Recorder.*

Fitting the Sole of the Foot.

"We commonly speak of perfection in the fit of shoes," said a shoe expert. "But it is plain as the nose on your face that we are still far from perfection in fit. For instance, look at the insole of a shoe, and then the sole of the foot. One is nearly flat. The other is undulating.

"The foot has two large hollows, those of the instep arch and of the forepart arch, the latter being the arch between the ball and the little toe. A flat insole can not fit an undulating sole any more than a square peg can fit a round hole.

"One reason why a pair of old shoes feel comfortable is because the insole has been moulded by repeated wearing of the foot upon it to fit into the hollows of the arches of the foot.

"Very probably we will some day be able to make shoes with insoles that will fit to the soles of feet, just as we are now able to make shoes that fit to the length or the width of the feet. We must make a great deal of improvement in shoemaking before we bring about this very desirable improvement in fit."

Preserve a right mental attitude—the attitude of courage, frankness and good cheer.

Fresh milk applied to boots or shoes has a preservative effect on the leather.



The Olympic Elk

Made for men and boys out of the very best so-called Elk leather.

The leather and extra good shoe making of our Olympics makes them without exception the best wearing and longest lived Elk shoes made.

Two colors, Black or Tan; Both Blucher and Bal cut.

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

Are Your Customers Hard to Please?

Are they particular when they come to buy shoes? They probably are. The most desirable trade usually is.

Our salesmen are out with their new line of samples, and a careful look will reveal to you just the things a particular trade is looking for.

See the Rouge Rex line for men's hard service shoes.
The Planet line welts for men's dress shoes.
The Ruth shoes for women.
The Playmate line of shoes for Misses and Children.

These four lines fully meet the requirements of particular buyers of shoes.

If you cannot wait for the salesman, drop us a card and we shall be glad to send you a tray of samples from which to make a selection.

Hirth-Krause Company

Grand Rapids, Mich.

THE CHEERFUL LIARS.

Why Many of Them Deserve Life Sentences.

Written for the Tradesman.

A man who kills is sometimes not a murderer at heart. He acts under the impulse of sudden passion, often justifiable anger. For one moment in his life, and for one only, he is a murderer.

A man who is a thief may be as honest as the day under the same circumstances that surround the great mass of humanity. He may steal because he is hungry, or because he needs food and clothing for his family. Perhaps, in all his life, there is only one instant when he is a thief at heart.

But the man who is a liar, who lies about others, is a liar all his life, all the time, night and day, a liar because he is a liar from principle, or lack of it, a liar from choice, with intent to try to boost himself by lowering others, or by creating a sensation by his lies.

A liar who lies about others with the purpose of degrading them is more dangerous to a community than a murderer or a thief. He ought to be sent to hard labor in a prison for life, no chance for pardon, no allowance for good conduct. If he escapes the state should pay a large reward to any person bringing his dead body back to the prison, and a smaller reward for bringing him back alive.

One lie can destroy a character just as wind can blow down a house of cards. A little leak will sink the largest ship, for it is, unobserved, working night and day. A little lie started in malice works night and day, unobserved, and will blacken the whitest character. It will blast the fairest reputation. It will destroy the best business that time and patience ever built up. There is no fighting it, for it is whispered behind the back of the victim, who is often unconscious that he is being devoured, character and all, by slimy snakes who lick their chops at scandal.

The case of Marklow will serve to illustrate the point, and show that not the half about lies has been said in the above paragraphs. If Marklow hadn't been of sturdy build, physically and mentally, the lies which were wound about him like snakes would have choked him to death. The lies against him worked night and day, at greater speed in the darkness than in daylight.

Marklow was connected with church work in Colon, a little town out West, and was at the head of the little—the mean little—social circle of the place. His wife was the works in the Ladies' Aid Society, much to the disgust of Blenner's wife, who wanted to be the works in everything, and was jealous of Mrs. Marklow. His children were favored at school because he was the big man of the town, and because little Johnny Marklow could lick any boy of his size in the town.

Marklow went to Chicago to buy goods one spring, expecting to be

home on Wednesday. But he did not return on Wednesday, nor Thursday, nor yet on Friday, and nothing was heard from him, although he might have communicated with his people at a net cost of one cent. Mrs. Marklow was anxious, and the people of the town were curious and suspicious.

Then Blenner, who had been on a trip to the South, reached home on Saturday, having remained over in Chicago three days. About the first thing he said when he was home again was that there was a sensation on the way. When people asked what he meant he laughed and told them to wait until Marklow got home. On occasion he added that it might be a long time to wait.

Then Mrs. Blenner backed Blenner up into a corner and corkscrewed the story out of him. Blenner said he had, out of curiosity, visited the Chicago avenue police court while in Chicago, and had seen Marklow standing with a batch of prisoners before the high desk of the judge. He said that a gambling house had been pulled the night before, and that the men were paying rather stiff fines. "Marklow," he went on, "seemed to be talking to others in a pleading way, as if trying to borrow money with which to pay his fine, but did not seem to be making any impression. The man he was talking to," Blenner said, "was the keeper of the gambling house which had been pulled." While Blenner was telling the last of the disgraceful story, Mrs. Blenner was putting on her hat and cloak, getting ready to go out and discuss the matter with the neighbors. There are times when delay is dangerous, and Mrs. Blenner was fearful that some other woman would get to the Aid Society and forestall her.

"And if he didn't succeed in borrowing the money," Blenner concluded, "he is working the fine out in jail, and so it will be a long time before we see him again. Too bad! He always seemed to be a nice fellow! But, then, one can never tell!"

So Mrs. Blenner stopped at Widow Chester's on her way down the street and told her that Marklow had been arrested in a gambling house in Chicago, and had gone to jail because he couldn't pay his fine. Blenner had told his wife that some of the fines had been paid by women, and Widow Chester cocked up her ears at that.

So the Widow Chester went out as soon as Mrs. Blenner took herself off and stopped at old maid Swan's and told her that Marklow had been arrested in Chicago for something in connection with a woman and had been sent to jail. She added that Mrs. Marklow would be about crazy over it when she found out.

So old maid Swan put on her hat and ran through the garden to the back door of Betsy Earle's house and told her that Mrs. Marklow had gone crazy because her husband had been arrested in a disorderly house in Chicago and sent to the state prison for a long term of years. She added that when Marklow's creditors heard what was going on they would prob-

ably come up and take the stock, and wondered if Mr. Blenner wouldn't buy and continue the business.

So Betsy Earle flung her apron over her head and went over to Susan Denning's house and told her that Mr. Blenner had bought out Marklow's place because Marklow had been sent to prison for life for having three wives, and that Mrs. Marklow had been taken to the insane asylum as a county charge.

Blenner's lie was growing from a twig into a tree, and when Marklow came home on Sunday evening and opened his store Monday morning people stopped in front and stared at him through the display window and went on. By some chance Mrs. Marklow had not been informed of what was going on, and both Marklow and his wife wondered what was the matter when no one came in to trade, when people they had known all their lives passed them on the street without speaking.

The talk was going on all the time, but gossip now had it that Marklow had been permitted to come home to settle his affairs, and that the man who had come with him and put up at the hotel was an officer sent there to watch him, to see that he did not run away. So Marklow was regarded with curiosity, his wife with open aversion, his children with insults at the school. Monday afternoon two collectors from Chicago came up and seemed much astonished at being paid in full. What annoyed Marklow more than anything else was the way people stopped without speaking and stared at him on the street.

Now, children are, as a rule, little savages, but they fight fair. The boys and girls at the school heard the stories at home and carried them to school. Little Johnny was the first one of the Marklow family to get wind of what was going on.

"Yah, yah!" cried Bert Summerlin as Johnny entered the school yard. "Yah, yah! Johnny Convict! His dad's going to jail for life!"

"Go chase yerself!" Johnny responded, not knowing how serious the matter was.

But Bert did not chase himself. He set out to chase Johnny, and little Johnny turned to and beat him up, also several other boys who took occasion to taunt him when they thought he was in a fair way to get licked. The battle created such a sensation in the playground that the teacher came out and took little Johnny by the neck, receiving numerous kicks on the shins as he bore the young insurgent to his father's store.

"I don't care!" Johnny said, standing in rags and disgrace before his father. "Bert said you was going to prison and called me Johnny Convict!"

It takes only a word to knock down a barrier of silence, and Marklow began to understand. Now he knew why people had not traded with him, why they passed him on the street without speaking and turned back and stared at him. He went to

school and talked with Bert, and Bert took him to his father, and the father took him to another man, and so on down the line until it came to Blenner. Then Marklow explained that he was at the Chicago avenue station to pay the fine of a friend who had been arrested in the raid, and was trying to make the owner of the joint put up when Blenner saw him. He had remained in Chicago to keep the friend from doing something desperate, and had at last brought him home with him.

Having thus explained the situation, he proceeded to polish Blenner off in the style of the prize ring, after which he caused his arrest for criminal slander and saw him sent off to prison for ninety days, with no chance to pay a fine, for the judge believed with Marklow that Blenner was a man more dangerous than a murderer or a thief.

The gossips of the town broke their necks getting to Marklow, almost, to explain that they had said nothing at all, and that what they had said had been told them by others and the affair quieted down. But, to this day, people of Colon shake their heads when Marklow is mentioned.

"There must have been something in it," they say. "Always fire where there is so much smoke. He just bluffed it out."

Which shows that a liar is meaner than a murderer and more dangerous.

Alfred B. Tozer.

Reason For Mail Order Growth.

The explanation of the immediate success and rapid expansion in the mail order business is the very simple one that it filled a well recognized and, at first, a pressing want. In those days the local retailer had too frequently a limited stock and unsatisfactory service. Many a time and oft did the farmer drive or walk long distances to the store for some requirement, only to be disappointed at the end of his journey, and when he learned of an institution which would ship promptly and place in his home any and every requirement from a harvester or grand piano to a paper of pins, guaranteeing satisfaction in every case, he naturally "sat up and took notice." A real or alleged advantage in price was all that was necessary to capture his patronage, and a customer was lost to the local dealer.

Does this explanation contain a suggestion for you, Mr. Retailer? By reverse reasoning, if you and your brother retailer can make the mail order house less of a want and less of a public convenience in your vicinity, you check its progress and benefit your business to just this extent, and this is precisely what thousands of retailers are doing to-day. They realize that the mail order business has come to stay, and that the contest has already resolved itself into one of education, value and service.—Dry Goods Reporter.

Count what you did yesterday as wasted, unless you supplement it today with renewed efforts for a magnificent to-morrow.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and he won't. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you are successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

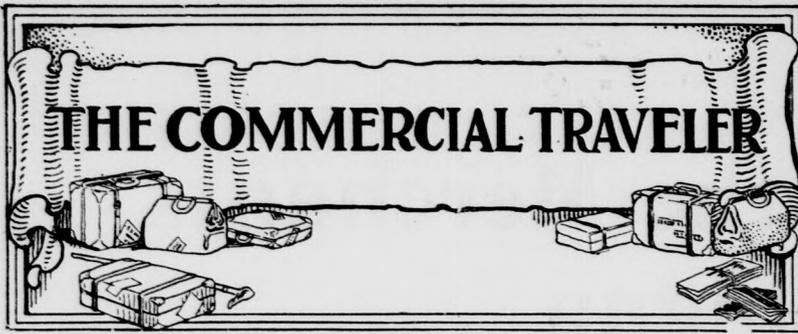
If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.



Knowing Your Customer Helps To Success.

It is human nature to prefer to do business with men we know. Personal acquaintance is a strong factor in holding trade; the retailer who knows the head of a manufacturing concern with which he does business is very much disinclined to make a change—particularly if he feels that the manufacturer takes even a slight personal interest in him. The more prominent the manufacturer the truer this is.

Personal acquaintance with the traveling man does much, of course, to hold trade—if the traveler is of the right sort. But his influence is small indeed compared with the man at the head, or close to the head, of a great business.

It is true that the manufacturer can not go around the country calling on the trade and getting and keeping acquainted. He is too busy a man, and his time is valuable. But how about the retailer who comes to the city, as most of them do? That is the time when the personal touch and the personal interest can be shown.

This is the way one of the most prominent American manufacturers handles this important subject. Every traveling man is required to keep close tab on the business and personal affairs of every man who buys from him. No detail, even of a family nature, is too small to be recorded and reported to the house. All this information is carded and kept up to date. Then, when Albert B. Anderson, of Altoona, turns up he is asked if he wouldn't like to shake hands with the President before he goes. Naturally, he would be delighted.

A few minutes before the introduction his card is taken from the files and placed on the President's desk. When Mr. Anderson is brought in, that important personage grasps him by the hand and asks him how business is in Altoona. That is a little surprising—nobody has mentioned Altoona. Mr. Anderson replies that business is not any too good. "Oh, I don't know," responds the President, "seems to me I remember the boys telling me that you bought a Peerless auto last fall—that does not look much like hard times." Or, "Well, I'm glad that our line seems to be going well with you, anyway. You've bought quite a lot more of us this spring than you did last. How is that boy of yours getting along in the shoe business?"

Now, this manufacturer is a big and busy man—one of the most prominent in the trade. Consequently Mr. Anderson goes out from a three-minute interview with his head in the

air and a smile that won't come off for a week. It will be a pretty hard matter for a competing house to get any of his trade.

No matter where the customer may come from, or whether he be a large buyer or a small one, this system makes it possible for the head of the house to say a few personal words that show a knowledge of, and interest in, his affairs. It takes but a few moments—no longer than the usual interchange of meaningless salutations—and it is far more efficacious than ginners and theater parties in the company of some subordinate.

Such methods as these take time, thought and work. But they differentiate the man who gets to the top from the man who gets part way.

Hard Luck.

We have spoken of this before, but are reminded of it again because we happen to know of one of the best and hardest working men, who seems to be up against it. He has always been a man of great industry and never did waste his substance in drink or gambling. Furthermore, he always seemed to be a man of at least ordinarily good judgment, and yet hard luck hits him at every turn. It does not seem to make any difference what line of business he undertakes he comes out about the same way.

He tried a business in town, worked about sixteen hours a day, and at the end of ten or twelve years quit with no more money than he had at the beginning, if as much. He tried running a ranch and was one of the most industrious men who ever went at the business, but his hard luck stuck to him. His hogs died of cholera and the price of cattle went down after he bought them so that he had to sell them at a loss.

So it has gone all through this man's life. Honest to the core, hard working and sober, he does not get on, while other men not half so good nor a third so industrious make money with little or no exertion and apparently without the exercise of much ability. It is hard to explain this thing of luck, but it seems to exist. There are men who never prosper who ought to prosper by all the rules that are laid down for attaining success in business, but somehow or other they do not attain success. They work hard, live economically, and finally die poor.

Just as a sample of the opposite luck to that above noted, we have known several men who seemed to us to violate about all the rules of business and decency, and yet suc-

ceed in a business way. The richest man who lived in the country in which we were was so ignorant he could barely write his name, and that he learned to do after he was perhaps 50 years of age. I do not know whether he could read or not, but certain it is that it made little difference, because he had no taste for reading. He was a boozier and a fiend for tobacco. We presume that there never was a day during which he did not drink enough liquor to put an ordinary man out of business. He was filthy and unkempt, and it is doubtful if he ever took a bath. His thoughts were coarse and his tastes bestial.

It would have seemed that according to the rules he ought to have made a failure of it in a business way and only been of use as a horrible example. The fact was, however, that he made money at every turn. Whatever he touched just seemed to turn into gold or greenbacks. Of course he was not in the Morgan or Rockefeller class, but he died worth half a million, which was not bad for his time and considering the fact that he started without a penny.

Somehow or other, though, it seemed to us that he never deserved his success. His example was bad, always. He never did a thing that would encourage a young man to be a better citizen, but on the other hand his example and influence were calculated to make men coarse, filthy, brutal. Why should he have succeeded? It must be said, of course, that he possessed a remarkable shrewdness in certain ways. He instinctively knew the value of things that he dealt in. He could sense a bargain with his eyes shut, and his trades turned out well practically without exception.—The Merchant Journal.

Short of Good Men.

The writer received a letter from a merchant the other day in the upper part of New York State wanting a man to fill the position of manager for one of his branch stores. He had nearly seventy-five on his payroll, and out of that seventy-five there was not one eligible to this position. Now, is not that a bad condition of affairs? Who is to blame? Certainly not the owner. Twenty-five per cent. of that seventy-five are to blame. Men get stuck back of a counter and make no effort to get unstuck. These very fellows say, "There is no chance to rise in the grocery business." Why, my dear fellow, the chances are all around you. You do not make yourself fit. That is what is the matter. You work for the wages you get instead of working for double that. You do not learn. You do not observe. You do not assume anything. Work so hard and think so well and get your ambition so roused that you will be spotted for the next good job.

E. W. Sweeney.

Pointer For the Traveler.

There are tricks in all trades, even when it comes to the man "on the road."

"If you want to escape the horrors of small town hotels," said the traveling salesman, "get acquainted with

the village grocer. If you hanker for three square meals a day make a bee line for a grocery store the minute you strike a strange town. Find out who buys the best groceries thereabouts. A good customer from the grocer's point of view means a good table somewhere. Your cue is to interview the good customer and persuade him to give you a room and board while you are in town. That is nearly always an easy matter."—Chicago Tribune.

"No, I don't smoke and I don't drink," said a Boston man the other day. "I'd like to do both, I admit, but I don't want to set that boy of mine a bad example." "That's very right and self-sacrificing of you," we acknowledged, heartily. "How old is your son?" "He's 12," answered the dutiful parent, "and he thinks what I do is all right. So I wouldn't smoke or drink and let him know it for the world. I'm going to send him away to a boarding school this spring."—Boston Traveler.

The Handshake

If you have ever noticed any difference between one handshake and another you'll understand the reason why so many travelers prefer the

Hotel Livingston
Grand Rapids, Mich.

The Breslin

Absolutely Fireproof
Broadway, Corner of 29th Street

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

"CAFE ELYSEE"
NEW YORK

Hotel Cody

Grand Rapids, Mich.
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms. Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00 \$2.50 and \$3.00. American plan. All meals 50c.

A Real Salesman Creates Business.

"But there's no business for us in Fort Wayne now," Hill was saying. "It's sheer waste of time for me to make the town. The Royal people have simply beaten us, that's all. They've had a man there for a month now, and I'm not fond of picking up crumbs—"

Then the sales manager broke in: "Hill," he said, "let me tell you a story—a true story: Saturday afternoon I sat on the front porch out home in Greenwood. It was pretty warm last Saturday, you remember, and most of the folks were taking it easy in the shade.

"Bye and bye I heard the cling-clang of a bell down the street, and a knife grinder, with his machine upon his back, came trudging around the corner. He was bent forward, his eyes were on the ground, and his bell swung with a monotonous, never varying cling-clang, cling-clang from the frame of his grinder. He was working that street for business and the bell was his solicitor.

"Doubtless he said to himself, 'These people know my bell. If they have scissors and knives to grind they will bring them out at its call.' But no one brought scissors and knives—no one stirred from hammock or chair, and I watched him trudge his way down the street until the maples hid his shuffling form and the sultry August air had muffled the cling-clang of his futile bell.

"'Strange,' I was thinking to myself, 'how these relics of other days still ply their ancient trade. Same old grinder, same old bell, same old route through the same old streets. Once in a while some pitying soul gives him a knife to grind and tosses him a dime. Disguised charity.' "Just then another man rounded the corner, following in the other's trail. He was pushing a little machine on two wheels, but he carried no clanging bell. At my gate he stopped and, hat in hand, came up the walk.

"'I beg your pardon,' he said, 'but will you kindly loan me your knife for a moment?'

"I took the knife that I invariably carry from my pocket and held it out to him. He thanked me courteously and went back to his machine. I watched him with growing interest. Setting the little stone whirring with his foot, he held the blade to its singing rim.

"Repeatedly he sensed the edge, then held it again at a slightly shifted angle. He handled that knife as an expert jeweler would a delicate time-piece, and I saw that he had made a science even of this common trade of the curb and the kitchen door. At length, satisfied with his work, he came again to where I sat.

"'You are a good judge of cutlery,' he said, half smilingly. 'That is an excellent piece of steel, but try it now. Possibly you have a pencil in your pocket.'

"I must confess I had no other thought than to follow his suggestion. I took a pencil out and tested the knife. Never have I seen a blade cut with such ease, such keen precision.

Meanwhile my caller stood waiting my verdict. I fear it was more generous than he expected, for I took a bill from my purse and handed it to him.

"'What your fee may be,' I said, 'I do not care. The balance is for the lesson I have learned to-day from a man who is master of his work.'

"'Whether he caught my meaning I do not know, but he thanked me profusely and with a pleasant 'Good afternoon' he picked up the handles of his little machine and started on. I saw him once more borrow a pocketknife, and on the merits of his demonstration half a dozen knives and pairs of scissors were brought to him from the house. All the remainder of that afternoon he was kept busy with the patronage of the homes within that single block.

"Hill, I guess I could stop right there and you'd know why I told you this story; but I'm going to say just this: I do not care and you do not care whether one of our competitors or sixteen of them have beaten us in Fort Wayne. We will take it for granted that everyone of them have been clanging their bells up and down the streets and waiting for business to come to them.

"You leave for Fort Wayne tonight. Forget right now that the Royal people are there, or ever have been there. Just remember this, that with a real salesman it does not make any difference whether he is first on the ground or last, for a real salesman does not expect to find business waiting for him—HE CREATES IT. "That's all, Hill. Good-bye and good luck."—System Magazine.

The Old Town.

When you have traveled miles from home To cities of renown, It matters not where you may roam, Back, somewhere, there's a town That's calling to you, soft and low, And haunts wherever your steps may go.

Beside the rivers of romance Your feet may find their way, By distant shores, perhaps, you chance In eagerness to stray, The old town's, somehow, with you, still, It's calling now and always will.

You take your way by foreign strand, Across the distant seas, In palace great or castle grand, With luxury and ease; On dusty trail, on mountain track— The old town's calling, "Lad, come back."

And all the lands so wondrous strange, Though we tramp up and down, In this wide world we'd never change, For just one little town— Wherever we may take our way— There's one place beckons night and day! —The Haberdasher.

U. C. T. Smoker.

The Grand Rapids Council, No. 131, United Commercial Travelers, is arranging for a big time Saturday evening, April 29. The following invitations are being sent out:

Mr. Traveling Man—You are cordially invited to attend a smoker, given by Grand Rapids Council, No. 131, United Commercial Travelers, at Herald Hall, 184 East Fulton street, Saturday evening, April 29, 1911. Good eats—good vaudeville—good cigars. A big time for everybody. Everything free. Committee.

The town knocker seems to be supremely unconscious of the fact that the town is not responsible for its condition—but that it probably is due to just such citizens as he proves himself to be.

How He Bested Cupid.

"Every time I get a good, brainy girl in my office and begin to depend upon her some fellow comes along with a wooing proposition and marries her," complained a prosperous looking elderly man on the train the other morning.

"Well, you can not put a ban on Cupid, you know," the younger man to whom the speaker was voicing his misfortunes rejoined pleasantly, adding, with no evident desire to soothe the ruffled demeanor of the afflicted one, "I have the best stenographer in the city—sort of secretary, you know; knows the business as well as I do; been with me for ten years." The older man eyed him enviously, then queried, "Cross-eyed, bow-backed or toothless?"

The younger man laughed. "I should say not. Pretty little thing—big blue eyes, brown hair, fair complexion, and—"

"A wonder she has not been kidnaped," the other cut in sarcastically.

The man describing his stenographic marvel ignored the interruption and continued: "Good dresser, and all that, you know, the kind of woman that gives an office prestige. She has a memory that would reach across the ocean, knows the name of every customer by heart, the kind of goods he buys, the way he pays his bills and answers all letters without dictation."

The man at war with Cupid stared curiously at the narrator of such virtues, then asked: "Well, how do you manage it, Adams? Screen her or pay her extra to wear a mask on and off duty?"

"Neither," the prize owner asserted proudly. "On the contrary, I introduce her to every good looking business man who drops into the office."

"Courting disaster, Adams," the elderly man warned.

"May be, but she's still on the job."

"Well, she'll marry one of these days, you see if she does not."

"Oh, no; she is married."

"Huh! helping support some lazy brute, that's why she sticks."

At this juncture the train swerved into the station.

"I'll run in this afternoon and see your double wonder," the elderly man said as he drew up his coat collar preparatory to alighting. "By the way, what's her name—in case you are not there to introduce us according to your usual custom?"

The elderly man was halfway to the door, but the younger man called after him: "Mrs. Adams."

Roselle Dean.

Drudgery of Long Hours.

The system of long hours is pernicious because there is no motive for quick work. Deprived of natural relaxation after office hours, talking and larking is taken in hours.

Dawdling is inevitable when a clerk knows that if she is swift at her task she will only have a new one made for her. And if there is anything abhorrent to one's sense of justice it is having work made to fill in time.

Even the woman who wants to give honest work, who is conscientious in guarding her office hours to her em-

ployer's interest, will unconsciously slow up in her work when that employer shows himself a grasper.

With the mental and nervous inertia comes slower work, often listless and inefficient work that would never have resulted from the spur of shorter hours and healthful relaxation.

There is no greater mistake for an employer to make than to believe he gains by keeping his staff at work for long hours. What small gain there is he more than loses in other ways.

In one office where they had been accustomed to get home at any hour that suited the employer's convenience: there was the usual dawdling and discontent whenever the boss' back was turned. The girls growled, left when they could, and the work generally was slovenly.

Then a young cousin of the boss came into the office to learn the business. She quickly noted the effect of the long hours in listless workers, and at the end of the month determined on a heart to heart talk with her relative.

She told him plainly how short-sighted from his own standpoint was his policy of overwork. She pointed out that important matters often were neglected because the tired girls had not energy to do them right; that the girls who were too conscientious to dawdle were mere drudges.

"Well, Miss New Broom, what's your cure?" asked the man sarcastically. "From your deep business experience what can you suggest?"

"Shorter hours and better work," replied his cousin, with flushed earnest face. "Make the experiment for one month, leaving me to manage details, and see if you do not agree that clerks are handicapped by the strain of unnaturally long hours at trying work."

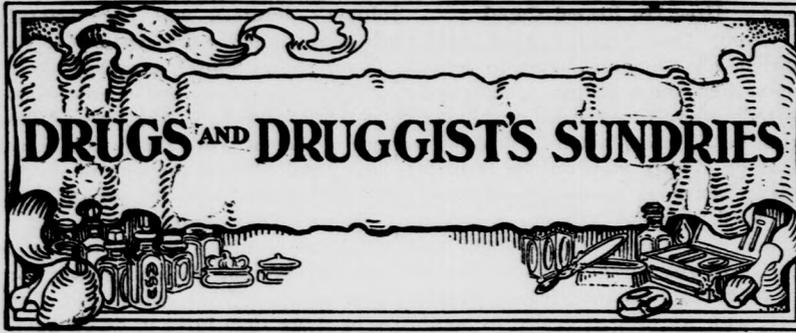
Consent given, the girl put the straight facts before her fellow employees. She told them all depended on themselves whether the new plan was a success. Their employer was willing to give the short hour day a fair trial.

With the inducement of more leisure outside the office, each girl put her best foot forward while at work. There was no more whispering, giggling, dreaming over work and listless endeavor. The office became a beehive and its work not only was done more quickly but far better than in the old days.

Instead of trying to escape from an office or store where long hours prevail, why should not the clerks band together and have a fair and square talk with their employer? Tell him they feel they can do better work in shorter hours and induce him to make the experiment for a week or two.

Friendship between the townspeople and the farming element makes for a contented, happy and prosperous community. Show such a community and it will be demonstrated as on a fair road to Utopia, even although all the outside world should go on strike.

It is well to sympathize with the under dog, but it is not well to allow sympathy to warp your judgment.



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 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
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Grand Rapids Drug Club.
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 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

How To Prevent Deterioration in Drugs.

The Kentucky Agricultural Experiment Station has issued a bulletin giving valuable hints regarding the preservation of crude drugs, syrups and tincture of iodine. In part the bulletin says:

"Most crude drugs when received by the druggist in a modern drug store are very seldom in the form in which they are packed or collected. They have passed through the hands of the drug miller and reach the druggist usually in powdered form, ready for percolation or maceration, or other form in which the drug is to be used. But there are several crude drugs handled by the druggist which have not been ground, such as spices, rhubarb, cardamom, compressed herbs, etc.

"Many crude drugs when gathered contain a large amount of moisture, varying anywhere from 5 to 80 per cent. of the weight. In order to preserve them and to facilitate comminution, they must be dried, and, owing to their porous nature, are very prone to reabsorb moisture and become moldy.

"The practice of keeping crude vegetable drugs in cardboard or paper containers, or in open drawers in drug stores, is not a good practice, as a great many of them depend for their medicinal properties upon the presence of volatile principles, and when so kept rapidly lose a considerable portion of such constituents in the hot dry atmosphere of the average drug store. Ofttimes such drugs, when kept in this manner, are

stored near a stove or radiator during the winter months and subjected to its direct heat.

"Such drugs should be placed, as soon as received, in japanned tin boxes provided with removable labels. Let them be so arranged that odorless drugs will not be kept in close proximity to those possessing strongly odoriferous principles, thus preventing contamination.

"The boxes containing such drugs should be kept in a cool, dry place in the storeroom, and only a sufficient quantity taken from them and kept in the store to supply the immediate trade.

"Some crude drugs are especially liable to attack from insects, and the insect that is apt to attack a particular drug will depend to a large extent on the nature of that drug and the physical characteristics of the insect.

"The insects most injurious to crude drugs are those provided with rather strong jaws. In this class may be cited the mites, many kinds of beetles and some insects that are injurious in the larva stage.

"The mites are very small, oval insects with eight legs, and the mouth is provided with a beak. There are many species of the mite; some being known as sugar mites, cheese mites, etc.

"Cantharides are often attacked by a mite belonging to the genera Glyciphagus. The presence of this pest may be known by the formation of a considerable amount of dust and broken fragments collecting at the bottom of the jar; and by careful examination small whitish objects may be seen moving about in the powder.

"Prof. L. E. Sayre, of the University of Kansas, reports having found a small beetle, *Satodrepa panicea*, feeding on columbo, aconite, mustard, althea, belladonna, pokeroor, ginseng, angelica and other drugs.

"Ergot, belladonna root, musk root, powdered senna, powdered jaborandi leaves, sweet almonds, etc., are attacked by species of the same family (Plinidae).

"Several other drugs are attacked by some form of insects, and large quantities are damaged to such a degree as to prevent their use in pharmaceutical preparations.

"Drugs liable to be infected with such insects should be treated with the vapors of carbon bisulphide, chloroform, etc. Lay them in tight boxes and set within a wad of cotton, or a sponge, saturated with the insecticide. Then close the contain-

ers tightly and allow them to stand for about twenty-four hours, until the vapors have had time to thoroughly penetrate the contents, after which expose the drugs to air until they are free from vapors. Sunlight is also valuable to prevent the growth and destructive action of such insects.

"This is one of the most troublesome classes of preparations that the druggist is afflicted with, because many of the official syrups are seldom called for, and the druggist usually finds that the stock on hand has spoiled by becoming sour, or mold has formed in the bottle, etc., this usually occurring just when a 'hurry up' prescription is received.

"Consequently the making of syrups should receive the druggist's most careful attention, for while attention to details will not always prevent the spoiling of his syrups, yet it will prevent it to a great extent.

"Syrups deteriorate for several reasons, among them being, impure sugar used, inversion of sugar to fermentable sugar, by acids being present in solvent or heating too long; excess sugar used, which subsequently crystallizes out, leaving a weak syrup; insufficient amount of sugar used; contamination with molds, yeast 'germs' and other fermentative bacteria; loss of active ingredients by volatilization by heat or oxidation; discoloration caused by caramelization of sugar acids.

"These changes may be prevented to a large extent by:

"1. Using pure sugar and carefully adjusting the proportion of sugar to solvent.

"2. Filling small bottles completely full with the hot syrup and stoppering tightly and keeping in a cool place.

"3. By use of preservative, as specified in Pharmacopoeia, as in syrup hydriodic acid, etc.

"4. By the use of 'cold process,' which prevents the formation of fermentable sugars.

"5. By preparing only as much syrup as can be used up quickly.

"There is hardly a preparation in the Pharmacopoeia which varies so much as tincture of iodine, which is due to two causes, carelessness in preparing or carelessness in storing and keeping.

"The first cause needs no comment—it speaks for itself; the second cause has certain extenuating circumstances which may relieve the druggist of a certain portion of the responsibility.

"Tincture of iodine, when prepared without potassium iodide, rapidly forms ethyl iodide and hydriodic acid, with corresponding loss of free iodine, which is entirely prevented by the use of the quantity of potassium iodide directed by the U. S. P.

"If exposed, it loses alcohol faster than it does iodine, becoming rapidly stronger, sometimes reaching a concentration of 200 per cent., or more, of the U. S. P. strength.

"It should be kept in tightly stoppered bottles, in a cool place, and never be dispensed with cork stoppers, as iodine rapidly attacks cork."

Money in Ice Cream Cones.

Profits in the making of ice cream cones are large. The cones sell everywhere and increase ice cream sales. Many people prefer ice cream in a cone to having it in a dish. Boys and girls, especially, demand cream served in cones. The cone is great at picnics, for the Fourth of July, circus day and all public demonstrations. The baker can easily manufacture the cones for his own trade, or for the trade in his own town instead of depending on outside supplies. There are two kinds of cones, the "cast" and the "folded." The latter is the kind that was first brought out and can be made with the least outlay for equipment if the baker desires to experiment. All that is needed is a waffle iron of special make. The cones are made of special egg batter, and are cooked just as are waffles. In the cities gas is the ideal fuel, but a gasoline burner is almost as good. As the waffle comes from the iron it is still soft, and is deftly twisted into cone form and quickly hardens. A little practice will make any bright boy or girl a skillful operator. The home made cone, beside yielding a good profit, can be guaranteed as to quality, and to have it known that they are home made should help in their sale. When the home industry has become a demonstrated success then special machinery for the production of the "cast" cones can be put in. This is a neater looking article, as it is seamless and will not leak, but the old fashioned hand formed cone will do as an experiment.

Some Soda Suggestions.

Be courteous under all circumstances. Nothing that you can do will show so good returns for so small an investment.

Give prompt service. Indifferent attention is bound to lose trade.

Always serve a customer what he wants, not what you think he ought to have. A drink changed to suit a customer is not wasted.

Create satisfaction at any cost. A dissatisfied patron not only quits trading with you but he tells others about it.

Maintain cleanliness in every detail about your fountain. This applies to counters, holders, glasses, spoons and clothing alike. One is quite apt to judge the entire store by the looks of the soda fountain.

After all else has been said, there still remains the most important trade-getter of them all: Use the best fruits and syrups you can get.

The Drug Market.

Opium—Is very firm and advancing.

Burgundy Pitch—Continues to advance.

Tonka Beans—Have advanced 25c a pound.

Oil Lemon—Is higher.

Short Buchu Leaves—Have advanced.

Celery Seed—Has declined.

Fennel Seed—Is lower.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrupus.

Table listing various drugs and their prices, including categories like Lycopodium, Macis, Magnesia, Mentha, Morphia, Myristica, Nux Vomica, Opium, and Potassium.



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 superior, get a good profit and are easy to sell.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

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Axle Grease	1
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
Candles	1
Canned Goods	1-2
Carbon Oils	2
Catsup	2
Cereals	2
Cheese	2
Chewing Gum	2
Chicory	2
Chocolate	2
Clothes Lines	2
Cocoa	2
Cocoa Shells	2
Coffee	2
Confections	2
Crackers	2
Cream Tartar	2
Dried Fruits	2
Farinaceous Goods	2
Feed	2
Fish and Oysters	2
Fishing Tackle	2
Flavoring Extracts	2
Flour	2
Fresh Meats	2
Gelatine	2
Grain Bags	2
Grains	2
Herbs	2
Hides and Pelts	2
Jelly	2
Licorice	2
Matches	2
Meat Extracts	2
Mince Meats	2
Molasses	2
Mustard	2
Nuts	2
Olives	2
Pipes	2
Pickles	2
Playing Cards	2
Potash	2
Provisions	2
Rice	2
Salad Dressing	2
Saleratus	2
Salt Soda	2
Salt	2
Salt Fish	2
Seeds	2
Shoe Blacking	2
Snuff	2
Soap	2
Soda	2
Soda	2
Soda	2
Spices	2
Starch	2
Syrups	2
Tea	2
Tobacco	2
Tooth Picks	2
Twine	2
Vinegar	2
Wicking	2
Woodenware	2
Wrapping Paper	2
Yeast Cake	2

1	
ARCTIC AMMONIA	
12 oz. ovals 2 doz. box	75
AXLE GREASE	
Frazer's	
1lb. wood boxes, 4 doz.	3 00
1lb. tin boxes, 3 doz.	2 35
3 1/2 lb. tin boxes, 2 doz.	4 25
10lb. pails, per doz.	6 00
15lb. pails, per doz.	7 20
25lb. pails, per doz.	12 00
BAKED BEANS	
11b. can, per doz.	90
21b. can, per doz.	1 40
31b. can, per doz.	1 80
BATH BRICK	
English	95
BLUING	
Sawyer's Pepper Box	
Per Gross	
No. 3, 3 doz. wood bxs	4 00
No. 5, 3 doz. wood bxs	7 00
Sawyer Crystal Bag	
Blue	4 00
BROOMS	
No. 1 Carpet 4 sew	4 00
No. 2 Carpet 4 sew	3 75
No. 3 Carpet 3 sew	3 50
No. 4 Carpet 3 sew	3 25
Parlor Gem	4 50
Common Whisk	1 10
Fancy Whisk	1 35
Warehouse	4 50
BRUSHES	
Scrub	
Solid Back, 8 in.	75
Solid Back, 11 in.	95
Pointed Ends	85
Stove	
No. 2	1 25
No. 3	1 25
No. 1	1 75
Shoe	
No. 8	1 00
No. 7	1 30
No. 4	1 70
No. 3	1 90
BUTTER COLOR	
Dandelion, 25c size	2 00
CANDLES	
Paraffine, 6s	8
Paraffine, 12s	8 1/2
Wicking	20
CANNED GOODS	
Apples	
3lb. Standards	@ 1 00
Gallon	3 20 @ 3 50
Blackberries	
2 lb.	1 50 @ 1 90
Standards gallons	@ 5 00
Beans	
Baked	85 @ 1 30
Red Kidney	85 @ 95
String	70 @ 1 15
Wax	75 @ 1 25
Blueberries	
Standard	1 30
Gallon	6 50
Clams	
Little Neck, 1lb. 1 00	@ 1 25
Little Neck, 2lb.	@ 1 50
Clam Bouillon	
Burnham's 1/2 pt.	2 25
Burnham's pts.	3 75
Burnham's qts.	7 50
Cherries	
Red Standards	1 60
White	1 60
Corn	
Fair	90 @ 1 00
Good	1 00 @ 1 10
Fancy	@ 1 45
French Peas	
Monbadon (Natural)	per doz.
Gooseberries	2 45
No. 10	6 00
Hominy	
Standard	85
Lobster	
1/2 lb.	2 40
1 lb.	4 25
Picnic Tails	2 75
Mackerel	
Mustard, 1lb.	1 80
Mustard, 2lb.	2 80
Soused, 1 1/2 lb.	1 80
Soused, 2lb.	2 75
Tomato, 1lb.	1 50
Tomato, 2lb.	2 80
Mushrooms	
Hotels	@ 17
Buttons, 1/2s	@ 14
Buttons, 1s	@ 23
Oysters	
Cove, 1lb.	85 @ 90
Cove, 2lb.	1 65 @ 1 75

2	
Plums	
Plums	1 00 @ 2 50
Peas	
Marrowfat	95 @ 1 25
Early June	95 @ 1 25
Early June sifted	1 15 @ 1 80
Peaches	
Pie	90 @ 1 25
No. 10 size can pie	@ 3 00
Pineapple	
Grated	85 @ 2 50
Sliced	95 @ 2 40
Pumpkin	
Fair	85
Good	90
Fancy	90
Gallon	1 00
Raspberries	
Standard	@
Salmon	
Col'a River, talls	2 25
Col'a River, flats	2 40
Red Alaska	1 75 @ 1 85
Pink Alaska	1 30 @ 1 40
Sardines	
Domestic, 1/4s	3 75
Domestic, 1/2 Mus.	3 50
Domestic, 3/4 Mus.	@ 7
French, 1/4s	7 @ 14
French, 1/2s	18 @ 23
Shrimps	
Standard	90 @ 1 40
Succotash	
Fair	85
Good	1 00
Fancy	1 25 @ 1 40
Strawberries	
Standard	@
Fancy	@
Tomatoes	
Good	1 05 @ 1 15
Fair	95 @ 1 00
Fancy	@ 1 40
No. 10	@ 3 25
CARBON OILS	
Barrels	
Perfection	@ 9
D. S. Gasoline	@ 13
Gas Machine	@ 20
Deodor'd Nap'a	@ 12
Cylinder	29 @ 34 1/2
Engine	16 @ 22
Black, winter	8 1/4 @ 10
CEREALS	
Breakfast Foods	
Bear Food Pettijohns	1 90
Cream of Wheat 36 2lb	4 50
Egg-O-See, 36 pkgs.	2 85
Post Toasties T No. 2	24 pkgs.
24 pkgs.	2 80
Post Toasties T No. 3	36 pkgs.
36 pkgs.	2 80
Apetiao Biscuit, 24 pk	3 00
18 pkgs.	1 95
Grape Nuts, 2 doz.	2 70
Malta Vita, 36 1lb.	2 85
Mapl-Flake, 24 1lb.	2 70
Pillsbury's Vitos, 3 dz.	4 25
Ralston Health Food	36 2lb.
36 2lb.	4 50
Saxon Wheat Food, 24	pkgs.
24 pkgs.	3 00
Shred Wheat Biscuit,	36 pkgs.
36 pkgs.	3 60
Kellogg's Toasted Corn	Flakes, 36 pkgs in cs
2 80	
Vigor, 36 pkgs.	2 75
Voigt Cream Flakes	2 80
Rolled Oats	
Roll'd Avena, bbls.	4 25
Stell Cut, 100 lb. sks	2 10
Monarch bbl.	3 90
Monarch, 90 lb. sacks	1 80
Quaker, 18 Regular	1 38
Quaker, 20 Family	3 90
Cracked Wheat	
Bulk	3 1/2
24 2lb. pkgs.	2 50
CATSUP	
Columbia, 25 pts.	4 15
Snider's pints	2 35
Snider's 1/2 pints	1 35
CHEESE	
Acme	@ 13
Bloomdale	@ 13
Carson City	@ 14
Warner	@ 14
Riverside	@ 14
Hopkins	@ 13 1/2
Leiden	@ 15
Limburger	@ 16
Pineapple	40 @ 60
Sap Sago	@ 20
Swiss, domestic	@ 13
CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55

3		
Largest Gum Made		55
Sen Sen		55
Sen Sen Breath Perf		1 00
Yucatan		55
Spearmint		55
CHOCOLATE		
Walter Baker & Co.'s		
German's Sweet		22
Premium		31
Caracas		31
Walter M. Lowney Co.		
Premium, 1/4s		30
Premium, 1/2s		30
CIDER, SWEET		
"Morgan's"		
Regular barrel 50 gal		10 00
Trade barrel 28 gals		5 50
1/2 Trade barrel, 14 gal		3 50
Boiled, per gal.		50
Hard, per gal.		25
COCOA		
Baker's		37
Cleveland		41
Colonial, 1/4s		35
Colonial, 1/2s		33
Epps		33
Huyler		45
Lowney, 1/4s		36
Lowney, 1/2s		36
Lowney, 1s		40
Van Houten, 1/4s		40
Van Houten, 1/2s		20
Van Houten, 1s		33
Webb		72
Wilber, 1/4s		33
Wilber, 1/2s		32
COCOANUT		
Dunham's per lb.		
1/4s, 5lb. case		29
1/4s, 5lb. case		28
1/4s, 15lb. case		27
1/4s, 15lb. case		26
1s, 15lb. case		25
1/4s & 1/2s, 15lb. case		26 1/2
Scalloped Gems		10
1/4s & 1/2s, pails		14 1/2
Bulk, pails		13
Bulk, barrels		12
COFFEES, ROASTED		
Rio		
Common		16 1/2
Fair		16 1/2
Choice		17
Fancy		18
Peaberry		19
Santos		
Common		17
Fair		18
Choice		18
Fancy		19
Peaberry		19
Maracalibo		
Fair		19
Choice		20
Mexican		
Choice		19
Fancy		21
Guatemala		
Fair		20
Fancy		22
Java		
Private Growth		24 @ 29
Mandling		30 @ 34
Aukola		29 @ 31
Mocha		
Short Bean		24 @ 26
Long Bean		23 @ 24
H. L. O. G.		25 @ 27
Bogota		
Fair		20
Fancy		22
Exchange Market, Steady		
Spot Market, Steady		
New York Basis		
Arbuckle		20 50
Lion		20 50
McLaughlin's XXXX		
McLaughlin's XXXX sold		
to retailers only. Mail all		
orders direct to W. F.		
McLaughlin & Co., Chicag-		
go.		
Extract		
Holland, 1/2 gro boxes		95
Felix, 1/2 gross		1 15
Hummel's foil, 1/2 gro.		85
Hummel's tin, 1/2 gro.		1 43
CRACKERS		
National Biscuit Company		
Brand		
Butter		
N. B. C. Sq. bbl. 6 1/2 bx		6
Seymour, Rd. bbl. 6 1/2 bx		6
Soda		
N. B. C., boxes		6
Select		8 1/2
Saratoga Flakes		13
Zephyrette		13
Oyster		
N. B. C. Rd. bbl. 6 1/2 bx		6
Gem, bbl. 6 1/2 boxes		6
Faust		8
Sweet Goods		
Animals		10
Apricot Gems		12
Atlantic		12
Atlantic, Assorted		12
Avena Fruit Cake		12
Brittle		11
Bumble Bee		10
Cadets		9
Cartwheels Assorted		9
Chocolate Drops		16
Choc. Honey Fingers		16
Chocolate Tokens		2 50
Circle Fruit Cookies		12
Currant Fruit Biscuits		12
Cracknels		16
Cocoanut Brittle Cake		12
Cocoanut Sugar Cake		11
Cocoanut Taffy Bar		12
Cocoanut Bar		10

4		
Cocoanut Drops		12
Cocoanut Macaroons		18
Cocoanut Hon. Fingers		12
Cocoanut Hon. Jumb's		12
Coffee Cake		11
Coffee Cake, iced		10
Crumpets		10
Dinner Biscuit		25
Dixie Sugar Cookies		9
Family Cookie		9
Fig Cake Assorted		12
Fig Newtons		12
Florabel Cake		12 1/2
Fluted Cocoanut Bar		10
Frosted Creams		8
Frosted Ginger Cookie		8
Fruit Lunch iced		10
Ginger Gems		8
Ginger Gems, iced		9
Graham Crackers		8
Ginger Snaps Family		8
Ginger Snaps N. B. C.		7 1/2
Ginger Snaps N. B. C.		8
Square		8
Hippodrome Bar		12
Honey Cake, N. B. C.		12
Honey Fingers As. Ice		12
Honey Jumbles, iced		12
Honey Flake		12 1/2
Household Cookies		8
Household Cookies Iced		9
Imperial		9
Jersey Lunch		8
Jubilee Mixed		10
Kream Klips		25
Laddie		9
Lemon Gems		10
Lemon Biscuit Square		8
Lemon Wafer		16
Lemona		9
Mary Ann		9
Marshmallow Walnuts		16
Molasses Cakes		8
Molasses Cakes, Iced		9
Molasses Fruit Cookies		11
Iced		11
Molasses Sandwich		12
Mottled Square		10
Oatmeal Crackers		8
Orange Gems		9
Orbit Cake		14
Penny Assorted		9
Peanut Gems		9
Pretzels, Hand Md.		9
Pretzettes, Hand Md		9
Pretzettes, Mac. Md.		8
Raisin Cookies		10
Raisin Gems		11
Revere, Assorted		14
Rittenhouse Fruit		10
Biscuit		10
Rube		9
Scalloped Gems		10
Scotch Cookies		10
Spiced Currant Cake		10
Sugar Fingers		12
Sultana Fruit Biscuit		16
Spiced Ginger Cake		9
Spiced Ginger Cake Iced		10
Sugar Cakes		9
Sugar Squares, large		9
or small		9
Sunnyside Jumbles		10
Superba		8
Sponge Lady Fingers		25
Sugar Crimp		9
Vanilla Wafers		16
Waverly		10
In-er Seal Goods		
per doz.		
Albert Biscuit		1 00
Animals		1 00
Arrowroot Biscuit		1 00
Baronet Biscuit		1 00
Bremmer's Butter		1 00
Wafers		1 00
Cameo Biscuit		1 50
Cheese Sandwich		1 00
Chocolate Drp Centers		16
Chocolate Wafers		1 00

Special Price Current

AXLE GREASE



Mica, tin boxes .75 2 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

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

CIGARS

Johnson Cigar Co.'s Brand



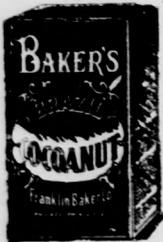
S. C. W. 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand

Ben Hur

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

COCOANUT

Baker's Brazil Shredded



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

CLOTHES LINES

Sisal

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

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

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

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

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

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



White House, 11b.
White House, 21b.
Excelsior, Blend, 11b.
Excelsior, Blend, 21b.
Tip Top, Blend, 11b.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

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

FISHING TACKLE

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

Cotton Lines

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

Linen Lines

Small 20
Medium 26
Large 34

Poles

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

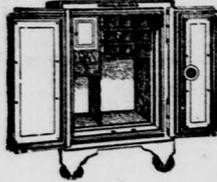


Small size, doz. 40
Large size, doz. 75

GELATINE

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

SAFES



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

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size. .6 50
50 cakes, large size. .3 25
100 cakes, small size. .3 55
50 cakes, small size. .1 95

Tradesman Co.'s Brand



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

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

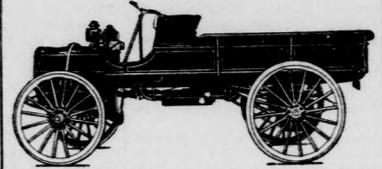
New York

Chicago St. Louis

Minneapolis

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 catalogue of the Chase Complete Line to

Adams & Hart

Western Mich. Agents
Grand Rapids, Michigan

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company

Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head
 subject to our terms and conditions.

BUSINESS CHANCES.

Wanted—To rent store building in live town for general stock. Address No. 353, care Tradesman. 353

For Sale—\$4,000 dry goods and shoe stock. Kalamazoo, suburbs. Will trade. Address merchant, care Tradesman. 352

For Sale—A first-class grocery and meat market, doing good business, \$17,500 last year, invoices \$3,000. Town of 1,500 inhabitants. A bargain for someone. Will sell at invoice price. Reason for selling, going west. Address No. 351, care Michigan Tradesman. 351

For Sale or Exchange—Old-established dry goods store in fine little city Central Illinois. Must be sold at once account owner's health. Address No. 349, care Tradesman. 349

Sacrifice! Two desirable houses in south part of city. One strictly modern. Many advantageous features. Investigate. G. H. Kirtland, 831 Kirtland Ave., Citizens 32225. 348

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—Restaurant and rooming business, paying from one to three hundred dollars per month above expenses, fine location, up-to-date furniture and fixtures. On account of poor health will sell cheap. Price \$1,800. Address Adin P. McBride, Durand, Mich. 347

For Sale Cheap—Two store buildings. Good living rooms above. Will sell one as low as \$600. Enquire Joseph Lane, Fennville, Mich. 346

For Sale—Beautiful National Cash Register, in first-class condition, at great sacrifice. Terms easy, monthly payments. If interested write Lock Box 89, Lake Odessa, Mich. 345

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

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

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.

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

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

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

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

I want to buy, for cash, a stock of general merchandise, clothing or shoes. Address Box 115, Bardolph, McDonough Co., Ill. 311

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 75c on the dollar if taken by April 19. Exclusive of spring goods. Stock will invoice about \$19,000; fixtures about \$1,000. Geo. W. Smith, Jefferson, Iowa. 308

For Sale—At a bargain, one Brecht butchers' refrigerator, 8x12x11 ft. Also one Stevens 16x3x19 1/2 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

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

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

For Sale—One 300 account McCaskey register cheap. Address A. E., 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. 344

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

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

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,500 if sold quick. Address W. C. P., care Tradesman. 144

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. 291, care Tradesman. 291

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. 344

Sales Opened—W. L. Stevens, wife expert and locksmith. 61 Ottawa street, Grand Rapids, Mich. 300

HELP WANTED.

Wanted—Experienced dry goods road salesman. Address No. 354, care Michigan Tradesman. 350

Wanted—Men to run soda fountain. Address F. W. Richter, Niles, Mich. 346

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 327

Local Representative Wanted—Splendid income secured 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 selling or traveling. This is an exceptional opportunity for a man in poor section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. S. Marden, Pres. The National Co-operative Real Estate Company, 1, 271 Marden Bldg., Washington, D. C. 305

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

THE COURTEOUS CLERK.

How He Enforced Politeness With an Ax Handle.

Written for the Tradesman.

People have grown so rude to each other that the Legislature of a Western State is considering a bill which makes lack of politeness in a person waiting on the public a misdemeanor. It is not proposed, in this bill, to look up the people who are impudent to those serving the public. If a man, or a woman, or a child, has a dollar to spend, he, she, or it, may still go the limit in impertinence to a car conductor, a ticket agent, a theater usher, or a clerk in a store.

There are lots of articles printed about clerks being gentle and kind when dealing with the over-worked public. One may read stories about clerks who became great merchants by always saying "thank you" and by smiling away the insults of those who came to buy. One may also read stories about customers being subdued by the keep-off-the-grass air and dignified deportment of salesmen.

On the whole, the consensus of public opinion seems to be that those who wait on the dear people ought to be glad they are alive. It also appears to be generally admitted that a clerk ought to make a floor-mat of himself if a rowdy has a dollar to spend. This is not to teach disobedience to the boss' orders, but it is merely to suggest that clerks are men and women with feelings of their own, if they are obliged to earn the money they spend.

Sometimes a clerk shows up who is superior to the insults of patrons, sometimes one launches himself into history as a person who puts on his fighting clothes when he gets up in the morning and keeps them on all day. This person last named sometimes wins over the public by showing that he is not to be insulted with impunity, but sometimes he just loses his job because the customer he took in hand is an intimate friend of the boss, or a nephew, or something of a man who is a good buyer.

That all salesmen, all who serve the public, should be civil and obliging goes without saying, still, there is a limit to human endurance. When a customer enters a store with anger in his heart because of a fancied slight to a sister and turns the offending clerk heels up and gives him a spanking, it would appear that the time for the worm to turn has arrived.

This was done in one of the United Stores Company's places of business out in the little town of Conrad, which is not the name of the town at all. That store at Conrad was a troublesome proposition to the manager of the United Stores Company. He had taken it over because it was either that or nothing, and the place had never paid expenses.

Conrad was a little bit of a town out on the edge of the swamp, and the people who came to the store to trade were of the rough-and-ready

sort. Half a dozen managers had been sent to that store, but all had quit in disgust. The boys out there had a cheerful way of strolling into the store about closing time and sitting there until morning, talking to the clerk in relays, so all would get a little sleep, while the clerk got none at all.

When Hamilton returned from a two weeks' experience there he brought a black eye and a sprained arm with him. He had attempted to put the loafers out of the store and had been attacked by the whole gang.

"You may as well close the store out there," he said to the manager. "The sales are small and the population is restive and muscular. I had half a dozen scraps with the big loafers, and any man who goes there will be insulted and beaten up. There is only one peace officer there, a constable, and he stands in with the push. If you take my advice, you'll close the place and move the stock over to Hillman, where there is a decent population and a small police force. Anyway, if you don't close the store, send a couple of machine guns with the new manager."

The manager did not accept this advice. He wouldn't admit defeat. After Hamilton left his office the Manager sent for Grady. Now, Grady was a clerk who had never made good. He had been shifted from one department to another until he had served in every one of them, and inefficiently in all. He was a red-headed, freckled-faced lad of 21. He had emigrated to the West from Rivington street, New York.

The Manager knew that Grady was from Rivington street, New York, and that is why he sent for him. Down on Rivington street, New York, the young boys live on the open-air idea, sleeping on fire-escape balconies, roofs, drays and push-carts wrested from fruit-sellers. Rivington street lies east of the Bowery, in the district of the world which is most densely populated, bar none, and is a place where boys fight for what they get. Hence the Manager sent for Grady.

"Grady," he said to the young clerk, "you've been here a long time and haven't made good."

"Yes, sir," said Grady.

"You don't seem to have the right sort of ability. You lack tact and talent for details."

"Yes, sir," said Grady.

"I rather like you, Grady," continued the Manager, "and I'm going to give you one more chance."

"Yes, sir," said Grady.

"I've been thinking to-day," the Manager continued, "that I may have been keeping you in the wrong groove. You don't do well as a subordinate, and so I'm going to put you in charge of a store."

"Yes, sir," said Grady.

"It is the store up at Conrad," continued the Manager, "and you will have plenty of time up there to study up on commercial economy. Conrad is a small, quiet place, with a mixed

population, a population which you must get in touch with at once."

"Yes, sir," said Grady.

So, without any further instructions, Grady was sent up to Conrad to get in touch with the population. The Manager sat pretty close to his desk for a couple of days, watching for telegrams from the seat of war. At last one came.

"Send a man up to sign my bonds," the wire read. "I'm arrested for murder."

The Manager thought of the boy with his educated left and his Rivington street training and was almost sorry he had sent him up there. When he got to Conrad he found the store open and doing business, with a constable sitting out in front on a box with the muzzle of a gun pointing at Grady, who was waiting on a rather pretty girl in a blue cotton gown.

"What's coming off here?" demanded the Manager of the officer.

"I've arrested Grady," replied the constable.

"Why don't you put him in jail, then?" asked the Manager.

"He won't go," said the constable. "I've offered him every inducement, but he just will not go."

"Why don't you take him, then?" asked the other.

"He's got two forty-fives under the waistband of his pants," replied the officer.

"What did he do?" demanded the Manager, holding on to himself for fear that a laugh might annoy the constable.

"He put Bud Beers out in one round," was the reply. "When the other boys came at him he swiped them with an ax-handle. They're all in bed."

"Well, I'm going in to see him," said the Manager, who had not revealed his identity to the constable.

"Be careful," said the constable, "if he takes a dislike to you he'll give you a smash that will land you on the roof of that store across the street. That feller's been living off fights ever since he got here."

The Manager went inside and sat down at a desk. Presently a justice of the peace came in with a book under his arm and opened court. Grady winked at the Manager and took the justice by the neck and threw him out of the store. The constable looked on and caught all the words the justice did not dare shower on Grady.

"Now," Grady said to the Manager, "if you'll go out there and sign my bond I'll be a little less hampered in my business. I told the constable that if he wasn't away from there in half an hour I'd mix him up with the scenery, and it is most time for me to begin operations."

The Manager signed the bond and proceeded to find out about the chances for life of the men Grady had coaxed into good conduct with an ax-handle. He found that Grady had acted only in self defense, and managed to have the complaints dismissed. When he told Grady what he had done the clerk frowned.

"Now," he said, "there won't be anything doing here."

"Except business," said the Manager.

"Yes, sir," said Grady, "but how am I to find amusement in this nice, quiet little place—as you described it to me?"

"I'm going to send you to a large city," said the manager, "and promote you. This store will be closed, and you will be Assistant Manager in the new place."

"Suppose," said Grady, with a longing look in his eyes, "suppose you let me run this store a month longer? The boys will be out by that time and what I'll do to them might make me Manager, if what I have already done pushes me up to Assistant. Besides, I'd like another crack at Bud Beers."

But, then, of course, a clerk can not always use an ax-handle and be promoted for his dexterity with it, but there are many who would like to on occasion. I tell this only to show the other side to this courtesy proposition. Alfred B. Tozer.

Baker Must Advertise.

It is policy for the baker to promote the demand for high-class novelties as much as possible. With a little effort he can lead his customers along to buy better food year by year. This is especially true in the smaller cities and towns, where it needs a certain amount of educational work to elevate the standard of taste to the point when people will ask for something besides pie and cookies. But tact, perseverance and setting before the people, in the show window and in the salesroom, samples of baking that are better or different from what they have been accustomed to buy, will surely lead to the sale of the more profitable lines. Above all things the baker must advertise. Not always in the newspapers, but by personal effort, by circulars, by letters, by artistic display in the windows of the lines offered. Newspaper advertisements are effective because they reach more people at once than any other way the baker has of talking to them. The baker need not necessarily say much; but what is said must be to the point.

"What has become of that simplified spelling movement?" "It was held up by the fact that dialect writers could not get into the habit of leaving out the apostrophes for omitted letters."—Washington Star.

"It took that racing automobile twenty minutes to pass this house." "Impossible." "Fact. I could hear it ten minutes before it got here and I could smell it ten minutes after it passed."—Toledo Blade.

BUSINESS CHANCES.

For Sale—The hardware stock formerly belonging to the Post Hardware Company. Stock is now in first-class merchantable shape and in one of the choice locations of the city. Will sell either with or without lease of store. Address The Edwards & Chamberlin Hardware Co., Kalamazoo, Michigan. 355

Kodak films developed, 10c per roll any size. Prompt attention given mail orders. Prints 2¼X3¼ to 3¼X4¼, 3c; 4X5 to 3¼X5½, 4c. J. M. Manning, 1062 Third Ave., New York City. 354

Outlast Shingles Slag or Tin

THERE is no question but that Reynolds Flexible Asphalt Slate is the most durable and satisfactory roofing material known today. It is practically indestructible. These slates are 8x13 inches in size, lay 4 inches to the weather, and because of their slightly flexible nature, are never broken by frost and ice.

Reynolds Flexible Asphalt Slate

are made of asphalt (no coal tar) felt and crushed granite. Cost about one-half the price of quarry slate laid, and last much longer. Never need painting. Do not hold snow. Cannot stain rain water and are fire and lightning proof.

Reynolds Flexible Asphalt Slate makes a fine looking roof—fully up to quarry slate in appearance. We back them with a ten year guarantee, but know from years of experience that they will last many times that length of time. Write for free booklet on slate.

We also manufacture Asphalt Granite roofing in rolls.

H. M. Reynolds Roofing Co.

172 Oakland Ave.
Grand Rapids, Mich.

Established 1868

THE biscuit form of **Shredded Wheat**, combined with its fine flavor and *nutritiousness* made it an instantaneous success. Our advertising has been unique—besides magazines, newspapers, car cards, sampling and demonstration,

We've Used Niagara Falls to Advertise

*Shredded
Wheat*

Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about **Shredded Wheat**, and as a result **Shredded Wheat** is *better known* and therefore *easier to sell* than any other cereal food. Take advantage of this and keep

Shredded Wheat prominently displayed—you'll have lots of sales, and every sale means good profit to you. **Shredded Wheat** pays.

The
Shredded Wheat Company
Niagara Falls, N. Y.



**WORDS OF
The Wise Merchants**

price-cutter at a *lower* price than to the average buyer, is

**"Won its FAVOR
through its FLAVOR"**

Kellogg's



Getting in the "Cheap Class"

B. H. ALBEE

In the "Grocer's Record"

"Shun price-cutting as you would the plague. Let your customers understand that everybody is always treated just the same in your place; that you are selling a good grade of goods for a fair price, which yields you a reasonable profit. No man or woman wants you to do business for nothing. They don't themselves. But if you are foolish enough to offer them something lower than they can obtain the same thing elsewhere, then you have established the fact that you are more or less cheap."

Mr. Grocer, the *only* flaked food sold in America which does *not* go to the

The Ideal Clothing Company's WABASH STRIPE

Uniform Overall Suits are deserving of publicity. We have therefore decided to advertise them to the wearer in a manner befitting their worth—**HONESTLY** and **EARNESTLY**—with the conviction that springs from knowing that they are all that we represent them to be.

We reproduce on this page a very attractive card which we have had printed for the

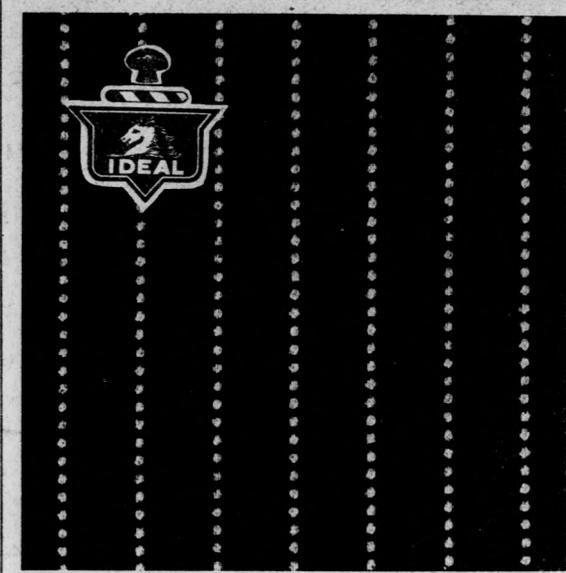


For Sale by

express
purpose
of ad-
vertis-
ing di-
rect to
the

consumer. These cards, with name and address printed on same, will be furnished to any merchant placing an order for **WABASH STRIPE** suits.

For an order of five dozen or more of these garments we will also run a six inch advertisement in your local paper for a period of five weeks, and in this manner create a demand that cannot help growing as these goods become known.



Fac-simile of Stifel's Celebrated **Wabash Stripe** Pure Indigo Drill, which is unsurpassed in wearing quality, permanency of color and pattern and warranted not to break in the print.

No. 176 Men's Apron Overall, full pantaloen cut, extra wide legs, deep crotch and seat, long waist with two button opening on side. Has two front swing pockets made of 2.50 weight Pepperell drill, combination watch and pencil pocket on bib, one rule and two hip pockets, Silesia lined fly. Trimmed with high grade gold gilt buttons and double stitched throughout with extra heavy thread. Has a detachable suspender made of extra heavy 2-inch web with a calf leather back piece and heavy chrome leather tab.

No. 276 Overall Coat, is made just like custom made coats, having side, back and shoulder seams, round corners in front and a shapely collar. Cut very full in size and is of extra length. Has two large side pockets and combination safety watch and pencil pocket. Double stitched throughout with heavy black thread, all seams flat felled, detachable gold gilt buttons.

Try a Suit of our **Wabash Stripe** and we will guarantee you perfect satisfaction. Price \$1.00 per garment.

The Ideal Clothing Company

Samples sent prepaid

The Ideal Clothing Co.

Grand Rapids, Mich.