

# NOTIONS

Thirty-four years ago in a little store in Boston we started as a notion house pure and simple.

And from that day to this, though we have branched from one to fifty-five departments, from that first store to five great distributing plants, notions has been our favorite child.

Notions are the quick-selling little things which do not fall readily into any regular department.

For this reason many merchants have treated their notion line as sort of a step-child—a necessary evil.

When in reality, besides selling five times as fast, there is more profit in notions than in most things that take five times their space and five times their investment.

For absolutely everything in notions that sell, for perfect assurance as to right values, for the "new things" while they are new, turn to our current catalogue.

The book for May is just out. Its theme is NOTIONS. Have you a copy? Write or wire for No. F. F. 879.

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## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

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

# In About Four Hours

And with very little trouble you have  
light, wholesome bread by using

# Fleischmann's Yeast

Have your customers write for one  
of our recipe books

**The Fleischmann Co.** 427 Plum St.  
Cincinnati, Ohio

# The Walter Kitchen Cabinet



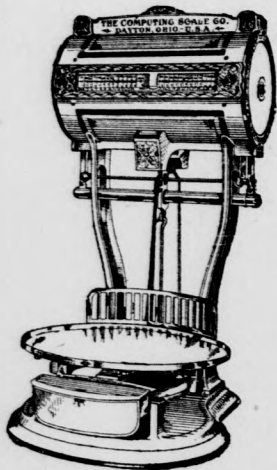
Has ALL the features of all  
the others and *then some*.

See our patented device for  
lowering flour bin.

We want the best dealer in  
each town to secure the ex-  
clusive agency for our cabi-  
net. Write *today* for catalog  
and contract.

Territory is being assigned and you may  
be too late.

**Walter Cabinet Co.**  
Wayland, Mich.



# Built on Proven Principles

**T**WENTY YEARS ago a new industry  
was established by **The Computing  
Scale Co., of Dayton, Ohio.** They were  
the **founders and pioneers** in the manu-  
facture and sale of the now famous **DAY-  
TON-MONEYWEIGHT Scales.** During  
this time they have experimented and de-  
veloped 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

# 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 ex-  
periences.

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 per-  
fect;

Your clerks have more time and less  
worry;

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

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.

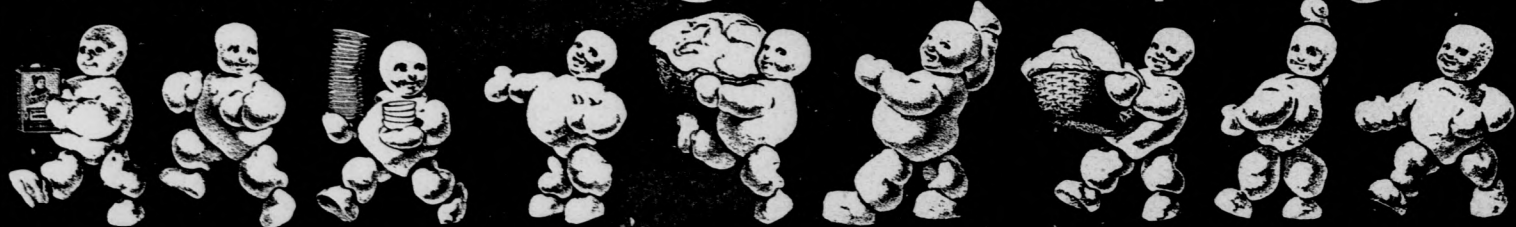
**All Accounting is Done With a Single Writing—  
No Posting—No Balancing!**

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 26, 1911

Number 1440

## SPECIAL FEATURES.

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## MERCHANTS' WEEK.

Merchants' Week this year will be bigger and better than ever before. The preliminary announcements are being sent out and committees are pushing forward the arrangements all along the line. No detail will be neglected that will make those who come to Grand Rapids glad they came. An outline of the programme is to devote the first day, Wednesday, May 31, to registration and getting acquainted. For Thursday afternoon the visitors will be given tickets, good on the street cars to Ramona and return and to all the shows, side shows, concessions and the theater at that popular resort afternoon and evening. The annual banquet will be served in the Coliseum at 1 o'clock Friday afternoon, and it is expected speakers of national reputation will be in attendance to entertain and instruct. While the merchants are at the banquet the ladies will be entertained at the St. Cecilia with a reception, luncheon and musical programme. The banquet will be in the afternoon to enable the merchants to catch the evening train home, to be back in time for the Saturday trade. In former years many have been obliged to miss the banquet as they could not stay over.

## THE NEW LIFE.

With the early weeks in spring, when every breath of air is filled with renewed life, we somehow catch a bit of the invigoration, and if ever we are to take up a new work or pursue the old with a two-fold ardor, it is now.

Life with most of us is full of business. Yet, if we but stop to think of it, there are others accomplishing just as much of the routine work and still finding time for something outside which will open a new life or make the old one broader and more worth the living. It is the easiest thing in the world to pick up some one thing now and resolve to follow it through the season.

In Pittsburg the boys are all enthusiastic over bird houses, one of the city papers offering prizes to those who will construct the neatest ones for their parks. The result is a new interest in the feathered friends of man which will have a widespread economic importance besides giving untold pleasure.

Walking has for the average citizen more inducements than the auto. While the radius is lessened, it gives a view in detail not afforded in the rapid flight. If the "autoist gets there" quicker, the pedestrian at least knows the road by which he came. The exercise is a wholesome one and the chance for making interesting notes along the way is unexcelled.

It is never too late to take up some wholesome specialty, that of photography, perhaps, alluring more than any other. With the perfected appliances for accomplishing the work, returns are excellent and the amusement plentiful. In many localities a collection of stones, fossils and minerals may be obtained, the nucleus of a valuable cabinet. Gardening, flowers and many other pastimes may be added to the time-honored sports. The person who does something outside of routine work will find the latter moving easier and at a better pace.

## THE HOUSE FLY.

With the return of the first warm days comes that winged pest, the house fly, and while the dangers through its spread of typhoid, tuberculosis and various children's diseases have been many times sounded, there are still plenty who fail to realize its vileness or who do not know where to look for the beginning of the trouble.

A few flies always crawl away into some dark corner, under a loose window sash or other hiding place, and are ready to come out during the first warm days and set up housekeeping—which from the human point of view means quite the reverse. Since a single pair of flies may be the direct ancestors of 10,000,000,000,000,000 of their kind in a single season every one which we can obliterate at this time may greatly lessen the autumn nuisance.

Flies breed in all sorts of garbage. A horse stable in the vicinity may breed millions unless scrupulous care is taken. Refuse of any sort, decaying vegetables, old rags or even damp paper affords them an incubator. Once we smiled at the housewife so fastidious as to "chase a fly a mile" rather than let it escape. Yet she was not so far from the correct path after all—as many of her descendants are fast finding out.

The dealer in food products has need to look well for the removal of all

material offering shelter for this pest. In many places the city fathers take matters in hand later if objectionable conditions are manifest. Even if they do not interfere, public sentiment will, and the store in which flies abound will be shunned. Screens, of course, there must be; but they alone will not suffice. The general cleaning up now and removal of all rubbish and garbage, followed by eternal vigilance throughout the breeding season, is the only way to keep the pest under subjection.

## GAINING AN HONOR.

Amid the various contests and competitions attending the closing days of school there are bound to be disappointments and real or fancied grievances. Yet with it all, no faithful worker can be cheated out of his reward, no matter how unjust the formal verdict may be.

It is a bit vexatious to know that there is unfair marking or that one or two biased judges may bring in returns not based upon proficiency. In these days of graft and wire-pulling at every side it must be expected. Yet, after all, there is nothing really lost in the end. Public recognition may or may not agree with the official verdict, but time, the true leveler of all things, is as sure and honest as it may be slow.

Looking back through our own lives we may all recall some one who by brilliancy rather than real education, by stratagem, or by personal influence, carried off the prize which we knew belonged to another. We shed tears at the time, or raged—as was in keeping with our individual disposition. Looking back through the years, our own verdict has been vindicated by the results in after life. The so-called honor may be won. But if it is the reverse, the true honor will eventually be placed where it rightfully belongs.

It scarcely pays to allow yourself to feel very much aggrieved even if those nearest you fail to receive the highest honor. Show them how others have been allowed to take a lower place, and yet how real worth asserts itself in the end. There are so many things entering into the public recognition of "honor" that it sometimes assumes a form quite foreign to that originally intended. It is what we are, not what the world gives us credit of being, that counts in the final score.

Time spent in argument is time lost for accomplishment. Listen to other men's ideas and absorb the best they offer.

Some people like to have others ask favors of them, because it affords them so much pleasure to refuse.

## To Our Fellow Merchants

How long, Oh Lord, are the innocent merchants and business men of this city to be made to suffer for the labor fight now on here, and for which we are in no ways responsible? The strikers, according to their officers and the local newspapers, are to receive substantial strike benefits. They, with their families and dependents, aggregate about one-fifth of our people. The rest of us, and we merchants especially, not willing partisans in this contest, are standing idly by and seeing our local trade cut in two because of the agitation and the prominence given the matter by all our local dailies.

Should we not receive some consideration? If the newspapers would confine themselves to the printing of the facts and get out all the more or less absurd rumors, gossip and conjectures, and refrain from featuring the strike with big display headings, and from predicting the direful setback to Grand Rapids if the contest is or is not settled in just such a way, or within just such a period of time—the prevailing pessimism in local circles would not be so dense, and we might reasonably hope for a fraction of the season's average trade.

The local newspapers are not responsible for the strike, but they most certainly are responsible in great measure for the present depressing effects of the same to local business, because of the sensational handling of the so-called strike news. For one, I think we business men have the right to ask that the newspapers change their course in this matter. It is not to be expected or even desired that they should change their own opinions, or to refrain from commenting on the strike and its conduct, editorially, but they can minimize the ill effects of the contest by refraining from printing all the sensational rumors and gossip and conjectures and predictions, and confine themselves to the FACTS. That is all we ask, and as long as we are solicited to continue our local advertising in an diminished volume, that is what we have a right to expect.

A Grand Rapids Merchant.

April 25, 1911.

If the fish does not bite you change your bait, don't you? Well, when one kind of advertising fails to draw, discard it and try some other style.

If you lie to a customer once about your goods, you might just as well lie every time for he will never believe you anyway.



## DONE BY THE LEGISLATURE.

## Bills of Interest To Merchants and What Happened To Them.

Written for the Tradesman.

While there has been a long, loud and persistent cry to the effect that members of the Forty-sixth Michigan Legislature devoted most of their time to enthusiastic wind-jamming and petty squabbling before they adjourned on Wednesday, April 19, a glance over the record piled up shows that things were not quite as bad as some would have them seem. To the business and industrial world law-making alone does not constitute the work which the legislators must grind out. The killing of some pieces of proposed legislation is as good a stroke as the enactment of others, for the simple reason that each session scores of bills are introduced, which, if passed, would spell ruin to more than a few businesses in the State. It can not be said that the 1911 Legislature was not watchful in way-laying some of the bad stuff. The fact that a good portion of the time was spent in squabbling accounts for this.

Manufacturers of almost every kind of machinery insist that they would have been forced out of business had the Wolcott bill passed. This bill required machinery manufacturers (and it made no classifications) to use a standard pattern of dies. The obvious purpose of the bill was to force manufacturers of farming implements to use the same kinds of nuts, bolts, etc., so that the farmers would not be put to much trouble in repairing their machines. The strength from the farming districts asserted itself in the House and the bill passed that branch of the Legislature.

The combined efforts of hundreds of Michigan manufacturing concerns from the big automobile companies of Detroit down to the small machine shops scattered through the State were then centered on the Senate. The business men appeared before the Senate committee, in whose hands the bill was placed. Their protest was forceful. "They would simply be driven out of business," they said, "if the bill passed." The Senate killed the bill without hesitation. All of which goes to show that if there had not been a long drawn out squabble this piece of harmful legislation would have gone through.

The mortgage taxation problem, which has been the bugaboo of the statute books for many years, was settled amidst stormy ceremonies. The Fowle bill, requiring a single registration fee of 50 cents on each \$100 was the path chosen to the solution of the question. The bill was vigorously opposed by several members of both houses, who claimed that it would exempt from taxation millions of dollars' worth of mortgages now on the books. Senator Taylor, of Kalamazoo, still persists that the measure is full of jokers and will cost the State more than \$1,000,000, the result of cutting off the mortgages now registered. Senator Fowle drafted the law after those now in effect in other states, and said they worked with admirable

results. He was anxious to amend the bill to cover the objections raised by Mr. Taylor. In fact, several amendments were made. One excluded building and loan associations from the provisions of it; another changed the wording so that land contracts will stand no chance of slipping away. In cases where mortgaged property extends over a county line, the law provides that the tax shall be paid in the county where it is registered.

The hardware dealers of Michigan found it necessary to protest against one measure which, if passed as originally introduced, would have wrought havoc with their sales. This was the Barnaby bill, regulating the sale of deadly weapons. The bill provided that all persons wishing to buy a revolver or other weapon must first obtain a license from county officials. A delegation of hardware men appeared before the committees in whose care the bill was placed and explained that such a piece of legislation would serve only to turn business into the mail order channel. This bill passed, after having been amended somewhat. Even with the amendments, it is understood that the hardware men are not satisfied.

The Mapes bill, prohibiting trading stamp and other gift enterprises, is as important a measure as came before the Legislature this year. Although several other states have introduced bills prohibiting this kind of business, it required a whole lot of work to put the measure through in Michigan. The Sperry & Hutchinson Co., a concern which distributes stamps among dealers and also establishes agencies with premiums for their redemption, was a powerful influence against the bill. An attorney for the trading stamp firms was in Lansing, and calmly went about his task of finding some one who would arise in the Senate and rip the bill up and down the back.

Senator Moriarity was invited, but declined with thanks. Then Senator Collins, of Bay City, was given a bid. He accepted. After Senator Mapes, sponsor of the bill, had spoken at length, and endeavored to show that it was the trading stamp firms and not the "common people" who reaped the benefit of this kind of business, Collins went to it with a half hour speech, defending the trading stamp. He declared this means of giving out premiums was only another means of giving discounts on cash sales. He said that many poor people lived in modestly furnished homes by virtue of the fact that there was such a thing as a trading stamp.

This bill went through the Senate after a sharp struggle.

On the last day of the session, when bills were being killed and passed by the scores, Senator Mapes realized that the trading stamp bill was still held up in the House. A great deal of hustling was done and just before the gavel sounded the time of final adjournment the bill went through. The trading stamp people have appealed to Governor Osborn to veto the measure, but the Chief Executive has refused.

Pawn brokers, who are not entirely congenial business neighbors to the jewelers of the State, sustained a wallop at the hands of the Legislature through the passage of the Copley bill. Under the provisions of the bill they can no longer charge the outrageous rate of interest that is now imposed. They are placed under police supervision. This bill also includes loan sharks of other species.

The pure food law relative to the sale of candies is greatly strengthened through the passage of a bill introduced by Senator Moriarity. This law prohibits the manufacture or sale of any candies containing alba, barytes, talc, or other mineral substance, poisonous flavoring or coloring.

The failure of some of the administration members of the Legislature to abolish the offices of oil commissioner and salt inspectors is of considerable interest to the tradesmen of the State. Governor Osborn, in his inaugural message, recommended such action. Soon after daily papers began to carry advertisements that dangerously resembled legitimate reading matter. The advertising strongly favored the passage of the Weter bill, cutting out the office of salt inspector. It was pointed out later that these advertisements were being paid for by the salt manufacturers, and that one newspaper in Detroit refused to accept the "copy" for that reason. The Senate claims the credit for killing the bill. Senator Cartier, of Ludington, declared that the passage of this measure would undoubtedly save the salt manufacturers money, but that at the same time it would remove the enforced restrictions which have made Michigan salt the standard of the country. The abolition of the Oil Inspector's office was opposed on the ground that his work was necessary to the protection of human life.

Efforts to wipe out the boards of examination for barbers and horse-shoers were also unsuccessful.

It required a great amount of squabbling to pass the bill requiring State institutions to use Michigan mined bituminous coal, when the prices of the Michigan product are not higher than those quoted by other states. Opponents of this measure claimed that the bill was creating a market for a product which was not marketable otherwise. In other words, they contended that Michigan coal was so inferior to the West Virginia product that it could not be sold. This argument was answered by the fact that the bill provides for tests as to the quality of the coal. Furthermore, it was proved that some county institutions have saved money by using Michigan coal, although it was necessary to equip the furnaces with stokers to do so. It remained for Senator John Leidlein, of Saginaw, to swing the club which brought most of the legislators in line for the passage of the bill.

Leidlein quietly observed that Michigan coal is mined by organized labor men; that the West Virginia va-

riety, which is now used, is dug out of the ground by men whom the union men are apt to term "scabs." Fear that they would invoke the wrath of the union labor men of their districts persuaded most of the legislators to vote in favor of the bill.

An eleventh hour switch by numerous members permitted the Kingman bill, allowing breweries in dry counties to operate, to die a natural death. It was understood that the merchants of the counties that would be affected were not opposed to the bill so long as the product was shipped outside of the county in sealed packages. Those who were looking after the bill were certain that they had enough votes pledged to pass it; but when it came up it was found that the strength of its support was over-estimated. It was laid on the table and remained there.

The manufacture and sale of fireworks, which is hammered harder each year by the "safe and sane" Independence Day agitators, sustained another blow in the passage of a bill which prohibits the sale of toy pistols, blank cartridges and fireworks containing certain dangerous acids. Firecrackers more than two inches in length and three-fourths of an inch in diameter are also tabooed.

The weak point in the statute under which persons injure the wholesale liquor trade by doing a retail business has been remedied. Under the old law a person could get a so-called "wholesaler's" license for \$50. The bill made no restrictions as to the amount the holder could sell at one time. The only restriction made was that the liquor sold should not be consumed in the place for which the license was granted. It is claimed that unscrupulous "wholesalers" furnished rooms above their places of business, sold liquor in retail quantities and permitted purchasers to go upstairs and do their drinking, thereby doing a business on a \$50 license for which another must pay \$500. As the law now stands a person operating under a wholesaler's license can not sell in less than three gallon quantities.

In the line of general public utilities much useful legislation was enacted. Telephone and telegraph companies are now classed as common carriers, and are forced to interchange of service in cases where the one system will not reach the desired point.

These are some of the more important measures directly affecting the business men of the State which have been disposed of by the Legislature. When one takes into consideration the fact that the solons dealt with hundreds of other bills affecting one class or another, or all the people of the State, and also struggled with the task of appropriating about \$16,000,000 to the various State institutions, it can not be said that the \$800 salary which the State gives to each member was a waste of "the root of evil."

H. O. Weitchat.

It is no use lauding recording angels if you are afraid of a business auditor.



# We Pay Your Fare When You Come To Grand Rapids

## Perpetual Half Fare Trade Excursions to Grand Rapids, Michigan, Good Every Day in the Year

The firms and corporations named below, members of the **Grand Rapids Board of Trade**, have established permanent **Every Day Trade Excursions** to Grand Rapids and will reimburse **Merchants** visiting the city and making purchases aggregating the amount hereinafter stated, **one-half** the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchase in each place where such purchases are made, and if the total amount of same is as stated below the **Secretary of the Grand Rapids Board of Trade, 97 and 99 Pearl Street**, will pay back in cash to such person **one-half** actual railroad fare.

### Amount of Purchases Required

If living within 50 miles purchases made from any of the firms named below aggregate at least .....	\$ 100.00
If living within 75 miles and over 50, purchases made from any of the firms named below aggregate .....	150.00
If living within 100 miles and over 75, purchases made from any of the firms named below aggregate .....	200.00
If living within 125 miles and over 100, purchases made from any of the firms named below aggregate .....	250.00
If living within 150 miles and over 125, purchases made from any of the firms named below aggregate .....	300.00
If living within 175 miles and over 150, purchases made from any of the firms named below aggregate .....	350.00
If living within 200 miles and over 175, purchases made from any of the firms named below aggregate .....	400.00
If living within 225 miles and over 200, purchases made from any of the firms named below aggregate .....	450.00
If living within 250 miles and over 225, purchases made from any of the firms named below aggregate .....	500.00

**Agricultural Implements**  
International Harvester Co. of America

**Automobiles**

W. D. Vandecar

**Awnings and Tents**

Charles A. Coye

**Bakers**

Hill Bakery  
National Biscuit Co.  
Valley City Biscuit Co.

**Banks**

Commercial Savings  
Fourth National  
Grand Rapids Nat'l City  
Grand Rapids Savings  
Michigan Trust Co.  
Old National  
Peoples Savings  
Kent State

**Bedding**

Hot Blast Feather, Co.  
Belting and Mill Supplies  
Barclay-Ayers-Bertsch Co.  
F. Rantville Co.

**Books, Stationery and Paper**

Central Michigan Paper Co.  
Grand Rapids Paper Co.  
Grand Rapids Stationery Co.  
C. W. Mills Paper Co.

**Brewers**

Grand Rapids Brewing Co.

**Brush Manufacturers**

Grand Rapids Brush Co.

**Builders' Supplies**

Battjes Fuel & Building Material Co.

**Carpets and Draperies**

Herpolsheimer Co. Wholesale Department

**Carpet Sweepers**

Bissell Carpet Sweeper Co.

**Cement, Lime and Coal**

S. P. Bennett Fuel & Ice Co.

A. E. Knowlson  
Battjes Fuel & Building Material Co.

**Cigars and Tobacco**

Woodhouse Co.

**Cigar Manufacturers**

G. J. Johnson Cigar Co.  
Geo. H. Seymour Co.

**Clothing and Knit Goods**

Clapp Clothing Co.  
Ideal Clothing Co.

**Confectioners**

A. E. Brooks Co.  
Putnam Factory

**Crockery, Housefurnishings and Notions**

H. Leonard & Sons  
G. R. Notion & Crockery Co.

**Drugs and Drug Sundries**

Hazeltine & Perkins Drug Co.

**Dry Goods**

G. R. Dry Goods Co.  
P. Steketee & Sons

**Electric Supplies**

C. J. Litscher Electric Co.

**Flavoring Extracts and Perfumes**

Jennings Manufacturing Co.

**Gas and Electric Fixtures**

J. E. Noel Co.

**Glass**

Pittsburgh Plate Glass Co.  
The Toledo Plate & Window Glass Co.

**Grain, Flour and Feed**

G. R. Grain & Milling Co.  
Valley City Milling Co.  
Voigt Milling Co.  
Watson & Higgins Milling Co.  
Wykes & Co.

**Grocers**

Judson Grocer Co.  
Lemon & Wheeler Co.  
Musselman Grocer Co.  
Worden Grocer Co.

**Hardware**

Clark-Weaver Co.  
Foster, Stevens & Co.

**Hearses and Ambulances**

Michigan Hearse & Carriage Co.

**Hides, Pelts and Furs**

Crohon & Roden Co., Ltd.

**Hot Water, Steam and Bath Heaters**

Rapid Heater Co.

**Millinery**

Carl Knott & Co.

**Music and Musical Merchandise**

J. A. J. Friedrich

**Oils**

Standard Oil Co.  
Grand Rapids Oil Co.  
Great Western Oil Co.

**Paints and Oils**

Haystack & Canfield Co.  
Pittsburgh Plate Glass Co.  
The J. P. Seymour Co.

**Pipes, Pumps, Heating and Mill Supplies**

Grand Rapids Supply Co.

**Plumbing and Heating Supplies**

Ferguson Supply Co.  
Wolverine Brass Co.

**Post Cards and Novelties**

W. P. Cassan

**Printers' Supplies**

Grand Rapids Electrotype Co.

**Produce**

Pearson Produce Co.  
Vinkemulder Co.  
Yule-Miller Co.

**Saddlery Hardware**

Brown & Sebler Co.  
Sherwood-Hall Co.

**Safes**

Grand Rapids Safe Co.

**Seeds and Poultry Supplies**

A. J. Brown Seed Co.

**Shoes, Rubbers and Findings**

Grand Rapids Shoe & Boot Co.

Hendrick-Bertsch Shoe Co.  
Hirth-Kramer Co.  
Knappe, Kaimbach, Lugin & Co.

**Showcases and Fixtures**

Grand Rapids Show Case Co.

Wilmarth Show Case Co.

**Telephone Companies**

Citizen Telephone Co.

West State Telephone Co.

**Timbers and Roofers' Supplies**

William Brummel & Sons

W. C. Rogers & Co.

**Undertakers' Supplies**

Dodge Embalming Fluid Co.

Powers & Walker Carpet Co.

**Upholstering Supplies**

A. P. Smith Co.

**Underwear Manufacturers**

Globe Knitting Works

**Wall Finish**

Albion Co.

Anti-Kalimine Co.

**Wall Paper**

Hopewell & Canfield Co.

J. P. Seymour Co.

**Wagons**

Belmap Wagon Co.

**READ CAREFULLY THE NAMES**, as purchases made of any other firm will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as you are through buying in each place.



### Movements of Merchants.

Shepherd—Jesse Struble has opened a meat market.

Cadillac—Peter Nystrom & Sons have opened a bakery.

Conklin—John B. Wicks has opened a blacksmith shop.

Alma—Wm. Milleman has closed out his meat business.

Plainwell—J. E. Cairns is closing out his stock of goods.

Denton—Samuel Joslin has sold his store to Lee Newton.

Cadillac—Geo. Culver has sold his grocery stock to James Kerr.

Milan—Carl Martin has bought a jewelry stock in Galion, Ohio.

Hudson—P. Stothas has sold his restaurant to Christ Malemas.

Traverse City—C. S. Cox has purchased the Simms meat market.

Lee—Bert Hodgman has opened a meat market in Grand Junction.

Sturgis—Albert Bay, of Plainwell, has purchased the meat market here.

Grand Ledge—The firm of Moore & Canfield has dissolved partnership.

Kalamazoo—Benjamin Salomon has closed his cigar business and retired.

Alma—Smith Bros. have purchased the grocery stock of Wm. Amshury.

Vanderbilt—D. M. Sly has purchased the general store of George Long.

Lowell—J. Dykehouse has bought the produce business of McCarty Bros.

Stanton—The stock of the Good Market has been sold to L. E. Brown.

Cadillac—The business of Clyde Smith has been put in the hands of a trustee.

Plainwell—E. E. Martin has bought the meat market of John Pobuda.

Big Rapids—S. S. Smith will reopen his old market in the Smith building.

Port Huron—E. W. Clark has opened a grocery store in the Sanders building.

Owosso—B. H. and W. E. Taylor have purchased the A. C. Dowling shoe stock.

Grand Ledge—E. B. Smith has been employed as shoemaker in Spencer & Hall's store.

Petoskey—Clyde Varnum has taken a position at Jespersen's confectionery store.

Constantine—V. B. Newcomer has sold his general merchandise stock to C. D. Hyatt.

Eaton Rapids—Fred Gale and Tom Mingus have bought the C. C. Stringham shoe stock.

Holland—H. Karsten and brother, Leonard, will engage business to sell farm machinery.

Kalamazoo—Koblenstein Bros., of Otsego, have purchased the Dan Aachery goods stock.

Negaunee—Victor Nelson will soon establish a grocery business in the Walker building.

Charlotte—W. B. Reynolds has accepted a position with the D. H. Bryant Drug Co.

Plainwell—A. L. Miller has sold his interest in the Miller Drug Co. to his brother, John.

Three Rivers—The Wagenaar Co. will soon open a grocery stock in the Null building.

Detroit—The Continental Coal Co. has increased its capital stock from \$25,000 to \$50,000.

Manistee—Mr. Klassen has opened a men's, women's and children's clothing store here.

Detroit—The Fairview Foundry Co. has increased its capital stock from \$100,000 to \$200,000.

Sault Ste. Marie—Joseph McQueen and J. P. Laughlin will conduct a grocery business here.

Crofton—H. H. Holbrook has sold his store and residence to Mr. Holmes, of Wisconsin.

Benton Harbor—W. O. Kennedy will have charge of the Diamond & Son branch store here.

Charlotte—Chas. Waltersdorph has accepted a position with Minnie & Tubbs, of Eaton Rapids.

Hudson—Wm. Spreen & Co., of Jackson, have opened a meat market in the Walker building.

Benton Harbor—J. D. Prideaux has sold his interest in the firm of Rapp & Prideaux to his son, Frank.

Freeport—Geo. J. Nagler has purchased the interest of Earnest Gosch in the Freeport Milling Co.

Port Huron—Dudley Thompson has left for Quincy, Ill., where he will establish a 5 and 10 cent store.

Gaylord—F. L. Rosenberg has opened a men's and women's furnishing store in the Stein building.

Allegan—Fred Wohlfiel and Chas. Brand have bought the Grover McAlpine meat market in Three Rivers.

Adrian—C. H. Drury has sold a portion of his stock in the Drury & Kelley Hardware Co. to Vern Gerrieh.

Middleville—R. H. Watson has sold his interest in the firm of W. W. Watson & Son to the senior member.

Toledo—The grocers and butchers will close their business places here after Sundays and Wednesday afternoons.

Hancock—S. D. North & Son, conducting a general store, have decreased their capital from \$65,000 to \$30,000.

Otsego—F. G. Hudson & Co., of Paw Paw, will put in a stock of clothing and boots and shoes in the Pierce building.

Detroit—The Grainger-Hannan Co., dealer in jewelry, has changed its name to the Grainger-Hannan-Kay Company.

Ludington—George Tripp has turned over his grocery and meat business to his son, Orville, and his grandson, Louis.

Petoskey—George Herrick and Herbert Brotherton, Jr., have accepted positions with the Fochtman department store.

Benton Harbor—Avery, Townsend & Prideaux, dealers in clothing, etc., have changed their name to the Townsend Cash Co.

Manton—Wm. Westbrook and James Truman have purchased the lunch counter, confectionery and pool room of S. R. Earl.

Caro—A. J. Van Sickle has purchased the building formerly occupied by Kellogg's bakery and will open a flour and feed store.

Maple Rapids—The firm of Casterline & Suckles, dealers in agricultural implements, vehicles, etc., has been dissolved, Mr. Suckles retiring.

St. Louis—C. H. Alward has put in a stock of harnesses and horse fittings in the building recently occupied by the Eagle restaurant.

Harbor Beach—The new Daylight Store, under the management of Jos. J. Leszezy, has been opened and the Mihlethaler Co. has moved into its new addition.

Miller—The Millers' Produce Co. has engaged in business with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in cash.

Kalkaska—The stock of general hardware, stoves, farm implements and farm machinery owned by Geo. A. Baldwin has been sold to W. C. Flye, of Bellaire.

Kalamazoo—The Lee & Cady Co., wholesale grocer, has purchased the property occupied by the Daniel Harrigan Coal Co. and will erect a six-story building on the site.

Detroit—The Detroit Automatic Telephone Co. has engaged in business with an authorized capital stock of \$250,000, all of which has been subscribed and paid in in property.

Concord—G. B. Bouldry and A. K. Tucker have formed a copartnership and bought the grocery stock of C. N. Gillespie. The firm will be known as the Bouldry & Tucker Co.

Highland Park—A company has been organized under the style of the Ben Marks Co. to engage in the retail clothing business, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Ann Arbor—Egbert G. Hoag, conducting a department store, has merged his business into a stock company under the style of Hoag, Adams & Miles, with an authorized capital

stock of \$12,000, of which \$9,000 has been subscribed and paid in in cash.

St. Clair—J. R. Whiting & Co., general merchandise dealers, have merged their business into a stock company under the style of the Whiting-Zink Co., with an authorized capital stock of \$3,000, of which \$1,650 has been subscribed and paid in in cash.

Lansing—A clearance bureau, whereby the grocers may keep an up-to-date list of every customer in the city, has been planned by the Lansing Butchers and Grocers' Association. Attorney John McClellan has been retained to take charge of assembling the names of the 5,000 or 6,000 customers and these will be kept for reference. By this plan each grocer will have a key number. He can find out whether a customer's credit is good or bad by merely telephoning to the bureau and giving his key number.

### Manufacturing Matters.

Hastings—Donald Kerr will engage in partnership with his father to manufacture flour.

Big Rapids—The capital stock of the Big Rapids Electric Co. has been increased from \$35,000 to \$50,000.

Belding—M. G. Hotchkiss has secured a position as traveling salesman for the Ballou Manufacturing Co.

South Boardman—R. V. Sanford has secured a position as traveling salesman for the Cadillac Ice Cream Company.

Detroit—The Motor Wagon Co. has engaged in business with an authorized capital stock of \$150,000, of which \$90,000 has been subscribed and \$15,000 paid in in cash.

Lupton—The Ogenaw Cream Cheese Co. has engaged in business with an authorized capital stock of \$1,000, of which \$600 has been subscribed and \$400 paid in in cash.

### Development Bureau Annual.

The annual meeting of the membership of the Western Michigan Development Bureau will be held at the offices of the Bureau in Traverse City on Wednesday, May 3, at 2 o'clock. At this meeting two directors will be elected for each of the twenty counties in good standing and one director for each transportation company holding membership in the Bureau. In addition to the election of directors, the annual reports of the officers of the Bureau will be read and the work of the past year reviewed and plans made for the future.

### Elgin Board Prices.

Elgin, Ill., April 24—The price advanced 1c to-day under stronger advices from other markets.

Only one lot was offered on the Call Board, upon which a bid of 23½c was made. The output for the Elgin district shows a little increase over last week.

South Bend—The American Credit Co. has opened a jewelry store here under the management of Jacob Weguson, of Grand Rapids.





**The Grocery Market.**

**Sugar**—The prices have advanced 5c during the week to 5.24 for Michigan and 5.34 for Eastern, and the market is firm, with further advances probable.

**Coffee**—The demand from the retail trade has been very good during the week just past, but most of the dealers are taking supplies only as needed. The market remains practically unchanged by the increased sales of valorization coffee. The visible supply of coffee is about as expected, the decrease for the month being 385,825 bags, as compared with a year ago. This was considered very good in view of the light March deliveries. Wholesalers seem to be at a loss as to just what the market will do in the next thirty days, but the majority think quotations will be higher.

**Canned Fruits**—The demand is of a fair size for nearly everything in this line. Apples in gallons may go still higher as the supply is small. Green apples are well cleaned up and the stock left is selling very high. Futures in Hawaiian pineapples have been selling very well during the past two weeks. Peaches, pears and apricots are unchanged in price since last week.

**Canned Vegetables**—The market on canned tomatoes is about the same as last week, but prices are expected to go somewhat higher, as stocks are much smaller than usual at this time of year. A report from Canada states that the market there is well cleaned up and that the supply of corn and peas is much smaller than usual. There is still a demand for cheap peas, but it is almost impossible to get any.

**Dried Fruits**—The sales in prunes for immediate delivery are very light, but some business is being done in futures at prices much above opening prices of last season. The coast is said to be nearly bare of all kinds of dried fruits. Evaporated apples are high and moving slowly. Peaches are increasing in demand as they are about the cheapest article in the whole line.

**Rice**—There is little new to report. Prices are unchanged and the demand from both the city and country retailer is only moderate. The fact that prices have been cheap and are still so does not seem to increase the demand as it should. Millers in the South have become alarmed at the condition of the market, in that buyers do not seem anxious for supplies and they are organizing selling companies for the purpose of main-

taining prices to market their product.

**Spices**—There is no change in the market. Demand from the retail grocery trade, and their selling to consumers, is about normal for the time of year. Supplies are not large in most wholesalers hands and prices are firm.

**Syrup and Molasses**—The syrup market is showing more strength than for some time and the demand continues good. Molasses is holding at prices quoted, but the supply is not large. Glucose has advanced five points and is still holding firm.

**Olives and Olive Oil**—The demand for olives shows a slight increase over a short time ago and prices are firm and unchanged. Olives in quart jars are selling much higher than a year ago. The market on olive oil is firm, but weak on cottonseed oil, and some of the wholesalers are looking for a decline.

**Salmon**—The Seattle Trade Register says that so far as spot salmon is concerned there is scarcely anything doing. Stocks seem to be pretty well cleaned up and those who are lucky enough to have any amount are holding it for their regular trade. Packers, having been taught by lessons of the past, are acting very conservatively in regard to booking orders for futures. During the past two or three seasons speculators have bought large amounts of stocks, consequently when it came to make deliveries they were unable to take care of their regular customers, and had to make pro rata deliveries. Although there are large numbers of buyers in the market, the large packers will endeavor to eliminate the speculative feature by confining themselves strictly to the wholesale grocery trade. Nothing is known as yet regarding future prices, anything in that direction being pure guess work, although the opinion appears to prevail that they will be at least 10c higher than those of last season.

There never was an emergency that did not have its remedy. Sometimes it is not easy to find the man who knows the remedy and how to handle it though.

Experience is like a lemon squeezer—if there is anything in a man it will bring it out. If there is nothing in him it will leave him empty, as it found him.

"Many are the afflictions of the righteous;" but they are not to be compared with the "way of the transgressor."

**The Produce Market.**

The produce market is very changeable as the warm weather advances. The green stuff that can be grown in hot houses or is imported from the South is dropping in price, tropical fruit prices are advancing and odd vegetables are disappearing from the market. Bananas have reached the stage where they are sold according to weight rather than by bunches, while beets and carrots are on sale by the box and crate rather than by the bushel.

Eggs have advanced about 1c, due to the spring demand for storage. Butter has also advanced.

Strawberries have been coming into the local market freely and the supply seems to be abundant. Prices are below the average for the season.

Bananas—3½c per lb.

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

Beets—\$1.25 per box.

Butter—Local handlers quote creamery at 21½c for tubs and prints; 16c for No. 1; packing stock, 13c.

Cabbage—60c per bu. Alabama, \$2.75 per crate; \$1.25 per box.

Celery—Florida, \$3 per case.

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

Cucumbers—\$1.60 per doz.

Eggs—Local dealers are paying 15¼@15½c 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; green, 3 doz. 25c; Texas Bermudas, crystal wax, \$2 per crate; yellow, \$1.75 per crate.

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

Pop Corn—90c per bu. for ear; 3½@3¾c 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—20c per doz.

Strawberries—24 pint cases, \$2.25.

Tomatoes—\$2.25@2.50 per crate.

Veal—Dealers pay 5@8c.

**Secretary Percival Working Hard To Interest General Merchants.**

Port Huron, April 22—Association work has been on the gain the past two weeks. On the 13th I visited Leslie and talked to the Association at that place. They have a nice organization there and will have a reporting collection system in operation in a short time. On the 18th I attended a large banquet of the business men at London, Ont. I gave them an address on how we do association work in Michigan. They seem to have the same troubles in regards to trading stamps, mail order houses and delinquents as we have in the States. Next week I will visit Alpena, Tawas City, Osce-

da and Au Sable to institute associations at those places. The merchants seemed to awake to the good that associations can do for them and are glad to have some one to come to help to get together. I want the merchants of the towns that are not organized to get in correspondence with me so that I can get them started right; then when we go to Traverse City next year we can go there with a representative from every city and town in the State. Do not wait for the other fellow to write, but do it yourself, for wherever there is a good association there is good business for the merchants.

J. T. Percival,

Secretary Retail Grocers and General Merchants Association.

**One Thing All May Do.**

Most of us have not any great ability in any line; most of us are not able to do great things; the greater number of us are just plain, ordinary human beings; but no matter how ordinary we are, there is at least one really great thing that it is within the power of each one of us to do, and that is to live a sane, clean, unselfish life which shall make the most of what is in us and of our opportunities. No one but ourselves can take this privilege from us.

No two men have just the same abilities or the same opportunities. Some other men may be able to swing big things, to make lots of money, to rise to commanding heights in art or business or public life and to do many things that we can not do, but regardless of whether we can emulate them or not, however ordinary we may be, it is always within our power to live lives that are clean and sweet and blameless, so that we can feel toward their close, that we have made the most of what has been entrusted to us.

The man who lives that sort of a life will have happiness in his heart, no matter what "the slings and arrows of outrageous fortune." He has faith in himself, faith in God and faith in the future, because he is "right." If he is "right," there is always something within him that says, "It will all come out right." But let him violate the law or do something that he knows is wrong or mean or selfish or ignoble, and he is no longer "right;" he weakens the faith that was in his own heart and opens the door for fear to enter in; he loses confidence in himself, in God and in the future; despite all efforts to fool himself, he knows that he is not "right" inside, and it hurts him.

We may not be great or powerful or beautiful or gifted, but there is one thing that each of us can be, if we will, and that is—good.—Twin City Commercial Bulletin.

Dennis Brothers' Salt & Lumber Co. has changed its name to the A. E. Dennis Salt & Lumber Co.

The Grand Rapids Paper Box Co. has increased its capitalization from \$50,000 to \$100,000.

Have you more faith in a good luck charm than in your own ability?

# Detroit Produce Market Page

## BENEFITS OF COLD STORAGE.

### Through Its Influence Standards of Living Have Been Raised.

Detroit, April 22—Owing to newspaper agitation and the unreasonable and wild legislation which they are trying to put through in the legislatures of the various states against the cold storage business, the writer thinks it is time for some one familiar with the business to say something for that business; not that it needs any defense, because it is perfectly legitimate and is one of the greatest benefits bestowed on humanity in the nineteenth century. It has been a benefit to the farmer, as he can get a fair price for his product when he has it to sell, be it eggs, butter, cheese, meat, apples, pears, peaches, various kinds of grains, or anything produced on the farm. Cold storage has been an equal benefit to the consumer and has raised the standard of living all over the world, as it enables the consumer to buy at a reasonable price in time of scarcity.

I want to say one thing, which you will all know to be true if you stop to think: Previous to cold storage coming into general use there were more goods destroyed and damaged by reason of warm weather in this country every year than are stored in all the cold storages in this country during the same period of time. Hence it must be seen by any thinking person that cold storage, in place of raising prices, has exactly the opposite tendency and is a benefit to the whole community.

There is nothing secret about the cold storage business. We use no adulterants or chemicals to preserve the food in our possession. We merely go on the principle that goods which are not to be frozen must be carried at a temperature as low as they will stand without freezing. This prevents them from ripening, and as most raw articles of food have to ripen before they decay, you can readily see how this temperature will benefit them. There is also another point that the cold storage man has to watch. This is the degree of humidity for the various classes of merchandise. Then there is another class of goods handled by us, namely, goods that will keep best through freezing, such as butter, meat, poultry, fish, etc. Butter is stored during June, when it is at its best for flavor, body, etc., and will keep perfectly for a year if carried in a room below zero Fahrenheit. Poultry is killed during the late fall and early winter, when it is at its best. Take any market report and you will find that a frozen

turkey killed in December will bring a better price next May, June or July than a freshly killed bird. The reason for this is that the frozen bird was killed when in its best condition. As it has not deteriorated in any way, it is but natural that it should bring the better price.

There is also another class of goods carried in cold storage that does not come into the food line, that is, woollens, furs, etc. All large wholesale dry goods houses now have cold storage plants of their own, where they put goods to carry them over the summer months to prevent them from being moth eaten, etc.

You often hear the remark made by people who are not familiar with the storage business, that goods from storage are tainted with ammonia. This might happen in some out of date plant where they run direct expansion—by this I mean expanding their ammonia directly into coils in the room where goods are stored. However, no modern cooler is equipped in this way, but use what is called the brine system; that is, the anhydrous ammonia, through various processes too long to mention here, is liquefied in the engine room. It is then expanded in the brine cooler. The brine, which has warmed up several degrees in its passage through various rooms, passes through this cooler in spiral coils, thereby having the heat it has absorbed in its passage through the rooms extracted by this ammonia in the cooler. This brine, after being cooled, is then pumped through the various coils in rooms, returning every time it has made the circuit of rooms to the brine cooler for the extraction of the heat gathered up. Consequently, you can readily see that in a modern cooler that is properly equipped the ammonia never leaves the engine room, hence there can be no ammonia taint in merchandise stored.

In conclusion, I want to say that anything that is received in a modern cold storage, if handled by men who know their business, will come out in like good condition for the length of time a man has to hold it to put it on the market. There is not likely to be any man so foolish that he will buy good goods, place them in cold storage, pay storage, insurance and interest on his money invested and want to hold them long enough to take out inferior articles, which he would have to sell for a smaller price than the fresh goods in the market.

The limit on goods should not be their age but their condition when offered for sale in any market. This

ESTABLISHED 1891

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### BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

Associate Houses (Ionia Egg & Poultry Co., Ionia, Mich.  
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### Wholesale and Commission Dealers in Butter, Eggs and Cheese

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BUTTER, EGGS  
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PRODUCE OF ALL KINDS

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DETROIT, MICH.

## Egg Cases and Fillers

### Direct from Manufacturer to Retailers

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

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

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

L. J. SMITH

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## McDonnell Brothers Co.

Highest Price for Eggs  
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## We buy EGGS, DAIRY BUTTER and PACKING STOCK for Cash

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



should apply to all eatables, whether out of cold storage or not, as any one reading this article can readily see there are many things that are not fit either to be drunk or eaten until they have reached a certain age.

P. R. Newman,  
Manager Booth Cold Storage.

**What Other Michigan Cities Are Doing.**

Written for the Tradesman.  
The Young Men's Business Association of Port Huron will make an effort to promote a more friendly feeling between the farmers and the business men of the city in the interests of better roads leading into Port Huron.

M. F. Gray is the new Secretary of the Lansing Business Men's Association.

Coldwater may be pardoned for feeling a bit chesty over the fact that the headquarters of the Battle Creek, Coldwater & Southern Railway Co. are located there. While the road is still on paper, its promoters feel sure that the laying of steel will begin this summer.

The annual banquet of the Petoskey and Emmet County Improvement Association will be held at Petoskey May 2, with President H. B. Hutchins, of the University of Michigan as the principal speaker.

Benton Harbor is delighted over the announcement that the Fruit Belt line to Kalamazoo has been taken over by the Michigan United Railways and the prospects of being made an important terminal and outlet for both passenger and freight traffic between Detroit and Chicago.

The need of having a paid secretary was urged by several of the speakers at the annual meeting of the Traverse City Board of Trade held last Friday evening. The officers elected were: President, John G. Straub; Vice-Presidents, H. A. Musselman and A. V. Friedrich; Directors, W. H. Umlor, Jos. Sleder, Thos. H. Sherman, H. S. Hull, W. F. Calkins, Geo. G. Covell, L. F. Perrett, J. O. Crotser, E. W. Hastings and Frank W. Carver.

One of the largest industrial concerns of Escanaba, the Escanaba Manufacturing Co., has adopted a new pay check, which reads, "Not to be Cashed at a Saloon." The checks have been issued twice and each time every man and boy employed in the factory reported for work the next morning following pay day, something that has never happened before. Other large concerns are considering the adoption of this method.

Friday, April 28, is Clean-up Day in Port Huron, by proclamation of the Mayor.

The village of Fremont will vote June 5 on the proposition to incorporate as a city.

Not so much a "bigger city," but a "better city" is the new slogan of the advancing times. Playgrounds, parks, baths, concerts and art museums for the people, clean streets, pure water, public safety and economical government—these make for better cities and for larger cities as well.  
Almond Griffen.

**MERCHANT OF LONG AGO.**

**A Fable and Its Moral Is To Read the Trade Papers.**

Now it so happened, in the days of long ago, that there was a certain small village in which there was a general store, which kept all manner of things such as the townfolk required for their daily needs. The merchant who owned the store loved much to sit upon the stoop of the door on fine days, and on a keg inside the store on days which were cold and stormy, and converse with a crowd of great loafers who surrounded him and ate his crackers and swiped his matches and generally made themselves to feel at home.

When the merchant looked in his dictionary he could not find the page on which was the word "hustle," and he hustled not. He loved rather the soft snap and the easy money, and did not chase the nimble dollar of commerce. If it came to him, he put it in his pocket. If it turned from him, he let it go.

All the time the great loafers joked with him and laughed at his jokes and took up so much room in the store there was no place found for customers. There were no flies upon the store for the spiders had spread so many nets they protected the merchant from the flies, and feasted upon them and enjoyed themselves like the other great loafers.

One day a wise man came to the merchant and said: "I am Opportunity. A railroad will soon come to the small village, and it will grow to be a large town. If you brighten up your store and chase away the great loafers and the spiders, and put in fresh goods, and trim up your windows you will become a rich man, and have houses and lands and a big roll. If you do not do these things, then the other merchant will come and will take away your trade." But the merchant turned his back and said, "The store was good enough and the goods sufficient for the days of long ago, and why should I change them now?" And he would not heed. So Opportunity went its way.

Then the railroad came and the small village became a large town, even as the wise man said. Many people arrived, and when they came to the general store to buy, and saw the great loafers and the cobwebs they turned from it in disgust.

Then it happened that there came to the merchant a trade paper that told him how to make his store attractive, and to do those things which would surely bring success. But he called it bosh, and made it into spills with which he and the great loafers lighted their pipes. And thus did he throw away Opportunity number two.

By-and-by the other merchant came to the large town and built a general store. He listened to the wise man and he read the trade paper, and grew and prospered. His store was clean, the great loafers had no place within its walls nor upon its doorstep, and the people came to buy the wares and were satisfied and praised the other merchant as they brought him their cash.

At this the heart of the merchant of the days of long ago burned within him with the hatred which he felt because the people had gone from him. He called to them to come back, but they gave him the cheerful laugh and pointed the finger of scorn at his store of the days of long ago. They even jibed at him, and asked him if dirt were cheap, and what was the price of cobwebs, and sent their regards to the great loafers and with many other jests made his life a burden to him.

Sorrowfully then the merchant started out to look for the wise man, but he could not find him. Then he hunted for the trade paper, but it was nowhere to be seen. In his despair he chased out the great loafers, and swept down the cobwebs, but still things were not right, and the people came not to buy. At last another copy of the trade paper came to him. Gladly did he hug it to his breast and ask it for advice. Then it told him it would do the best it could for him, but part of his opportunity was gone because the other merchant had come in and stolen away the hearts of the people. But he listened to its words of wisdom, and found out his mistakes, and, with its help banished the methods of the days of long ago and found favor once again with the people.

The moral is this: You can teach an old dog new tricks if he wants to learn, and every issue of a trade paper is a new opportunity. The moral of the moral is that if every issue is an opportunity the man who starts in at the beginning has many more chances

to get wisdom and knowledge from its columns.—The General Store.

**Business News From the Hoosier State.**

Indianapolis—The merchants in the south part of the city have organized an association to co-operate in business. The officers are: President, Philip Eitomyson; Vice-President, William Hart; Secretary, Charles Lauck; Treasurer, William H. Doenges. The Directors are the officers and Joseph Naughton, Charles Traut, Fred L. Thompson, Carl Baldwin, Otto Hoffman, George Hasely, John C. Vof-rath and Charles G. Hoesters.

Lyon—A. J. Miller has sold his hardware to Will Swain and Chris Williams.

Richmond—The merchants' section of the Commercial Club has organized and affiliated with the State Association for the purpose of improving working conditions of employees.

La Grange—J. K. Marks has bought a half interest in the Hays & Son furniture stock.

I look on that man as happy who, when there is a question of success, looks into his work for a reply, not into the market, not into opinion, not into patronage.—Emerson.

During 1909 the exports of eggs from China amounted to 24,620,000 dozens, valued at \$1,324,644, or a little over 4 cents a dozen.

A man is never sure a woman loves him until she tells him so herself, and even then he has a few guesses coming.

**For Making  
Price Cards  
Show Cards  
Shipping Tags  
and  
MARKING  
PACKAGES**

Sent anywhere ready to serve you, prepaid for  
**\$1.00 each**  
State color desired  
Red,  
Black or  
Blue



**THE Ezy-Brush**

Throw away that old marking pot—it's out of date. The "Ezy-Brush" works like a fountain pen, always ready to serve you without muss, fuss or trouble. No soiled hands or clothes—better results and it pays for itself in a week. Heavy nickel plated reservoir—high grade brush. Will last for years.

**EZY MARKING BRUSH CO.**  
39 MONROE ST. GRAND RAPIDS, MICH.

Good Representations Wanted  
Write for Terms

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**





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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

April 26, 1911

### UNJUSTIFIED STRIKE.

This city's chief industry is tied up by a strike inaugurated last week, and which involves directly and indirectly between 5,000 and 6,000 workers and their families.

This strike is without a grievance and absolutely without justification. The attitude of the business men, some of the city's leading citizens and especially of the newspapers toward those who have fomented the trouble is not creditable to them nor to Grand Rapids.

The strike is sanctioned by and is under the auspices of the carpenters and joiners' union, which has its headquarters somewhere down in Indiana. What interest the carpenters and joiners can have in the furniture trade is not apparent any more than had it been the locomotive engineers, the printers, or the amalgamated order of coal heavers. The carpenters and joiners' union, however, did take an interest, and a few months ago sent organizers to Grand Rapids to line up the factory hands. By the processes well known to union labor, by persuasion, coercion, intimidation, by appeals to passion, jealousy, envy and greed, by downright lying, these organizers prevailed upon about half the factory workers to join the union, and then in January impudently summoned the manufacturers to a conference, based on a demand for the nine hour work day, an increase of 10 per cent. in the present ten hour wage scale for the nine hours' work, and the substitution of day wages for piece work. To those familiar with furniture trade conditions these demands were ridiculous, and there is every reason to believe they were made with no expectations that concessions would be made either in wages nor in hours of work. The sole purpose was to obtain a conference which would have been a recognition of the union. The manufacturers saw the trap. They refused to take the bait. Then came the vote to strike, the officious efforts of a few well meaning citizens to mediate or arbitrate and finally the strike itself, and the willing or enforced idleness of half the city's industrial population.

The real issue in the strike is not wages nor hours of work nor factory abuses of any kind. The sole and only question is whether Grand Rapids shall be union or open shop. The demand is that membership in the union shall be a pre-requisite to employment in the Grand Rapids factories; that the walking delegate shall be enthroned. The manufacturers are contending for industrial freedom, for the principle that any man able and willing to work shall have the right of employment.

With the issue so sharply and clearly drawn, it is not creditable to the good citizenship of Grand Rapids that the disposition should be to truckle to the trouble makers sent here by an organization that has headquarters in Indiana, and give them recognition as leaders and wise counselors of labor. These men have neither residence nor interest in Grand Rapids. Their antecedents are unknown. Their records have not been enquired into. The principles they advocate are known to be vicious. And yet these disturbers of the industrial peace are lifted up on a pedestal and glorified, and the manufacturers who have spent all their lives here and who have done so much to make Grand Rapids what it is are held up to scorn, and the passions of the ignorant are aroused against them. This city, usually of sound judgment and sane, should be ashamed of itself for this giving of preference to strangers as against our own people.

There can be but one end to the strike if the right shall prevail: The open shop will be maintained, the principles of industrial liberty will be upheld. The strike will entail loss upon the manufacturers. It will bring distress and hardship upon the workers. Business of every kind will suffer. But any present sacrifice is infinitely better than the slightest surrender to the unAmerican, demoralizing and degrading policy of unionism such as prevails in Chicago and San Francisco. The manufacturers have always been willing to confer with their own men, individually or collectively, but they will not submit to being led around by the nose by outsiders who have no interests at stake: they will not permit the dictation of walking delegates; they will not let an organization with headquarters in another state tell them what they shall or shall not do and who they shall or shall not employ. They are right. The open shop and industrial liberty must be maintained. The decent citizenship and public spirit of Grand Rapids should rally to the support of the manufacturers and the good cause they represent, instead of knuckling down to those whose business, and profession it is to create dissatisfaction and make strife.

The Arabs have a proverb that "A wise man's day is worth a fool's life. It is not a matter of how long you have been on the job, but what you are doing in it."

### THE GASOLINE ENGINE.

Among the many new machines nothing ever placed upon the market can equal this for the many applications to which it may be made. Few have yet awakened to the extent of what it has already done or to the magnitude of its possibilities.

As a power in the shop it serves its purpose well, being always at hand and ready for work on a moment's notice. But it is on the farm that the greatest results may be looked for. Remote from steam, or the electric plant, the gasoline engine has already solved many problems where power or traction were desired. It has plowed, sowed and finished the entire seeding with a single process, and that at much less expense than could be done in any other way. It has threshed grain, shredded fodder, cut ensilage, sawed wood, pumped water, mowed, hauled in hay and loaded it upon the mow and taken the finished products to market. As a power in the household it can run a separator, churn, sewing machine or washing machine. These are doubtless but a small part of the work to which it will soon be harnessed.

Heretofore manufacturers have been hampered in their machinery-making because implements large enough to perform the work on a big scale would prove too cumbersome to be handled by ordinary horse power, and this is the power upon which all such work relied. The little gasoline engine seems to have arranged for this in a more than satisfactory manner. Another thing in its favor is that it eats only while at work, thus saving a large bill of expense in keeping. It is ready at a moment's notice, and will work night and day if necessary, while the farm team must have rest during a part of the twenty-four hours, even if the hay does get wet. To this may we look for help in the solution of how to keep the boy on the farm, the high cost of living and various other pertinent problems.

### WHO ARE TROUBLEMAKERS?

A small bunch of so-called labor agitators, total strangers in Grand Rapids and with absolutely no interest in the city or its welfare, come to town and after several months of "agitation" they succeed in arraying employes against employers and bringing about a general strike in the city's chief industry. And what do the newspapers, city officials and prominent business men who do live here and who do have interests in the city—what is their attitude in the matter?

With the city's chief industry threatened it would be supposed the first step would be to demand a show-down on the part of the troublemaking outsiders. Who are they, where are they from, who sent them here, who pays them, what is their interest in making a disturbance, what assessment do they levy upon the workmen they have succeeded in enrolling and what have they been doing with the money? These are a few of the questions that ought to be asked at

the very beginning. But no such enquiries have been made. These troublemaking strangers may be bunco men, hold-ups, grafters or anything else that is disreputable—but the disposition is to accept them at par for what they claim to be and believe everything they say, and the only questioning that is done is concerning the manufacturers who have lived all their lives in Grand Rapids.

Were it not so serious a matter to have half of the city's industrial population in idleness, the situation in Grand Rapids would be absolutely laughable. We are giving full credence to strangers and looking upon our own citizens as no better than they should be.

### THE RURAL CARRIER.

On the first of July the rural carrier will commence drawing a thousand dollar salary, and while there are localities in which he doubtless earns every penny of this, there are also many parts of the country in which countless others are working for a less price and yet working very much harder. We almost wonder if some of the great economy found necessary by the Postoffice Department may not well rest right here. Certain it is that there are always plenty well qualified for the work who are on hand every time there is a vacancy; and it is notable that vacancies are rare unless caused by sickness or death.

The first rural carriers received \$400 a year. This was, of course, too little, and an intelligent farming community looked with pleasure upon the successive increases in salary from time to time. It would seem that the thousand dollar mark, with all the holidays but Christmas, when, of course, every one wants their mail, with only six days in the week, and when the roads are good, time enough left to make a good garden, makes the rural carrier well compensated, and that if Uncle Sam has any surplus funds they might be bestowed in other districts.

Yet, this rural free delivery is one of the greatest things which could be done for the country at large. It is an educative feature touching life which could not be reached by the schools. It enables the rural resident to communicate easily with the outside world, and thus relieve the monotony which has been regarded as the greatest curse of farm life. It has brought the best of literature to the humble door, and it has shown the way to easily purchase the best farming implements and seeds. Many who never before knew how easy it was to do business by mail would now be sadly crippled if bereft of the system. We want it; we want our carriers to be duly recompensed; but if this last rise is insufficient, why not let others willing to serve as well for the less price have a chance?

A righteous cause does not always win immediately, because righteousness is in the minority. It is the righteous minority which reforms the world.



# Saginaw Is on the Map



The Center of Distribution for the State of Michigan

TOWNS that have developed into important cities and cities that have outstripped surrounding towns can usually attribute their superior growth to the following natural causes:

1. Location.
2. Material resources surrounding them or easily tributary to them.
3. Men of energy, intelligence and initiative who realize the possibilities of their city and employ all the forces at their command to develop these possibilities.

This week we shall consider the *location* of Saginaw and shall endeavor to show what an important part this has played in its progress. In our next issues we shall consider its *Material resources* and mention some of the *men* and *institutions* that have made Saginaw one of the chief manufacturing and distributing cities of Michigan.

Location has much to do with the development of a city and, in speaking of location, we usually mean its position in relation to transportation facilities, both water and rail. The following classification in order of importance will make this point very plain.

1. A city located on the seaboard at the mouth of some river and at the termini of trans-continental railroads is in the first class and capable of the greatest development. New York and San Francisco are examples.
2. Location on some great interior waterway and the through or trunk lines of railroads places a city in the second class. Chicago and Buffalo are good examples.
3. Cities located on some interior waterway but not on the main trans-continental railroads belong to the third class, examples of which are Saginaw and Duluth.
4. Cities of the fourth class, as far as location is concerned, will be natural interior railroad centers without water transportation.

Grand Rapids, Mich., and Columbus, Ohio, are cities of this class. This classification might be extended still farther, but from the above it can be seen what an important part *location* plays in the development of a city and how location has assisted Saginaw in its growth and importance.

By referring to the above map and from information secured from official sources, we have compiled the following facts:

Saginaw is located on Saginaw River, 22 miles from Saginaw Bay. Already two steamboat lines operate on this river as far as Saginaw—the Detroit and Cleveland Navigation Co. and Saginaw Valley Steamship Co. Through the efforts of Saginaw citizens the U. S. Government recently appropriated several hundred thousand dollars for widening and deepening this channel and cheap, deep water transportation for Saginaw will soon be a reality.

Saginaw has excellent railroad facilities. Six divisions of the Pere Marquette and four divisions of the Michigan Central enter the city. The Durand and Bay City division of the Grand Trunk connects it with this trans-continental system. The Detroit and Mackinac make it the natural distributing center for the eastern part of Northern Michigan. It is also connected by electric lines with Bay City, Flint, Detroit, Toledo and many other cities.

Saginaw is nearest the geographical center of any large city in Michigan. It is also nearest the center of population of any large city. It is admirably located to get a large share of Canadian trade when reciprocity becomes a reality in the near future.

It is plain to see why Saginaw is on the map, when the above facts are considered in connection with the names on this page of only a few of her leading citizens, who are officers and committeemen in the Wholesalers' & Manufacturers' Association. Add to these potent forces the natural resources of the section of the state tributary to it and we have the reasons for the substantial growth and importance of Saginaw.

C. D. CRITTENDEN.

## COMMITTEES

### Saginaw Wholesalers' & Manufacturers' Association

One of the Organizations that is doing things for Saginaw.

#### Executive Committee:

- J. D. Swartwout, President
- J. W. Smart, V. President
- Jos. P. Tracy, Secretary
- H. S. Erd, Treasurer
- J. A. Cimmerer
- O. D. Gilbert
- S. E. Symons
- Max P. Heavenrich
- Ed. Schust
- W. R. Biles
- H. P. Baker

#### Exposition Committee:

- Otto Ohland, Chairman
- O. D. Gilbert
- H. S. Erd
- Arthur Beese
- A. E. Brown

#### Trade Interests Committee:

- Ed. Schust, Chairman
- D. D. McLean
- S. E. Symons
- Martin S. Groom
- J. P. Beck

#### Advertising Committee:

- G. F. Dice, Chairman
- Harry P. Baker
- W. H. Ennis
- Chas. Bradford
- John W. Ladd

#### Members and

#### Ways and Means Committee:

- Max P. Heavenrich, Jr., Chairman
- F. A. Hicks
- W. G. Stolz
- Harry E. Oppenheimer
- Wm. Polson

#### Transportation Committee:

- Wm. Seyffardt, Chairman
- W. F. Stevens
- C. W. Reidel
- F. C. Reitter

#### Special Committee:

- J. O. Newberry, Chairman
- C. T. Fenton
- W. S. Perkins

### What Publicity Has Done for Saginaw.

The Wholesalers' and Manufacturers' Association and other allied organizations of Saginaw are doing many things to advertise their city. They believe that commercial expansion must be augmented by the attraction of outside men, capital and industries. To do this they are conducting not only publicity campaigns but they are raising funds and securing desirable sites to be used in inducing outside establishments to locate here. Publicity in itself is good, but it is always most effective when combined with a fund and other attractive features to encourage new local enterprises and invite outsiders.

The inhabitants of Saginaw realize that every new enterprise means more people in the city, more grocery and meat bills, the purchase of more dry goods and clothing, the building of more houses, the enhancement in the value of real estate, more doctor bills, greater production and consumption in every line and in this increased activity everyone in every line receives more or less benefit. While justice would require donations to this fund from all who are able, it is true that so far contributions have been made by far too few of her citizens.

Several means have been employed to attract attention to Saginaw. Three annual Industrial Expositions have been successful. The Trade Extension Excursions have all been successful in drawing jobbers and outside retailers closer together. The Merchants' Week entertainment in connection with the Exposition last year was a great success. This year they contemplate holding a Land Show in connection with the Exposition and are planning on enlarging on the scope of the Merchants' Week proposition. Saturday evening, May 6, there will be a mass meeting and "smoker" of the Saginaw wholesalers and manufacturers to "boost" this entire proposition.

The citizens of Saginaw and the various principal organizations, including the Saginaw Board of Trade and the merchants and manufacturers, are waking up to the realization that Saginaw is not only on the map but that it is in the center of distribution for the State of Michigan, and that it has a bright future if they will only improve the wonderful opportunities that they have for business development.

As a result of this publicity campaign and the inducements—financial and otherwise—the following new industries have been secured during 1909 and 1910:

1. Clare Knitting Mills.
2. Valley Boat & Engine Co.
3. Marquette Motor Company (Extension).
4. Jackson-Church-Wilcox Company (Extension).
5. Sommers Bros.' Match Company.
6. Argo Electric Vehicle Company.
7. Yates-Upholt Brass Company.

The following new industries have been added the past few months to Saginaw's diversified lines:

1. Wessborg Manufacturing Company.
2. Wilcox Engineering Company.
3. Michigan Creamery Company.
4. Saginaw Pure Ice Company.
5. Marienthal Manufacturing Company.
6. Astrene Polish Company.
7. Saginaw Wire Fence Company.
8. Opportunity Manufacturing Company.
9. Saginaw Vulcanizing Company.

The following have largely expanded the past few months:

1. Herzog Art Furniture Co.
2. Saginaw Table & Cabinet Co.
3. Valley Sweets Co.
4. Saginaw Sheet Metal Works.
5. Saginaw Plate Glass Co.
6. Saginaw Heading & Veneer Co.
7. Quaker Shade Roller Co.
8. Erd Motor Co.
9. Stork Motor Co.
10. Pere Marquette Railroad Co.
11. Brueck Sectional Bookcase Co.
12. Modart Corset Co.

Symons Bros. & Company have constructed a large new warehouse on South Washington avenue. This is a great improvement for the city and proves the statement that Saginaw is the distributing center of Michigan.

The Saginaw Valley Drug Company has expanded and increased under its active management and has removed to the large building formerly occupied by Symons Bros. & Company.

This improvement and expansion is also seen in other jobbing and wholesale houses located in Saginaw.

Since writing the above the Dur-yea Automobile Company, which has for years operated a successful factory in Pennsylvania, has been induced to locate in Saginaw and is to be capitalized at \$200,000.

Saginaw is on the map.

#### Clipping Horses.

The clipping of a horse in the early spring is now conceded by all the leading veterinarians to be essential to a horse's well being as shoeing him or giving him a comfortable bed to lie on. A clipped horse dries out rapidly after a hard day's work and will rest comfortably and be refreshed for the work the following day. An unclipped horse is liable to catch the heaves, pneumonia and all sorts of colds, rheumatism, etc. More especially is this so in the early spring, when his hair is long and he is "soft." If worked hard he will perspire freely and the moisture will be held by his long hair, and the food that should go to nourish him will be used to replenish the heat that is being constantly taken from his body by the mass of cold, wet hair. If clipped, the perspiration will evaporate almost as soon as secreted, and when put in the stable he rests comfortably and his food does him good.—Butchers' Advocate.

# Symons Bros. & Co.

## Saginaw, Mich.

### Importers and Wholesale Grocers

We have unexcelled facilities for serving the trade promptly and economically from our new warehouse, the largest and finest in Michigan.

## We Are Headquarters for Elkskins

Send us your orders for Elkskin Outing Shoes. A full and complete line of Men's, Boys', Youths' and Little Gents', both black and olive, carried on the floor ready for at once shipment. Write for prices. Mail orders filled same day received.

State Agents for Lycoming Rubber Co.

**Melze, Alderton Shoe Co., Saginaw, Mich.**  
Michigan's Progressive Shoe House

Always Reliable

# Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan



**Saginaw Early History.**

The city of Saginaw, the largest city in the Saginaw Valley, has played a leading part in developing Michigan from the Flint River to Mackinac. In 1826 the number of white settlers north of Flint was only twenty-eight. Missionaries were the first white explorers in this territory. It is interesting to learn that Louis Campau, who figured so prominently in early Grand Rapids history, was the first fur trader to settle on the west side of the river. In 1816 he built a log house near the site of the old A. W. Wright mill and carried on an extensive fur trade with the Indians. Before General Lewis Cass left Detroit, in the fall of 1819, he instructed Louis Campau to build a council house and make arrangements to receive him. When General Cass reached Saginaw with two Government vessels loaded with provisions and troops, he found from 1,500 to 4,000 Indians already in possession of the land, but after three days' parleying they finally agreed to sell their land.

The Indians even then were cultivating corn and in their crude way were raising as high as sixty bushels to the acre. The rivers were teeming with fish and game was abundant. A heavy growth of hickory formerly covered the site of East Saginaw. The Indians called it Meteguab-o-kee, meaning a place to secure hickory bows and arrows, and it was a favorite camping ground.

The origin of the word Saginaw is uncertain. The following is usually accepted: The O-sau-gee Indians inhabited this territory when the Chipewas were driven west. The Chipewas added "nung," meaning place, and called the territory O-sau-geenung, or place of the O-sau-gees. It can readily be seen how O-sau-geenung could gradually be changed to Saginaw.

From all the information we can secure, the first white settler to locate on the east side was a French trader and trapper, Captain Louis Snay, who lived in a log house, where the Bancroft House now stands. This was prior to 1840. In 1831 Governor Cass named Saginaw as the county seat, and official recognition by the Territory was given to the county in 1833.

In 1834 Harvey Williams erected the first steam sawmill in the valley at the foot of Mackinaw street. In 1836 he built the old Emerson mill, on the present site of the Gas Works, and from this mill was shipped in 1837 the first cargo of lumber from this valley. In July, 1836, the first steamboat, named Governor Marcy, steamed from Detroit up the Saginaw River. In 1846 the first schooner,

Julia Smith, was built on Saginaw River.

Saginaw was platted with regularity in 1837 by Norman Little and others. The Germans were among the earliest and thriftiest settlers. They came to this county in 1845.

East Saginaw was first incorporated as a village in 1855 and four years later as a city, Wm. P. Little being the first Mayor. South Saginaw became a part of East Saginaw in 1873 and the different parts of the city were all united under the City of Saginaw from a municipal standpoint in 1889, and the first consolidated city council met March 12, 1890, with Geo. W. Wheadock, Mayor, presiding.—From Saginaw's Semi-Centennial Souvenir.

**Loyalty in Business.**

Loyalty is an expressive word, a word which in its proper sense means a whole volume, and which, if put into practice, is sure to bring incalculable benefit to the one who practices the virtue.

Has it ever occurred to the reader in how many ways this word can be applied to himself and his dealings with his fellows?

The loyal citizen must aim to serve his country by the highest type of citizenship; willing to give his talents, whatever they may be, in helping to build up and strengthen the state.

He must be loyal to his city or town, by fostering a progressive and steadfast care of the interests of the municipality, and by patronizing home industries exactly in proportion to the support he expects to receive from his fellow citizens.

He must be loyal to his craft, whatever his calling may be. It should be a prime consideration with them to further the welfare of the trade by co-operation and willingness to help in all that makes for mutual profit and mutual benefit in every direction.

He must be loyal to his patrons, serving his customers, not alone with a single eye to his own welfare but endeavoring to give them full value in return for their confidence.

He must be loyal to himself, by an unswerving honesty in business and a true recognition of his own value and of his place among his fellow-men.

These are but a few of the ways in which loyalty may be and should be exemplified in every man's character, and by which he can occupy the place in business, in the state and in the home which it was intended he should do.—Canadian Harness and Carriage Journal.

There is no salesmanship in getting rid of goods at cost, or at a loss. Salesmanship and profit must inevitably be associated.

**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.**



**SAGINAW** INCORPORATED 1890  
 ESTABLISHED 1863 **HARDWARE**   
 WHOLESALE

**Hardware, Mill Supplies, Paints and Oils**

We have the State Agency for the  
**Quicker Yet Washing Machine** 200 S. Hamilton St.  
 Secure the Agency Saginaw, Michigan




No. 81 Display Case      No. 84 Cigar Case

**Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.**  
 We make all styles      Catalogue on request

**SAGINAW MILLING CO.**  
 SAGINAW, MICHIGAN

Samico, Uncle Sam, Upper Crust,  
 King K, Blue Bird Flours

Mill Feeds, Seeds and Grains

Bread made from SAMICO won first premium in 1909 and 1910 at Michigan State Fair, Detroit

**Buy Your Coffee in a Package IT IS CLEAN.**



**Buy MO-KA**  
 It is Both **GOOD** and **CLEAN**

The best retailers in Michigan sell it.



**Valley Sweets**

STANDARD OF QUALITY IN CANDY  
 Find out about our 5c specialties

**VALLEY SWEETS CO. :: SAGINAW, MICHIGAN**

L. A. Burrows, President  
 George F. Dice, V. Pres & Mgr.  
 J. W. Johnson, Sec'y & Treas.



## NATION'S 'GREATEST ASSET.

### Development Would Add Greatly To National Wealth.

That this country has an asset which if developed would pour untold millions of dollars annually into our industrial channels is a fact well known to all who have given the subject serious thought. The problem of its development is difficult only because it is so simple. There is no other problem on the American continent in the same class with it. What is this problem and how big is it? Let us see:

Suppose a town of 5,000 people is surrounded by a farming community; suppose every farmer in the contributing territory were induced to adopt methods in harmony with latest approved practical teaching for the protection of crops, their protection from injurious insects, to drain the soil, return to it the crop residues in the form of manure and other decaying organic matter; to sow only the best seed; to feed field product only to profitable stock, and to put the finished product on the market in the best form.

It is easily conceivable that \$1,000,000 annually could be added to the production of the surrounding country, and it is evident that such an addition could not be made without touching every banker, every manufacturer, every storekeeper, every doctor, every lawyer, every newspaper owner and, in fact, every person in the town. This, then, is the problem—how can the indifferent farmers of the country be induced to adopt the improved methods? If this one thing could be accomplished all else involved in agricultural improvement would come easily as a natural sequence. If all farmers would properly drain their land, the problem of good roads would be solved. Increase the income of the individual farmer and the means will be at hand to solve the rural school problem; the improvement of rural schools means the quickening of intelligence; the beautifying of rural homes, the increase of social advantages and moral uplift.

All this looks simple, hence the difficulty. The farmer, be he a good, bad, or indifferent one, is independent. He can live, in a way, if there are no agricultural colleges, no experiment stations, and no farmers' institutes. If the problem were more intricate, involving the expenditure of immense sums of money and the sacrifice of human lives, we could expect the people as a whole to set themselves sooner to its solution.

This simple problem of stirring the indifferent farmer to activity does not as yet appeal to the people as it deserves. It is easier to build a dreadnaught than an agricultural college. We can arouse the interest of continents in solving the problem of aerial navigation, but it is difficult to get the people to support enthusiastically the proposition of spending money freely in teaching the indifferent farmer how to drain his land, why he should use only the best

seeds, why he should test his dairy cows, why he should spray his apple trees and how, in short, he can increase his income by \$1,000 a year.

There are persons who have an inspiration as to the greatness and value of this work, and there are some places where this problem is being worked out; but, on the whole, the public is more or less indifferent to the importance of the work. If the development of our agriculture means the greatest wealth creation within the nation, and if stirring the indifferent farmer to better things is the key to the situation, why do not our people—manufacturers, bankers, professional men, business men and intelligent farmers—rise in a mass and demand that this work be carried through? One reason is, there is a too prevalent opinion that work done among and for farmers is a charitable contribution to a class that should be able to take care of itself. What a woeful misconception of the movement! Helping the farmer to larger production and to larger life is justified on the ground that thereby we are contributing to the prosperity and uplift of the whole community.

We should take this problem out of the country and bring it into the town and city. We should, in addition to discussing it at farmers' institutes and farmers' clubs, put it up to the boards of trade, the bankers' associations, and even the country teacher's associations. It has been a local question. We must make it a national question, must bring people to see that it is not charity or local contribution, but merely the investment of public funds that will bring ample returns to the whole people.—C. C. James in Press Bulletin of Illinois Farmers' Institute.

### Half Nickels Needed.

There is a movement on foot which has considerable sense in it, although it seems on the surface to be decidedly radical. It is reported that certain Western mercantile interests will soon introduce in Congress a bill adding to the national coinage a coin worth 2½ cents. The argument which the promoters make for the bill is novel and interesting. They say that food prices have become so high that it is necessary for a grocer to figure much more closely in advancing his own prices, as prices are advanced to him. For example, before prices reached their present plane, a grocer to whom a price was raised 1 cent per pound would raise his own prices at least 2 cents per pound, particularly where the article was sold largely in quantities of less than one pound. In sales of not less than one-half pound, an advance of 2 cents split exactly even.

Things are different to-day. Under present conditions when a grocer is compelled to pay 1 cent per pound more for something, he hesitates to advance his own prices any more than enough to cover the actual advance to himself, for his prices are already so high that his customers are complaining. In spite of his desire to deal thus fairly with his cus-

tomers in this respect, the customers are deprived of the benefit of it because there is no coin to make close change. An article is being sold at 14 cents per pound by the retailer. The wholesale price advances 1 cent and the retailer advances his selling price to 15 cents. If the consumer buys as much as a pound, all right, but if she buys one-half pound or less the grocer is forced to charge her 8 cents, or at the rate of 16 cents per pound, instead of the 15 which he would gladly charge her if he could. If there were a 2½ cent coin the 15 cent price could be exactly halved, and those who have studied the matter say the average consumer would save about 2 cents on every dollar.

Many other countries have always claimed that the United States is very short-sighted and unbusiness-like in having no coin of smaller denomination than 1 cent, and there is much sound logic in the charge.

### Make Your Capital Work.

How much do you make your capital work? This is really the secret of successful business. Keep turning it over and over. Your losses are measured solely by your stock of left-over goods, and your profits by the volume of your turn-overs. It is certainly poor policy to load up with a lot of goods just because you can get them at a low price. It is false economy, unless you intend to become a specialist in job lot goods. Your money is usually worth far more to you than you would realize in profit on goods which tie up a whole lot of capital but do not move readily.

You may be importuned by manufacturers to make purchases too heavy for you with the amount of trade upon which you can hope to draw and you may not be able to dispose of the goods for months. Usually there is a jobber near by who would supply you with smaller quantities just as you need it, and no more than you need. The price he demands may be a trifle higher, because you buy lightly, but he can supply you quickly when you want it in a hurry to take care of an unexpected run; and, if he is a fair-minded man, he will endeavor to serve your best interests so as to retain your trade. It would be suicidal for him to do otherwise, and in buying in smaller quantities you keep your dollars always busy.

Sell your stock on hand quickly, pocket your profit and immediately use your capital over again to get new and fresher goods to offer your customers. Suppose you are doing a business of \$300 per week, and you bought a month's supply at a time, you could turn your capital four times in that month at the same percentage of profit per dollar, whereas in buying for a month's supply you would require four times the capital to carry you along, and at the same time there would be taken a larger risk of loss on shop-worn goods with the heavier purchasers. Which way is the more profitable?

### Farm Life as It Was and Is.

At its worst, life on the farm in winter is by no means destitute of joy. At its best it is delightful. The struggling poor, the improvident, or the indolent man must still, as in pioneer days, crawl from bed in a bleak, cold room and build the kitchen fire; but the new and thrifty farmer has all the comforts of a city home. He dresses and milks by acetylene or gasoline light; he owns an automobile. As between these extreme types one prefers the stereotyped picture—the old homestead under a blanket of snow, the smoke lazily curling, a cow or two in the middle distance, a sleigh at the gate with muffled figures in it; bare boughs of maple swaying and low evergreens bent under a white weight.

Imagination nimbly fills in the sketch by stepping within—into the aromatic kitchen, fragrant with cinnamon and clove, perhaps, or agreeably dense with the fumes of coffee. Beyond is the living-room, with the lamp, where frequently at nightfall the group seen through the window shall be actually gathered, the wife at her sewing, the children at their lessons, the farmer at his journal or seed corn.—Philadelphia Press.

It is all right to keep busy, but it is all wrong to keep so busy that you have no time for courtesy and cheerfulness. It is a large part of a man's business to be agreeable to others.

"And where," demanded his wife, with flashing eyes, "would you be now, only for me?" The man glanced at the clock. It was verging on midnight. He sighed and was silent.—Puck.

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E. J. KNAPP & CO. BELDING, MICH



### Welcome All Suggestions.

Willingness to accept and utilize ideas offered by others, no matter what their station, so long as the hints are practical, is a sign of a progressive spirit.

One of the reasons frequently given for the remarkable mercantile progress made by this country is the readiness on the part of our businessmen, as a rule, to accept suggestions from anyone in their employ, no matter how humble his post.

While the broad-gauge policy, however, is the general rule in this country—and doubtless to as great an extent in the retail dry goods trade as in any other line—exceptions are occasionally encountered. There are merchants, and doubtless many of our readers will bear out the statement, of whom the remark is often covertly made within their store: "It is no use; you can not tell him anything."

To any reader who has permitted himself to get into an attitude that is apt to repel those of his employees who would like to make good suggestions we earnestly suggest a broader viewpoint. The position of the merchant—or anyone else, for that matter—who has allowed himself to get to the point of, "You can not tell me anything," is not an enviable one. Known or unknown to him, his business is on the toboggan.

Such an employer can not expect to indefinitely retain the services of men and women of genuine merit. To such the opportunity to help in the development of the store and to express freely their thoughts for its betterment is a potent incentive. They can not content themselves with traveling a dull, uninteresting round of mechanical duties, and, when needlessly restricted, either seek a more favorable opening in some other concern or start in business on their own account. In either case their former employer's business is the loser, and perhaps doubly so, if these progressive people continue in the business life of his town or neighborhood.

It is not only from employees, however, that merchants of the type we have in mind are unwilling to accept suggestions. If approached by some outsider who desires to bring to their attention some more modern form of equipment or some newer ideas in store system such a merchant is loath to listen, for he feels that what has served him for years must continue to do the work. Thus he allows his competitors to get ahead of him in the improvement of their stores or in the conveniences and service provided for the public.

The same applies also in the case of merchandising methods. Retailers are found who are unwilling to pursue any method or plan not originated by themselves. They decline to give a competitor, or anyone else, the satisfaction of claiming the origination of the idea.

Such, however, is by no means the course pursued by the really great retailers of the country. They recognize the fact that nothing star-

tlingly original in merchandising can in these days be introduced. They do not care who has done the new thing. If it is good they are willing to follow—with this proviso, however: That the new method, whatever it is, when adopted in their business must, to the greatest degree practicable, be improved upon and individualized, so that to a certain extent it becomes their own, as well as the originator's.—Dry Goods Economist.

### Starting an Organization.

Probably there is not anywhere a live-wire merchant who does not appreciate the fact that an organization of business men of his town could accomplish great results not only in upbuilding the community, but in placing the business of all upon a more profitable and more satisfactory basis.

Yet organization among the business men of our towns, and small cities is of slow growth. Because, while they all agree that organization is a good thing, most of them think that the business men of their town can not be induced to work together. So many efforts have been made along this line and so many failures recorded that in many towns effective organization is considered a hopeless undertaking.

If babies were as easily discouraged as many business men, they would never learn to talk or walk. It is only by keeping everlastingly at it that babies acquire these accomplishments, and we know of no other method of forming an association of business men.

A merchant much interested in the project of organization invites his best friend among the business men to spend an evening with him in discussion of the proposition. They meet, talk things over and agree to go ahead with a plan. They part to meet again the next evening or as soon thereafter as possible, at which time each is to bring a business friend with him. That makes a meeting of four business men. They talk things over, reach agreements on various matters and adjourn to an early date, when each of the four is to bring another business friend with him.

At the third meeting there are eight business men present. The process is repeated and at the next meeting there are sixteen present—the following one has thirty-two and so on until every available candidate for membership has been brought into the fold by a friend.

Then—and not before—they are ready to organize, elect permanent officers and decide finally on a constructive program. This plan of preliminary work has proved very effective, even in cases of organizations far harder to perfect than business men's or merchant's associations.

After this preliminary work has been done and the time for permanent organization arrives, it is best to send for a state association organizer, so that the new local association may be started along proper lines and with the important and valuable affiliation with the state and national associations.

As a progressive business man, you must believe in organization along right lines. Even though the plan

outlined above may not appeal to you, the responsibility still rests upon your shoulders to do your part toward turning organization from a dream into reality.

Why not make some sort of start toward organization in your town?

### Cheer up and Try Again.

Among the many lovable things Robert Louis Stevenson wrote, says an exchange, was this: "Our business in the world is not to succeed, but to continue to fail, in good spirits." To those of us who fail much oftener than we succeed there is a great deal of cheer and encouragement in this wise bit of humor. It is like a hearty slap on the back of the discouraged one, or an arm affectionately thrown over our shoulders as we limp from the arena, sore and grimy.

The world is naturally a hero worshipper and it takes little interest in the man who fails; few of us do, because really it isn't very interesting. And yet for every time we succeed we must fail many times and for every one who succeeds there must be many who fail.

There are few men who would not like to be very successful. Every writer would like to write great things and every merchant would like to make a great success of his business. Yet there are few great writers, and there are many merchants who do not succeed. It is seldom because they do not try, for many who fail try harder than some who succeed; but circumstances, or their environment, or their opportunity is against them, or else they just get "in wrong." There are few of us who would not like to live up to our highest ideals, and there are few of us who do. Instead of succeeding, we fail, often miserably. What Stevenson would tell us is to cheer up and try again, even if we must "continue to fail, in good spirits."

### City of the Future.

The following lines from Percy MacKaye's farce, "Anti Matrimony," show a touch of seriousness:

"The city—think what we might make of it! Not a crumbling heap of scrambling individuals, each seeking his own salvation at the expense of all, but a strong tower of Man—organic, coherent, self-planned, guarding the salvation of all in the subordinated good of each."

"Look: Here's the river, fronted by public architecture and the park embankment. Here are commons for the children. Here are public tenements for the poor. This is the hall of labor. Here is the civic theater, focus of festival pageantry and the united arts. Here are the central library, the national academies—of science, painting, sculpture; the public athletic stadium. These are the halls of arbitration and invention; the municipal house of music, the public studios of the arts and crafts."

"All this, my dear fellow, is no chart of Utopia. It is the published plan of shrewd public leaders; citizens who no longer laugh at applying imagination to men's common interests. This now, as a minister and citizen, is my chief work and study, and I am only one worker among a hundred thousand. So you see this 'Home-churchyard,' as you call it, is not wholly haunted by ghosts. What do you say to our planning?"

### Do Not Overdo Things.

Do not act as if you had a bull pup behind every counter, trained to bite the first customer that stepped around into that sacred place. A counter is a trade killer, and if it were possible to get along without them we would all profit thereby.

Allow women customers to go around back of the counter in the dry goods department, and tell them to "make themselves at home." (That old-fashioned expression can not be beaten.) You go around on the other side and let them lay the goods on the counter they want for you to measure off.

Keep your store clean, but do not overdo the job. Place a comfortable bench and a chair or two on one side out of the way, where tired customers may sit and wait.

Do not be too solicitous about selling. A regular customer resents attempts on your part to load her up. Show her all the goods she wants to see, but never urge her to buy, and also do not overdo the "showing" business.

Finally, do not think you have to stand and visit with customer after customer all day long. You can overdo that, and while visiting, never, never make a remark that you would not willingly yell through a megaphone to the entire community.

## THE PERFECT FRUIT PACKAGE



Pat. Applied for

The Boucher Basket & Crate Co.  
Bank Building, Scottville, Mich.

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

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

They have perfect ventilation.

They can be piled any height. They come folded.

Write for prices.



### GOING TO THE CONSUMER.

#### Instead of Waiting for Trade Why Not Go After It?

Two brothers, operating a men's clothing and furnishing goods store in a city of medium size, came to the conclusion not long ago that their business was not bringing in the profit it should.

They found that the building up of an established patronage was rather slow and tedious work, and being young and ambitious men they disliked the idea of waiting for the trade to come to their store.

Their town was located in the midst of a rich farming country and Saturdays the trade in the store was nearly always good, partially on account of the number of these farmers who came to the city on that day. The brothers often thought of the increased business which would result if they had this rich farming trade to draw on during the five other business days of the week.

One of the boys owned an automobile with a tonneau of generous size. One Sunday afternoon, while they were spinning over the country roads in this car, one of them said: "As it is impossible to get these country buyers to come in town and look at our stock on any day but Saturday, why not use this car and show them selections from the stock on the other business days of the week?"

The suggestion was agreed upon, and the brother who was known as the better "mixer" and salesman planned to go out in the machine and "mix" with the country trade.

"Even if we do not sell or take orders for a dollar's worth of merchandise," he said, "it will be good publicity for the store and enlarge our list of acquaintances and possible customers."

The brothers employed one clerk, and with the exception of Saturday one of them and this clerk could handle the trade with ease. The plan was tried out and almost immediately proved successful. The brother with the car would take out with him and show various novelties in the apparel lines. He built up a profitable business in taking orders for clothing and custom-made shirts.

At the end of a few months he was doing a bigger business in dollars and cents than the store was doing.

The sales he made were not the only profitable part of the venture. As stated before, he was a good "mixer," a good salesman and made friends easily. The friends he made in the farming districts, many of whom had never heard of the store before his coming, grew accustomed to dropping in at the establishment on their weekly trips to town.

While the idea is not by any means new, it was a novel method of soliciting business in this particular section of the country, and as a result the farming trade gave the store considerable valuable publicity by telling their friends about this, to them, new method of securing customers.

To many men's wear merchants this method of going out after trade by personal solicitation seems to lack

dignity. One retailer, in discussing it recently, said: "The men's clothing industry has of late years been placed upon a higher plane than it ever was before. This idea would tend to lower it. It would savor too much of the old, disreputable 'pulling in' process."

It can be done, however, in a way that would not in the slightest lower the dignity or standing of any establishment. In fact, some of the greatest and best known houses in the men's wear lines are doing it to-day. Even the banks have taken it up, and banking in the general estimation has long been considered one of the most dignified professions on earth.

Some time ago a well-known bank, desiring to increase the deposits of the people in the suburbs of the city in which the institution was located, had an automobile fitted up as a small bank on wheels. It had the marble counter, the grated teller's window and any other banking conveniences which they could crowd into the car. It made regular trips through the suburban and country districts, and is said to have proven successful. Another well-known bank in New York has recently adopted the same idea.

A practice which leading banking institutions have taken up can hardly be called one that would lower the standard of any business.

Our million-dollar life insurance companies are built up almost entirely on this idea of personal solicitation, and yet no one refers to that business as being undignified.

In this age of keen competition the merchant who wins is the merchant who uses every honest method in his power to increase his sales and his profits.

A variation of this idea of the personal solicitation of business was recently used by one of the leading men's wear stores in a large city. This city has an extensive foreign population, and in one section is a settlement where many thousand Italians live.

One of the salesmen in this store is a clean-cut young Italian, who has a great many friends and acquaintances in the Italian district. At certain times in the week, when business at the store is quiet, this young salesman goes out into the district where his fellow countrymen live and talks to them of the advantages of trading at this store.

When anything is placed on the market which he thinks will appeal to the sons of Italy, he takes out and shows them samples of the new merchandise. It is said the result of his work has been a marked increase in the Italian trade.

This is an idea which could be tried out by a retailer in almost any large city. Practically every city in the Union has its various foreign settlements and among the people of most of these nations seeing a new home on this continent there is naturally a clannish feeling. If a fellow countryman of theirs, a man whom they have known for years, tells them that your store is the proper place to

trade, they are likely to believe it and follow his advice.

A story was told some time ago about a wonderfully successful clothier in one of our largest Eastern cities. This man when a salesman had, it is said, built up a larger personal following than any other salesman in the city where he was employed. One of his practices was to arise at 4 in the morning and visit the produce markets, when the men were just starting the day. He made hundreds of friends among the dealers there and attracted a large and profitable trade to the store. This man not long ago went into business for himself and at the time he started it was stated this personal following was his principal asset. That it was a valuable asset is evidenced by his steady and rapid success in the mercantile world.

The opportunities for trade lie all about us. What one man or one store can do can be profitably duplicated in your establishment. Do not idly wait for business to come. Go out after it and get it.—Chicago Apparel Gazette.

#### Exchanges and Returns.

The A. T. Lewis & Son Dry Goods Company, of Denver, issue a store paper, "Notions," and in the last issue is an article on exchange and return of goods that contains many helpful suggestions.

"When goods are brought back to the store," the article reads, "always act from the idea that the house demands from you that customers be absolutely satisfied.

"When customers bring goods to the store to have refunds or credits made out, always call the floor manager or the head of department or assistant before untying the parcel.

"Floor managers will make out all refunds and all credit slips after being satisfied that they are acting according to the wishes of the customer.

"If goods come back to you that you did not sell, call a floor manager at once and if the floor manager requests you to attend to the exchange, do so cheerfully.

"Refund checks are the same as money and customers must be given to understand that they are just as good in one section of the store as in another.

"Always be polite and very gracious when a customer comes to see you to exchange goods or to get a refund or credit.

"Act as though it were a regular part of our business to take back merchandise and that every return causes us the utmost pleasure.

"When goods come back try to exchange them for something else after having found out what the customer wishes. Always be on the alert to suggest something that will be likely to please. Keep your stock and its uses so well in mind that ideas will come to you without any hesitation.

"Never lose sight of the fact that it is often possible even after a customer has made up her mind to have a refund or credit to introduce an idea or goods to her that will send the customer away with goods instead of money."

## Business Men's Paper Press

We Have Hundreds of

**Satisfied Customers**

Here is another testimonial taken at random:

C. F. Waters,  
Grand Rapids, Mich., June 1, 1910.  
Business Men's Paper Press Co.,  
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Gentlemen:—Enclosed please find check as follows:

May 31 ..... \$35.00  
Less 5 per cent 10 days... 1.75

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Gentlemen:—Your paper press is giving us entire satisfaction. We are more than pleased with it and take pleasure in recommending it to anyone who would have use for such a press, as waste paper has become now a valuable asset and with the press you can save every scrap.

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Any boy can operate this machine. Push wires through opening in back.

Made in four sizes. Sent on trial.

Do you think we could have sold over \$40,000 worth of these presses since last October if they did not do the work right? Write for circular and prices TODAY.

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



**LOST ENERGY.**

**How Percy Brinsley's Genius Was Smothered.**

Written for the Tradesman.

"What becomes of all our smart boys, I wonder?"

"And of all the pretty little girls?" suggested the old schoolmaster with his good-natured laugh.

"Well, yes, you may put that up to a solution as well," admitted the other old timer, who sat sunning himself on the birch-wielder's porch. It was the first warm day in April and the two chaps sat smoking and reminiscing—that is, old Cal Poland smoked while his friend Tom chewed gum-drops.

"There are lots of nice little girls," continued old Tom, "but they never grow up, I've noticed that."

"And the boys," grunted Cal; "so many young geniuses. Where do they all go to?"

"Die young, no doubt."

"The spark of genius dies young, all right," agreed old Poland. "I was just now thinking of Percy Brinsley—highfalutin name—he was such a smart boy. Everybody said he would be heard from when he grew up; if not in the halls of Congress, then in the scientific world. He was heard of in neither, if my memory serves me right."

"I think it does, Cal," returned the ex-pedagogue. "You heard of the death of old Brinsley at the Soldiers' Home not long ago, didn't you?"

"Yes; but what has that to do with Percy, the genius?"

"Everything. It was Percy who died without a friend. His genius could not save him from a loveless old age and final passing away among strangers. When I think of his life, of my own and that of many others I can't help wondering why it has been so ordained from the beginning. Now Percy Brinsley, despite his name, was a real genius. Don't you remember—"

"Don't I, though? He could make anything from a toothpick to an ox-yoke. If he'd been properly educated he might have won out. Poor chap! I often think of him in his natty clothes, making love to the buxom woods girls, putting on those superior airs. Why, I actually was so awed in his presence that I daren't open my mouth, especially where the girls were concerned."

"I remember his penchant for the softer sex," acquiesced the schoolmaster. "He was their hero for a long time. Some of the grave old chaps of that early day actually believed Percy was cut out for great things. My own father employed him in his mill; he was so handy with tools, if you remember."

"Yes, and he got to be an expert engineer. We all thought he might turn out a great inventor at the very least."

"So we did, but his inventive faculties died young; he became a mere imitator, which killed all originality. He was unfortunate in his marriage, too."

"Which marriage?" and old Tom smiled.

"That's so, he was married twice—" "Four times, Cal. Have you forgotten?"

"Mercy! yes, I had forgotten," ejaculated the smoker. "Hum—let me see: His first venture was when he was quite young—the Stone girl, if I remember rightly."

"No, your memory is defective, Cal," and old Tom laughed. "Percy was only a boy when he met bright Alice Collins. Don't you remember pretty Alice, the raftsmen's daughter?"

"Well, now you mention her, I do call to mind that blessed girl, and I want to say right now she was one of the pretty little girls who grew up into a beautiful woman."

"Yes, Alice Collins was an exception which makes the rule good. It was her misfortune to meet and fall in love with Percy Brinsley. She was only 17 to his 20 years when they were married. I was there—"

"Sure, and I was down with the measles and couldn't go. It was a bang-up wedding for the lumber woods. Everybody thought both young folks had done well. Alice was as smart as a steel trap."

"And intellectually as far above the man she married as the sun is above the earth," avowed the schoolmaster, sighing over the memory.

"I suppose so, but folks didn't seem to realize it then."

"Of course they didn't. Let me see: They went to housekeeping in the house on the hill—"

"Yes, one fitted up for them by your father. Percy was your engineer at the time. If Alice had lived Percy might have turned out differently. She certainly would have saved him from the low ebb he sank to afterward. Alice died in less than a year, after which the young husband was inconsolable for a long time."

"Yes, he seemed to lose all energy after Alice died. Somehow her loss broke him all up. After two years he married old Steele's daughter, Mag, from which time his prospects waned, his light went out and he never was anybody afterward. He went into the army and served through the two last years of the war as a private."

"His genius was snuffed out while he was yet young."

"It seems so. I have never been able to account for it," declared the schoolmaster. "Percy was truly a smart boy. Could it be that an unfortunate marriage made a complete fool of him? I remember him when he could solve some intricate engineering problem with the best of them."

"One bad marriage led to others. By gorry! to think of slim, nifty Percy Brinsley, the pride of the settlement, going to the dogs the way he did. He had chances to become a millionaire. He turned them all down, becoming a third rater and finally dying in a soldiers' home with no one left to do him honor. Even his children went back on the poor fellow."

"Poor fellow, indeed!" echoed the schoolmaster. "His children—he had three—all boys, never were fired with

the early genius of the father. They left him to die among strangers, more's the pity."

The speaker wiped away a tear as the good lady of the house summoned the two old timers in to partake of one of her famous farm dinners.

Old Timer.

**Don't Waste Advertising Space.**

One of the most inane and ineffective uses which an advertiser ever puts his space is to simply insert a card saying:

This Space Reserved for  
John Smith & Co.

Who cares who it is reserved for? Nobody is interested in knowing that John Smith & Co. have made a contract with the publishers of the paper. It would be more interesting to state in the card how long a contract John Smith & Co. have made, and how much they paid for it. This would, if it did not do anything else, give the village gossip a chance to talk about the firm and comment on the fact that Smith & Co. must be making money or they could not afford to spend so much for advertising, but, dear knows, the editor needs it, and now, perhaps, his wife can get a new bonnet to take the place of the one she wore all spring, summer, fall and winter. This will not do Smith & Co. any good, and as the gossip is not to be desired, the space is wasted. It is legitimate, however, and sometimes effective, to advertise a coming advertisement. As for example—

**Next Week**

Will be Advertised in this Space  
The Greatest Bargains  
ever offered in  
Dress Goods for Spring Wear.  
Watch for Prices.  
John Smith & Co.

Now Smith has given the waiting public something to expect. The ladies will not buy their new dresses until they have a chance to see what Smith is going to offer. Next week when the paper is published interest in that advertisement will be sufficient to induce people to buy it and read it. Then the promise must be made good. There must be a showing of attractive prices, so that the ladies will not be disappointed; otherwise they will not wait next time for the advertised advertisement.—  
The General Store.

**Big Cargo of Molasses.**

The steamship "Courier" is due to arrive at Boston Saturday, this week, or next Monday, from Cuba with a cargo of molasses consisting of 1,050,000 gallons in bulk, the largest cargo of molasses that ever came to Boston.

She will discharge, we presume, at the Boston Molasses Company's great plant, on the Commonwealth docks at South Boston, for both the steamer and cargo are consigned to this company.

The "Courier" was built at the Fort River yards and her arrival will mark another epoch in the shipment of molasses in bulk.—New England Grocer.

**Outlast Shingles  
Slag or Tin**

**T**HERE 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 3x13 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

## AFTER THE DAY'S WORK.

### Honor or Honesty—Which?

We are daily becoming more honest in our dealings. The "one price" and the "money back if you are not satisfied" systems are two great triumphs for common honesty. These two systems "work"—they have done away with haggling and bargaining, and made it possible to do many times the business with the same number of salesmen, clerks or assistants.

Some houses do business on these principles, but use them as subterfuges for dishonorable things.

A clothing house may have one price, but gives a pair of suspenders to the "easy ones"—or a hat to the more clever, or even a hat and suspenders and a necktie to the hard to sell.

If a customer returns to claim his money back he is argued with, or even blackguarded like a pickpocket, and only a threat of physical or legal force will get him the money.

That is honest according to the commercial code, but it is not honorable.

### Why?

The man who accounts himself honest in the legal sense toward a stranger, would not think of acting in the same way towards a member of his own circle of friends.

Yet this distinction is not possible among men of the nicest ethical sensibilities. They know that the higher standards of business, the more dependable every claim they make, the easier, the more satisfactory and remunerative will every phase of business become.

This distinction between honor and honesty makes it possible for a man to use poor materials in his canned goods, doctor it with chemicals and mark it "pure"—because he uses "honesty" in the trade sense.

No one would call him honorable. As between himself and his friends and family, he frankly says that the honor standard is impracticable.

He makes an Oriental distinction between the claims the stranger world of business has upon him and the claims of those with whom he comes in personal, intimate contact.

Is it not the ethical distinction that the lawyer, the physician and the priest urge as the reason why the law, medicine and religion must maintain different standards of practice from business?

But this is a condition—as a matter of good business principle, should there be such a distinction?

Does it pay to maintain it?

E. St. Elmo Lewis,

Adv. Mgr. Burroughs Adding Machine Co.

### The Wanamaker Policies.

"The four cardinal points by which the Wanamaker business is conducted are cash, one price, full guarantee and cash returned. The advantages derived from such a system include a "saving of time and temper, perfect security, absence of huckstering," etc. This method, it is declared, makes clothing cheaper; it reduces store expenses by dispensing

with certain clerks, no longer needed; bad debts are avoided by enforcing cash payments; it makes possible the buying of goods without credit, by putting ready money in hand, and it makes a smaller profit on each article sufficient on account of an increase of sales.

The Wanamaker guarantee to customers is:

"First—That the prices of our goods shall be as low as the same quality of material and manufacture are sold anywhere in the United States.

"Second—That prices are precisely the same to everybody for same quality on same day of purchase.

"Third—That the quality of goods is as represented on printed label.

"Fourth—That the full amount of cash paid will be refunded if customers find the articles unsatisfactory, and return them unworn and uninjured within ten days of date of purchase."

The guarantee printed on Wanamaker packages over the name of the corporation is:

"Trustworthy goods only. Straightforward one price. Exactness of all statements. Purchases returnable within a fortnight (with few exceptions) for credit, or refund when presented with sales-slip of purchase."

The sales-slip attached to each package bears this guarantee:

"Each sales-slip filled out is as much our personal guarantee for the rightness of goods and prices as though issued personally. We count this personal responsibility and the confidence it begets as the basis of our success."

Regarding the establishment of the one-price policy, Mr. Wanamaker said: "Some time ago the one-price idea was not general—prices were often elastic, and one of the first lessons I learned was that the customer should take the goods at the price named or leave them."

Mr. Wanamaker, in building his business, formed these beliefs:

"That a store should not be a trap to catch something from each who enters it.

"That advertising must say exactly what the store is and what it does.

"Fair prices for everything to everybody alike, without hidden reservations or concessions.

"That justice and honor require the exclusion of baits or even trifling deceptions; that customers whose confidence is invited and given are entitled to have their confidence respected and protected at every point.

"That patient and persistent training must be given to all the employees, to undo the education in the old long-time prevailing methods, to grow a new crop of business men and women to administer a new, broader, more enlightened and equitable system."

Before doing anything because of enthusiasm or excitement, lie low a few days and see if your enthusiasm or excitement is still on the job.

Advertising that builds permanent trade is the kind that tells factspointedly and persuasively—and keeps on telling them.

### Success and Personality.

Competition in the retail trade is severe, and the adoption of modern and sound business methods are necessary if the dealer is to survive the ordeal. Chain stores, department stores and mail order houses are all around, and the ordinary retailer must make up his mind that he will inevitably go under unless he exhibits at least the same enterprise and attention to the details of business as is employed by these formidable rivals.

It is the personality of the individual dealer that in a great measure keeps him in the front ranks of commerce. His success does not depend upon the amount of capital he has invested but on the personality of himself and his employees. Personality is hard to describe, but it shows forth in every action of the dealer. His manner of speech should be such that it shows sincerity, and carry with it the conviction that he is acting for the best interests of his customers. The passing of disparaging remarks about one customer to another, or a repetition of scandal or gossip is sure to stamp the merchant as an undesirable person to deal with. There are some dealers who have such a pleasing manner, without fulsome flattery, that people will come to him for their goods, even although there may be bargains offered in the store next door to him. They know that when he tells them anything it is true so far as his knowledge goes. Such personality will win in spite of all competition.

The live merchant knows and ap-

preciates the benefit of keeping in personal touch with his customers. He always has a pleasant word to say to them when they enter or leave the store. The customer appreciates these attentions. They make him feel at home and convince him that his patronage is valued. The individual dealer has an opportunity of studying the fads and hobbies of his customers which is denied the chain or department store. Some dealers use this knowledge to the advantage of their business when visiting the large centers of commerce for the purpose of buying or gathering ideas. They will take with them a mailing list of their customers or prospects, and will send to each a picture post card that will fit the particular hobby of such customer. This may be only a small thing, but it is much appreciated by the recipient of the card. He feels that the dealer is taking a personal interest in him.

Taking the fullest advantage of the modern methods of business, with the addition of individual personality, the single merchant should hold his own, and have no need to fear the keenest competition. There are numbers of individual dealers to-day who are doing better than has ever been the case before, and therefore benefiting by the competition with which they have to contend. These are the men, however, who have recognized that the methods of even a decade back are now out of date, and that business to be successful must now be conducted on scientific principles.—Seattle Trade Reporter.



LEAD YOUR CONVERSATION  
PROMPTLY UP TO  
"WHITE HOUSE"

When you have suspicion that your  
customer is ready to replenish  
the coffee canister.

**DWINELL-WRIGHT CO.**  
BOSTON Principal Coffee Roasters CHICAGO



Invite Your Customer.

It was the habit of society before the Civil War and for some years later, to make shopping the first duty of the day. The housewife regarded it an imperative duty to go to the butcher's, visit the grocery and in person plan and provide for the day's supplies.

That habit has passed away in the great cities, the ordering of supplies being left to a steward, the cook or other household worker. For this the grocer is largely responsible. He inaugurated the route system, making daily calls upon customers; then introduced the telephone, which, in a measure, brings the housewife, rather than the servant, in direct contact with the store, but generally through a telephone girl, whose time forbids the exercise of salesmanship. On the other hand, the route driver has a chance to offer suggestions about new and seasonable goods, and to some extent stimulate orders for goods not in mind or on memorandum.

It is of immense advantage to a store to receive visits from its patrons, and for this reason the grocery store has been made quite as palatial and attractive as the finest dry goods, jewelry or any other sort of retail establishment. Yet this fails to bring people to the store. Many of the higher class grocers have introduced attractions which tend to secure personal visits, such as the soda water fountain, a lunch counter and demonstration booths. These are popular and attractive and bring visitors, in whom is an irresistible impulse to walk about and inspect the displays and make purchases. The wise grocer keeps the store attractive, avoiding sameness in appearance. A new and fresh look is given to the display on shelves, counters, in windows or on the floor. This induces frequent visits, for as the customer remarked: "I love to come into your store because I always see something new." The change appeals to that trait in human nature which craves that variety which is the spice of life.

Personal visits are a "stimulus to better living." Inspection of a well-ordered and neatly displayed stock tends to the adoption of a more liberal dietary.

What is more tempting to the appetite or pleasing to the eye than a well-ordered display of delicatessen, especially to the millions in great cities that buy supplies from one day to another, and who desire to escape the expense and trouble of cooking in kitchens not much larger than a cupboard.

The store must captivate and hold the eye, which, if pleased, invites to self-gratification. A pretty carton, box, dainty covering or artistic label is a temptation to purchase whatever the package contains. Such tempting aids to increased sales are lost when customers avoid the store and are satisfied to order from the route salesman or by telephone.

There are just as good reasons for housekeepers visiting the grocery as the dry goods store. We believe a

well-directed campaign in that direction would result in the restoration of the old custom of visiting the purveyors. Publicity in the direction noted above is not only suggestive but practical and productive of results.—American Grocer.

Suggestions for the Grocer.

A misleading advertisement would be considered by most grocers as disastrous to their store nowadays as a fire with no insurance.

The store that does not have good window displays and advertising is not seeking the attention or patronage of progressive people—and should not have it.

It is a good thing to bear in mind that the fussy customer generally is a tryout. If you please her she will advertise your store more than many other customers would do.

Better results will be gained if advertising and show window displays are backed up by the clerks offering the goods and talking them at the same time they are advertised and displayed.

The grocer who makes the public want his goods, and lets them understand that he has the best of everything at all times, has accomplished much. Once he gets that in the minds of the people he is quite sure of their patronage.

A store should have its window displays changed and be advertised as regularly as it is open for business. The grocer should as soon think of closing up for a while now and then "to save running expenses" as to stop changing his displays or advertising now and then "to save expense."

In waiting on a customer, if you see that you can not please and the customer is not satisfied, do not insist too strongly. Such instances do more harm than good in many cases. It is true by being persistent the present sale may be made, but if the customer is not satisfied and just bought because he felt he should, it is not likely that that same customer will come to that store again to buy anything.

Shops and Shopkeepers.

It is easy to understand why London speaks of shops and shopkeepers. There are not many of the retail establishments which we designate as stores, and the principal one of these is a recent American enterprise. Many of the shops in which goods are retailed have a depth of no more than twenty or thirty feet, and the stocks are not large. The shopkeeper makes what the customer wants or orders it for him from the manufacturer. The furnisher had but three suits of woollens of the required size, but telegraphed to the mill in Scotland for the remainder of the order. The stationer had but one box of the desired typewriting paper, but said he would have the two other boxes the next day. This all seems to be a survival of the mediaeval period when artisans made the things used in a community as they were needed.

In the United States we began at an early day to make things in large quantities by machinery, and all over

the country we find articles of all sorts ready made, ready to use and ready to wear. In many of the London shops no attempt is made at attractive display either in the windows or on the counters. This does not apply to the more pretentious fronts in Regent Street and Bond Street, but even here window dressing is seldom done with the care that produces such artistic results as is the show windows of the better establishments in the United States.—London correspondence to New York Sun.

New Light on the Corner Grocery.

An adequate remedy for almost every simple human ill may be found among the herbs of the woods and fields. The point is to pick them out and fit them to your case.

Similarly, adequate remedies for most of the ills of our highly complex day may be picked up at the corner grocery. Here, again, all you have to know is how to choose.

Three brief examples will suffice. If you are a victim of alcoholism, eat oranges. Orange juice, a doctor has just declared, is the best antidote for an alcoholic appetite.

If you are a victim of the morphine habit, eat chocolate. A few cakes of the unsweetened article, it has been discovered in an eastern hospital, will do away in short order with any hankering for the hypodermic syringe.

If you are out of kilter—as regards body, brain or soul—eat prunes. This is the dictum of a thinker out on Milwaukee avenue.

Oranges, chocolate, prunes—all easily purchasable from the nearest groceryman, together with many other familiar commodities that doubtless are equally remedial. Next time you lay in supplies, bow your head. Your grocery is a temple of Hygeia and the clerk is an acolyte of Aesculapius.

Interest on Over-Due Accounts.

"Neglect to charge interest on past-due accounts," says an old credit man, "is a contributory cause of many a failure. Why? Because over-buying is a fundamental cause of failures, and if interest on past-due accounts were the rule, over-buying would be practiced less. The merchant does not want to pay interest on goods stored away in his cellar."

bought because of the over-persuasion of some clever salesman, and the result is that he curtails his buying in order to avoid paying interest on old accounts. He grasps the fact that it is dangerous to trade on other men's capital, and interest payments show him he is at the mercy of his creditors. Credit taken advantage of too freely prevents retailers from knowing what they should regarding their business, what their own invested capital is able to do. If interest on past-due accounts were charged retailers would be less loose in attending to the vital details of their business, would study their stocks better, would plan better from month to month how to meet obligations on maturity dates. Anything in this world given 'free of cost' usually costs more in the long run in some form or other than where fair equivalents are demanded."

If time were money, most of us would not have a minute to spare.

Post Toasties

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

Postum Cereal Co., Ltd. Battle Creek, Michigan

Sales Books SPECIAL OFFER \$4.00

We will send you complete, with Original and Duplicate Copies, Financial Statement, 2000 Original Bill, 5000 Duplicate Bills, 100 Sheets of Carbon Paper, 2 Patent Letter Covers. While this is the best you can get, you will find it more useful in business than any other book. For details of this offer and special prices on these books, apply to THE OFFICE, TRUNKS, 1000 N. W. 10th St., Battle Creek, Mich. NOTE:—This offer is good only to holders of original copy of price list desired. It takes from 10 to 15 days to receive orders.



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

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. 10 per cent. shrink 40 lbs. leaves. 210 lbs. 12 cent coffee plus 1/2 cent for manufacturing, makes cost. — \$25.20 Cost of attendant per day. — 2.00 Cost of packing and advertising. — 4.00

Total. — \$31.20

Should sell for. — 36.70

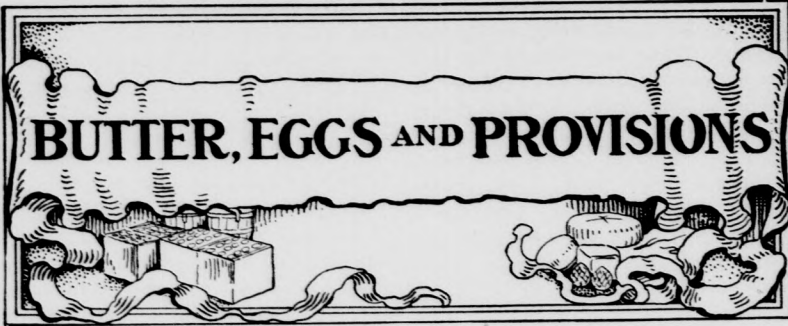
Leaving net. — \$5.50

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

Prims Machinery Co. Battle Creek, Mich.







### The Re-hardening and Re-freezing of Ice Cream.

The Vermont Experiment Station has issued a bulletin on ice cream by Prof. R. M. Washburn, in which some of the problems that confront the ice cream manufacturer are discussed:

"Ice cream that is being held and which has become weak from rising temperature should be re-hardened with great care; for if the mass has become materially melted and then is re-hardened without being run through the freezer, large water crystals will form causing the mass to become coarse, spiny and very unpleasant. Then, again, there is great probability that some of the skim-milk portion containing large quantities of sugar has settled to the bottom, and that the portions richer in fat have moved upwards; in which case the bottom few inches of contents will be found when it reaches the consumer, to be but little better than a lot of sweetened ice crystals. The mass of re-hardening ice cream may be well mixed with a heavy spoon while being frozen. This procedure prevents this settling out. However, at best such re-hardened ice cream will become relatively coarse grained and spiny, and a considerable loss in volume will occur.

"The taking back of melted ice cream as a practice should be most emphatically discouraged, because of the dangers which arise from the possible decomposition of the product and consequent ptomaine poisoning and from the danger of scattering contagious diseases. However, ice cream that for any reason has happened to melt while still new and fresh enough so that there is no danger of decomposition having started, may be re-frozen by again placing it in the freezer and treating it as an ordinary run. This second freezing, however, requires a considerably longer time than does the initial effort, because of the air it contains; and, moreover, it is liable so to increase the amount of air contained in the cream as to cause it to become very fluffy and weak bodied. Such thawed ice cream, if not old, may be mixed with the ordinary new "mix" and run out therewith without likelihood of this difficulty.

"Ice cream which has melted and soured or gone "off flavor" need not be an entire loss. If such stuff is returned to the factory the butter-maker can, by mixing it with a small quantity of skim-milk and souring it yet more, churn it, and, by washing the butter rather more and salting it

a little more heavily than usual, produce a butter, which, although not first class, still has market value. It would not be wise to put such a lot of ice cream, even although quite fresh, into the usual batch of cream for buttermaking, for the reason that the sugar contained in the ice cream will often ferment enough to give the entire batch a sharp, unpleasant character, and the flavor used in the ice cream will cling to the butter. If the returned ice cream is quite bad, it may, if there is enough of it to pay, be churned out with the least possible amount of labor and the product sold as packing stock, eventually to find its way, with country butter which is no better, into the renovating establishments. This is one method of preventing the total loss of returned goods.

"It is the custom at many ice cream parlors to secure five, six or ten gallon cans of ice cream and to hold them until they are emptied by use. Occasionally, in case of cool weather, it requires two, three or more days to empty them. Such conditions favor the weakening of the ice cream, because of warming. It has been found by means of systematically planned tests, that the fat in such semi-melted ice creams rises, the extent of the process depending more particularly upon how nearly melted the ice cream becomes and how long it stands. It mattered but little whether there were gelatin or gum tragacanth in the mixture, the fat rose with apparently equal ease if the temperature were allowed to rise. This was especially the case with fruit ice creams. The heavy fruits and syrup settled quickly, even when gelatin was present. The attention of the writer, who at that time had to do with the enforcement of pure food laws, was first called to this point by a party who maintained that the fat disappeared upon standing, and that ice cream four to five days old did not contain as much fat as it did when freshly made. The deduction of course was erroneous; but practically, for the consumers of the contents of the lower third of the can, it was a fact. That fat had disappeared, so far as they were concerned. But it was not a case of disappearance, but of transference, of creaming. When ice cream weakens, its fat will rise and be "dished off" to a large extent with the earlier removals from the can, so that by the time the bottom of a large can is reached, some days having elapsed, a poorer grade of ice cream is found. Pure food inspectors make note of the age of the

ice cream, as well as of the perpendicular location in the can whence the sample is drawn."

### New York Cheese Grades.

The attention of those who are contemplating buying or selling cheese this season at some set relation to a specific New York City market quotation is called to a slight change which will be made on May 1 in the grade of "State whole milk specials," as used in the Producers' Price Current and a number of newspaper reports of the New York cheese market. The smaller shapes and sizes of cheese, such as Daisies and Young Americas, will no longer be included in this grade but will be quoted separately, and the grade will be intended to cover flat shapes showing exceptionally fine quality or those possessing some special and valuable characteristic, as uniform light weights. The outside quotation of specials will not, therefore, show as wide a difference from the quotation of fancy as formerly and those jobbers using this quotation should notify their contracts accordingly.

The grade of "State, whole milk, fancy" will cover the same quality of cheese as heretofore, and since the cheese coming within this grade comprises a very much larger proportion of the offerings than is covered by "specials," the quotation for fancy cheese will continue to represent the logical basis for contracts between factoryman and dealer.

In this connection we would urge that when contracts are made on New York quotations, they be made at such a relation to any quoted grade as will permit their sale, without loss, in the grade in which they fall, at its quoted value on day of arrival. The aim of the reporters will be to base quotations on actual sales and selling values.


### Record Butter Price.

The average price of butter on the Elgin Board of Trade was higher in 1910 than during any time since 1882. The value of the product in the Elgin dairy district was more than \$2,000,000 above the value for 1909, and the output showed an increase of more than 6,000,000 pounds, according to the thirty-ninth annual report of the Elgin Board of Trade.

The average price for 1910 was

29.8 cents per pound. For 1909 the average price was 28.99 cents per pound. In 1882 the price averaged 33½ cents per pound. The lowest price since that time is recorded for 1896, when it averaged 17.8 cents per pound.

"Your soldiers look fat and happy. You must have a war chest." "Not exactly; but things are on a higher plane than they used to be. This revolution is being financed by a moving picture concern."—Louisville Courier-Journal.



**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**

ESTABLISHED 1894

Get our weekly price list on

**Butter, Eggs, Veal  
and Poultry**

**F. E. STROUP**

Grand Rapids, Michigan

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

**BAGS** New and  
Second Hand

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

**ROY BAKER**

Wm. Alden Smith Building  
Grand Rapids, Mich.


### 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

**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



**Domestic Rice Culture.**

The United States Department of Agriculture has issued a bulletin on rice culture in this country, calling attention to the great changes in the methods of cultivation as follows:

"In 1884 and 1885 a few farmers from the Northwestern Prairie States settled on the great Southern prairie which extends along the coast from the parish of St. Mary, in Louisiana, to the Texas line—about 140 miles. Finding that rice, which had been grown for many years for home consumption, but by Oriental methods, was well suited to the conditions of agriculture here, they commenced immediately to adapt the agricultural machinery to which they had been accustomed to the rice industry. The gang plow, disk harrow, drill and broadcast seeder were readily adjusted, but the twine binder encountered a number of serious obstacles. However, by the close of 1886 the principal difficulties had been overcome. Wherever prairies were found sufficiently level, with an intersecting creek which could be used to flood them, they were surrounded by a small levee thrown up by a road grader, or by a plow with a strong wing attached to the mold-board, extending it four or five feet. These levees were usually twelve to twenty-four inches high, and the interior ditch was twelve to eighteen inches deep and four or five feet wide. Very few interior ditches were made for drainage. The land was so level that fields of forty and eighty acres were common. Large crops were produced. The prairies were practically free from injurious grasses, and the creek or river was soft and bore no damaging seeds to the fields. The rice fields were handled like the bonanza wheat farms of Dakota, and fortunes were made. Levees were cheaply constructed; little attention was paid to drainage, more than to remove the surface water; shocking, stacking and threshing were done in a very careless manner; the main object being apparently to plant a large acreage and harvest a certain number of bushels, regardless of quality. Ultimate failure was certain, but it was hastened by drought. A succession of dry years followed. The creeks failed and reservoirs were found to be expensive and unreliable.

"The soil and climatic conditions in Southeastern Texas are almost precisely like those in Southwestern Louisiana. Rice culture in this section requires no separate treatment. What is applicable to the one applies also to the other. There is a belt of prairie land well suited to rice extending from the Sabine River west for 250 miles or more along the coast. Within a few years large farms have been opened and devoted to this cereal with excellent returns."

In speaking of the prospects of the industry the Department says:

"The outlook for the further extension of rice culture is very promising. According to the best estimates there are about 10,000,000 acres of land in the five states bordering on the Gulf of Mexico well suited to rice

cultivation. The amount which can be successfully irrigated by present methods, using the available surface and artesian flows, does not exceed 3,000,000 acres. The balance of the land could probably be brought into cultivation were it necessary, but the cost would perhaps be prohibitive at present prices. Three million acres is a conservative estimate of the area which can be easily irrigated. The best results require rotation of crops; consequently only one-half of that area, or 1,500,000 acres, would be in rice at any one time. At an average yield of ten barrels (of 162 pounds) per acre, 1,500,000 acres of rice would produce nearly 250,000,000 pounds of cleaned rice, almost six times the amount of our present consumption. There is no satisfactory reason why the United States should not grow and mill all of its own rice and become an exporter.

"The employment of machinery in the rice fields of the Southwest similar to that used in the great wheat fields of California and the Dakotas is revolutionizing the methods of cultivation and greatly reducing the cost. The American rice grower, employing higher priced labor than any other rice grower in the world, in all probability will ultimately be able to market his crop at the least cost and the greatest profit. If, in addition, the same relative improvement can be secured in the rice itself, and if varieties which yield from 80 to 90 per cent. of head rice in the finished product can be successfully introduced, American rice growers will be able to command the highest prices for their product in the markets of the world."

**Get What You Pay For.**

Are you sure that you are getting all the goods that you pay for; and are you sure that you are not paying too much freight and express?

These are very important things and they should have more attention given them. The average grocer of the small town is altogether too careless in the way he checks his incoming freight and express. The drayman who delivers all his freight as soon as it arrives at the depot will bring it over to the store and unload it in the back room. Perhaps the grocer and his clerks are busy, and before long the agent for the railroad will come over to collect the freight bill, and the grocer will take his word that the freight was all there, pay the amount of the bill and hang the bill on the hook and that is the last that is thought of the bill.

Wouldn't it be a good plan to check those bills by your invoice and see if you get all the goods on the freight bill and also see that goods are charged according to their classification? It makes quite a difference in the rate per hundred in which class they are put in.

In some stores the goods coming in are never checked off the bills. As soon as the goods arrive, or when they are wanted, they are brought in from the back room, unpacked, put on the shelves and if they, the firm, pay their bills only once a month it

would be impossible to know whether they have received all the goods that they pay for. The wholesale house that they deal with may be honest, but still there are many reasons why they should check up their goods, as there are so many chances for mistakes. The railroad may carry a piece on to the next town, which is often the case in the small towns, or the tag might have been torn off. Then there is a chance that the drayman may deliver a box or a bag to another grocer. Besides these chances of freight being lost there are many more ways in which freight may not reach the grocer to which it was billed.

No matter how small your business run it in a business way. If you have a clerk who you know will do things the way they should be done or the way you want them done give him the job of checking all goods coming into the store. If the invoices do not arrive as soon as the goods, which is the case many times have the checking clerk make out a list of each article, and as soon as the invoice does arrive, have it checked from the clerk's list before the invoice is filed. If this system is used it will do away with all the guess work that arises. When everybody is expected to check the incoming freight no one does it.

**Early Closing.**

Of course, a merchant is gratified when people come to look upon his store as an agreeable place to spend their time in. The ordinary merchant would soon be bankrupt if people did not spend something else there besides time. Although time is often spoken of as "valuable," yet it is not yet accepted as legal tender, and the landlord will not take it in payment of rent.

Stores are run for the purpose of making money and while merchants welcome opportunities of accommodating the public, there is a limit to

the obligation which a store owes the public in the matter of accommodations.

The ordinary retail business of the ordinary town can be transacted between 7 or 8 o'clock in the morning and 6 o'clock at night. Within those hours there is plenty of time for the retailer to extend courtesies and accommodations and give his views on the political situation or the crop prospects to any customers who are anxious to get his opinions. When 6 o'clock comes and the factories close, and the men who work in the trades and professions have finished their work for the day, why is this not the proper time to close the stores and allow the clerks and the proprietors to enjoy a little of the after-supper leisure which other working people enjoy?—Dry Goods Reporter.

Merely using a cut in the same space with your advertisement is not necessarily illustrating the advertisement. Use cuts that fit or else confine yourself to type.

Each time an advertisement is repeated it is read by a number of new readers. To get the most readers change the advertisement copy every issue.

**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.

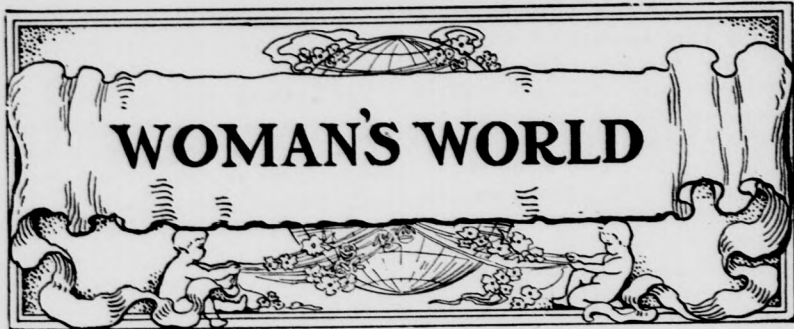
Tanners and Dealers in  
**HIDES, FUR, WOOL, ETC.**  
Croton & Ruden Co., Ltd., Tanners  
113 S. Market St.  
Grand Rapids, Mich.

**We do Printing for Produce Dealers**

**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

**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—Machine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.  
Established 1873



### Where's Mother?

Written for the Tradesman.

That writer of interesting book reviews, Elia W. Peattie, in commenting upon a novel in which the author seems to disapprove of her women characters, uses these expressive words in defense of her own sex: "In every other house all down your street and mine, in whatever town we may live, young men and old, opening their perfectly commonplace front doors on their very ordinary homes, are saying in the unmistakable accents of affection: 'Where's mother?'"

What two words could be quoted more expressive of the very essence of home life than this brief interrogation? Not only is this the enquiry that comes first to every good man's lips when, after his day's toil, he enters the precincts of his own fireside, but the very repetition of the words opens realms of thought and even vistas of imagination regarding the fundamental things that concern us all.

"Where's mother?" Where mother is, in physical location, is a most vital question. In very many homes the sad answer has to be given during the hours of the working day mother is obliged to be in some factory or workshop or store, supplementing the family income by most strenuous exertions.

That some women can lead lives of rigorous toil and still maintain something of a home spirit in their households is one of the marvels of human nature. However, in the great majority of cases it is inevitable that the family and the home life suffer when "Where's mother?" must be answered by, "Away at work."

Passing from the humble homes of the poor to the mansions of the rich again we ask, "Where's mother?" The answer will not be, "Away at work," but it may be, "Away at bridge," "Engrossed in society," or "Engaged in one or another of various dissipations." It matters not so much what luxurious fad she may have in pursuit, if mother's life and interest are centered outside of her home a greater demoralization awaits those who stand nearest to the woman of wealth than is in store for the family in destitute circumstances; for poverty and toil act as a moral tonic on many natures.

There is another class of homes in which the enquiry, "Where's mother?" is pertinent—homes not of poverty, nor, generally speaking, of great wealth—but the homes of women of unusual intelligence, force of charac-

ter and influence. We may find in some of these that the answer to our query is that mother has become so intensely interested in questions that affect the public welfare, or in some study or intellectual pursuit, that her home has become simply a stopping place where she recruits her strength and freshens her apparel in preparation for her real work.

Women of this type should not be condemned too harshly. Many of them are conscientious, self-sacrificing souls, and it must be remembered that it is hard for the frail human mind to maintain a perfect balance of duties, to measure fairly and hold in proper proportion the various claims upon one's time and energies. But while we are trying to make a city beautiful, we must not neglect our own dooryards. When mother becomes so absorbed in means and measures that will uplift the community, that she allows her own boys and girls to be on the streets and in questionable places of amusement when they ought to be at home and she with them, she may be trying faithfully to do her duty, but she is failing woefully in seeing what her most important duty is.

Matters of public interest should receive a proper share of attention from every woman of good mind who

is in comfortable circumstances financially; but no woman with a family should become so engrossed in these outside things as to neglect giving the most and the best of herself toward making home a charmed and charming spot for husband and children.

Then there are a host of women who are usually to be found in their homes, who are not compelled to leave them to work, who are not lured out of them by frivolities, and who feel no pressure of outside duties, yet regarding whom the question, "Where's mother?" is still very applicable.

Where's mother — intellectually? Has she allowed time and household cares and the worries of life to dull her mental powers? Does she keep up with the times and take an interest in the questions of the day, or does she confine her reading to story papers and the column of domestic recipes?

Where's mother—educationally? Is she in touch with her sons and daughters in high school and college, or do they regard her pityingly as a hopeless back number?

Where's mother — socially? The queen in the parlor, as she ought to be and as it is best for all concerned that she should be, or the drudge in the kitchen, as, alas! she too often is?

Where's mother—morally and spir-

itually? A gossip, a busybody, a woman of malicious mind and spiteful tongue? Or a serene, gentle, noble soul, who gives joy and courage, strength and inspiration to all who come into her presence?

The very keynote of the life of a household, and its measure of influence for good or ill, is sounded in the answer to this question, "Where's mother?" Quillo.

### The Woman Who Bosses.

She entered the car and she told each one of the three children with her where to sit. The one who had sat down of his own initiative she pulled from his seat and made him sit in another seat, no better but of her choosing.

This act is always one of the earmarks of the woman who bosses. Whenever she enters a train, a trolley, a restaurant, any such place, she always tells everyone with her where to sit. It is not always only children whom she directs. She chooses the seat for her husband. She even points vigorously where her mother shall rest her bones. She labors under the delusion that no one in her party is as capable of choosing his seat as herself.

This idea obsesses her in other matters. She decides what her children shall eat. She never lets her daughter select what dress she shall wear. "You are to wear that," she says

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.

# IF A CUSTOMER

asks for

# HAND SAPOLIO

and you can not supply it, will he  
not consider you behind the times?

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

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



positively. She states quite as decisively, "We shall go to such and such a place this summer." She runs her family and she runs her friends—at least those of them who can not escape her. She orders the neighborhood, or tries to. To the uttermost reach of her influence she bosses.

Such a woman is not only a nuisance, but to her family she is a real injury.

It is children of such a mother who never can make up their minds. They are indecisive, irresolute. They have never been allowed to make up their minds and consequently when the world asks them to make up their minds, quickly perhaps, the process is so entirely new to them that they can not do it. The opportunity the world has to offer goes to the one who can decide quickly.

Thus, the mother who always decides all questions for her children is doing them a serious injury. She is taking away all self-reliance, all decision. To-day, to get on in the world, one must be decisive, self-confident.

The woman who bosses can not of course influence friends to this extent. To them she is simply more or less of an annoyance. They prefer to make their own choice as to what they shall do and they do not want to be ordered around as if they were incapable of thinking or choosing. They are irritated by her continual bossing.

Such a frame of mind is injurious to the woman herself. It makes her conceited, egotistic. Although she may be to some extent unconscious on it, she acquires the mental attitude that the universe will not be run properly unless she is looking after it. If her hand is not at the helm, whether it be in her home, her neighborhood, or her little social circle, everything is "going to the dogs."

It is not good for a woman to have this inflated idea of her self-importance, even although in a way it may arise from a sincere desire to do others good, as it does with some women. Such conceit shuts out from her view many desirable things in life. It is in addition apt to lose her friends. All this responsibility which she lays upon herself will as well affect her health. For you rarely see a woman who bosses who is not thin, hollow cheeked, nervous. The enormous sense of responsibility she carries about with her bows her down and wears her out. The woman who lets those about her manage themselves is usually plump, tranquil, good natured.

Therefore the woman who finds herself inclined to think she must manage everybody in her home, her office, or her social circle should pause a bit and see whither this trait will lead her. Alice Marion.

"Yes, I had ten children. They all grew up and married off." "I suppose it is lonesome now at home?" "Oh, no. Every once in a while one of them gets a divorce and wanders back."—Louisville Courier-Journal.

**Domestic Economy as a Science.**

A report in the Boston Transcript of a recent lecture by Charles Barnard, director of the housekeeping experiment at Darien, Connecticut, occupies a column of space, and contains more than one interesting and practical suggestion on a subject of universal and perennial interest. Mr. Barnard thinks that a new occupation is open to clever women who will take pains to thoroughly qualify themselves in the art and science of housekeeping. The time will come, he believes, when such experts will be called upon to perform service like that which Brandels professes to be able to accomplish for people charged with the responsibility of managing railroads—teach them how to decrease expenses and increase efficiency.

The idea of Mr. Barnard is that the mistress of a domestic establishment whose household does not run precisely and smoothly as a well regulated factory or bank, shall engage the services of a young woman, who, in addition to the training in domestic science that may be secured at any one of half a dozen institutions of learning, has somewhat familiarized herself with the principles of scientific management. This young person's job will be to go into the other woman's kitchen and sit around for a few hours or a few days. At the end of her sitting she will make a report on the methods by which the running of that household might be simplified and improved, and will take a fee of twenty-five, fifty or one hundred dollars for her observations.

Mr. Barnard asserts that housekeeping is the most important science in the world, and the most backward. He declares that if advanced shop methods were put into operation in the households of the United States there would be an annual saving of hundreds of millions of dollars and a gain in comfort worth hundreds of millions more. In the building trade, bricklaying and shoveling have been revolutionized by doctrinaires. Mr. Barnard looks for a similar revolution in housekeeping, beginning with the kitchen. The top of a cook-stove, for example, exposes ordinarily eight or nine hundred square inches of heated surface; the usual tea kettle which is to get the advantage of the convection of heat may have a bottom with an area of not more than six square inches. A time saving and fuel saving plan is to use one with a bottom of at least thirty square inches. It is only recently, the lecturer said, that manufacturers have begun seriously to look into the scientific whys and wherefores of pots and pans, lamps, kettles and cookers, and remarkable improvements in the economy of kitchen processes are in sight as a consequence. The expert adviser would, of course, be minutely familiar with all the improved appliances and processes, and able to recommend those best adapted to the exigencies of each particular case.

Without going into the subject exhaustively Mr. Barnard indicated that

the kitchen-efficiency expert of the future must develop the three cardinal principles on which shop efficiency is based. There must be careful study of (1) the efficiency of the working place itself; (2) the personal fitness and capacity of those employed in the work; (3) the efficiency of the tools and utensils employed. More has been done in the third direction than in the other two. As a novelty Mr. Barnard described a kitchenette which has just been fitted up at the housekeeping experiment station, an affair 10x7 feet, with a multitude of shelves and other fixtures, where everything is at hand and nothing in the way. Such a condensed kitchen releases space for other purposes. About one-sixth of the ordinary house is taken up by the kitchen and its accessories. If this allowance can be cut in half an extra reception room is gained for the cook.

The Barnard idea looks plausible. Beyond controversy, it is interesting.

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

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



**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



Use Tradesman Coupons

**Something New All the Time**

**Butterscotch Chocolate Creams**

JUST OUT

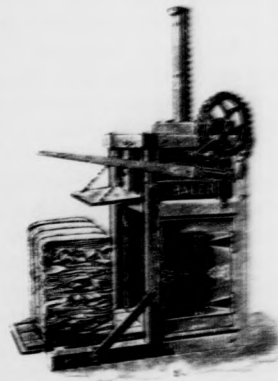
It will soon be in everybody's mouth

Get some with your next order if only a 5 lb. box

**PUTNAM FACTORY, National Candy Co.**

Grand Rapids, Mich.

**Why is the Wolverine Baler Best?**



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

Write to-day for PRICE and Catalog.

**YPSILANTI PAPER PRESS CO.**

YPSILANTI, MICH.





### Getting Rid of Dry Goods Store Odds and Ends.

E. A. Hokenson, of Big Rapids, has some excellent ideas on how to get rid of the odds and ends which are always found in the dry goods store, and in the Dry Goods Reporter outlines his method as follows:

"The remnants of fancy taffetas, messalines, plain taffetas, satins, peau de soie, etc., we made into four-inch hand ties and you can use the following lengths to an advantage: One and one-half, one and three-eighths, one and one-fourth and one and one-eighth. By using two pieces you can use these lengths: Three-quarters, five-eighths, eleven-sixteenths or nine-sixteenths. Using three pieces you can use one-half yard to three-eighths lengths.

"Now, these ties we sold at 25, 35 and 50 cents, and they went like hot cakes. We showed them right in with the regular line and many sold in preference to the regular line. You can use the same silks for bow ties. The suesine silk remnants and other remnants of this order we made into head scarfs. We also cut up slow-selling dress patterns on the mill order for scarfs and they sold so fast that the girls in the altering department could not keep up with the orders and at holiday time the girls took goods home evenings and made them up.

"These scarfs showed a handsome profit besides cleaning up the silk stock. On lengths shorter than one and one-half yards we would, if it were a plain color, use a fancy silk for a border to make the extra length and vice versa for the fancy silks.

"The silk mull patterns we cut up cost us 33 to 38 cents per yard. We made these two yards long. The cost for hemming the ends figured 10 cents. The net cost was from 75 to 86 cents and we sold them for \$1.50 each. The suesines at \$1.25, two-yard lengths; \$1 for one and one-half yard lengths, etc.

"In this way we cleaned up our old stock and made a nice profit, and our customers were pleased with the scarfs and ties. Perhaps you have a soiesette or a lansdown remnant lying around. These will make up into ties also, and while they are not all silk they will stand up with most \$2 to \$2.25 ties shown by manufacturers.

"When the cape craze came on a year ago we had bought lightly and were swamped after only a week of cloak business. We had one made up, made it a little longer than the

ready made, also fuller. It went; we made another, and kept on. Hired an extra hand in the altering department and we made up broadcloths, Venetians and even some heavy flannels, pieces that had been forgotten.

"We cleaned our stock of these materials; the shorter pieces we made into children's sizes, in that way working up the smallest of pieces. Some of these Venetians were in shades that at the time you would hardly dare show to a customer. We had cut some up into remnants and they had not sold; but when made up into capes they sold, so in a short time we were out of broadcloths, Venetians and flannels and bought new shades and made them up.

"The nicest part of all was that people liked the styles of our capes better than the factory made because they were longer, fuller, made better and of better materials.

"Getting down to figures, we used from three and one-quarter to three and three-quarter yards of material costing usually from 70 to 75 cents. The making we figured at \$1; buttons and trimming braid on collar, 50 cents, making a net cost of from \$4 to \$4.75. These we sold at \$10 during the season and \$7.98 late in the spring. Capes we bought at \$6 to \$7 would not stand up against them. We had several pieces of Venetian in the line we had bought at 19 cents at one time, 36 inches wide, and for a cheaper cape these made up finely, costing us \$2.50 to \$2.75 and selling at \$6.50. We were pleased to see them go, as we had tried them at 29 cents special and they would not go.

"Another thing which you must bear in mind is that at no stage of the season were we afraid of being overstocked. We would make them up as they sold, although at times it hustled us to keep up, but we had them while most merchants could not get them from the manufacturers.

"Another thing we worked up were remnants into skirts. Also we cut slow sellers up into skirts. It is hard to compete with the skirt manufacturers if you purchase new materials and make them up in the fancy styles, but as a way of cleaning up remnants and slow sellers, it can be done and at a profit.

"We made the remnants into skirts as large as they would make and the slow sellers we cut into we made into extra large sizes, and they sold. I would advise making them as plain as possible, as that is what sells them, as there are always people who are looking for plain skirts.

"We had several customers who

were more than pleased to find skirts in large sizes plain. We made these as large as 38 waist and 42 lengths, and they all showed a handsome profit. We made up some fancies in black, costing 37 cents, 36 inches wide, using six and six and one-half yards for large size, making \$1, net cost \$3.25 to \$3.50, and these sold at \$5 to \$7 without a kick. Of course, if there were any slight alteration we made it without charge. While these went off well made up plain, by the yard you could not unload them at half price. Made up in the latest fancy styles to fit 22 or 24 inch waist, I do not believe they would have been much of a success.

"We even made up men's shirts and made it pay, but we made up only remnants of dress goods that would make good shirts to retail at \$3 and \$3.50.

"We found an over-stock of colored lining, also heavy in black silesias. We made clerks' aprons and petticoats out of the silesia and they showed a handsome profit, whereas selling cut by the yard they would have lasted ten years. The colored linings we made into petticoats, and here we found the fuller the better, as people who would buy these liked them full. Heavy moire linings with silk ruffle to match sold at \$4.25, and we heard several customers say, 'I wonder why they never had these before; they are so serviceable.'

"We used up the smallest of remnants by making the top of one color and the ruffle of another, or vice versa. Some of these with fancy colored top and plain colored ruffle to match made up real prettily. We did very well on the skirts and cleaned up linings that never would have been sold any other way.

"Some of the real light linings we made up into comforters and we found this a good way to clean up soiled silkolones, cheesecloths, etc. We even used cotton batts that had been used for trimming purposes. We made these comforters extra long and wide, and you know they sold, and at good prices.

"If you happen to have a large amount of eiderdown on hand and you do not know what to do with it, make it into kimonos and you will turn them with a profit.

"In table linens we find no 'stickers;' but occasionally we run across

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.



### The Richardson Garment

This Label Insures Style, Quality and Fit.

Made of best quality gingham in stripes and plaids.

Mr. Merchant—

Wouldn't it pay you to order a sample dozen as amoney maker and an ad for your store?

Sizes 2 to 6—Price \$9.00

**Vicksburg Clothing Mfg. Co.**  
 Vicksburg, Mich.



## W. T. 600

A very popular model adapted for a wide range of figures. Long over the hips and back, medium height bust. Made from a heavy Coutil, and boned with metal tipped watch spring wire in three bone strips. Handsomely trimmed with a wide lace of exclusive design, silk ribbon strung. Clasp is reinforced by a bust piece which not only makes it unbreakable, but is warranted to keep the under garments free from rust stains, and absolutely impervious to moisture or perspiration. This corset is fitted with hose supporters with Kant Kum Off top (patented), which prevents the garters from ripping or tearing away from the garment. Has 17 inch front, with a 12 1/4 inch French Model Clasp, and an 18 1/2 inch back, with 14 1/4 inch rust proof back wire. Sixes 18 to 30. Price \$8.50.

We offer in this department about 25 good styles. Prices range at \$2.25, \$4.50, \$8.50 and \$9.00 per dozen. Give us a trial.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

We close at one o'clock Saturdays **Grand Rapids, Mich.**



a short piece of one-half yard or so that was left by the piece having two or more pieces in it. These we try and sell for dresser scarfs, and if the pattern is large or for some other reason the remnant does not move, we cut it up into squares of 16, 18, 20 or 22 inches and find the people who keep boarders, or have a large family, jump after them for napkins

"Now we are getting down to underwear. If you happen to have a bunch of ladies' pants, sizes 3, 4 and 5 open, that do not sell and you are shy of girls' sizes along 14 to 16 years, make them closed by binding the seams and cut them across the back, also binding your raw edges so that they won't unravel. We cleaned up several dozen of ladies' fleeced-lined drawers in this way.

"Now we are into the yarns. There is a bunch of light blue and green Germantowns soiled so they will not sell. We tried dyeing and they made fine shades of red, just the thing for tying comforters. I would not advise selling them for knitting purposes. We also dyed faded Saxony, etc., into black and found they sold with no kicks for darning, etc.

"Climbing the stairs the cloakman told us we were shy of misses' coats in 14, while 16 and 18 had not been moving at all, and it was getting near the holidays. We did not want to order more and you can not tell a customer that you can alter it to fit and make it stick every time. She would rather have her size. So we cut enough down to make a strong line of 14, and when customers came in we were ready for them. We also find by putting on a shawl collar on a coat without any collar helps its sale if it is a season when collars are good. Also changing buttons and taking off braid helps to make them go, and cutting off the cape has moved coats for us and saved us ordering when we were getting low on coats that were without capes.

"The clothing man raised the dust because we were out of five-cent handkerchiefs. So by working up some remnants of muslin and long cloth we supplied the demand until the freight arrived; only we did not get rich making them. We kept the girls out of mischief and held the customers."

#### Knitting in Dull Moments.

A dry goods firm at Norristown, Pa., have hit upon a novel and profitable plan for keeping their clerks employed during dull moments. They do quite a large business in woolen skein yarns for knitting and crocheting, and in order to encourage home knitting and at the same time advertise their yarns and keep their force of help employed during dull moments, they have the girls knit automobile toques, which are so popular this winter. The girls also give customers instruction in the art of knitting these and other goods. No charge is made for these lessons, but invariably a sale of yarn is made. The toques made by the clerks are sold through the regular retail channels of the store.

#### Cotton Flannels Higher.

A general readjustment of prices for cotton blankets and all cotton napped fabrics is now being made, necessitated by the high price of raw materials. The advance in flannels ranges from 2½ to 10 per cent., according to quality, and a still further advance is contemplated by manufacturers as soon as trade conditions permit. The advance has been most marked on printed flannels suitable for kimonos, etc.

Percales have been advanced, but not to such an extent as was generally expected. Other advances are looked for, as the selling prices of browns and bleached cottons are not profitable from the manufacturers' point of view. If the prices are not advanced, there will undoubtedly be a curtailment of the output in these lines.

While there will be a couple of weeks at least in which to continue the clearing sales — and doubtless most retailers have decided to carry on a vigorous campaign during the month—it must not be forgotten that the spring season is approaching rapidly and that plans should be started now. In fact, February is a good month to do this, because it will give plenty of time.

The winter season has been a mild one and there may be more winter goods in stock than there ought to be. The importance of clearing up on all such goods has been many times emphasized and, even if we had not done this, the retailer knows it. There is no good reason why a merchant should carry over a lot of fashionable merchandise that will greatly deteriorate by next season. Better get cost out of it than to hold it.

The clearing sales can be more magnetic by incorporating in the advertisement little talks about the early spring goods which are arriving. No doubt shipments of these are coming in every day or so. The big city stores have already started to talk about spring goods, even although a very small space need be devoted to the new goods, and this only for a general announcement.

#### American Silks.

"With the possible exception of China, for which no complete statistics are available, the United States is now the largest silk producing country in the world. This position has been taken from and maintained against France since 1905." This statement is made on the authority of a preliminary report of the general results of the United States census for 1909 of establishments engaged in the manufacture of silk goods.

From the same source we learn that since the Civil War "the increase in the gross value of such products is measured by the difference between slightly less than \$4,000,000 and nearly \$197,000,000." During the period from 1899 to 1909 the number of manufacturers in the United States increased 75 per cent.

The tremendous increase in the use of artificial silk, as shown by the report, is a remarkable feature in the re-

cent history of the industry. "The quantity used in 1899 amounted to 6,000 pounds, in 1909 to 876,000 pounds." Artificial silk is used chiefly in the manufacture of braids and trimmings, and, because of its greater brilliancy, it is even preferred to natural silk in certain kinds of passementerie.

While aware of the wonderful growth of our national industries and accustomed to speak of our country's greatness, few of us realize the magnitude of its achievements. No doubt many merchants will be astonished when they realize the wonderful growth of the American silk industry.

"Price" never could fight "quality," and "credit" could never beat "cash."

#### 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

BETTER MADE COMPANY CHICAGO  
EST. 1886  
FINEST CLASS CUTTING

SWATCHES ON REQUEST

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



This new Vest has an attractive improvement not found in any of the old style vests, the "can't-slip" shoulder straps.

The Cumfy-Cut is so scientifically fashioned that, no matter what position the wearer takes, the straps positively cannot slip off the shoulders—a feature every woman must appreciate.

We have a full line ranging in prices from \$1.25 and upward.

PAUL STEKETEE & SONS

Wholesale Dry Goods  
Grand Rapids, Mich.

We close at 1 P. M. 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



## BEHIND THE COUNTER



### Why the Other Fellow Wins.

"When you see a person who is getting ahead much faster than you are, why do you try to justify your slower pace by all sorts of excuses, such as that 'the other fellow is lucky,' that he has probably had somebody to help him, that he happened to be in a more advantageous position?" asks Orison Swett Marden.

"Do not hypnotize yourself by such silly excuses. Everybody will laugh at you for making them, and say to themselves: 'There is no doubt that there is a good reason for his lack of advancement.' Why not get right down to business and look for the real cause?"

"Investigation will perhaps show that the other fellow is a little more alert for opportunities, that he is not so afraid of taking pains, that he does not think quite as much about having a good time and of taking his ease as you do; that he is more willing to sacrifice his comfort for business.

"He probably retires a little earlier at night; gets up a little earlier in the morning, is particular about being at work on time; puts more conscience into his work; does not blunder or gad about and talk as much as you do. He may be more careful not to make slurring remarks about members of the firm.

"In other words, just get right down and analyze yourself, and you will probably find a lot of weak points in your service which you could improve.

"The level-headed employer is always looking for ear-marks of advancement material in his employes, for the stuff that wins, for indications of genius or marked ability, and there is no mistaking them.

"When he sees a person who is exacting to the minute regarding his work, who is afraid to come a little ahead of time in the morning, or to stay a little after closing hours if the work requires it, who acts as though he were afraid he would give his employer the equivalent of a little more than he finds in his pay envelope, there is small encouragement for that person's advancement.

"The idea of those who are made of winning material is to get on, and they know that the way to do this is to make themselves so invaluable to their employer that he can not well get along without them.

"There is nothing which pleases an employer so much as to feel that an employe is trying in every possible way to advance his interests, studying ways and means to lighten his burden; that, in short, he is just as

much concerned about the business as though it were his own.

"The employes who think that this is foolish and that it is not right to do what they are not paid for may get out of a little extra work, but they do not get on; for no employer wants to risk his interests in the hands of a person who is so very exacting about the amount of work he does, who figures so closely to give just the equivalent of what he finds in his salary envelope, and no more.

"The young men who advance rapidly usually do so because of the generosity of their service, because there is no stinting in it, no thought of doing as little as possible and getting as much as possible for it.

"It is the overplus of service, the little extra things, which the employe is not only willing but eager to do in order to help his employer, the little extra interest in his employer's welfare which make all the difference between the young man or young woman who remains in the same position year in and year out and the one who advances to the top."

### Courtesy Toward Customers the First Essential.

The proper treatment of customers is a subject which is engrossing every thoughtful business man: how to show them the little extra attentions which mean so much in establishing character for a store; how to tell just how far to extend these courtesies to make a telling impression and still maintain the dignity and standing of his establishment. The answer lies entirely with the salesman, the one who comes in personal contact with each and every customer. Let him radiate courtesy, truthfulness and willingness, and those qualities will become inseparably associated with the store as a whole. Courtesy toward a customer is the first great essential, and following it with insistency are truthfulness, willingness and a thorough appreciation of what one has to sell. The need of absolute truthfulness on the part of the salesman is so important that over-emphasis of this needful virtue is scarcely possible. Ofttimes in the heat of argument assertions are made which the customer knows are exaggerated or untrue. Instantly he puts himself on guard, and not only is the sale lost but perhaps a good customer as well. More's the pity of it when the realization of it comes afterward that many arguments might have been advanced which were absolutely true, and which could not have failed to win the customer over. Even where the salesman is

weak in his arguments, the spirit of candor, of earnestness and honesty with which he makes his statements are often sufficient in themselves to gain the customer's confidence and effect a sale. Many business men in their own shopping experiences have left a store impressed only by the pitiful lack of interest in their needs shown by the salesmen. Perhaps one was over-exacting in his demands, but isn't that a privilege every customer has; isn't that what clerks are for, to please and satisfy customers? Willingness on the part of a salesman is a most necessary requisite; willingness to show every article in the store if the customer will only wait, and do it cheerfully and with utmost interest in the whole operation; willingness to make suggestions, to answer questions and to help the customer choose. Such willingness quickly establishes the salesman in the customer's good graces and smoothes the way to a sale. The clerk may be courteous, truthful and willing, and still show an inexcusable lack of information about the articles he has to sell. People like to be told something about what they are buying; why it is better than something else and what the salesman thinks about it himself. They are willing to accept the salesman's opinion as authoritative; they want positive, unqualified statements, and it is the salesman's obvious ability to supply them which makes the proper impression. It is usually the individual treatment of customers, the treatment given them by salesmen and clerks which impresses them most forcibly, yet the store as a whole should not be lax in catering to its patrons' wants. It should take care to make its deliveries promptly, even to make a rush delivery when the customer particularly requests it. It should be willing at all times to accept and exchange any article returned in proper condition, and to give its full equivalent in cash or in satisfactory merchandise. It should do its best in every way possible to impress upon its customers that they can always expect fair and satisfactory treatment; in short, that they can do better at that store than anywhere else in town.

### Promptness.

Do not keep a customer waiting long enough for him to make an unjust estimate of your ability, or to take an uncomplimentary inventory of your surroundings. Things look ugly and distorted when one is weary of waiting. A man may wait of his own accord, but the minute the obligation is on the other side it is another matter. You may be waiting at some wayside junction for a train. Instead of seeking diversion, or breathing in a supply of fresh air, you wonder how many hours late the train is, and how food could be more abominable than the refreshment you are compelled to take from the only place available. There is measurable danger in keeping a customer waiting, even although you may be familiar with his personal characteristics. Do not presume upon his good nature,

even although he may have assured you that "There is no hurry." Just imagine that he is in a hurry. Every minute you keep him waiting gives him just that much more time to study defects in service and in your goods, and makes your task to please him so much harder. You know the weak points of your goods, if there are any. Do not permit a customer to make the same discovery. Use your psychology; engage his entire attention at once, and hold it until he leaves you. The good will thus gained by prompt and efficient service goes on, the gain being almost incalculable. For your own good strive to be prompt in waiting upon customers.

### G. J. Johnson Cigar Co.

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

**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.**  
81 Broad Street,  
**BOSTON - MASS.**

There is no risk or speculation in handling



**Baker's**  
**Cocoa**  
and

**Chocolate**

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

52 Highest Awards in Europe and America

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



**What's Your Tonnage?**

"The little boats keep close to shore, but the bigger craft may venture more," said Ben Franklin, or some other wise old maxim-maker.

So what are you content to be? A skiff or an ocean liner? What is your tonnage, anyway? Are you built for big, broad undertakings, or are you content to keep in shallow water where you can wade out almost any time?

It is all right to be a skiff if you are built for a skiff. Skiffs are useful, in their way; there is work for them to do. Where would we be without the ocean liners? If there had been no people who were willing to "venture more" and take their boats out into deep water, we would still be living in the stone age, or making fire with flint and steel.

The small man is generally an inefficient man. He has a small opinion of himself. He is restrained by fear. He is afraid to take any chances. He generally is a tightwad. He hangs to his pennies and generally buries his money in a tin can instead of putting it where it will do some good to himself and his fellow-creatures.

A pincher can not rise to big things because his vision is stunted. It takes a man of imagination and ideas and a certain daring and big heartedness to make good in the world.

To be of some satisfaction to yourself and your friends you must have grit, courage and good will. Be glad

in the other fellow's successes, and go and do likewise. Cultivate a broad and liberal way of living; be efficient, determined and liberal with yourself and others.

In that way get out of the skiff class, raise your tonnage and be as big a craft as the Almighty has fitted you to be.—Topeka Merchants' Journal.

**Cure For the Blues.**

"Blues and Their Cure" is one of the subjects assigned for study by the students of an Eastern college. The teacher in charge has raised the question whether the blues are contagious, whether they are due to a germ or whether they are a manifestation of a nervous affliction, and the students are asked to investigate the subject thoroughly and submit their reports. Those students will prove benefactors of their race if they succeed in discovering a remedy that will not only cure the blues in the individual but enable him to pass the remedy on to victims similarly afflicted. In the meantime, there are some good old-fashioned home remedies that have been found efficacious in the treatment of the blues. The best thing to do with them is to get away from them. Drop the work, at least temporarily, and go at something else. Get out into the open, take a long walk and pump the fresh air into your germ-laden system; assert yourself and, in a pinch, observe your fellow men and decide for yourself how much better off you

are than most of them. There is an old myth that the blues are a mock disease, due to allowing the devil to get into your life, because he has an idle hour and nothing else to do. The remedy then is to make it uncomfortable for the devil and knock him out by activities in good work. There's always great satisfaction in such achievements, and this remedy will do very well until the college students now studying the problem report some more down-to-date remedy.—American Artisan.

**Pay as You Go.**

Of course, it is not always possible to keep square with your bills. Sometimes misfortunes come that can not be foreseen and it becomes necessary to go in debt temporarily in order to live; but with the ordinary man who is earning a regular salary there is really no excuse for letting his bills get in arrears. He knows just how much his resources are, how much he will be able to earn this week and next week, and there is only one sensible course for him to pursue, and that is to keep squared up. It is a curious fact, however, that there are a great many people who somehow or other have the impression that the dollar they will earn next week will go farther than the one they have earned this week. They contract bills beyond what their earnings for this week will meet, thinking in a vague sort of way that they will be better able to meet them next week. It is always easier to keep up than to catch up. Once when I

was a lad at school I wanted to skip a lesson. I believed that I could make it up somehow next week. "My boy," said an older and wiser individual, "if you can not keep up how do you expect to catch up?" The independent man is the one who is out of debt and with the average man, especially the man who works for wages, it is easier to keep out of debt than to get out of debt.

**Some Good Things To Own.**

A box of shoe blacking, a duster and a brush are good things to own. Can get a shine for a nickel you say. Yes, and you can get a shave for 15 cents. But that's no argument against owning a safety razor and saving the 15 cents three times a week. A good dictionary is another good thing to own. Big words come to all of us. Besides, most of us finished our spelling education when we left the eighth grade. You are learning business all day long. Learn something else in the evening. How much did you learn last night by simply going down town? Can you look right over your head away up into the heavens and point out the "Great Dipper"? Do you know why they are cutting a big canal through the Isthmus of Panama? Boys, if you miss reading you miss one of the most blessed privileges of modern times. To me it is pitiful to see young fellows of apparent intelligence smiling aimlessly up and down the street of an evening. Do not be a dawdler.

W. E. Sweeney.

# Highest Grade Canned Goods

PACKED BY

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

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

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

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

Factories at HART, KENT and LEXINGTON—All Model Plants

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

### Better To Earn More Than Your Pay Than Less.

Here is a word for the clerks.

Are you giving value received for your salary?

If not, did it ever occur to you that your employer is steadily losing money on you, and that unless he is simply keeping you on the force as a matter of charity, as soon as he discovers the fact he will let you out?

You should not expect him to do anything else. He probably is not a philanthropist; he is a business man. He employs you, not to keep you employed and to pay your expenses, nor even to trade dollars, but in order to make a profit from your work.

He has a right to this. You have no right whatever to expect any man to hire you simply to give you a job. If you are a real man, or even a manly boy, you will not suffer yourself to be placed in the light of a recipient of charity. Your employer has a right to expect you to give him not only good and faithful service, but profitable service. Otherwise he would have no excuse to keep you on the roll.

You may think you are not getting as much salary as you should have, or as much as you deserve. This may be the case. It may be you are under-paid. But it is better, even from your side of it, to be under-paid rather than over-paid. It will give you an ambition to deserve better, to work harder to win recognition which can not long be denied to you if you deserve it. If it is, then you have a perfect right to quit and seek employment elsewhere where your talents will be better appreciated, or to take steps to get into business for yourself, and you no doubt will succeed. If you are over-paid it will tend, on the other hand, either to make you lazy or swell-headed; and either condition is bad enough.

In a recent number of "The Arena" you will notice a communication from "A Manager," which it will do you good to read. Here is a case—and we understand this actually happened—where a man really thought that he was under-paid, and that he was giving faithful service which entitled him to an additional reward; but his manager demonstrated things to him which caused him to sit up and take notice, which really alarmed him; and brought him face to face with a condition which he had not dreamed could come to him.

Once in a while a clerk gets it into his head that he is "the whole works," that he is indispensable, that the business could not run without him. If you are ever tempted to think along this line, just stop and think that nearly all the really great men of the world are dead. Abraham Lincoln was a great man. He was filling a pretty important place in our country when the assassin's bullet took him off without warning; yet the country lived and prospered after he left it. Many a railroad president has lost his head, and yet his road flourished even more under his suc-

cessor. It is even possible that the business in which you are filling a niche that you deem pretty important, might survive your departure, and that the "old man" would not have to plead in the bankruptcy court if he took a notion to "fire" you some day for neglecting your duties or being smart with a customer.

It may be that the world is changing somewhat from the good old days, and yet honesty, sobriety, faithfulness, energy, tact, initiative, alertness and genuine responsibility were never more in demand in the mercantile world than to-day; and the clerk who appreciates this fact, and who bends his every energy to making the most of his opportunity, is the one who will get ahead, who will become the merchant of to-morrow.

Do not forget it! — Implement Trade Journal.

### Watching the Side Lines.

Keeping abreast of the times is an important factor in the life of the progressive grocer. There are many features to be watched and attended to in holding yourself to the front, and few are more important or more easily overlooked than the side lines. Many of these are seasonable goods of short life, which must be strongly displayed and forcibly pushed in season.

Just now is the time for the grocer to display his garden seeds and rush their sale. This is a side line of perchance less value than the average, but it is nevertheless a contributory source to the entire income of the store and that should in no wise be neglected, for it is just these small feeders which go to make up the greater volume of trade.

Everyone with a few feet of ground and gardening instincts can smell spring in the air and have already gone out to view the situation and determine just how they will lay out the garden this year. Seed books and Government pamphlets have been thumbed and read to gain any new ideas for the coming season. All that is lacking now is the weather and the seeds.

Here is the chance to push your seed trade. Display your packages strongly. Give them a conspicuous place in the store, where no one who enters can fail to see them. The man who has been turning his attention to the garden jumps at the sight of them. He is in his haven.

The man will load up and he will not lose a mite of his enthusiasm until he has purchased every kind of a seed it will be possible for him to plant in his little seven-foot patch.

But the hustling merchant will not stop here. There is a goodly profit and little expense to package seeds and just at the season's opening he will go out and solicit the trade. He will urge it on all his customers, he will sell it to those who are not his own customers, by going out and asking their business and because he is on the ground at the right time, he reaps the profits which someone else might have secured.

### Clerks Who Lack Tact.

Tact is one of the first qualifications a good clerk should possess, and plays an important part of good salesmanship. Clerks should be possessed of quantities of this virtue.

A woman selected a very pretty black brush and comb set, when the clerk said: "I think you'll like it. One would never know it is not ebony, it looks so much like the real thing."

The woman said, "I guess I will not take it."

At the same counter a woman started to buy material for a gown for her mother when the clerk said, "This color is particularly good for a young woman." So the customer decided it would not do for a woman of 70."

Some clerks think they have only to say, "Everybody's buying them" to make a sale, when such a statement will send many people away in a hurry. "We have no demand for anything of this sort nowadays," says one clerk, when he ought to welcome a chance to dispose of what he considers his old stock. But by making such a statement the customer feels forced to purchase something new, which of course, the clerk would have no trouble in selling.

One of the worst offenders against tact is the clerk who is always boldly and brazenly telling you what you want. He treats you as if you did not know how to think.

One of the secrets of popularity is to talk to the other fellow about himself and to keep your own affairs in the background.



### 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.



**To Be Valuable To Employer Clerk Should Look For Work.**

Probably more clerks are trying to find a way to get out of doing work than there are trying to find work to do. It is only by looking for work, however, and by constantly working for your employers' interests that you can expect any advance, either in salary or responsibility—or both. An exchange gives the following pertinent suggestions for clerks who really have the get-there ambition, and every one of them can be taken to heart and acted upon to advantage by both clerk and employer:

"Your salary comes out of the gross profits you make for your employer. Make more money for him and you will make more money for yourself.

"Study every customer and cultivate his acquaintance. It will help you increase your sales.

"Learn the name of each customer who comes into the store.

"Calling a person by name goes a long way towards breaking down that barrier of reserve which otherwise is so hard to get around.

"Be glad to see people when they come in. It is just as easy, and you will feel better and so will they.

"Show goods to your customers as you would to your friends. Get out anything and everything which you think will interest them. Help them make the selections and do not get restless or impatient while the customer is deciding what to buy. It has spoiled many a sale.

"When you know a thing from 'A to Z' you get enthusiasm and sincerity from your talk. Your argument is convincing and it is easy for you to sell goods. It is hard work, and it is unpleasant, too, trying to sell something you do not know anything about.

"Do not argue with customers. Give them the benefit of your experience and advice, but do not try to force upon them goods they do not want.

"Do not make claims for your goods that you know the goods will not back up. The customer finds out the truth in the end, and few customers will let you have a second chance to give them the worst of it.

"Try to send every customer away satisfied. A satisfied customer is the kind that comes back.

"Do not hide the 'stickers' under the counter. Get them out and try to sell them. Often the proper display of an article means the difference between 'sellers' and 'stickers.'

"Any one can sell new, well-advertised goods, but it takes a mighty good salesman to keep the odds and ends and hard sellers cleaned up.

"Be a salesman, not a clerk. Learn to do things. Have a little initiative. Do not always wait to be told. Look around and see what there is to do, and do it. That is the kind of man who gets ahead nowadays.

"Do not forget about the store the minute you get outside. Keep it in one corner of your mind all the time.

"You often have a chance to drop a hint among your friends about new

things 'down at the store.' It can not do any harm and may make business.

"Get into the habit of doing these things. You know the way to get more money is to show your employer you are worth it."

**Help the Salesman.**

A customer in the store is worth two on the street. But some stores, particularly department stores, do not appear to realize this.

The men of one department seem to have no interest in the success of another. Get the order and let the others get what they can is too often the case.

This means that half the benefit of the advertising is lost, yet every department has charged up to it this item of expense, and it is no small item at that.

That two men working side by side in a department should help each other has always been expected. But that men who, sometimes, do not even know each other can work together sounds like a new proposition. It is not, however. When the salesman in one department—furniture, for example—has sold his customer all the goods she will buy from him, he should endeavor to send her to some other department for whatever goods she may still need.

As a case in point, the mere purchase of furniture pre-supposes changes in the household. New draperies suggest new carpets or rugs. Why not speak of them? The house sells them and the customer in the store is infinitely more accessible than the one who must be reached by advertising. This is the time to supplement the advertising man's work by calling attention to the carpet department.

Salesmen are not in the habit of giving much thought to the success of departments other than their own. Talks by managers and department heads are not liable to be very effective in creating enthusiasm in that direction, but the salesmen themselves are always interested in increasing their sales totals. That affords them the only basis they usually have for asking for more salary.

**Chewing the Rag.**

It took a shopkeeper in New York the other day every ounce of will power he possessed to keep from laughing outright at an old lady from the country who came to his establishment. She began examining some pieces of cheap calico. She pulled at one piece first this way, then that, wetting it and rubbing it with her fingers to try if the colors were fast. Then she paused a while, as if not yet satisfied. At last she snipped off a piece with a pair of scissors and, handing it to a gawky-looking girl of about 16 standing by her side, said:

"Here, 'Liza Jane, you chew that an' see if it fades."

'Liza Jane raised it to her mouth and solemnly went to work.

**The Personal Contact.**

It is the personal contact that builds for or against the store.

Too many merchants think if they

only had the money they could do all they wanted. You might have money enough to buy the best corner in town and erect the best building that experience and money could build; you might then send the shrewdest buyers out and glean the markets of the world for just the goods needed; you might then employ the best decorators to arrange them to tempt the customer; you might then have the cleverest advertisers write the most alluring description of the goods; you might then have the public come by the thousands and fill your store; but, after all, that might be your biggest day. Not because your goods and your prices and your accommodations did not suit the public. No; but because the clerks behind the counter did not know their business or your business and the public failed to get the service they want. In other words, the personal contact was not satisfactory.

The information, help, service and satisfaction were lacking, not because the store did not have it, but entirely because the salespersons failed.

**Clerks Must Be Posted.**

From the customer's point of view any man to whom the selling of goods is entrusted is the authorized representative of the house—what he says is what the firm will do. Hence he should be thoroughly posted, but if he does not know what can, or can not, be done within a given price limit, or in the grouping together of certain articles, there is a strong probability that dissatisfaction of the customer and loss to the house will result.

At least to minimize if not eliminate the possibility of any such dissatisfaction is one of the first aims of the wise department chief. Various ways and means have been resorted to in different stores, and more or less elaborate courses of instruction are maintained for the purpose of educating the selling force to the point of greatest efficiency. These hints have met with success in a degree depend-

ent entirely upon the thoroughness with which they are carried out.

If you fear to soil your hands in helpfulness you may be sure you are defiling your heart.

**We Want Buckwheat**

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

Watson-Higgins Milling Co.  
Grand Rapids, Mich.

**Evidence**

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

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

**"Purity Patent" Flour**

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

—Purity Patent—

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

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



### Advertising Suggestions for the Hardware Man.

Advertising for the hardware man and implement dealer does not consist entirely of running announcements in local papers. To be sure, it is very important to use this medium; but you can not tell all the story in a small advertisement. It is not best to attempt it.

Be brief and to the point. Aim to get the farmers into your store, and then tell them your story.

But remember this: Catalogues and folders are of no use whatever unless they are placed in the hands of prospective purchasers.

Get the catalogues and other advertising matter furnished by manufacturers into the hands of the farmers, and be sure it has your name and address on it.

There are several ways of doing this: The most satisfactory way is to mail it, so that it will be sure of reaching the home.

The next best way is to put it in the vehicles of the farmers when they come to town. Saturday is usually the best day of the week, because there are more farmers in town on that day than any other.

Now, don't say you are too busy on Saturday—or any other day. That is a mighty poor excuse, and whenever you begin to make excuses to yourself it is a bad sign and shows that your conscience is putting the prod into your vitals.

How many times do you go back and forth on the streets empty handed?

Are you and your clerks too proud to carry a few folders or catalogues in your pockets and put them in farmers' rigs as you pass by them on the street?

You can not afford to be proud in business.

Get down off your imaginary Eiffel Tower. Get down to earth and dig.

Some dealers do not deserve the liberal supplies of advertising matter sent them—express prepaid—by the manufacturers. What do they do with it?

Some of them build fires with it. Others carry it to the outhouse. More throw it under the counter—in the corner—any old place, and then swear they never had any advertising matter.

Do not lie to yourself. Do not cheat yourself. That is exactly what you are doing, if you do not take care of and judiciously distribute the advertising that sells the goods that makes your living possible.

Do you expect for one minute that the farmers are going to make a

practice of coming to your store and asking for a catalogue of this, that or the other thing? Would you do it if you were in their place?

The writer has often seen farmers come into a dealer's store and ask for a catalogue.

Mr. Dealer would stoop down behind the counter, rummage through a pile of filth and perhaps hand out a catalogue that had the appearance of having laid in a sewer or outdoors.

This creates a mighty good impression, does it not?

Make racks for your printed matter. Have them partitioned off and labeled. Then see that each different catalogue and folder is kept where it belongs, so that you can lay hands on anything you want.

This method saves time and time is money.

This method creates a favorable impression—not only of you, but the goods you are trying to sell.

The wise dealer always has a supply of printed matter with him when making trips into the country, and he puts a few pieces into every rural delivery mail box that he comes to.

The dealer who neglects these things is overlooking one of the best opportunities for advancing his business interests and increasing his bank account.

Wake up and get busy now.—Implement Age.

### Advice To the Hardware Man.

President W. A. Bell, of the Pacific Hardware Association, in his annual address at the convention in Spokane, gave the brethren some good advice. Among other things he said: "Watch the buying. Do not try too many experiments; keep your assortment up on staple goods; get a reputation of having what your customer wants when he calls for it. Do not scatter your buying too much; every separate shipment costs you a little extra and it comes out of the profits. If possible, discount your bills. It pays big and makes the jobber want your business bad enough to give you the best he has.

"Then you must sell what you buy, but sell at profit or do not sell at all. Let the other fellow sell at cost, but be sure you know what the cost is and that your goods are carefully marked. It is important to be able to quote the price promptly. It inspires confidence in your customer. Talk about your own goods; let the other fellow talk about his. Advertise and keep at it. I have found the home daily or weekly paper is by

far the best medium. Keep your advertisements fresh and up to date. Study your advertising and watch the results. Turn down the freak advertising schemes. They are only profitable to the promoter. I have found that a personal circular letter on seasonal or special goods obtains good results.

"See that your clerks are posted on the special talking points of the goods you sell, and, above all, see to it that every person who enters your store gets courteous treatment, whether he comes to buy or comes to register a kick. No other one thing will advertise you as well or hold your trade as will courtesy.

"Watch the expense account. It gets big enough before the end of the year at the best. Keep your stock well insured. Few merchants can afford to carry their own insurance. Through our insurance department of this Association you can come nearer doing so than in any other way and still have the protection.

"Keep your books in such a manner that at the end of the year, after you have taken a careful inventory, you can have a statement prepared that will show you just where you are and what you have done. There is lots of satisfaction in it.

"Every dealer must work out his own plan, in his own way, to suit the special conditions surrounding him and his business. Appoint yourself as a committee of one to investigate every branch of your business, and

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



A Good Investment

PEANUT ROASTERS  
and CORN POPPERS.

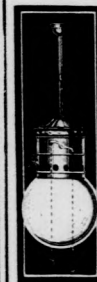
Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

66 N. Ottawa St. Grand Rapids, Mich.

Established in 1873

Best Equipped  
Firm in the State

Steam and Water Heating  
Iron Pipe

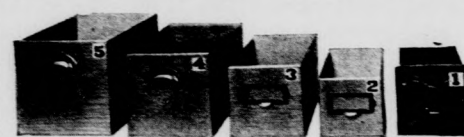
Fittings and Brass Goods

Electrical and Gas Fixtures

Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.



### Steel Shelf Boxes

For all Kinds  
of Goods

Hardware, Groceries  
Drugs

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

THE GIER & DAIL MFG. CO.

LANSING, MICHIGAN

## CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

## Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.



see if changes can not be made that will benefit the business for the following year. Get busy and you will get business."

**Keeping Brushes in Stock.**

Some hardware men whose conduct of their paint department can hardly be criticised so far as the pushing of paint business is concerned, are very neglectful of their brush stock, and carry such an incomplete line that customers in some cases, finding it impossible to be suited in the store where they buy their paints, go elsewhere for their brushes. In this way a good customer may be lost to the store.

An essential to building up a good paint trade is to carry a stock of the best brushes and be able to explain the virtues of each type of brush and recommend the kind best suited for each particular class of work. What will suit a master painter will hardly suit a less experienced amateur working on his own home. What will do for floor paint may be altogether unsuited for use in thinner liquids.

A good stock of brushes will also help a hardware man to build up a business with master painters, but unless a complete line is carried it is useless to look for trade in this quarter. Brush manufacturers, as a rule, do not care to sell direct to painters, but if the hardware man will not put in a fair stock, and the painter goes to the brush manufacturer, it is hard for the latter to refuse to supply the painter with goods. In some places hardware men make a bid for the lead, color and oil trade of the master painter by supplying the painter with brushes at very close prices, or by giving the local painter an opportunity to select what he wants from the traveler's samples when the salesman visits the town. Both are good plans if carried out cautiously, but in bringing the master painter and traveler together a risk is taken unless the dealer can place confidence in his customer.

The brush trade must be cultivated just as assiduously as the paint or any other branch of trade, and dealers who neglect it or do not carry the stock can hardly expect to get the business.—Hardware and Metal.

**Break Into This Fresh Pasture.**

The implement or hardware dealer who does not take advantage of the growing demand for automobile supplies, wherever possible, does not know which side his bread is buttered on. Be it stated right here that it is possible for such dealers in nearly every well-settled and prosperous community. As a matter of fact, the demand for these supplies in the country is increasing faster relatively than in the city and the dealer who depends upon rural trade has not the excuse to offer that the city merchant has him handicapped in this respect. Indeed, if the tendency mentioned continues to spread, it will soon be the country dealer who will have the advantage of his brother in the city where such a large proportion of the population can not afford to own cars.

The demand for motor-car supplies is particularly noticeable in the better agricultural sections of the West and Southwest. Nearly every little town thus located is a distributing center for automobile accessories and no class of materials has been benefited more by this fact than the hardware and implement men. Many of these dealers have developed a profitable trade by handling such goods and in this the general use of the automobile has virtually created new business where there was none before.

Another indication of the great demand for auto supplies is the increased sales force that the wholesale automobile supply house has been obliged to hire in order to handle the trade in the smaller towns. But a few years ago these houses concentrated their attention on the city trade, but the really progressive firms are now deriving a large part of their profit from their sales in the country.

Here is food for thought, as the horse remarked when he overcame his animal poke and broke into the fresh pasture. — Implement Trade Journal.

**Seasonable Advertising.**

This is the best season in the year for the hardware man to do his best advertising. The thoughts of every man, woman and child in the country just now are turning to something pertaining to the hardware trade. The men are perhaps planning their farming operations, or are beginning to think of the new house. Or perhaps he is a city man and his house is built, he has his fishing tackle to get ready and the well illustrated advertisement of the newest things in sporting goods sets his blood to tingling. With the women there are the needs called for by the spring house cleaning and the garden-making. At this season she will watch the hardware advertisement as closely as her husband will the baseball news. How the little ones will flock to the display window to see the line you have selected for them! So it is time for you, Mr. Dealer, to be up and doing if you are to get your share of the good spring business. Do not use a two-inch space in your local paper informing the public, "We sell hardware." Plan a campaign. Buy the goods you know your people want and then tell in a good big space, well illustrated, that you have them. Advertising is not all that you do in the paper by any means. You must have your store so arranged that the prospective customer who has been attracted by your advertisement will be doubly attracted by the business appearance of your store. Make use of your show windows for more people will look at a well displayed hardware window than any other line in the retail trade.—Iron Age-Hardware.

The world owes every man a living, but there is no delivery system to bring it to his door. He has to go after it early and often and elbow his way through the crowd that gets there first.

**You Must Pay.**

You have to pay for everything you get in this world.

You will get pay for everything you do in this world.

You get paid good for good and bad for bad, and never good for bad or bad for good.

You may eat first and pay later, or you may pay first and eat later, but it is certain whether you eat first or pay first you must pay.

Compensation means reward for good and punishment for bad, and that the reward or punishment is given right here on earth. Compensation is the law of balance and the great evener of things. One may break man-made laws and escape punishment, but Compensation is a

watchful officer who never sleeps and never fails to get his man.

Compensation has a good memory, he never forgets either good or bad acts. Sometimes he seems slow with his rewards and slow with his punishments, but when this is the case he evens up by giving interest.

Nobody has any right to find his life uninteresting or unrewarding who sees within the sphere of his own activity a wrong he can help to remedy or within himself an evil he can hope to overcome.—Eliot.

Make it a principle never to do anything until you are told to do it and you will spend half of your life reading the help wanted advertisements in the daily papers.

**DEALERS' PRICE LIST**

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

<b>Corporal Brand Rubber Roofing</b>	
1 ply complete, about 35 lbs. per square	\$ 73
2 ply complete, about 65 lbs. per square	95
3 ply complete, about 55 lbs. per square	1 18
<b>Weatherproof Composition Rubber Roofing</b>	
1 ply complete, about 35 lbs. per square	\$ 85
2 ply complete, about 65 lbs. per square	1 05
3 ply complete, about 55 lbs. per square	1 25
<b>Weatherproof Sand Coated</b>	
1 ply complete, about 55 lbs. per square	\$ 10
2 ply complete, about 65 lbs. per square	1 20
3 ply complete, about 75 lbs. per square	1 30
Acme brand wood fibre sheathing per roll	45
<b>Tarred Felts</b>	
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	1 40
Stringed felt, 44 lbs. 500 square feet, per roll	1 40
Slaters felt, 30 lbs. 500 square feet, per roll	1 17
Tarred sheathing	45
<b>Rosin Sized Sheathing Weatherproof Brand</b>	
Red No. 20, about 20 lbs. per roll 500 square feet	\$ 11
Gray No. 20, about 20 lbs. per roll 500 square feet	11

**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

**Prompt Deliveries at Less Cost**



The motor delivery car has come to stay. Grocers, hardware and other merchants, in every line of trade, are proving every day its superiority over the horse-drawn vehicle. An International Commercial Car goes farther, works 24 hours a day if necessary and every day, takes up less barn space, "eats" only when in actual use, travels any road or hill, and still saves big money over the horse-drawn vehicle.

**International Commercial Cars**

have wheels of sufficient height and solid-rubber tires. There are no punctures or blowouts. The engine is simple—easy to operate. Any man of ordinary intelligence can operate and care for an International Commercial Car.

Let us submit proof of the saving International Commercial Cars are making for others. Tell us how many horses and wagons you now use and their average daily mileage. We will submit an estimate of what the International Commercial Car will save you and base our figures on the actual conditions you have to meet. It won't cost you anything to write us and we will be glad to give you the information.

**International Harvester Company of America**

85 Harvester Building

(INCORPORATED)

Chicago, U. S. A.

## COLLECTING.

## Hints For the Merchant and the Collector.

Written for the Tradesman.

In placing accounts with an individual or a firm for collection the first and most important thing is to be sure of such collector's honesty. A collector or collecting agency may be very successful in inducing people to pay their bills and yet fail to deliver to the creditor the money collected.

Promptness in reporting settlement of accounts is also very important. It may save the creditor from embarrassing situations in further dealing with such debtors.

The method of collecting an account should be adapted to the individual debtor. Some people have a wholesome respect for banks and fear publicity as to their dilatoriness. Some have an unaccountable fear of lawyers and are easily induced by such to settle accounts. Others are just the opposite, and laugh at all the lawyer's threats. Some are ashamed to meet the creditor, but when the account is in other hands it gives them opportunity to justify themselves by some plausible story, and assure the collector that they are not deadbeats nor intentionally delinquent in such matters. The variety of debtors is innumerable and the merchant must determine the best method to apply to each case and not leave all this to be learned by the collector, who may be a stranger to everyone.

The collector has a right to know from the outset if accounts have been in other hands for collection before given to him. Where others have failed, he is entitled to a larger commission if he succeeds.

The creditor should give the collector such information and suggestions as he thinks will aid the latter. Each account should be gone over in turn and the collector should make notes of such particulars. It may save him time to know that the correctness of certain accounts have been disputed and if he may or may not make concessions in certain cases. It may help him greatly to be forewarned as to the kind of reception he may expect from certain ones and how little attention to pay to hard luck stories and stereotyped complaints.

Very few persons can be found who love such work as collecting. Some would not undertake it under any circumstances or for any pecuniary inducement. Many who do undertake it drop it like a hot poker as soon as they discover some of its disagreeable features. It is not wise to employ an inexperienced collector unless the merchant has implicit faith in his honesty, believes that he is adapted to the work and is willing to instruct and counsel him.

Presenting an account to an individual at his home, his place of employment, or wherever he may be found, and demanding payment, is quite a different matter from going from one business house to another

with statements which are regarded as every day affairs.

The collector should be careful how, where or when he duns a person. Some well-meaning people are very sensitive on this point, and a mistake in this respect may arouse resentment which it is almost impossible to appease. Some men are ready to fight the collector who is so indiscreet as to divulge to the man's employer, fellow workmen, business associates or family the fact that he is endeavoring to collect an account.

Yet there are cases where nothing short of an exposure of this kind will avail. It is the thing the debtor fears most and he resorts to bluffing to scare the collector away. Or he assumes a confidential manner, begs the collector to keep mum, not to injure his prospects with a new employer and give him a chance to get ahead and square up the account. All the time he is planning to circumvent the creditor and get out of paying the account.

The collector often has to set his wits to work to discover whether a debtor really intends to pay or not; and sometimes when he does discover a desire to be honest and get free of a debt he has to furnish the debtor with the moral resolution to help him pay. Encouragement, sympathy and the exhibition of genuine, friendly interest will do more than threats or persistent pestering—in some cases.

The money actually collected or paid on accounts handled by the collector does not represent the entire results of his work, and the creditor should not estimate the value of his services by such a basis. For this reason he should be generous with the collector who is paid a commission only.

A merchant can not afford to gain the reputation of being slack in collecting accounts. He should let the people know that he expects everyone to pay his debts and pay promptly. If no attention is paid to statements or requests for settlement, he should send a collector after them.

It may seem sometimes that an account is not worth the trouble of collecting, but even if it is necessary to pay the collector all he obtains on such accounts it is better than to let the debtor go undisturbed. An unpaid account often keeps the debtor away from a store. He trades elsewhere. When it is settled he comes back as a cash customer.

Words of appreciation from the creditor are due the one who saves and scrims to pay a debt or to keep from asking for credit. The merchant and the collector should each be lenient with the unfortunate, but encourage them to pay a debt, even if but a little at a time.

The collector who makes returns to the creditor regularly and promptly will be much appreciated. It is a general complaint that the opposite method is all too common among collectors.

A few of the necessary qualifications for a successful collector are

honesty, patience, tact, kindness, firmness, good nature, persistence, forbearance, respectful, straightforward adaptability to people and circumstances, and promptness, especially in meeting appointments with the debtor at the time payments are promised.

It is not necessary to state the opposite, undesirable traits; but beware of appearing haughty, of being impetuous, blustering or of losing your temper, for the collector meets with great provocations. E. E. Whitney.

## San Francisco Exposition.

The open shop manufacturers and business men of the country are universally taking the stand that they will not send exhibits to the Exposition unless they receive the most positive kind of guarantees that they will be allowed to install them with their own workmen and without in-

terference from the San Francisco unions. Some very interesting results may be looked for before the matter is fully settled. San Francisco business men seem to be waking up finally to the extreme seriousness of their position and to the fact that if San Francisco is going to retain any standing whatever as an industrial city it is absolutely necessary for it to "clean house" thoroughly on the labor proposition.

The silk hat trade in England continues to decline. One London store has recently admitted a decrease of over \$8,000 in its silk hat department in one year. The real state of things has been kept quiet in the hope that the state functions in connection with the coronation would witness a return to the stately "topper," but it now appears that this is not to be realized even in a moderate degree.



## 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.

## Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts. Opposite Morton House Grand Rapids, Mich.



We Manufacture

## Public Seating Exclusively



**Churches** We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

**Schools** The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

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

Write Dept. Y.

## American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



**Reporters Supplied the Names.**

Written for the Tradesman.

Nearly forty years ago two reporters employed on the daily newspapers resolved to have a voice in the selection of the names of various public institutions of the city. The school houses, churches and fire engines then in use had been designated by numbers in many instances, and the pumping station was called an engine house. The thought occurred to the two reporters that such public buildings, if named after the streets upon which they were located, would prove a public convenience and save much of the physical power the reporters used in turning out copy. When work was commenced on the Methodist church, on the southeast corner of Fountain and Division streets, the reporters mentioned the building and the society owning the same as the Division Street Methodist church, a name by which the society was known for more than forty years. A few weeks ago the society resumed the use of its corporate name, the First Methodist church. When the Second Methodist church moved from West Bridge street to Second street the reporters added the word "street" to its name, and it has since been known as the Second Street Methodist church. The reporters changed the name of the First Baptist to the Fountain Street Baptist church, the First Congregational to the Park Congregational church and supplied the names for the East Street Methodist, the East Street Christian Reformed, the Scribner Street Baptist and other church societies that are known by the streets or avenues upon which they are located. They induced the Board of Education to use the names of the streets and avenues in designating the school houses that were built from time to time and defeated a plan to give to them the names of honored but dead statesmen and educators. The Coit avenue, Hall, East Bridge, Turner, Henry, Wealthy avenue, Jefferson street, Plainfield avenue, Madison avenue, Sigsbee street and many other schools were named to accord with the reportorial claim, that the name indicated at once the location.

A very pious pastor of the East Street Methodist church, several years ago, conceived the idea that the name of his church and society was not impressively holy, and upon his suggestion the word "Trinity" was substituted for the words, "East Street." As there were then, as now, several "Trinity" churches in the city, strangers, as well as many citizens, would be compelled to examine the city directory to learn the location of the denominational "Trinity" church they wished to attend.

The fire engine houses are designated by numbers, known to only a few outside of the department.

Arthur S. White.

**Turn On the Light.**

Light up! There are some stores that no one really ever sees the inside of until the firemen start to put out the lights. They are kept by fellows who won't light up until they

get blazes. You may have the goods, you may advertise, you may have everything needful except light—and then bust!

In the most successful stores of the country the light shines through every business hour of the year. The man in charge of the lights is a scientist who knows how to measure the light of every minute, and as soon as old Sol goes under a cloud or while he is getting out of bed, feet first, or going in, head first—"switch! click, click" on or off go the lights! No difference how things are going out doors, inside of the store there is the same scientifically calculated measure of light every merchandising minute. It really does not make much difference whether you use electricity, gas or gasoline—it is how and how much you use them. It is knowing how to use them. The cross roads store with the right sort of gasoline system properly installed and run, will be as well lighted as the finest store in Louisville. No difference what your lighting system may be, its effectiveness depends largely upon keeping your goods and fixtures so as to avoid shadows and dark corners.

So far as the light itself is concerned, the best is that which is the whitest, steadiest and gives off the least heat. First choice is electricity with Tungsten lamps with frosted globes. Next comes artificial gas burned within mantles or behind opaline globes. Third, gasoline with mantles. Fourth, natural gas with mantles. No more forever, oil lamps.

Arrange lights so that they shine on the floor instead of the ceiling. You do not exhibit merchandise on the ceiling, and people do not walk on their hands much of the time.

All window lights should shine from the top of the glass in a downward and inward direction, or from the top and sides of the glass inwardly. Arrange your window-displayed merchandise with the goods of largest surfaces at the back and all surfaces at an angle corresponding to the angle of the light rays. No difference how many interior lights you may have, the general radiation should be the same as if you had only one central light. That is to say, all light rays should have the general effect of shining from the center of the ceiling outward and downward on all sides.

Light the whole store. If there is nothing in the back but baled hay and fertilizer, light 'em up. No one appreciates the light behind when the blackness of a pit lies just ahead.—Louisville Trade Outlook.

**Spokane Plan of Living.**

Herbert E. Sharp, President of the United Mercantile Company, of Spokane, which expended \$5,000 during the last eighteen months in a series of investigations, says he has perfected a system by which the cost of living can be reduced by fully 20 per cent. He expects to bring this about by the practice of better business methods and the merging of stores.

"The larger losses to the trade in

general," Mr. Sharp declares, "are due to the unnecessary expense of an over-burdened delivery system and an army of high-priced salesmen engaged in the barter of supplies between the retailer and the wholesaler; the sapping item of rent and the leak through credit accounts." He added: "With our chain of stores we will undoubtedly be able to serve the city far better than we are at present. Now the retailer is not making much profit. Neither is the wholesaler, but between them they are wasting hundreds of thousands of dollars in unnecessary expense. This can be reduced.

"Why do we not petition the Government of the United States to establish five postoffices in the city of Spokane? It would be just as sensible and reasonable as placing the business of the city among a great number of small retail stores with each one trying to serve the entire city. We might just as well employ 1,000 men to handle the mails and then we would have the postal rates back to 20 cents an ounce, with letters and other mail delivered once a week. Logically, that is the present status of the grocery business in Spokane."

The average married man often wonders how his wife can have so much faith in him.

But few men would care to pay tax on the space they think they occupy in the world.

**BONDS**

**Municipal and Corporation**  
Details upon Application  
**E. B. CADWELL & CO.**  
Bankers. Penobscot Bldg., Detroit, M.

**GRAND RAPIDS**  
**FIRE INSURANCE AGENCY**  
THE McBAIN AGENCY  
Grand Rapids, Mich. The Leading Agency

**The Clover Leaf Sells**



Office 424 Houseman Bldg.  
If you wish to locate in Grand Rapids write us before you come.  
We can sell you property of all kinds.  
Write for an investment blank.

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.  
Capital - - - - \$500,000  
Surplus and Profits - 250,000  
Deposits  
**6 Million Dollars**  
HENRY IDREMA - - - - President  
J. A. DODGE - - - - Vice President  
A. E. BRANDT - - - - Ass't Cashier  
CASPER BAIRDEN - - - - Ass't Cashier  
**3 1/2 %**  
Paid on Certificates  
You can transact your banking business with us easily by mail. Write us about it if interested.

**Child, Hulswit & Company**  
BANKERS

**Municipal and Corporation Bonds**

City, County, Township, School and Irrigation Issues

**Special Department**  
Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:  
Citizens 4367 Bell Halls 424  
Ground Floor Ottawa Street Entrance  
**Michigan Trust Building**  
Grand Rapids

**Grand Rapids National City Bank**

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business



Capital \$800,000

Surplus \$500,000

**Our Savings Certificates**

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2 % if left one year.



### Shoe Manufacturing Costs and Retail Prices.

There never was a time when a few first principles in the way of special or technical information concerning shoes would be a greater protection to every consumer and wearer of shoes than now. It may be said that the public has a very slight knowledge of the subject. Shoe quackery has taken advantage of this fact to a remarkable degree during the past few years, and the comparatively simple subjects of shoe manufacturing costs and retail shoe prices have been clouded under misrepresentation, to the disadvantage of the fair shoe dealer as well as the shoe wearer.

In the whole range of American manufacturing there are few details that are "figured down" to a finer point than the cost of manufacturing shoes. There is an immense variety of material to choose from. There is sole leather which sells at 18 cents per pound, and there is other sole leather that sells at 44 cents per pound; upper leather is obtainable at 5 cents a foot and other varieties cost as high as 40 cents a foot. It is the same with every item, including eyelets, linings, laces—even the very thread the shoes are sewed with, and the polish that is put on in finishing. There is fully as much variation in the total cost of necessary labor as between the cheap, simply made working shoe and the high-grade dress shoe.

Leather is a product of infinite variety. A fabric may be turned out yard after yard of the same quality; but no two skins are the same, and the different parts of the same skin vary greatly.

With this immense variety of material at command it ought to be readily understood by the public that any American shoe manufacturer can, if he chooses, build shoes of value anywhere within a wide range of values, beginning with a reasonable approximate minimum. For example, he could begin with either men's or women's cheap shoes at a manufacturing cost of, we will say, \$1.20 per pair, and from that point could grade up, covering every ten cents additional in value up to \$4 or more per pair, manufacturing cost, and every shoe on the list would represent an honest value, at the price asked.

That is, he could make a little better selection of materials than those used in the \$1.20 shoes, and produce one which would be a perfectly honest value at \$1.30. He could go a little farther in improvement and make a shoe that was honestly worth

\$1.40 or \$1.50, or as a matter of fact worth any odd figure between these sums, or higher.

What every shoe manufacturer actually does is to select some particular price per pair, or set of prices, at which he wishes to produce shoes. No one manufacturer attempts to produce in the same factory all grades of shoes. He can produce better shoes, more economically, by restricting the output of a single factory to a certain range of prices. The field is a wide one and includes everything from coarse work shoes to expensive hand-finished dress shoes, with cost accordingly.

Then he figures the cost per pair of every one of the fifty to one hundred pieces that go into a modern American shoe, this being based upon the quality of materials that he wishes to use, and being figured on a scale as small as the hundredth part of a cent. He figures the labor cost of every one of the hundred or more necessary factory operations in the same way. He so arrives at the proper balance of costs to produce shoes to be sold by him to the dealer at his chosen range of prices.

These manufacturer's cost prices, just as in any other commodity that is sold to the public, are adjusted with relation to the retail price at which the goods are to be sold to the consumer. For example, if a shoe is to be sold at \$4, retail price, then a certain proportion is allowed as the retail cost of selling, which should include time and capital, precisely the same as in any other imaginable commodity.

Open competition rules in American shoe manufacturing. The percentage of return for capital invested is very small. Many shoe manufacturers figure no profit whatever, being content to simply "make their discount" on their purchases of material.

The sharpest of competition has so cheapened the American factory-made shoe that it stands to-day as one of the cheapest manufactured commodities in the world, considering the ingenuity and skill as well as the capital and labor employed in its production. There is indisputable proof of this in the following: Despite the cheap labor employed in foreign factories and our low duty on shoes, there has been so small an importation that the Government prior to this season never made a separate footing of the amounts, while the shipments of American shoes abroad amount to over a million dollars' worth a month, with a constant increase, and this in the face of foreign

duties which run as high as 60 per cent. This is solid fact, from United States Treasury reports.

The \$4 shoe, which we have mentioned, therefore traces back to an absolutely honest origin in shoe cost. The same is true of a \$5 shoe or a \$6 shoe, or a \$3.50 or a \$2 shoe. The retail dealer who sells shoes at these "even money" prices has bought the shoes at certain wholesale prices which he has found by experience will enable him to do business. This is the prevailing practice of the trade.

There is nothing arbitrary about these prices. There never was. They are so established simply because the vast majority of the public prefer to pay even prices for their shoes.

Any shoe manufacturer in the United States could add 15 cents to the retail value of a \$4 shoe, if desired, making it worth at retail \$4.15. Any shoe manufacturer in the United States could take away 15 cents, if desired, making the selling price \$3.85. But both the \$4.15 and the \$3.85 would be prices based upon cost, and the proportion of profit would be the same in either as in the \$4 shoe. Neither price would repre-

IT PAYS TO HANDLE

*Mayer*

WORK SHOES

## 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.

## H B Hard Pan

For Years the Standard  
Work Shoe for Men

Year After Year

We have refused to substitute cheaper materials, and the multitude of merchants who handle this line look upon it as the



Backbone of Their Shoe Department

One customer who purchased a new stock last October writes us after six months experience with our goods:

You have the best shoe stock that  
ever came to this city

Spring business has only just started. If your stock is not well sized up send us your orders *now* so you will have the shoes when needed. Our salesman will gladly show you our complete line. Shall we have him call?  
Let us hear from you today.

Herold-Bertsch Shoe Co.

Manufacturers "H B Hard Pan" and "Bertsch" Shoes  
Grand Rapids, Mich.



sent any change in principle or any possible preference to the consumer.

Prices of materials fluctuate; the shoe manufacturer must take this into account. If the price of leather markedly increases, he naturally must sort his skins a little closer. If, on the other hand, the price of leather should decrease, all on earth he needs to do in order to maintain his standard of value is to make a little better selection of materials; the buyers of his \$4 shoe will be getting just as much for their money as if he had held to the same assortment as before and reduced the price.

That is the plain, unprejudiced truth of the matter with reference to the manufacturing cost and retail prices of American shoes to-day. There is no more natural advantage to the purchaser in an odd price on shoes than there is in the price of "\$14.75 for a fine suit of clothes" or "overcoats for \$9.50" or hats for \$2.90. The odd price in merchandising is an old idea; but in the case of shoes it must be evident that the "even money" price is an honest price.

Furthermore, it is the price plan upon which thousands of reputable dealers, all over the United States, have based their business. They have bought their stocks of shoes, or are now buying them, made up in such an average of manufacturing cost values as renders the "even money" figures only a proper, just, honest and economic scale of retail selling prices.

To be sure, there is nothing to prevent their changing their basis of price, if they want to. They can, if they wish, change their average of manufacturing cost values so as to permit them to sell regularly at "odd" figures. (Nearly all dealers often do sell at odd prices in their special "clearance sales" of odds and ends of stock.) But there would not be the slightest advantage to the consumer in such a change from the regular scale of "even money" prices. The cost of doing business would be the same percentage that it was before, and the prices would be open to suspicion. The only effect would be to possibly set the public to wondering whether a \$3.85 shoe were really not "marked down from \$4" but marked up from \$3.50. Or, they might get the wrong impression that the \$3.85 shoe was just as good as a \$4 shoe. One of these inferences is precisely as just as the other!

The foregoing is a fair and correct statement of current general practice in the basing of shoe costs and shoe prices, wholesale and retail. The whole proposition is really so simple that any shoeman recognizes its truth in a flash. It is so almost axiomatic that it seems an over-elaboration of detail to go into it thus fully; but recent erroneous newspaper articles, to say nothing of stuff from weak-kneed and ill-informed journals that presume to represent the shoe trade, make it evident that these principles needed stating explicitly.

The idea that there is any inherent merit in odd prices is absurd. The idea that retail dealers should adopt a sliding scale of "fluctuating prices," following the vagaries of the leather

market, up one week and down the next, is about the most foolish notion we have ever seen set forth in the journalism of the trade—or anywhere else.

On the whole, the only safe refuge for the public is the reputable dealer of established standing. Such a dealer, of known character and established reputation, will give honest values, whatever may be his prices. The wearer of shoes can trust to his fairness. As with physicians, so it is with shoe stores; one of repute and standing should be chosen in preference to the quack. The reputable shoe dealers of to-day are not making a fortune. They are serving the public honestly and are selling shoes at reasonable prices. They are worthy of public confidence, and anything which tends to undermine that confidence is an injury to the whole trade.—*Boot and Shoe Recorder.*

**Danger in Style Extremes.**

The Style Committee of the National Association of Boot and Shoe Manufacturers has sent out a circular letter with the fall style sheet, which says in part:

"It is not claimed that these are the only styles that will be sold, nor that other and more extreme and sensational models may not be offered by some manufacturers. Neither is it meant to dictate or limit the styles you shall carry. It is intended merely to give you the benefit of the consensus of opinion of all the manufacturers in this Association. From our reports we feel sure that these general styles will be staple in any store in the country. We believe every dealer can find shoes in his present stock which will fill any demand likely to arise from the publication of this sheet.

"There is a loud outcry in the trade against the many extreme toes offered during the past two years. Retailers are counting the cost of their efforts to keep pace with the rapid changes, and the figures are not comforting. It is time to call a halt. The intelligence and good sense of the whole trade must be called into action to correct the costly and demoralizing practice.

"We realize that every retailer must buy with regard to trade conditions at his own particular store; but extreme styles in lasts and patterns change over night; and nothing is deader than yesterday's fancies in footwear unless it is last year's bonnets. Let your rival have the trade in extreme novelties. Like a lottery, that game sooner or later breaks everyone who plays it. Do not let any salesman stampede you into buying the extremes which he may have to offer. Do not let him frighten you with the bogie of 'Not being in right' unless you have them."

There is good, sound, practical common sense in this communication. Every dealer must buy to suit his trade, but the man who buys standard common sense goods is more likely to realize a profit on their sale than the one who stocks up heavily upon extremes.

The average dealer, if he buys ex-

treme novelties, should take a lesson from the milliners. In the first of the season a large profit should be exacted, in order to, in a measure, counterbalance the loss of profit which may be necessary to move the odds and ends at the conclusion of the season. Novelty, as such, has a value. Frequently the purchaser appreciates it the more the higher its price, and there is no real reason why a dealer who takes the risk of stocking up on extremes should sell them at the same profit as the regular standard everyday, this-year-and-next sellers.

The object of the style sheet is evidently to place the stamp of style authority upon such lines of shoes as can be found in almost any store in the country. The doubting customer can, perhaps, be convinced of the correctness of the shoe shown him, by comparing it with the pictures on the chart. Dealers can hang this chart in a prominent place in the store, and prove the up-to-dateness of their shoes by such a comparison.

**It Costs More To Make Shoes Than Formerly.**

It takes more material and more labor to make women's shoes than it formerly did. The average size of women's shoes used to be No. 4 E. Now it is No. 5 C. Here is an increase in size, a trivial matter in one pair of shoes, but an expensive matter in the many millions of pairs of shoes that are made for women, for the larger shoes require more sole leather, more upper leather, more lin-

ing stock, more thread, more finishes and, also, more time to stitch, last and finish them.

Furthermore, the present fashion of high cut boots is quite expensive to the manufacturer. He has to put more inches of leather into each pair of high cut boots than he did into boots of ordinary height. The few inches in a single pair amounts to a few feet in a case and to a few dozen skins in an order. So the present fashion of high boots increases the upper leather bill of the shoe manufacturer. It also increases his bill for cutting and stitching shoes, and for buttons and button fastening and button hole-making. He has to put two, four or even six more buttons onto a pair of extra high cut boots than he did onto ordinary boots. Buttons cost all the way from a fraction of a cent to five cents apiece.

Further instances could readily be cited to show that there is more in women's shoes than there used to be. The above is sufficient to maintain the point, let it be hoped, that shoe manufacturing and shoe selling is a bigger proposition than it used to be. The public accepts the more complex shoes and insists upon the more lavish shoes. It insists upon footwear that is more economical, not merely more durable, but footwear that will give more satisfaction in comfort to the feet and more pleasure to the eye.

Since the public has encouraged the complex and lavish development of the shoe trade for the past two generations, and for many generations before that, it is a safe conclusion



**Our Trade Mark and The Word Rikalog**

Mean in the eyes of the wearer two things—foot comfort and long hard service.

This is the sort of shoe satisfaction that makes your business better.

Rikalogs comprise everything in hard wear shoes. It will be a pleasure to show you how good they are.

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

that it will continue to do so in the future, and that the grade up movement will be carried on even more extensively than it has been in the last few years.

#### Shoes and Success.

It has often been shown that the average merchant does not make sufficient profit. As a rule the cause is fear of competition. But why should a merchant pass up his just dues because some other dealer is doing it? There is no reason.

The retail shoe business to-day requires a greater profit than in the past. It costs more to do business and consumers demand more in the way of style than ever before. A shrewd salesman stated that he found merchants carrying fully 20 per cent. larger stocks and this causes many to ask for extension of credit. The discount loss is no small item, but when merchants ask for extensions their credit is also impaired.

This salesman's opinion is verified by reports from nearly all wholesale and manufacturing houses that collections are very poor.

There is no doubt about the condition, but how to meet it is the problem. The solution is best worked out by investigating methods of large successful retail houses. Their plans vary little in the main, but the details are changed to meet local conditions.

Make 60 per cent. on the selling price on novelties. Close them out at cost as soon as the season nears its close.

Carry some long-profit staples. Make them more than balance a few of the short-profit goods.

Price every shoe in stock so as to produce at least 30 per cent. gross profit on the selling price.

This is most important of all.

Buy so that you can get out from under a mis-buy.

Buy close to your wants. Reorder weekly on good sellers and close out styles that move slowly.

Replace poor sellers with new styles similar to the good sellers.

This outlines a broad policy and one that may be worked with success in any store. Merchants often miss the point—that they are in business to make money. With this clearly in mind it is a steady push and a policy is never adopted unless there is profit in it.—Dry Goods Reporter.

#### Bathing Shoes For Summer.

The increasing custom for people to live out-of-doors has popularized out-of-door sports of every description. Among the athletic sports bathing has come to the front wonderfully in the past few years. Once it was confined almost wholly to the shores adjacent to salt water, but nowadays a town or city fortunate enough to be located on a sizable river or pond has its public parks and encourages bathing in the summer months as a pleasing pastime.

To this end department stores and men's furnishing stores inland are now carrying bathing suits just as the merchants located near the salt water, and why shouldn't the inland

shoe dealer carry bathing shoes? In some localities they are already in demand and prove an additional source of profit during the months when trade is less active and everybody is inoculated with vacation serum.

A few good styles in either all white or black to retail at 25 to 50 cents gives a dealer a compact stock to work upon, and on which there will be little or no chance for him to take a loss. Women are the largest purchasers of bathing shoes and fastidious and peculiar in the matter of colors in bathing shoes to harmonize with their suits. To avoid the question of harmony of colors which might be raised, carry the staple styles in plain or black. This plan stimulates quick sales of bathing shoes, as the sizes are really the only thing to make sure of.

A few fancy colored bathing shoes used in the window display attract attention and possibly might find some customers, but the large purchasers of bathing shoes who are making a success of the sale of them to-day stick pretty closely to all white and all black for their colors.

#### Holding "Regular" Trade.

Every retail shoe store in the land can boast of a number of "regular" customers. These patrons disregard all advertisements and window displays and go directly to the store where they have been in the habit of dealing and usually they call for some particular salesman to fit them. In a large number of cases these customers insist on having their favorite salesman wait upon them, and if this salesman should sever his connection with the store he in all probability would carry some of this "regular" trade with him. Many stores depend almost entirely on these "regulars" and the proprietor of such a store should figure to increase this business instead of losing a part of it by any changes in the salesforce.

In order to do this it is necessary to impress upon each salesman the importance of catering to these staunch supporters of the stores, even although a special clerk is called for. Yet every employe of that store should, if possible, extend a cordial welcome to the customer and make him or her feel at home. The proprietor, too, should make the customer feel as if he or she were among friends. In a word, an effort can be made to change the salesman's customer into a customer of the house.

One thing is of prime importance. The "regular" should be called by his or her name. It is this one fact that makes the individual salesman solid with his customers. He knows their names and they appreciate the fact that he treats them like an old acquaintance. It is, therefore, important that every salesman connected with the store should become personally acquainted with the "regular" trade.—Boot and Shoe Recorder.

#### Get Longer Profits For Novelties.

"Just making a living, and making a living and a fair net profit are two

different things," said a shoe retailer recently. It has been many years since the consuming trade was so hard to satisfy as it is to-day. They want satins, tan shoes in all shades, velvets, suedes, canvas, buckskin, patent and dull leathers not in lace alone but both in lace and button. If the trade will have nothing but fabric shoes, why not give them to it? If they want tans, that is their privilege, but if the shoe men have to meet their wants, why not do so?

"It is my opinion that if the public prefers fads in place of staples, why then are not the shoe people entitled to bigger profits on this class of stuff? I, for one, am getting a good profit on these so-called fads and I will continue to do so. I am not in business for my health. It is a business proposition with me and my profits on this class of novelties are not going to be figured the same as on staples.

"A shoe that is meeting with a great demand and which costs me \$2.25 I am not selling at \$3, but I mark this shoe at \$3.50. Why should not shoe merchants make an extra profit on novelties in this line as merchants in other lines do? I believe in longer profits on novelties and I am getting them. It would be a good idea if all shoe dealers got longer profits on this class of merchandise, but they never will unless they make the start now."—The Shoe Retailer.

#### Growing Umbrella Handles.

At Maule, a small village near Paris, is carried on a singular industry which is little known. It is a

nursery for the cultivation of trees suitable for use as umbrella handles, walking sticks and alpenstocks. Nearly 500 acres of ground are given over to ash, oak, chestnut and maple sapplings. One year after planting these are cut off near the root so as to make them grow several branches, which are then kept free from secondary stems.

The most curious part of the industry comes the following year. Incisions are made in the bark, thus engraving upon it various designs. When the bark is stripped, these designs are found traced on the wood. At the end of the third year the branches are cut, stripped of their bark, bent into various shapes and sent to the manufacturers. Certain forms of handles are shaped while the branches are still growing on the trees.

#### Hosiery With Shoes.

An increasing number of shoe firms are interesting themselves in hosiery. The footwear store logically ought to include hosiery; the two sell well together. It will pay you to make people particular about the shoes and the hosiery they wear together. There are strong, consistent lines of hosiery procurable that can be sold at a scale of even-money prices, in men's, women's and children's hose. There is good profit in them, and they do not take up much room. Here is a side line that the retailer should look up.

## 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.**



**Educational and Good Advertising.**

Louis Caplan, of Baldwin, is writing some very good articles for his local papers, explaining the methods of the mail order houses and telling of the advantages of trading at home. This is educational work and at the same time effective advertising, and other merchants might well do the same. Here is one of Mr. Caplan's articles:

"At a dance given recently in Lake county the participants were greatly astonished to hear one of the party cry out, during a dance, 'No wonder the catalogue houses of Chicago have declared a dividend of \$10,000,000 for their stockholders.'"

"A queer incident had happened. The young man in question had come to this dance with a new pair of shoes, which he had just taken from the express office costing him \$3.00 with express. After dancing the second set, when he was happily two-stepping with his best sweetheart, he suffered the misfortune to have the sole of his left shoe come off. Luckily his girl helped him out by giving him a piece of her corset string which she had broken from laughing so hard. He tied it around his shoe and finished the dance. Of course the white string did not look very good around the black patent leather shoe.

"I warn all young men never to take chances on a dance floor with shoes purchased from the cheap mail order houses, particularly because it is very likely your girl has not an

extra corset string to help you out. Buy your shoes where you are sure you are getting value received. I am handling twenty-six different makes of shoes, the pick of the entire manufacturing list. I am selling more shoes than any one in the county and no one ever had such an accident as the foregoing with my shoes. If they did, I would replace them with a new pair. My shoes are sold on a small margin of profit and give entire satisfaction. My nineteen years of experience gives me the ability of buying the right thing at the right price at the right time and my customers are realizing the benefits.

"My spring line of men's, women's and children's footwear will soon arrive, and will be complete in every detail. It will pay you to inspect them and get satisfaction here."

**Abolish the Dull Seasons.**

Is there anything in your stock as a general merchant which has sold only during certain seasons of the year? "Certainly," you reply, "that is a foolish question." All right, grant it. Here is another: Is there any season of the year in which nothing in your store will fit? "Certainly not—but many storekeepers do not seem to believe this. They expect dull seasons to come in regular routine, and when the time for them arrives, there is a placid folding of the hands and an attitude of resignation which would be beautiful to look upon if there were a call for resignation and hand-folding. But there is not. The so-called dull season is the active, golden, op-

portune season for something, and it is not fair to refuse that something an equal chance with other kinds of merchandise which receive serious attention and stimulating push. It is to be feared that the only excuse there is for many of the dull seasons is that the merchant is having a dull time himself, and feels like taking a rest and, incidentally, resting his business at the same time. Dangerous, too, for nothing gets the habit of laziness more firmly established in its bones than business, and it is very hard to get it back to work after a period of inactivity. It is one of those things that needs driving. It needs to feel the whip more in the dull than in the active season. A live, stirring merchant can put energy into a whole community by advertising no dull periods, but pushing for business with seasonable merchandise at every season of the year."

**Advertising a Competitor.**

A correspondent writes to wit: "When a competitor advertises so creditably ought I to show him up in my advertising?"

Unexpectedly, not, unless you want to do him some good and help build up his business at the expense of your own. The probability is that he has his friends, and they will rally to his support if you commence personalities. Besides, you only advertise him the more by bringing his name before the public. He would enjoy this, and would give you additional cause to come back at him

as long as you keep the game going. Your advertising space is to tell the public all about yourself, and not to complain of others. Walls like this are the last refuge of the beaten man. Look out for yourself and do not bother with him. If your own advertisement is backed up with honest values the public will get wise to the fact that you are the reliable dealer, and his wickedness will come down on his own pate.—The General Store.

**Never Knock Competitors.**

We do not know why it is that some men will be so short-sighted as to think that they can secure business by vilifying their competitors, by reflecting upon their character, their honesty, the quality of their goods, and so on. The average man, even although he is a double-dyed villain himself, resents hearing another man maligned or run down by a competitor. There is an element of fairness in human nature, human nature of all grades, which revolts at anything that is unfair, and especially any rough treatment of another when the offender is not present to defend himself. Everything in business depends upon confidence, and truth, veracity, fairness and aboveboard methods always have and always will win in the end.—New England Gazette.

Experience is like a lemon squeezer; if there is anything in a man, it will bring it out. If there is nothing in him, it will leave him as empty as it found him.



Common-Sense On Safes

**We Employ No Salesmen  
We Have Only One Price**

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

IN the first place our prices are lower because we practically have no selling expense and in the second and last place, we count one man's money as good as another's for anything we have to dispose of.

**If You Want a Good Safe—**

and want to pay just what it is worth and no more

**—Ask Us for Prices**

**Grand Rapids Safe Co.**

Tradesman Building  
**Grand Rapids, Mich.**



### The Color Note.

Helen pink is very prominent in all the stores just now. This bright tone of pink named in recognition of the fact that it is a favorite with Miss Helen Taft, American Princess pro tem, bids fair to rival the former popularity of Alice blue.

Its supremacy is suggested in the strings of corals which form the most conspicuous feature of every jewelry department, and which sell with amazing rapidity. Neither are these strings of corals confined to the jewelry departments. They are also prominent in the millinery section, where they have proven a welcome novelty, along with strings of pearls which are equally popular among the trimming accessories.

All shades of pink are favored in spring millinery and several large stores have devoted entire windows to displays of monochromatic harmony in this color. One window contained a comprehensive group of the newest in spring hats, in color tones ranging all the way from the palest pink to the deepest and richest of Burgundian reds. There was not a hint of any other color except in the green of the necessary flower foliage.

Another store showed draperies of softest silks in the bright Helen pink, relieved here and there with a broad band of black lace among the folds or a draping of smoke gray silk embroidery. In the foreground at one side was a console table in ivory white on which lay a chip hat also in Helen pink with plumes of the same color, and a string of coral beads. This was all and yet the window was most effective.—Twin City Commercial Bulletin.

### The Memorial Day Window.

The show window can be made useful not only as an index to what you have in stock, but also as a means for conveying the impression that you are up to date. By keeping in touch with current and coming events and having them forecasted in the window is an excellent way to acquire a reputation for being awake. For instance, just before Memorial Day you can trim your window in honor of the day the nation observes, and not only demonstrate that you are wide awake to what is transpiring in the country, but you also claim a certain share of good-will and appreciation from everyone that is at all patriotically inclined. The window should be patriotic, dignified and yet attractive. It should show the national colors, and the significance of the day is such that emblems of sorrow

may be used, a broken shaft, a laurel wreath, or similar tokens; but care should be taken that the effect is not too funereal. An interesting display certain to attract attention could be made of the old swords, guns and relics treasured by the Grand Army men of your locality. You will be surprised at the great amount of interesting curiosities of this nature that you can unearth, if you will take the trouble to enquire about them.

### One Man's Method.

W. F. Albert, head of the window trimming department in the Macy store in New York says he never pays the slightest heed to goods that are advertised. "The newspaper reader comes to the store to buy those things," he says. "They are half sold before he or she comes. Before entering the store our windows suggest a lot of other things we have for sale, and that to my mind is the secret of successful merchandising and getting the benefit of so many feet of display, worth so many dollars a foot, according to location of the window and the store. Generally I use only merchandise in our displays, without resorting to mechanical or artificial accessories."

### How People Judge a Store.

In many ways advertising is like a suit of clothes that a man wears. You can tell if he is a gentleman by the way he dresses. Incidentally, you can distinguish between a gold-brick man, a book-keeper, a barkeeper, a politician, a merchant, a preacher, a president, by his appearance. Just so people judge a store by its window displays and its advertisements.

Some kings in Europe have a habit of traveling incognito. To do it they take off their usual robes or ornaments and pass unrecognized. A business that does not persistently advertise goes "incog" among people and they are not interested in it.

### To Remove Paint From Windows.

In the spring of the year when there is so much painting done many people are annoyed by having their window panes flecked and smeared with paint. If you rub briskly with hot acid vinegar you will find this effectual in removing paint.—Harper's Bazar.

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

Perhaps the reason that poets—real poets—wear long hair is because it takes real money to indulge in tonorial eliminations.

### New Season Art Goods.

The prominence given to coral pink and the black and white combinations in all departments of dress, millinery, jewelry, etc., should be kept in mind by the head of the art embroidery department when ordering floss for the new stamped waists and dresses. In the handsome made-up embroidered robes of cotton voile that are to have a big vogue this summer large use is made of coral pink, Nattier blue and black with white.

The embroidery may be done in solid color or in white outlined with coral, Nattier blue or black. In many cases the colored embroidery is outlined with black or white. Outlines and solid designs in French knots in these colors are used to simulate beading, which is in such strong vogue at present. Large use is also made of coral pink, blue and white china and jet beads for outlining and filling in entire figures.

Quite a feature in up-to-date art embroidery departments are the stamped articles done up in envelopes with all the working and finishing materials supplied.

Not only is the necessary amount of embroidery floss found in the envelope but the needle is also supplied, which is a great convenience to the woman who is not accustomed to doing fancy work and who in consequence might select a needle too fine or too coarse, to her own discomfort and often to the detriment of the work. These packages appeal to the consumer because they are so complete, and to the dealer because the stock can be kept clean and in good order.

Among the popular articles that come in envelopes are many forms of handbags, which are not only simple to work, but are made of excellent quality linen and are good enough style for the well-dressed woman to carry. These bags are complete, except for the embroidery. Two of the recent styles are finished with an attractive strong cord handle. One of the bags has the side edge bunched with the cord, while the top edges have straight pieces of boning inserted. Another bag having a cord handle is a regular rounded pocket with a flap that buttons over.

Some novelty handbags have the upper edges buttonholed. Eyelets are worked near the top, through which ribbon is passed. By this means the top of the bag is arranged in pleat when the string is drawn, closing the bag. A shaped piece of metal with a hole in each end for the ribbons to pass through acts as a brace on each side of the bag.

The bags and other articles contained in the envelopes are stamped in the colors in which they are to be embroidered and in addition a slip containing printed directions is found in each package.

### Souvenir Post Cards.

Many firms are using post cards to send advertising to prospects and customers. Few, however, have taken the fullest possibilities out of this

fad and many do not believe in it at all. Those retailers who have tried it say it pays. Comic or serious cuts illustrating bargain or seasonable sales may be obtained at very small cost and your local printer can get out the cards on short notice, so there is no need for delay in the matter.

Some merchants find considerable value in advertising their location by means of these postals. Colored views may now be obtained cheaper than your local printer can deliver them and you can have your store printed by three-color process showing signs, lights, etc., in their natural colors at a small cost.

Probably very few firms that move or change their store front ever do anything more than put a sign in the window telling of the change. Right here is a chance for you to use this postal craze to excellent advantage. Have a photo of the new store and underneath it in fairly good-sized type, "Our new location after June 1," and then give the street and number and if possible something to help drive the matter in the minds of your trade. "Opposite the Postoffice" or the name of a building or something of that sort. Few people can remember the number of their shopping rendezvous, but they can go to them in darkness or daylight because they know the surroundings. Give them, then, an adequate idea of just where you are located with relation to something which is established permanently and you will soon get into their minds firmly and your trade will not be affected by the change.

Plato once reproved a man for playing dice. "You reprove me for a little thing," said the culprit. "Habit," replied Plato, "is no little thing."

Apparently contrary to all scientific laws, it is the inside wheels of a racing automobile which leave the ground in rounding turns.

**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.

## Mica Axle Grease

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

## Hand Separator Oil

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

**STANDARD OIL CO.**  
Grand Rapids, Mich.



### Making Rose Beads.

The art of making beads from rose leaves has recently been revived in Denver. It has lingered since mediæval times in a few convents in France and Italy, but it was lost to the world until an American woman, Mrs. William W. Hall, of Denver, discovered it in a Roman convent, learned the process and brought it home.

The crusaders brought back from the Orient the secret of making attar of roses. A manufactory of this perfume was established near a convent in Italy, so runs the tradition. The perfume was made and the rose pulp remaining was thrown out as worthless. The nuns gathered up this odorous pulp, and by experiment developed the art of making beads for rosaries from it.

First the fresh rose leaves are thrown, handful by handful, into the hopper of an ordinary kitchen meat chopper. A dish is placed beneath to catch the flood of juice that pours from them as they are ground, and all this juice is poured back upon the pulp. The mass of wet pulp is then spread on an iron baking pan. It is the contact with the iron which gives it the jet black, which is the eventual color of the beads.

For twenty-four hours the mass remains, occasionally turned and stirred with a knife to bring every portion into contact with the iron. Then the mass is run through the chopper again and put back on the pan. This is done nine times in all. At the end of that time one has a fine, coal black dough, with no resemblance to rose leaves, but with all their scent.

At the end of the ninth day ordinarily the paste is rolled, but only experience can tell if it is exactly ready on that day, or if it should dry a little longer. If too dry it can be moistened with a little water. When the paste is ready to roll it will retain any form into which it is molded. If too hard it will crack.

For beads enough pulp is pinched out to make a bead as large again as is required. It is rolled into a sphere and left on a flat surface to harden. Twenty-four hours later it is rolled again, smoothed and compressed, and left to harden another day. On the third day it is pierced. A wire or a hat pin may be used to pierce the beads through the center, and the beads left upon the wire or pin to harden.

At this time or a little later the beads may be marked or carved with any design desired. Any small implement which will make an impression may be used. A hair pin has been known to achieve wonders in skilful hands.

The beads are left to dry until they have ceased shrinking. Then they are polished first by rubbing forcibly between dry palms, then between palms moistened with vaseline or cold cream. This gives them the polish of dull jet, and the process is completed by drying them on a soft cloth. At any later time when the beads grow dull they may be restored to luster by the palm and vaseline treatment.

The charm of these beads is that

they long retain the rose odor. They may seem to lose it when worn in the open air, but regain it on being inclosed in a tight box in cotton wool. Rosaries, necklaces, bracelets and watch fobs are made and hat pins may be achieved by dipping the head of the pin into glue and pressing it forcibly into the mass of pulp which has been chosen for the tops.

In stringing these beads personal taste is followed. They may be used alone or they may be strung with two little gold beads after each large rose head. In long chains this is charming.

No white or pale roses will make these beads successfully. Only strong, heavy-odored petals give a satisfactory result. Mrs. Hall computes that on the average it requires the petals of twelve roses to make one bead.

Each mess of pulp started must go through alone. Additions of pulp at an earlier stage of the process will ruin the whole. But beads from many different messes can be strung together.

### Hair From China.

The report—to which so much attention was at one time given in the daily press of this country—as to the danger lurking in hair goods on the ground that much of the hair imported was taken from the heads of dead Chinese who might have died of contagious diseases, is absolutely contradicted by Consul-General George E. Anderson, of Hongkong, in a report recently issued by the Bureau of Manufactures at Washington.

"Such an assertion," says Mr. Anderson, "is inconsistent with Chinese views of the dead and with Chinese thought. On the contrary, the hair shipped abroad from China is combings from well-to-do people, mostly women. A Chinese maid, in dressing her mistress' hair, saves the combings and sells them to a barber. Barbers also obtain considerable hair from plying their trade. Seldom, if ever, are full heads of hair taken nor are queues used.

"It is one of the strange facts of the trade," continues the Consul-General, "that although thousands of queues have been cut in Hongkong in the past several months (as a result of the modernizing of ideas in China) the hair has not been sold.

"The total shipments of hair to all countries from China in 1910 is estimated at 1,300,000 pounds, valued at \$1,500,000 gold, while the shipments to the United States amounted in weight to 576,119 pounds, valued at \$695,137 gold.

"Several establishments for the working of human hair have been established in Hongkong, the principal one being owned by an American. This factory has been employing about 600 men, women and children. The hair is first combed into lengths. It is then washed in soda, soft soap and ammonia, is dried and then boiled for one day in plain water. It is again dried, and then treated to four or five chemicals, according to its condition, to sterilize, preserve and render it fit for use.

The raw or unprepared hair is ship-

ped from China to Europe and the United States without preparation other than the fumigation done under the supervision of the United States Public Health and Marine Hospital representative attached to the Consulate-General.

"In order to insure quality, much of the hair now going out is prepared in even lengths, that is, in lots of 10 to 12 inches in length, 12 to 14 inches, etc., up to 24 inches, which is the commercial limit. This sorted hair brings much better prices than the difference of cost represents, because its purchase is attended with less risk of fraud."

### Keep Customers in Mind.

The work of bringing people into your store must mostly be done outside of your store, and this, in brief, means advertising. No more can you sit content with the placid confidence that when your customers want the goods you handle they will foot a bill to your door. The happy days of that condition have gone forever. Your competitor across the street, the store around the corner, the bustling dealer in the next town, the department store in the adjoining city, the catalogue house and the manufacturer who sells to the consumer, are all after that customer of yours.

They are soliciting him in the newspapers, they are inviting him by circular, they are complimenting him by letter. If you sit tight and do nothing, if you do not let your customer know that you highly value his trade and are anxious to retain it, he will unconsciously lose the mental vision of your store, and he will naturally gravitate to the place where he is most cordially invited, and where his trade is most valuably appreciated.

You, too, must keep before him. You must tell him at frequent intervals that you have the goods he wants, that the patterns will please his eye, the quality will insure him faithful service, the price is just what he wants to pay, that it is his interest

to buy of you, that you want his trade—are counting on it, depending on it.

Tell him this, and tell it to him frequently. Tell it through your door window by changing it every week, putting in the goods which are in demand that week and giving their price on large price cards.

Tell him through your newspaper. Tell your customer by circular letter. Make it friendly; mention some of the goods; cordially invite him to call.

All this is advertising—the kind that pays. Keep it up. Do not stop. Do not lay on your oars. It will bring results, for your customer will give you the preference over the others if you will industriously keep before him.—*Business World.*

### Defending the Hairless.

From the time that man began to grow hair, baldness has afflicted the human family. There are very few men who are content to grow bald. Taking advantage of this natural desire for hirsute adornment, there have been vast numbers of false remedies for the restoration of lost hair. Advertisements setting forth in the most attractive terms the virtues of these hair restorers flood the country and appear in all the leading newspapers. Often the advertisements are adorned with pictures of persons who tried the remedy. The pictures show a mass of glossy tresses that would be the envy of a football player, and then the hairless send in their money. I have sought long and eagerly for a single living demonstration of the efficacy of any one of these remedies and have never found one. No bald headed man has ever had his hair restored by the use of one of these remedies so far as I have been able to find. I have therefore concluded that every one of the advertisements is a fraud and that their authors are lads who deliberately aim to get money under false pretences.—*Topeka Merchants' Journal.*



## Rain Coats

This is the time of the year when your customers ask for something to keep dry from the rain.

**We Have the Goods  
Send in Your Orders Now**

We carry a large line of Cravenettes, Rain Coats, Rubber Slip-ons, Double-texture Rain Coats and Oiled Clothing.

Remember the "SUNBEAM" line of goods is made to wear.

**Brown & Sehler Co.**  
Grand Rapids, Mich.

## LUCK OR WHAT?

## Why Did a Brilliant Start Finish So Poorly?

Written for the Tradesman.

"Do you believe in luck, Mr. Tanner?"

"No and yes—a paradox seemingly. Well, it is absurd of course to speak of one being lucky in the sense that there is a blind goddess leading one man on to conquer his world while at the same time another, a demon god, leads his neighbor in the opposite direction."

Old Tom laughed and stroked his knee, looking down. He was in the main a practical old chap. To-day he was in one of his reminiscent moods.

"To tell the truth," he continued, "it does seem sometimes that there is such a thing as luck. I do not pretend to account for it, but so far as my observation goes some men of mediocre ability get to the front while the intellectual giant plays to hard lines all the time."

"As for instance?"

"Jarvin Golding was an intellectual giant—at least I thought he was when, as a boy, I remember his return from college, gifted and brilliant, with every prospect in life worth anything. It required all his old father's spare change to give the boy a college course, but the old man did not begrudge the cost so that Jarvin got his sheepskin.

"At country gatherings Jarvin thrilled the boys with his eloquence. I think perhaps now he would be in demand at Chautauquas and the like. He was a smart youngster all right, the pride of a good father and mother."

"And yet luck was against him?"

"Call it what you will, Jarvin, with all his brilliant points, failed miserably."

"Right at the outset, do you think?"

"Oh, no; he made good for a time. It was at the beginning of the Civil War that the boy came home from college. He became at once interested in raising a company for the strife. Jarvin had a pleasant personality; he lacked nothing it seemed to me to make good at every turn. He raised his company, took them to the camp, a near-by city, and had them mustered into one of Michigan's crack regiments."

"And Golding was, of course, made captain of his company?"

"Of course he was—not!"

"Well, well, that seems queer."

"That is where his first fall-down came; where his lucky star deserted him. You see the boys voted in their captain and Jarvin lacked a single vote of winning the shoulder straps. It was his first defeat and he felt it keenly. The man who won was a homespun fellow from the banks of a lumbering stream. He seemed to have a pull with the lumber boys and got in by the skin of his teeth. The new captain's name was Davis, Levi Davis. He proved a valuable officer so the choice was not bad after all.

"Jarvin felt his defeat keenly since he had been the means of raising the

company. To go as a private was rather a grinding proposition. The Colonel, however, used his good offices and secured a place for the collegiate near his own person. He became Quartermaster Sergeant, whatever that may be, and went to the front with the regiment."

"It was there the men with genuine stuff in them got their innings."

"In a sense that is true, but Jarvin did not cut the swath his relatives and friends at home thought him capable of. At the first battle Jarvin fell from his horse and broke a leg—"

"Leading a charge, perhaps?"

"On the contrary, it was while on dress parade just before the order for battle. He laid in the hospital for a month while his regiment, an arm of the cavalry service, scouted through the Southern country, winning great praise for dashing service. Jarvin got none of this. When at length he was able to rejoin his regiment he came limping in with anything but the pleasant regards of his comrades in arms."

"Why was that? He was certainly unfortunate—"

"Yes, and that only. It was whispered about that the young fellow was mellow with liquor at the time. He had been out shortly before calling on a Southern beauty who had heretofore monopolized much of his spare time, and naturally enough jealousy had been excited among the regimental officers. At all events the young man was under a shadow that did not wholly lift during the war. He was in one battle, charging rifle pits with a dismounted squad, got a severe wound and was sent home to recuperate. Unfortunately he was shot through his left hand, making a very painful wound. He was twitted with having himself inflicted the wound. The story spread and the gallantry of the charge in which Jarvin participated was forgotten under the sinister suspicion thus raised."

"He had his misfortunes truly."

"Yes, and after his return home this ill luck pursued him all through life. Brilliant although he was, Jarvin Golding fell down with every thing he undertook. He went into law, failed somehow at this, then took up engineering—"

"Too many irons in the fire."

"Very likely. The man who won the captaincy from Jarvin came home to reap where his rival sowed. Levi Davis became a lumberman, coined money out of white pine, went to Congress, although his book learning was limited, and died last year worth five millions."

"And the brilliant Golding?"

"Is at present the head of an obscure Government home for invalid soldiers, drawing hardly sufficient pay to keep him in decent clothes and food."

"A sort of irony of fate, as it were."

"Call it ill luck or what you will, it is certainly a fact that mediocre ability won where a brilliant intellect went to the bone-yard. I can not say that I believe in luck, yet call it what

you will, there is a destiny that shapes our ends, rough hew them as we will." Old Timer.

## That Town of Yours.

Experience has demonstrated that it is impossible for the merchants of any town—big or little—to do the maximum amount of business unless that town satisfactorily meets the needs of the territory of which it is the commercial center.

A market town must be something more than a place where farmers trade produce at the stores for staples and where they sell products at more or less satisfactory prices for cash, much of which is immediately sent to the big city for a wide variety of merchandise.

A town, to be a real market place, must offer advantages to the farmer both as a buyer and a seller—more advantages than competing towns if business is to reach the maximum.

In the first place, the farmer must be given to understand that he is an important factor in the upbuilding of his home market town and that it is no less an important factor in his welfare, not only by affording him the best possible market facilities but also by increasing the value of his holdings by reason of its proximity to his farm.

You must make the farmer feel that he belongs in your town. Make it so attractive in every good way that he will enjoy coming regularly and look forward to his town trips more as a pleasure than as a bit of necessary drudgery.

Suppose you disassociate yourself from your town long enough, if you can, to look at it from the farmer's point of view. If you were a farmer, would you use the town you are now in as a market town? Or would you prefer some competing town?

Would you feel that you and your family were really welcome in a town that provided no rest room facilities for your wife and children—that provided no decent facilities for the care of your team or automobile—that was reached by poor roads and had worse streets—that was not properly lighted even on Saturday evenings—that never gave any public entertainment or amusement to its patrons—that was, in short, generally unprogressive?

What would you think after you reached home and learned that competing towns had paid more for what you marketed than you had realized?

You would feel sore at the bunch of "robbers" down there at the village, who always try to get as much out of you as possible and give you as little in return as they can. That is just what you would think if you were in the average farmer's place, doing business in the average town. If you were in his place you would probably buy from a catalogue instead of coming to town.

Business men can, if they will, remedy these conditions and make their towns real market towns which will enjoy a maximum volume of trade. But they can not accomplish this

through individual effort. They must organize, unite upon a plan for the common good and then work together all the time.

## The Minor Economies.

The minor economies of a store are as important as the larger and no merchant should be afraid of his clerks thinking him penurious because he objects to winding twine around parcels more times than is necessary, or taking a larger-sized sheet of wrapping paper than an article requires for its proper covering and protection.

See that the price tags are taken off from goods sold and then thrown into a little box from which they can be used over again.

Save the odds and ends of heavy twine and wrapping paper that come in, caring for them in an orderly manner.

Let the cheap help do the cheap jobs. Do not send a fifteen-dollar-a-week man out with a parcel to be delivered.

Study the advertising mediums you use and see that they give you the circulation you pay for. Do not use a larger space in any newspaper than will pay a profit. It is as easy to use too much space as it is to use too little.

Do not cut the price of goods unnecessarily. It is not necessary to believe every Tom, Dick and Harry who comes in and tells you about how cheap certain goods can be bought down the street. Be sure you are right before you cut a price.

Prevent depreciation in fixtures as much as possible. That means that the fixtures can be listed higher in the inventory, and it all counts on the profit side of the annual report. A showcase with a cracked glass or a broken support somewhere has to stand for less when you list it at the end of the year.

Look out for transportation charges by combining orders, figuring ahead on the amount of stock that is going to be needed. Do not wait until the last minute and have to ship in by express any oftener than can be avoided.

## "Without."

The German boy who presided over the soda fountain in the only drug store in an Ohio town was accustomed to patrons who did not know their own minds, and his habit of thought was difficult to change.

"Plain soda," said a stout woman, entering one day, in great haste.

"You haf vanilla, or you haf lemon?" calmly enquired the Teutonic lad.

"Plain soda—without syrup! Did you not understand me?" demanded the stout woman, testily.

"Yas, I understand," came from the boy, whose placid German countenance did not change in expression, "but vot kind of syrup you vant him mitout? Mitout vanilla, or mitout lemon?"

People write a lot of things in a letter they would not say to your face.



### SECRET PRICE MARKS.

#### Goods Marked With Plain Figures Better Than Old System.

One of the relics of bygone merchandising is the use of a secret price mark for the designating of selling figures on the goods in a retail store. It is a practice which advanced merchants are rapidly getting away from, and the farther they get away the better it will be for them and their trade. Mystery is attractive to romantic maidens and love-lorn youths, but has no place in the everyday realism of trade.

There is a spirit of suspicion in the mind of every man, woman and child. Sometimes, to be sure, it is more pronounced in one person than another, but it is there, and it is fostered by the appeals made to it of any indications of the possibilities of being cheated. Customers who can not tell what the price of an article of merchandise is by the ticket upon it are very likely to believe that the private mark is used to conceal an opportunity to make any price desired. It is better to have no ticket than to have one that requires an interpreter to make it legible.

If a certain piece of dry goods is intended to be sold at 25 cents a yard, what on earth is the use of marking it "ni," or "ak," or with any other letters, or still worse, with hieroglyphics from Egyptian pyramids or Chinese or Choctaw character signs? Why not use plain, readable figures? In the first place the clerk is liable to be confused and forgetful and fail to remember what the letters or characters stand for in the hurry of selling, especially if he is a young man and his best girl's mother happens to be the customer. The best of us have lapses of memory with the most familiar things. Forgetfulness when selling goods may cause the merchant to lose money, or it may cause a customer to become offended upon discovering that a higher price has been charged than for the same merchandise sold to a neighbor.

Leaving the possibility of mistakes out of the question, however, and returning to the original proposition, the secret price mark is a mistake because of the suspicion it engenders in the minds of customers. The selling price will be told them when they ask, and, if the merchant has only one price, why not let the buyer find it out by looking at the mark?

It is a good plan to have the plain price figures on the goods as far as possible, anyhow. It is more like taking customers into the confidence of the dealer, and they appreciate it. Of course there are certain things back on the shelves not marked, and it is not necessary that this should be done. But there are many things which are exposed to view which can thus advertise themselves. Here is where the mail order catalogue house gets in its work. Every article in the catalogue tells its story at a glance. If a storekeeper does not do this some customers are led to believe that he is afraid of comparisons. If every person who receives a catalogue from

a mail order concern had to write to find out how much the merchandise was to cost, there would be less selling done through the mail. It is the price that attracts.

How in the world the old habit of the mysterious price mark came into general use is itself a mystery. It certainly has no right to exist where there is one-price selling, and no other kind is legitimate or successful.

The cost mark is another question. That is nobody's business but the merchant's, for he alone knows how much profit he must make in order to be on the winning side. It may and should be secretive, for if a customer knew the difference between the cost and selling prices there would be endless haggling, and attempts to beat down prices. But the selling price is the customer's for the asking, and there is no good reason why he should not be put in possession of the information without the formality of asking for it. He may walk out of the store without taking the trouble to enquire the price if it is something he has not come to buy at that particular time. But if he has found out incidentally that it is there, at a certain price, he will more than likely remember it when the time comes that he wants to make the purchase. Or, knowing its cost, he may decide to get it sooner than he had expected.

#### The Boss' Easy Job.

Oh, the life of the boss is the life for me!

Gets down to work when he darn pleases, anywhere from 6 a. m. to 7 p. m., if he's a mind to, and stays only as long as he likes—say midnight, for instance.

Nobody to scowl at him when he's late—and he doesn't have to puzzle his brains to cook up excuses.

When he does come to the office, there's nothing for him to do but to sit around and sign checks, count his money, look wise and talk to people.

He makes other people do the work—does the boss—he does the heavy thinking.

Nobody to criticise him; oh, no!

If he's kind to his help, he's a "soft-head," and a poor business man; if he's strict, he's a tyrant.

If he is generous with his money, he's a spendthrift; look out for him, he'll be sure to go broke; if he's careful with his pennies, he's a miser—too mean to live.

If he pays high wages, he does it because his help is so valuable he is afraid he'll lose them; if he doesn't, he's a grouch.

If he's gracious to his lady employes, he's a "flirt;" if he isn't, he's "no gentleman."

If he takes an afternoon off once in a while to play golf or to go to the country with his family, he's neglecting his business; if he doesn't, he is neglecting his own health; too grasping even to save his own life.

If the boss takes a drink once in a while, he's a "drinker," setting a fearful example to his employes; if he doesn't, he's lacking in good fellow-

ship—too "hard" to be a good fellow.

If he goes to church of a Sunday, he's a hypocrite, using religion as a cloak; if he doesn't, he's an atheist and a dangerous man.

If he's generous with sick-leaves, he maintains a perpetual absences hospital; if he isn't generous in this particular, all the nice old ladies in town speak of him as a "brute."

And no flat little pay envelope for the boss! He gets what's left—if there is any.

When times are hard if he saves himself by laying off help, he's a cruel monster; if he doesn't, it's because he is afraid he can't get people of equal ability when the storm is over—so valuable to the firm, you know.

If he employs relatives—particularly his wife's—he is playing favorites, robbing better men and women of places they deserve and should have; if he doesn't his family circle "says things."

Oh, the life of the boss is a gay life!

Who wouldn't be a boss?—The Liquid Bottler.

#### New Uses For Rubber.

Consul General James T. DuBois, of Singapore, India writes that as the area of Para rubber culture increases in the Malaysian Archipelago at the rate of several millions of trees a year, the question arises, Will not the supply so far surpass the demand that the price will fall below the profit-giving line?

As the soil of most of the Malaysian Archipelago is well adapted to rubber culture, and as rubber can be produced at a cost of 25 cents a pound and the field for the consumption is extending rapidly throughout the world, it would seem that there is no valid cause for alarm among those who are interested in rubber estates which have been started right and are managed right.

The uses of rubber are becoming so varied that the supply must constantly and largely increase in order to meet the demand. Aviation affords a new and ever-increasing field for the consumption of rubber. The tire industry is as yet in its infancy. Food and liquid preparations, which are ever increasing, need rubber to keep the jars air-tight. Formerly balloon fabrics were manufactured solely of varnished silks, now rubber-coated cottons are coming into use, three plies of which weigh less than five ounces per square yard and stand a far greater strain than varnished silks. The patent pipe lighters have rubber plugs. The shock absorber to reduce vibrations on all kinds of vehicles, as well as machinery, is made of rubber. Ladies' dresses are trimmed with rubber beads, and white rubber shoes for evening toilet are becoming fashionable. We have rubber stair treads, and all kinds of special rubber shoes and boots are being manufactured and widely sold. The fuses used in mining will be painted with a rubber solution to avoid misfiring because of dampness. For taking nails from packing cases a rubber pad has been invented. Trays

and dishes used in photography are being made of rubber, and many articles made of papier-mache are giving way to rubber substitutes.

The printer and the laundryman are demanding more rubber in the various articles employed in their trades. In submarine vessels it has begun to play a large role, and in shipbuilding generally its use is constantly increasing; covering for the decks of vessels and compound rubber flooring for various buildings is a probability, and even an asphalted rubber is proposed for pavement. Rubber tips for chair legs and toe caps for boots will come into common use.

The field for the use of Para rubber seems to have no limit, and the money put into sound rubber companies which have bought land by the acre and not by the square foot, and are cultivating it with care and managing the estate on good business principles, is as sound an investment as can be found in any country.

#### Push, Do Not Knock.

When tempted to say something mean about one of your competitors, refrain. Every time you knock a competitor you boost him.

There is not one man in a hundred that places any confidence in the mean things one competitor says about another. The effect of such knocking is merely to lead people to believe that your competitor must have something "on" you which touches you in a raw spot.

Devote your time to pushing your own business. When tempted to knock your competitor, forget it and boost your own business.

The same thing applies to the mail order competition.

If you howl and roar about the catalogue houses to your trade—it is sure to make them think that the catalogue houses must be really hurting you pretty badly. If you want to make the catalogue house hard to catch, ignore it, or say to your customer:

"Yes, you may find things in the catalogue which look very good and cheap; those people are skillful in their way of presenting their case. But I can assure you that we can give you goods of equal quality at the same price any day in the week. We want you to buy at home because we can save you money and guarantee satisfaction; you can see exactly what you are getting."

Boost your own business; keep it constantly before your customers; keep after the trade just as the mail order houses do.

You do not see any "knocks" on the local merchants in the mail order catalogues, do you? No, indeed. The men who write those catalogues are far too wise to boost the local merchant by mentioning him. They make so much noise about their own wonderful bargains that they hope the reader will forget all about the local merchant. The reader often does forget, because the local dealer does not get after him.—Topeka Merchants' Journal.



### Timey and Kindly Tips To the Traveling Salesman.

Writing in the American Artisan and Hardware Record, W. B. Carhart says that the traveling salesman should always be on his guard against being influenced by local prejudices in sizing up a dealer. Men of really staunch character and fine business capacity are frequently underrated by their neighbors and sometimes by their friends on account of some peculiarity which has no bearing upon his standing as a desirable customer. These same neighbors and friends are also liable to err in recognizing important characteristics. Herein lies much of the trouble experienced by the various commercial reporting agencies which depend upon fellow townsmen for estimates of the standing of dealers concerning whom enquiries are made. The wide-awake salesman will investigate his man systematically, practically and independently. Of course he will consider what he hears; but he will measure it and weigh it several times before he will accept it at anywhere near its face value.

When a salesman has succeeded in selling a merchant a full line to replace a competing line previously carried he obligates himself to aid that dealer in every possible way to clear his shelves of the old stock by inaugurating a good system of advertising and clearance sale announcements that will "pull" the trade on the sale and prepare the public for the offering of the new stock. This takes time and hard work, but it is an important part of business building—it is founding that business upon a rock and may be regarded as an insurance upon the permanency of that customer's patronage.

One of the most valuable assets of any business concern is its trade-mark, if it be properly used; but the average salesman does not seem to realize it. It is frequently a better moneymaker than the name of the house and has the great advantage of not requiring the weight of years before the public to give it force. If it is the trade-mark of a meritorious article that has been properly placed on the market the salesman ought to consider himself doubly armed to resist competition and, if by some mischance or carelessness he does not know how to utilize it in getting business, he ought to undertake immediately an educational course with himself; for he certainly does not understand the goods unless he knows the value of the trade-mark.

The small things count. It was

Henry Clay who remarked that, "It is the picayune favors of life that count in this world."

The salesman who makes careful note of the little things finds that he has secured a wonderful leverage on business; for the average dealer is wedded to his prejudice, and the only thing is to find out what they are and adjust the conditions accordingly.

The salesman who fails to get the business is not always blamable. Too many houses still believe that salesmen are born, that salesmanship just comes naturally to them and that is all there is to it. If this were wholly true, experience and an understanding of the business would amount to very little; but both are educational and are direct proof that education is the great essential in business. The house that believes in practical education will require it of its men and place a bar on a considerable amount of poor work.

### Old Customers, If Any, Are Entitled To Preference.

Written for the Tradesman.

Whatever inducements may be put forth to attract new trade, be sure not to discriminate against old customers. Not only this, but plan that some of the special attractions shall appeal particularly to old customers. Never risk losing the old, dependable trade for the sake of new.

Old customers die, move away or are attracted elsewhere; therefore every mercantile establishment which is not going backward must secure new customers. Some of these will come without direct effort. The store's reputation, its popularity and its location will help greatly. New customers are more or less transient, elusive and difficult to retain.

The one who can be drawn away from a reliable, progressive store may in turn be drawn elsewhere. That class who are ever alert for special bargains never become permanent customers anywhere. The store which can not offer such can not hold their trade.

The inducements, then, which are most effective, which result in greatest permanent good, are not unprecedented bargains, unusual and spasmodic attractions, but dependable goods, reasonable prices, courteous treatment, honorable dealing, prompt service, studious interest of customers' needs, clean surroundings, attractive, well-displayed goods and seasonable advertising, which latter embraces what, when, how and where to buy goods.

New trade must be constantly sought, but it should never be in a

way to neglect the old. In other words, do not go after new trade with both hands when one hand should be holding on to the old.

E. E. Whitney.

### Business Ruled by Sentiment.

No one who has been a close observer of business, commercial and financial conditions can help knowing that they are influenced very strongly one way or the other by sentiment, by feeling, by optimism or pessimism. In other words, it has been fully established that conditions are rendered better by hopeful talk, that they are depressed by discouraging talk. Nevertheless, knowing this to be true, as we do, we have always been more or less timid about expatiating on this idea to great length, because in doing so we may find ourselves treading upon ground that we should not care to be caught treading upon; yet, it is perfectly true that to be really prosperous we must be thought to be prosperous, we must put ourselves in a prosperous attitude, so that people will regard us as prosperous. Herein enters the great element of good will, which is as important as credit or even capital.

If a man would be opulent he must feel opulent in thought; if he wishes to inspire confidence, he must exhale confidence and assurance in his very bearing and manner. It is, we think, a matter of record that a man has secured a line of credit, has even borrowed money of a bank by his personality, by the manner in which he approached those with whom he wished to negotiate. Supreme confidence, if it is not overdone, if it is not so greatly exaggerated as to be obnoxious and to appear as insolence, is a very valuable factor, an asset in business. Intelligent effort relates directly to mental attitude of approaching any business proposition. Everything must be worked out in a man's mind or a person's mind before the real execution begins, and usually the completion of a fabrication, a business deal, or anything in the line of human endeavor will not vary materially from the first conception, from the first draft.—New England Grocer.

### Your Aura.

The metaphysician he takes the position that thought is a powerful thing—from people unknowing an influence flowing that makes the world sorrow or sing. He calls it an "aura," a cognomen for a strange something in every man that makes others present feel grouchy or pleasant, as sad or as glad as they can.

It is his aura that is working—a something that is lurking in every man on the sphere; a something about him, inside or without him, that circulates sorrow or cheer. The thoughts that are sleeping inside him go leaping, unconscious, unharnessed, through space, and make the world happy or chilly or snappy as he is himself in each case.

The man with a grouch on, the man with a slouch on, makes somebody else just the same. A man, if he tries to, can light up the skies to

a glorious sunrise of flame. A potent possession this mighty impression he leaves on the man whom he greets—Oh, see that the thought, then, is just what it ought, then, whenever another it meets.

So think, then, the bright things and think, then, the right things; put shadow and shade on the shelf. Believe in your brother and, somehow or other, he soon will believe in himself. Talk happiness ever, unpleasantness never, as 'round with the planet you're whirled; and you will awaken with faith still unshaken and find all is well with the world.

Take care of your aura; it is given you for a good purpose, beyond any doubt. The great God who made you has built it to aid you in putting old sorrow to rout. With sunshine and pleasure heap higher the measure of thinking you do every day. Then people who meet you with gladness will greet you, and life will be fun all the way!

### "He Has No Ambition."

What is ambition, anyway? It is an everlasting inspiration to be at the top of the ladder. How often you hear it said of So-and-So, "He has no ambition." In other words, he is a worm of the dust. Ten dollars a week lets him by. He is thankful for work. He shaves twice a week. Has his shoes shined and his hat brushed every Sunday "regular." Does not believe in cleaning his nails nor calling on a girl nor having his trousers pressed. No time or desire to read a line on the reciprocity bill, but "he's there" when the sporting news is discussed. Pretty good judge of poor beer and can roll a cigarette with the best of them.

Now, if this description does not hit one of you fellows, well and good—be thankful. But if it does, give yourself a shake—just the way a dog shakes the water off himself. Take a few deep breaths of pure air, look yourself over, spruce up and start in. Do not care if you are fifty years young—it is not too late. All the better if you are seventeen. But up until now they have dubbed you a "no ambition" chap and it is time to fool them. You will get more fun, more peace, more real life out of life when you begin to "fool" them than you ever thought existed for you. Work, think, plan for the top of the ladder, even although to-day you are standing with some insecurity on the first rung.—Omaha Trade Exhibit.

## 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.



**Why Some Men Fail.**

A good way to avoid failure in business is to study the failure of other men and to apply rational tests to one's own methods, plans and policies. To know the cause of another man's failure is most valuable information. If his conditions are similar, a wise man will apply such information to the direction of his business.

In the analyses of many failures it will be found that ignorance and conceit are frequently the fundamental causes of failure. It is difficult to give advice in such cases because ignorance is blind and conceit will not see.

The location of a business often plays an important part in its success. In some instances it is the chief factor, as has been frequently demonstrated by the failure of merchants who change from one locality to another. We have in mind an instance of this kind. The members of the firm were ex-employees of a very large and prosperous store. They began business in a small way, in the older and cheaper section of the town. They prospered to a phenomenal degree and their ambitions grew with their business. As a result they moved their store up-town, in the heart of the shopping section, but they did not prosper. They moved again and failed. After the failure the leading member of the firm re-opened a store in the old locality and made money rapidly. Hoping to do a larger business he again moved up-town and a few months afterward suicided because his business was in a failing condition. These were average men. Their mistake was in attributing their success entirely to their abilities and in undervaluing the advantages of a good location.

Another frequent cause of failure is the lack of sufficient capital to cover the lines carried, to discount bills and at the same time to carry the accounts of credit customers. Accidents and fortunate circumstances sometimes make up for a lack of capital, but the man who undertakes to do business with insufficient means takes the gambler's chance and should not be surprised if he has to pay a heavy penalty.

Another fruitful cause of failure is bad merchandising. This includes both bad buying and bad selling. If a merchant does not buy the kind of merchandise his patrons want, or does not buy it right, he can not hope to sell it at a profit. On the other hand he takes a long chance to lose on well bought goods if he does not sell them right. Proper selling includes a watchful eye for profit, a careful regulation of expenditures, the employment of suitable selling methods, suitable advertising, the avoidance of waste, the care and protection of goods and many other things. It takes a high order of wisdom to distinguish the difference between retrenchment and economy in the management of a business.

Bad judgment in meeting competition often occasions serious losses

in business. It is always proper to know what competitors are doing and to take legitimate advantage of their faults or shortcomings, but it is highly improper to talk about their business, particularly to criticize it when talking to customers. All reference to their goods, their prices or their methods should be avoided. Let the public talk about these things and profit by what you hear, at the same time be sure that your methods and prices are not open to adverse criticism. Lack of natural fitness for mercantile pursuits is a common cause of business failure. Most men are born with a natural aptitude for some special thing, some have an aptitude for several things and only a few for many things. If a man has special talent for merchandising, he is, other things being equal, almost sure to succeed, but if his talents only fit him for music, art, medicine or farming he is likely to fail if he undertakes to be a merchant.—Twin City Commercial Bulletin.

**U. C. T. at Marquette.**

Marquette, April 24—In the history of the order of United Commercial Travelers in the Upper Peninsula the special meeting held by U. P. Council, No. 186, at this city, April 22, as a testimonial to Grand Counselor C. A. Wheeler, will go on record as one of the greatest ever held, not alone in the Upper Peninsula but in the State of Michigan. An invitation was extended to all the Grand officers, but many could not spare the time to come. Those in attendance were Grand Counselor C. A. Wheeler, Grand Conductor John Quincy Adams, Grand Secretary Fred C. Richter, Grand Executive Committeemen John A. Hoffman and John D. Martin and the officers and many members of Copper Council, No. 479, and Senior Counselor S. C. Sheffield, of Englewood Council, Chicago, W. A. Miller, of Sandusky, Ohio, and V. S. Hayes, of Grand Rapids. The Reception Committee, with automobiles, met the 2:30 and 3:15 trains and the guests and members were taken for a run around the city, then for a visit to the State Prison. The delegation was met at the door by Warden Russel and shown through all parts of the building and the shops. The high school was the next stopping place and here the party in the automobiles was photographed and then taken for a drive around the beautiful island and park of "Presque Isle." The meeting in the evening was called to order at 7:30 by Senior Counselor C. C. Carlisle and the ballot was spread for several candidates who were in waiting. The preliminary work was quickly disposed of and a committee sent to the hotel to bring the Grand officers and visitors to the Council room to witness the initiation. It certainly was the "greatest ever," with many unique features.

At the close of the meeting the Council enjoyed the hospitality of the Marquette Club. Mayor Jacobs welcomed the traveling men to Marquette, Warden Russel offered them

the glad hand and happy addresses were made by Attorney Sherwood, Fred Case, of the Marquette National Bank, B. J. Goodman, of Ishpeming, Fred C. Richter, Traverse City, John A. Hoffman, Kalamazoo, John Quincy Adams, Battle Creek, and John D. Martin, Grand Rapids. C. A. Wheeler was toastmaster. The speeches were good, the musical numbers excellent, the banquet all that could be desired and everybody enjoyed the occasion. The local Committee in charge were C. C. Carlisle, Clear Truscott, C. A. Wheeler, Edwin Farnham, John Godwin, E. A. Derbeith, John E. Craig and Jas. E. Benthess. Every detail was carefully looked after.

**Don't Talk Too Much.**

"Well, that was a queer experience," said the senior salesman, after he had bowed a customer out of the door and returned to a group of his business associates with whom he had been talking.

"He certainly was a queer one," he continued, "and unintentionally I handled him exactly right. You remember he came in a little while ago as we stood here talking, and came up and touched me on the shoulder, asking to be shown some suits. I thought he knew me, but I couldn't place him, though I studied hard to do so. While I was escorting him to the suit department, still trying to place him and call him by name, I began showing him the suits, and without saying a word to me he examined them. Finally, he tried on a coat; it fitted him nicely, and he said he'd take it. 'Show me a few more,' he remarked, and I did, and he soon selected a nice serge suit at \$30.00. 'That's all for to-day, but I want to tell you that you handled me just right, or you wouldn't have made the sale. I may be queer,' he continued, 'but I don't like to be talked to death, and I like to select my own clothes without any advice. I just came down here from \_\_\_\_\_ (naming our biggest competitor), and I left there in disgust and I'll never enter their store again, because a fresh clerk tried to tell me what I ought to buy, beside telling me all about the weather and a number of other things. When I buy clothes I like to buy them myself and buy them as I like. I don't want to be talked to death, either. Good-bye. I'll be in next week and buy several other things I need—' and he left, leaving me rather astonished, to say the least."

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

Buffalo, April 25—Creamery, 19@22c; dairy, 18@20c; poor, all kinds, 15@15c.  
Eggs — Fancy, 18c; choice, 17@17½.  
Live Poultry — Fowls, 18@19c; ducks, 18@19c; turkeys, 18@20c; broilers, 35@38c.  
Beans—Marrow, \$2.35@2.40; medium, \$2; pea, \$2; red kidney, \$2.25; white kidney, \$2.50.  
Potatoes—55@60c per bu.  
Rea & Witzig.

**Chemistry of Girls.**

It is with no little feeling of timidity that I, great chemist that I am, treat of a subject we all know so little about. However, soliciting your kindest indulgence, I will do the best I can.

**Definition:** Girls are a polymeric, allotropic class of substances, with two legs each.

**History:** The first girl was discovered in a garden, under a leaf, the same year apples were discovered. Like the man who first made arsenic, the discoverer forfeited his life.

**Occurrences:** Free and in combination with men.

**Physical Properties:** Like crystals, girls may be distinguished from one another by their color, odor, density and form. They have the power of changing their form and color. Once or twice in a lifetime you run across one altogether different from all the rest, although observers do not seem to be able to see the great difference you observe so easily.

**Chemical Properties:** "Sugar and spice and everything nice; That's what little girls are made of."

The foregoing is not chemically true. Neither is it true that they are made up—although many are—made up, I say, altogether of dust. On the contrary, water forms 75 per cent of their composition. Just think of it! "Seventy-five per cent, water plus dust, equal girls." Can it be that these lovely creatures, with the funny hats and the high-heeled Oxfords, are, after all, only so many solidified puddles, so to speak, as it were? Perish the thought!

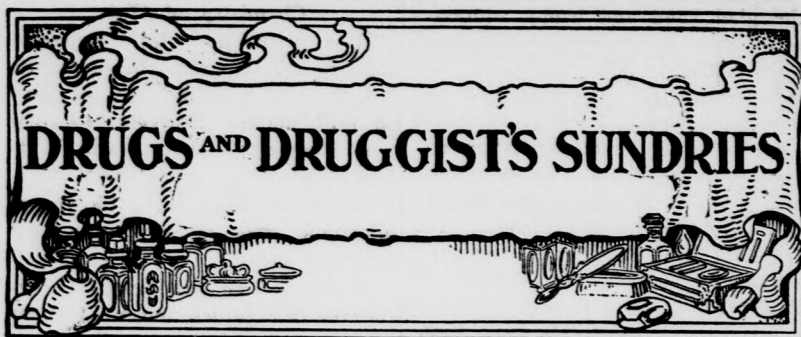
Truly, there is more to girls than just water and dust. After years of study and experiment I have succeeded in isolating the following elements, which are quite constant in their occurrence in these wonderful bodies: Laughs, cries, smiles, frowns, loves, hates, dates, kisses, deceit and sweetness. I can not here give the technic employed to reveal all of the foregoing elements. — Philadelphia College of Pharmacy Year Book.

**All Wool Goods.**

Are all the great quantities of woollen cloth, annually made into cloth, adulterated fabrics? By no means. There are pure wool fabrics—cloths made of "virgin wool," as the manufacturer would express it. All the great family of serges, worsted chevrons and clays and most of the better class of "minished" or chevron-faced worsteds are made of pure wool stock and contain nothing else. Certain white flannels and other dress-goods fabrics also are made directly from fleece wool, without admixture of other fibers. But it still remains the fact that many, if not most, of the fabrics used for clothing do contain other material than wool fresh from the sheep shearer, and in many cases without detriment to the fabric and in some cases with positive advantage.—Chicago Apparel Gazette.

The Great Judge must look at our luxuries when he hears our talk of love for the needy.





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

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

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

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

#### Starting a Drug Store With Limited Capital.

This is something of which the writer does not approve, but as so many get the "fever" and are determined to try it, a few ideas might assist them. Before opening a new store it is a good idea for a drug clerk to resign his position and do relief work for a while. This gives him an opportunity to look around and hear of and see some good openings, and at the same time attend closing-out sales and the like, where some good bargains may be found. About a location; very little can be said on paper, and the only thing that can be added is this: In a business section of a large town your chances of success are greater, but at the same time your chances of failure are greater, too.

In opening you must give the public the impression that you have come to stay—move over the store or as near to it as possible, and thus avoid wasting valuable time traveling from home to store. If you must live several miles away from the store, because your wife will not leave her mother or friends, you had better not enter business.

The rent of a store constitutes an item of considerable expense, and expenses must be curtailed as much as possible, whether it be clerk hire, light or rent. The average pharmacist pays too much rent to start with, in fact, he pays too much rent at any time. A drug store improves property; a drug store does not wear or tear the building like some other lines of business; a drug store is not a det-

rimient to the property, like some other lines of business, and in consideration of these facts a druggist should not pay as much rent as some other merchants.

Too much money is expended on the start for the soda fountain and fixtures, cash register, safe, etc., when it is really needed for stock; too much money is put into unnecessary shop bottles. You need stock to do business with more than you do furniture and fixtures. If you are the only one in the store you can get along without a cash register; if you have a bank near you a safe is unnecessary.

There are perhaps many little items in your house which could be used in the business, such as desk, chairs, oil stoves, cooking utensils, display tables, etc. To help fill up the vacant appearance of the store you will find that a gum machine, a weighing machine, and a circulating library, which cost nothing, will be good additions.

He is, or perhaps you are, now ready to spend the last few hundred dollars for stock. Go to the physicians and get a list of medicines that they prescribe and purchase these first and thus be as well prepared for prescription work as your older competitor. Physicians frequently confine their prescriptions to a limited number of ingredients. The writer has in mind physicians that confine their entire practice to twenty or thirty drugs or chemicals.

Centralize your buying to as few houses as possible and thus avoid too many separate accounts. The regular drug line should be built up before stocking side lines. Thus, if a customer asks for a bottle of ink, if you do not carry it, they think none the less of you, as ink is not in your regular line; but suppose the same customer asks for paregoric and you do not keep it, they will form a small opinion of you.

Put money in stock that will serve a wide variety of purposes. Thus: Fluid extracts can be evaporated into solid extracts and diluted and made into a great many other preparations. A good variety of fluid extracts is desirable. There are a great many National Formulary elixirs which can be made by adding one or two ingredients to a stock elixir. It is not necessary to carry the same drug in "whole," "cut," "contusioned," "ground" and "pulverized" forms; usually a little work with the iron mortar will eliminate some of these. Such preparations which contain a great many ingredients, as Warburg's tinc-

ture, compound syrup of hypophosphites, antiseptic solution, etc., had better be purchased, as it necessitates the buying of a great many ingredients to make a single preparation. Help from some friend in some cases is necessary in buying, when the friend will go in with you on buying larger amounts, but where you are compelled to buy alone, it is better to buy in small amounts, even if you have to pay a little more for your goods. It is also advisable, while working as a clerk, to save all empty boxes that contained synthetic chemicals and get some friend in the retail drug business to sell you a half ounce of each of the expensive ones. Being skilled in making tablet triturates, will enable one to do business with a small stock of these.

In order that a small capital be spent where it is most needed, it is necessary for the first business month to write down each sale that is made or lost and thus enable the buyer to determine what stock is most needed.

Now, there are a few things which can not be economized, such as insurance, liquor licenses, National Formulary Pharmacopoeia, Dispensatory, etc.

Every store, no matter how small, should strive to have the largest assortment in town of some one thing, even if it is only cough drops or rubber nipples.

Now, that the small store is opened, there is one point to pound hard on in all advertising, and it is this: "My store is new and everything is fresh."—Meyer Bros.' Druggist.

#### The Evil of Long Hours.

If we were asked to point out the one particular thing which does more than any other one thing to prevent the practice of pharmacy from becoming the agreeable, respectable and fairly profitable calling that it by right ought to be, we would without hesitation name the almost universal long week-day and Sunday hours which those who follow that calling seem to find it necessary to put in.

The "theory" upon which the practice of keeping the pharmacy open at unseasonable hours and times is based is that it is necessary in order to supply medicines for the sick; but there is not a pharmacist in the entire country who does not know this to be untrue, or who would not be compelled to admit if "put to it" that all of the legitimate dispensing of drugs and medicines done by a score of average stores on Sunday and after the usual business hours on other days could be done by a single establishment without unreasonably working the employes thereof.

The theory does not fit the facts, and we should either change the practice to correspond, or get another theory.

No other calling, no matter how important to life and health, finds it necessary to prolong its hours of daily and weekly service to the extent that they are prolonged in the drug business. The theory that it is necessary for the druggist to do so is a fiction and a fraud.

The real reason why the druggist

works while other people are either sleeping or recreating is partly the force of long established custom, and partly the desire to capture the trade for other things than drugs and medicines which he fears might go elsewhere if his store were not open at such times.

What follows to the bow always bent, to the spring always upon the stretch, inevitably results to the brain and nervous system always upon duty; all alike lose their elasticity, and the ability to render efficient service in the time of need.

Here and there some adventurous spirits have broken away from their bondage, but their example and unanimous testimony to the effect that they are better off financially has had but little effect upon those who are still in slavery. The latter still hold the nickels that come from soda and cigar sales so close to their optics that they can not see the dollars that might be gained by the possession of an intellect reinvigorated and a physical system restored by the proper amount of rest and recreation.

Is it really worth while? Does it pay to give up health, family, companionship and the joy of living in return for the meager receipts from later hours and Sunday business?

You will live longer, enjoy a broader horizon while living and die both richer and happier.

If your fellow druggist can not be persuaded to join with you, then leave him to his bondage, but do not be a slave yourself because he declines to be free.—Midland Druggist.

#### Advice To Graduates.

The season for good advice to young graduates in pharmacy is now approaching and valedictory addresses will be plentiful. Some of the advice will be extended and given in flowery language; other speakers will be brief and to the point. Some will present ideals that are beautiful to contemplate; others will deal with every-day matters and give counsel which is likely to be heeded. After all, it does not depend so much on the advice given as the disposition of the young graduate to live a useful life. Extended rules of conduct are unnecessary for the average person of judgment and early training. We are reminded of the notice appearing on a college campus which reads something as follows:

"The rules governing this campus are the rules of good behavior."

The young graduate who starts out in professional and business life with the expectation of conforming to the rules of good behavior in his relations with other citizens will find but little difficulty in obeying all of the rules and regulations influencing his calling.—Meyer Bros.' Druggist.

A recently developed demand is for smelling salts that are colored and put up in transparent bottles and retail in the better grades at 40, 50 and 60 cents, according to size or quantity or the quality of the containers. Red, pink and green are the principal colors in which these salts are being popularized.



WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and chemicals such as Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum, with their respective prices and quantities.



Our New Home
Corner Oakes and Commerce
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 salement, 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
PREMIUM CHOCOLATE for BAKING
All LOWNEY'S products are superior. pay a good profit and are easy to sell.



GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

California Prunes Raisins Sugar

Index to Markets

By Columns

Table with columns A through Y listing various grocery items and their market status (Advanced or Declined).

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, COCOANUT, COFFEES, ROASTED, COGNAC, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEATS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SAUERKRAUT, SALT, SODA, SOAP, SODA, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TOOTH PICKS, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, CARBON OILS, CEREALS, Breakfast Foods, Gas Machine, Deodorant, Engine, Black, wintere, CEREALS, Breakfast Foods, Cream of Wheat, Egg-O-See, Post Toasties, Post Toasties T No. 2, Post Toasties T No. 3, Apetiao Biscuit, Grape Nuts, Malta Vita, Mapl-Flake, Pillsbury's Vitos, Ralston Health Food, Shred Wheat Food, Shred Wheat Biscuit, Kellogg's Toasted Corn Flakes, Vigor, Voigt Corn Flakes, Rolled Oats, Rollo Avena, Steel Cut, Monarch, Monarch 90 lb. sacks, Quaker, Quaker 20 Family, Cracked Wheat, CATSUP, Columbia, Snider's, Sinder's, CHEESE, Acme, Bloomingdale, Carson City, Warner, Riverside, Hopkins, Brick, Leiden, Limburger, Pineapple, Sap Sago, Swiss, domestic, CHEWING GUM, American Flag Spruce, Beeman's Pepsin, Adams' Pepsin, Best Pepsin, Best Pepsin, 5 boxes, Black Jack.

Table 3: Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Yucatan, Spearmint, CHOCOLATE, German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, Premium, CIDER, SWEET, Regular barrel, Trade barrel, Trade barrel, Boiled, per gal., Hard, per gal., COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Webb, Wilber, Wilber, COCOANUT, Dunham's, 5lb. case, 5lb. case, 15lb. case, 15lb. case, 15lb. case, Scalloped Gems, Bulk, pails, Bulk, barrels, COFFEES, ROASTED, Rio, Common, Fair, Choice, Peaberry, Santos, Common, Fair, Choice, Peaberry, Maracalbo, Choice, Mexican, Peaberry, Guatemala, Fair, Fancy, Java, Private Growth, Mandling, Aukola, Mocha, Short Bean, Long Bean, H. L. O. G., Bogota, Extract, Holland, Felix, Hummel's, Hummel's, Hummel's, CRACKERS, National Biscuit Company, Butter, N. B. C. Sq. bbl., Seymour, N. B. C., boxes, Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Rd. bbl., Gem. bbl., Faust, Sweet Goods, Animals, Apricot Gems, Atlantic, Atlantic, Assorted, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Choc. Honey Fingers, Chocolate Tokens, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Cocoonut Brittle Cake, Cocoonut Sugar Cake, Cocoonut Taffy Bar, Cocoonut Bar.

Table 4: Cocoanut Drops, Cocoanut Macaroons, Cocoanut Hon. Fingers, Cocoanut Hon. Jumb's, Coffee Cake, Coffee Cake, Crumpets, Dinner Biscuit, Dixie Sugar Cookies, Family Cookie, Fig Cake Assorted, Fig Newtons, Florabel Cake, Fluted Cocoanut Bar, Frosted Creams, Frosted Ginger Cookie, Fruit Lunch Iced, Ginger Gems, Ginger Gems, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C., Square, Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers As. Ice, Honey Jumbles, Honey Flake, Household Cookies, Household Cookies Iced, Jersey Lunch, Jubilee Mixed, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Walnuts, Molasses Cakes, Molasses Cakes, Molasses Fruit Cookies, Molasses Sandwich, Mottled Square, Oatmeal Crackers, Orange Gems, Orbit Cake, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzettes, Hand Md., Pretzettes, Mac. Md., Raisin Cookies, Raisin Gems, Revere, Assorted, Rittenhouse Fruit Biscuit, Rube, Scalloped Gems, Scotch Cookies, Spiced Currant Cake, Sugar Fingers, Sultana Fruit Biscuit, Spiced Ginger Cake, Spiced Ginger Cake Iced, Sugar Cakes, Sugar Squares, large or small, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Drp Centers, Chocolate Wafers, Cocoonut Dainties, Dinner Biscuits, Domestic Cakes, Faust Oyster, Fig Newton, Five O'clock Tea, Frutana, Gala Sugar Cakes, Gramer Snaps, N. B. C., Graham Crackers, Red Label, Jonnie, Lemon Snaps, Marshmallow Coffee, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzettes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers, N. B. C., S. S. Butter Crackers, Triumph Cakes, Uneda Biscuit, Uneda Jinjer Wayfer, Uneda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, In Special Tin Packages, Festino, Nabisco, Nabisco, Champagne wafer, Sorbetto, Nabisco, Bent's Water Crackers.

Table 5: CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies, DRIED FRUITS, Apples, Sundried, Evaporated, California, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Connosiar Cluster, Dessert Cluster, Loose Muscatels, Loose Muscatels, L. M. Seeded 1 lb. 8, California Prunes, L. M. Seeded, bulk, Sultanas, Bleached, 100-125 25lb. boxes, 90-100 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 40-50 25lb. boxes, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hand Picked, Brown Holland, Farina, 25 1 lb. packages, Bulk, per 100 lbs., Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 130 lb. sacks, Pearl, 36 pkgs., Minute, 36 pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Vanilla, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Coleman Corp. Lemon, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Waverly, Jaxon Mexican Vanilla, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jaxon Terp. Lemon, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jennings (D. C. Brand) Extract Vanilla, Terpeness Extract Lemon, No. 2 Panel, per doz., No. 4 Panel, per doz., No. 6 Panel, per doz., No. 3 Taper, per doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., No. 2 Panel assorted, Crescent Mfg. Co., Mapleine, 2 oz. per doz., Michigan Maple Syrup Co., Kalkaska Brand, Maple, 2 oz., per doz., GRAIN BAGS, Amoskeag, 100 in bale 19, Amoskeag, less than bl 19, GRAIN AND FLOUR, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/8 cloth, Big Wonder 1/4 cloth, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse.



6

Table with 1 column and multiple rows listing various goods such as flour, sugar, and other commodities with their respective prices.

7

Table with 1 column and multiple rows listing various goods such as meats, oils, and other commodities with their respective prices.

8

Table with 1 column and multiple rows listing various goods such as fish, dairy products, and other commodities with their respective prices.

9

Table with 1 column and multiple rows listing various goods such as oils, syrups, and other commodities with their respective prices.

10

Table with 1 column and multiple rows listing various goods such as hardware, tools, and other commodities with their respective prices.

11

Table with 1 column and multiple rows listing various goods such as textiles, clothing, and other commodities with their respective prices.

# Special Price Current

## AXLE GREASE



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

## BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



## Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin 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



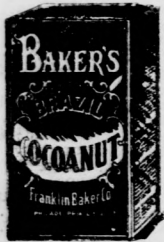
S. C. W., 1,000 lots ..... 31  
El Portana ..... 33  
Evening Press ..... 32  
Exemplar ..... 32  
Worden Grocer Co. Brand

## 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 25  
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, 1 lb. ....  
White House, 2 lb. ....  
Excelsior, Blend, 1 lb. ....  
Excelsior, Blend, 2 lb. ....  
Tip Top, Blend, 1 lb. ....  
Royal Blend .....  
Royal High Grade .....  
Superior Blend .....  
Boston Combination .....

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

## FISHING TACKLE

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

## Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 11  
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

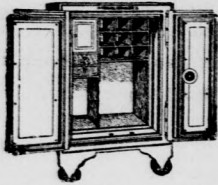


Small size, doz. .... 40  
Large size, doz. .... 75

## 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 85  
50 cakes, small size .1 95

Tradesman Co.'s Brand



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

## TABLE SAUCES

Halford, large ..... 3 75  
Halford, small ..... 2 25

Use

Tradesman

Coupon

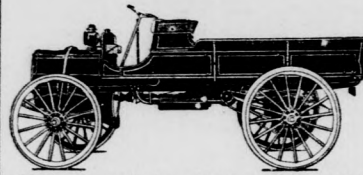
Books

Made by

Tradesman Company  
Grand Rapids, Mich.

Be the Progressive Dealer in Your Town—Buy This

# Motor Delivery Wagon



Model D—1000 Pounds Capacity—\$900.00

## The Chase Wagons

Are

Simple in Construction  
Cheap to Maintain  
Easy to Operate  
Dependable and Durable

If you are alive to your best interests, write for catalog of the Chase Complete Line to

Adams & Hart

Western Mich. Agents

Grand Rapids, Michigan

## Grand Rapids Electrotype Co.

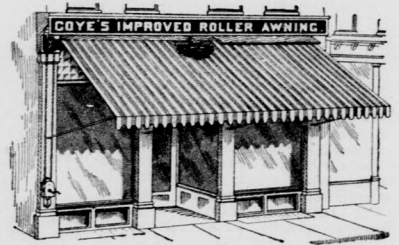
1 Lyon St., Grand Rapids, Mich.  
Makers of Highest Grade Electrotypes by all modern methods. Thousands of satisfied customers is our best advertisement. Also a complete line of Printing Machinery, Type and Printers' Supplies.

## Quick Paper Baler

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

Quick Paper Baler Co.  
Nashville, Mich.

# 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.

# 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 for a limited period, at the first insertion, and the first insertion is at a special rate. Subsequent continuous insertions are at a reduced rate. Cash must accompany all advertisements.

## BUSINESS CHANCES.

**For Rent**—Desirable storeroom, 23x180 ft. deep; basement and carpet room each 23x180 ft., located on best street; store has always been a moneymaker, for last eight years has been occupied as dry goods, notion and millinery store by Hoff Bros.; best location in city to be had for term of years, for dry goods or any other first-class retail business. Only two other dry goods stores in this city, population, 7,900. T. P. Peters, Canal Dover, Ohio. 373

**For Sale**—A fresh clean, up-to-date general stock, consisting of groceries, dry goods, boots and shoes and light hardware. Store located in fine dairy and prosperous farming district on railroad. An exceptional opportunity. Established trade. Low rent. Address No. 372, care Tradesman. 372

**For Sale**—Grocery department of largest department store in Michigan, run entirely separate but connected with other store by double doors. Cash business \$2,500 month, good profits, small competition, light expenses. Owner has outside business to attend to. About \$4,000. Address No. 371, care Michigan Tradesman. 371

## 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

**General merchandise store** wanted in live town 600, in rich farming district Northeastern Kansas. No clothing carried nearer than sixteen miles. Store room, just finished, 33x75 feet, for rent. Location first-class. Write now. Address No. 359, care Tradesman. 359

**For Sale**—A general store of dry goods, men's furnishings and shoes; good business location; reasons for selling, have been appointed postmaster. T. C. Grotevant, Forrest, Ill. 358

**For Rent**—Store at Kalamazoo, in good location. Will be remodeled to suit tenant. Size 26½x65. Will be ready about July 15. Address Max Livingston, 721 S. West St., Kalamazoo. 357

**For Sale**—Stock of groceries, queensware and shelf hardware, invoice about \$4,500. Good live town, good farming country; good reason for selling; will reduce stock to make sale if necessary. Traders need not apply. Address Bert Smith, Rossville, Ill. 356

**For Sale**—Elevator in good bean country. Lake Odessa Elevator Co., Lake Odessa, Mich. 355

**For Sale**—A first-class grocery and meat market, doing good business, \$17,500 last year, invoice \$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

## LIGHT STEEL RAILS

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

**UNITED STATES RAIL CO., Cumberland, Md.**

**Wanted**—Farms in exchange for stocks of merchandise. We have many applications for farm lands in the middle, western and northwestern states, to exchange for stock of merchandise and city income property. If you want to exchange your farm for property of this character, write us, describing your farm, and stating what you want in exchange. We can get you a very desirable trade. Interstate Land Agency, Decatur, Ill. 355

A good thing for right party. Five to ten thousand dollars will put you in charge of a thriving woodworking plant, with a splendid future, located in one of the best towns in the West. Heaviest timbered section of the U. S. Write C. L. Watson, Aberdeen, Wash. 354

**Wanted**—Ice machine with capacity of about four ton ice. Must be good second-hand machine and cheap. Cadillac Meat Market, Pontiac, Michigan. 352

**For Sale**—Clean stock of groceries and fixtures in Grand Rapids, with or without building. Living rooms above. Other business requires quick sale. Act quick. Address No. 361, care Tradesman. 361

**For Sale**—General stock of merchandise, will invoice about \$2,000, including fixtures. Must sell before May 15th. Address M. W. Every & Son, Brooklyn, Michigan. 379

**For Sale**—Hardware stock or any implement business for sale. Cannot look after both. Good paying business. Address A. E. Wesner, Loomis, S. D. 367

**Dry goods store** for sale. Iowa county seat, 3,900 people, 140,000 business last year, only two other stores. Profits last three years, \$15,000. Good reason for selling, great chance for two young men with \$15,000 to invest. Investigate. Address No. 368, care Michigan Tradesman. 368

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 14x18 to 14x44. 25c. 16x5 to 14x35, 4c. J. M. Manning, 202 Third Ave., New York City. 364

**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 32235. 348

**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**—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 or Exchange**—For improved farm 80 to 100 acres. Best equipped clothing store in Northern Indiana. No competition. Town 1,900, 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 1,500 town, near Grand Rapids. Address V. A. J., 734 Cherry St., Grand Rapids, Mich. 333

**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. 329

**Special Sales**—Oldest sale conductor in the business. For no one. Personally conduct all of my sales. W. N. Harper, Port Huron, Mich. 323

**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. 389, care Michigan Tradesman. 389

**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 24, North Adams, Michigan. 328

I want to buy, for cash, a stock of general merchandise, clothing or shoes. Address Box 114, Randolph, McDonough Co., Ill. 311

**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. 391, care Tradesman. 391

**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. 381, care Tradesman. 381

**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

**For Sale**—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$20,000. Produce business connected, 40 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 363, care Tradesman. 363

**For Sale**—One 200 account McCaskey register cheap. Address A. E., care Michigan Tradesman. 348

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 321

There has been millions of money made in the mercantile business. You can do so 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. 320, care Tradesman. 320

I pay cash for stores or part stocks of merchandise. Must be cheap. H. Kanfer, Milwaukee, Wis. 30

**For Sale**—Drug stock and fixtures worth \$2,500. Will sell for \$1,000 if sold quick. Address W. C. P., care Tradesman. 34

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. 322

## HELP WANTED.

**Wanted**—A young man to take an interest in a good clothing, furnishing and shoe business. Growing town of 6,000. Write W. M., care Michigan Tradesman. 362

**Wanted**—A live salesman for clothing, furnishing and shoes. Must be able to trim first-class windows. Good wages and steady position. Address No. 368, care Tradesman. 368

**Wanted**—A salesman for dry goods department, with at least two years' experience. State salary wanted, experience and references. Address No. 360, care Tradesman. 360

**Wanted**—Clerk for general store. Must be enterprising and industrious and have some previous experience. References required. Address Stone, care Tradesman. 342

**Local Representative Wanted**—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is energy, ability, ambition and willingness to learn a lucrative business. No advertising or traveling. This is an exceptional opportunity for a man in your section to get into a big-paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Martin, Pres. The National Co-operative Real Estate Company, 1 1/2 Market Bldg., Washington, D. C. 385

Want ads continued on next page.

# Here is a Pointer

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

# Michigan Tradesman

## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 24—The spot coffee market offers nothing new. It was hoped that with the sale of the valorized coffee there would come a turn for the better; but as that stock seems to have been bought in by the syndicate there remains the same condition which has prevailed for some time. All of the coffee to be allotted this year has now been sold—that is, the valorization stock—and dealers are hoping for some activity. There is a material falling off in consumption and this is bound to continue. In store and afloat there are 2,378,875 bags, against 3,191,055 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 11¼@117½c.

With stocks of teas not especially large, and with no new teas to arrive for several months, we have a steady market and quotations are well sustained. India Ceylons especially are strong and the whole situation seems rather to favor the seller.

The cold weather which so generally prevails all over has had a retarding influence in the sugar market and sales have been smaller than were anticipated. As a rule the rate is 4.90c for granulated, with a tendency upward. This rate is said to be about 20 points below that of a year ago.

Not an item of interest can be picked up as regards rice. The volume of business is simply of an everyday character and quotations are without shade of change. Good to prime domestic, 4¼@45½c. At present prices rice is "cheap," and yet buyers are not anxious to take supplies ahead.

Spices are steady, but the volume of trading is light, apparently in sympathy with almost every other article on the list. Rates are unchanged.

Molasses is moving in an everyday manner as the season is about over. Good to prime centrifugal, 25@32c.

Canned goods show no more activity than do many other grocery staples, and neither buyer nor seller seem to care whether school keeps or not. Prices on tomatoes in this city appear to be below a parity of the rates in Baltimore. The rate for standard 3's seems to hang along at 80c. Asparagus has its ups and downs and the market is anything but steady. Prices seem to vary and one hardly knows when the bottom has been reached. Peas are steady and are worth 85@90c. If less than 85c, the quality is regarded with suspicion. Other goods seem to be waiting for the grand spring opening which everybody hopes will soon put in an appearance.

Butter is quiet, with perhaps a little advance. Creamery specials, 23@22½c; extras, 22½c; firsts, 20½@21½c; held extras, 20@20½c; imitation creamery, 16½@17c; factory, 14½@15½c.

Cheese is steady, with top grades worth 14@15¾c.

Eggs show a better situation and for several days the tendency has been to slightly higher rates. Best West-

ern, 18@19c for fresh gathered white; storage firsts, 18@18½c; regular pack firsts, 17@17½c.

## ALONG THE BORDER.

Those inclined to criticize the administration now see that it is sometimes wise to keep quiet when there is a crisis impending, especially if you do not know all the ins and outs of the situation. Leaders in both parties now admit that it was perfectly proper to be able to protect our rights. Yet in war time it is highly impolitic to discuss publicly many points which may be known to those inside the lines.

If the promised peace fails to materialize, we Americans will be in a peculiar position. A very small thing may precipitate a situation decidedly undesirable. It is a time when bombastic talk is most ill-timed. Whatever happens, we do not want to mix in this war. We do not want to conquer Mexico, much less to adopt it. The people and customs of Mexico are antipodal to our American ideas. It is best for us to keep away from the fight.

Yet there are American interests to protect. It is certainly only just and honorable to insist upon the enemy's observance of the neutral ground. If this can not be maintained in one way it must in another. Evidently the military force is needed, and may be for some time to come.

While the maintenance of troops for the protection of property is an essential to our pretensions as a nation, are we justified in maintaining a guard over the sight-seers who find this an alluring auto trip? Legislation no longer permits the assemblage of vast crowds to see capital punishment administered. It would seem that those who enjoy seeing carnage, even in a sister country, should be left to devise their own remedies if a stray bullet chances to go their way. In this perverted form of entertainment there is an element more degrading than that of the old national Mexican sport.

## COST OF BEING AMBASSADOR.

To many the announcement of the resignation of Dr. David J. Hill as Ambassador to Germany comes with surprise. To all thinking people it must come with regret. Dr. Hill had considerable experience as a diplomat before he assumed this important position in 1908, and he brought to the position ripe scholarship as well as a wide knowledge of human nature.

It is humiliating to us as a people that a man eminently fitted for the position should be compelled to step down and out because he could not afford to keep the place; and yet it is a well known fact that there are several of the most important foreign courts which require a great sacrifice of personal fortune to retain the Government position. It is so at the English court to a degree even greater than that of Germany. Yet the salary paid is sufficient to keep an ordinary man in a princely fashion.

There are too many social obligations resting upon our representative. He is expected to follow customs

which will not only exhaust his salary but make necessary a reserve fund greater than the average man can afford to donate for the mere honor of the position.

The social scheme which requires more expenditure than the position affords is gravely wrong. When a nation is required to send a representative to a foreign court whose chief requisite is a fortune, the position is degraded. We as a nation are not doing ourselves or our sister country genuine justice. We need the best brain power, the keenest insight, the highest business, moral and intellectual qualities to represent us abroad rather than the one who can fill his table with the choicest wines.

## Doom of the Chestnut Tree.

The chestnut tree will soon be nothing but a tradition in America. It is being destroyed by a mysterious disease which, scientists concede, can not be cured. In New York City practically every chestnut tree is already dead. Over Long Island this tree malady is traveling fast. It is present in Connecticut, New Jersey, Pennsylvania, Delaware and, to some extent at least, in Maryland and Massachusetts. The whole chestnut tree area in America, which reaches as far south as Northern Virginia and as far west as Buffalo, is infected. Only a few scattered trees can possibly escape.

This blight was first discovered in the New York Botanical Gardens five years ago, and ever since scientists have been working to find a remedy for it. In this they have been unsuccessful. The chestnut blight is a disease that can best be compared to a cancer in the human body. In some way that even the most expert of foresters can not determine it eats into the living tissue of the tree. It does not attack any other tree than the chestnut. It spreads from one to another of these with startling rapidity.

Although the disease was discovered five years ago, the progress it has been making has only just been fully realized. With no possibility of stamping the blight out, scientists can now only sorrow that American forestry did not come into its own a quarter of a century ago. Then the chestnut might have been saved. Prompt chopping down years ago would have arrested the epidemic. Now the devastation is too complete; the plague has too much headway. In Forest Park, Brooklyn, alone there are standing sixteen thousand dead chestnut trees.

The difficulty and danger are that the disease spreads in almost the same manner as does a plague among human beings or animals. It is contagious. The blight forms on the tree's bark in tiny pockets. In these there grow little spores or seeds. The wind scatters the spores everywhere, and any chestnut tree that any spore lands on is doomed. The spores carry the contagion for miles. They are also carried in the fur of squirrels and in the plumage of birds, and in the end no tree escapes unless it is

completely isolated. In this way for years the blight has been creeping through the chestnut forests and has done its work. The disease does not show itself in the bark until the tree is thoroughly infected. — Harper's Weekly.

## Why the Mourning Garb?

Passing along the street, especially in the cities, we often meet men wearing light-colored overcoats with bands of black sewed on their sleeves. Possibly some dark overcoats have the same decoration, but, if so, it is not very conspicuous. The purpose, that of showing there has been a death in the family, is very evident. Sometimes the wearer of the mourning insignia chooses to have a deep band on his hat rather than on his arm. The custom seems to belong exclusively to no particular class of people nor is it confined to any nationalities.

When we consider the origin of this custom we wonder how its development has occurred. It is said that because of the poverty of some European peasants they were prevented from following the custom of their wealthy countrymen in wearing special mourning garments at the time of a death in the family.

To partially follow the custom and yet avoid the larger expense the habit of using the mourning bands grew until it also became an established custom. It would thus seem that the wearing of the bands expressed the fact that the wearer was poor as well as that he was grief-stricken.

The mourning band, as used in this country, is quite likely to be the means of attracting attention to the wearer rather than calling forth our sympathy for his sorrow. We are reminded of his conspicuousness rather than of his respect for his lost relative. The custom appears to be of little service for the purpose intended and furthermore the use of it seems to have little warrant if the origin of the custom is considered.

Mourning clothing, in general, is losing in popularity. It is being put in the class with obituary poetry and the stereotyped card of thanks for flowers received.

It is well that it is so. We should encourage the cheerful rather than the somber wearing apparel. The phrase, "Brighten up" is becoming more popular as applied to what we wear as well as to what we surround ourselves within our homes.

What has been said does not call into question the sincerity of feeling among those who wear the emblems of bereavement, but the wisdom of this particular way of paying respect to the departed.

Osceola—John Carroll has opened a grocery store here.

Injury caused by carelessness is not remedied when you say: "I did not mean to," nor are you absolved from blame and responsibility by those words.

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