

LET US SMILE

The thing that goes the farthest towards making life worth while,
That costs the least and does the most, is just a pleasant smile,
The smile that bubbles from a heart that loves its fellowmen
Will drive away the cloud of gloom and coax the sun again,
It's full of worth and goodness, too, with manly kindness blent—
It's worth a million dollars, and doesn't cost a cent.

There is no room for sadness when we see a cheery smile;
It always has the same good look—it's never out of style—
It nerves us on to try again when failure makes us blue;
The dimples of encouragement are good for me and you.
It pays a higher interest for it is merely lent—
It's worth a million dollars, and doesn't cost a cent.

A smile comes very easy—you can wrinkle up with cheer
A hundred times before you can squeeze out a soggy tear.
It ripples out, moreover, to the heart-strings that will tug,
And always leaves an echo that is very like a hug.
So, smile away. Folks understand what by a smile is meant,
It's worth a million dollars, and doesn't cost a cent.

Baltimore American.

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

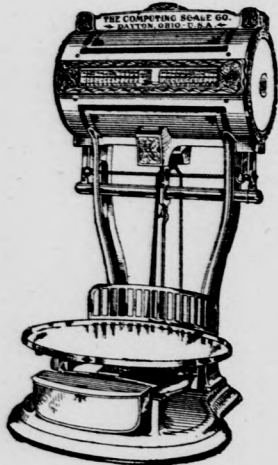
Klingman's Sample Furniture Co.

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.



Built on Proven Principles

TWENTY YEARS ago a new industry
was established by **The Computing
Scale Co., of Dayton, Ohio.** They were
the **founders and pioneers** in the 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 **crown-
ing 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, an 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, MAY 3, 1911

Number 1441

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"WAGES" AND "BENEFITS."

Between 3,000 and 4,000 able bodied, ordinarily industrious and thrifty citizens of Grand Rapids will this week receive something like \$5 each strike benefit, for the support of themselves and their families—a total disbursement of between \$15,000 or \$20,000. An even greater number of equally able bodied and equally industrious and thrifty citizens, out of employment by reason of the strike, not members of the union, will receive nothing. According to the best information obtainable the average wage in the furniture factories is something over \$2 a day. The pay rolls will probably total between \$80,000 and \$100,000 a week. The strike has been on for two weeks. As the account stands to-day the loss in wages has been between \$160,000 and \$200,000, and against this is the dole of \$15,000 or \$20,000 made by the union to its members. A study of these figures by the storekeepers around town may give them an understanding as to why business is dull and collections not what they should be. And as long as the strike lasts there will be a difference between the pay rolls of industry and the benefits of strike idleness of \$65,000 to \$80,000 a week.

PRESS POULTRY SUPPLIES.

We are largely creatures of habit, and when the habits are old fashioned a jar or a jog is needed to make the necessary change. Just now anything pertaining to the poultry business is certain to find favor with a large proportion of almost any community, even although they do not realize that there is a lack in their conditions.

Many go on year after year making their own feeding coops at far greater cost than that of enough poultry netting to separate the little chicks from the flock. Others mourn over a destroyed flower bed when a trifle spent in this same netting would save all difficulty.

Then there are the insect exterminators, so easily administered and

so effective when persisted in, that save the lives of hundreds of chicks annually. Get them out in plain sight and they will prove good sellers; but if kept back people may not think about the present need, realize their value or know that you keep them in stock.

Drinking fountains, grit, oyster shell, chick foods—these are only a part of the things which will sell if placed where people can see them. Then it is not too late to make sales of incubators and brooders, especially if you show one at work. No one who has never tried the experiment has any idea how much interest attaches to the trayful of downy chicks. The children will go into ecstasies over the dear little creatures, and adults will be scarcely less demonstrative. Besides, day-old chicks are now a strictly commercial product, and in strong and fully developed they will find ready purchasers. Do not undertake this hatching process unless prepared to put into practice the theories for care which every dealer in incubators should understand. Life is too sacred a thing to be tampered with lightly. There is opportunity among poultry supplies, but you must go after it as the boy goes after the rambling turkeys. No half-way business will prove productive.

THE COTTON-BACKED GOODS.

A woman recently hunted a small city literally over in quest of a cheap velvet ribbon for trimming a child's hat; yet nothing but the expensive silk-backed specimens could be found. While the dry goods stores charged less than the millinery establishments, all showed better goods than she needed and a higher price than she could really afford to pay. One clerk advised her to "go to the 5 and 10 cent store, where they have a fine lot." She had gone there at first, only to find the supply exhausted.

Now the very fact that these goods were so soon sold proves the public demand for a cheaper grade than the fashionable houses keep. There are those who must economize, and while many have proved to their own satisfaction that the best is the cheapest in the end, there are still occasions, and plenty of them, when the cotton-backed goods serve the purpose quite as well as those with silk lining. In the instance cited the child would soon have the articles soiled, and at the beginning of another season something new would be required. The cheaper goods would served quite as well; while the careful mother, had she been a wage-earner, could have paid for the better quality of ribbon while spending time and strength walking the streets in quest of the cheaper. Her niche in the home life was to save while

the other side of the house did the earning, and every penny saved was religiously transferred to some other spot which was needing.

We may abhor cheap goods and determine to raise public taste above them; still, until we can increase the wealth of the masses, the cotton-backed goods can not be banished. They are needed, and it is not only wise but just to provide for the wants of those who must be satisfied with the cheaper grades—the ones they can pay for.

"BE BOLD."

Just fifty years ago John Wanamaker commenced business in a small way—so small that he could not afford a horse and wagon but made the first deliveries himself with a two-wheel push-cart. The profits on the first day's business were just \$36, all of which were invested in an advertisement in a Philadelphia paper the next morning.

It requires more faith, more boldness than many of us can muster to thus put every bit of the profits into a single chance shot for the future. It was this willingness to venture which built the fortune of the merchant. He had faith in the target at which he aimed; he also had faith in his own ability. Had this been less, an unsteady hand might have ruined his prospects through a disastrous shot.

Well says the poet:

"Be bold! Be bold! and everywhere be bold.
Be not too bold! Yet better the excess
Than the defect."

In all bids for publicity it is the decisive moves which bring the profits. Many are not willing to risk, as did Wanamaker, the entire profits. They commence in a small way—one so very small that it soon goes under with the tide.

No one can hope for great things unless he is willing to make ventures, sacrifices, if need be. This is an age of opportunity to the bold; to those who have the push to get out into the current and work with a strong hand. Those who stay back in the shallows near the shore will soon find a stagnation in trade.

"One of the most important things in life," says Herbert, "is not where we stand but in what direction we are moving." The true master lets no chance shape his destiny. He risks, at the same time looking the situation over carefully. He invests with reason and liberally. He expects to put something into his bids for publicity if he would get all out of them.

The average man does not think he is better than other men; he merely thinks they are worse than he is.

THE LOCAL DEMONSTRATION.

The demonstrator has for some time found his work profitable in the large cities, giving to the public the knowledge which shall render the products which he represents of the highest value to them. Now the plan is spreading into the country towns, thus giving to rural communities the more varied methods of using certain goods.

The advertisement in a local paper tells of a union meeting of certain food companies at a date named, when a well known pickle manufacturer will demonstrate his goods; while during the same week standard brands of chocolate, tea and coffee, cereals and canned goods will be pushed to the front. Ice cream and carnations are added to the list of attractions; and while these features may entice people solely for the treat and not for any interest in the goods, it is safe to say that some of them will come away thorough converts to the talk of the demonstrator. This is what is really the best advertising. It is easy enough to sell to people who want something which you happen to have, but to create want where none is known to exist is quite a different proposition.

There are many ways of serving a simple cereal. If you can secure some one who will give a practical talk on their preparation you have built up an increase in trade along this line. It is the same with chocolate, relishes, or any other food product. Many housewives fall unconsciously into a rut, and there is the same thing repeated day after day, whereas a little jog would set them among variations quite as cheap and much more palatable. The blending of ideas may prove quite as profitable as the blending of coffee. The one who can arouse interest in better ways of preparing foods will surely create a demand for the food in their more unusual forms.

The Secretary of Agriculture has issued a decision, based upon a finding of the Referee Board of Consulting Scientific Experts, which forbids the use of saccharin in food as a substitute for sugar on and after July 1st next. The decision is under the Food and Drugs Act and will prohibit the manufacture or sale in the District of Columbia or the territories of foodstuffs containing saccharin, as well as interstate commerce in such foodstuffs. The finding of the Board is the second since its creation and is regarded as very sweeping, inasmuch as the decision affects more than 30 different classes of foods. Some of the articles affected are soft drinks, sweet pickles, jellies and jams, and in some instances beer. Saccharin it is found is injurious to the digestion and therefore harmful.

WHO SHOULD KEEP IT?

Problem of Lost and Found Property Often Arises.

A question which is pretty sure to come up at one time or another in every retail store is: What is the proper disposition to be made of money, or other valuables, found in the store and turned in to the proprietor or management by the finder?

Progressive retailers are apt to realize that, aside from the legal phases of the matter, that course is the best which comes nearest to making it certain that the finder of such valuables will at once turn them in to the store authorities. Not only certainty, but also promptness of action, is essential to the end that even if the lapse of time between the loss and its discovery and the consequent application at the store's Lost and Found desk be only a few minutes, the article, if it has been found, will be there—properly recorded. It should, indeed, be obvious to all that any method or policy which tends to induce the finder to "keep mum" about any "treasure trove" is against the store's best interests, to say nothing of its duty toward the employe who is thus exposed to temptation and toward the loser of the valuables whose interests are jeopardized. It goes without saying that what is here said about tempting employes applies also to customers and others who may find something in the store.

Those who look at the matter in this light will surely not adopt the plan of having the store permanently retain for itself all unclaimed property that has been found on its premises. Nor will they favor the method in force in some stores of giving part, or all, of the proceeds of such "finds" to some charitable institution or to the Employees' Mutual Benefit Association.

It is to be noted, however, that in the eye of the law not everyone who discovers or picks up an article—although it apparently has been lost—is a finder. To put it as briefly as possible, the law draws a pretty clear distinction between valuables which have been casually, or involuntarily, dropped by some one and those which have been intentionally laid down and then forgotten.

We can perhaps make this matter a little clearer by taking up a specific example which a subscriber has just referred to us:

One of this subscriber's employes found on a counter in the store \$15, which apparently was left there by a customer. This money was turned into the store's office—where all found articles are reported—and has remained there for some time, uncalled for. Hence the one who found and turned in the money claims it, and, accordingly, we have been requested to state what is usually done in such cases and what we think is the just and proper course for the firm to pursue. The reply we have to make is somewhat complicated by the fact that our subscriber does not state whether the money in question, when discovered by the clerk, was ly-

ing exposed, or was in a purse or handbag.

Were a case of this kind to get into the courts, the judge, as in similar controversies, would doubtless endeavor to ascertain which was the stronger inference that might be drawn as to how the money in question came to be on the counter.

If, while examining some goods, the loser laid her purse, containing the \$15, on the counter and had then forgotten it and walked away, the purse and its contents could not be considered as lost, using the word in its legal sense. The customer merely mislaid it; and, hence, the clerk who happened to pick it up did not thereby obtain any legal title to the money it contained; and for this reason: that such picking-up and turning-in by the clerk were a part of the work for which she was employed.

Suppose, however, the customer had carried her purse in her muff and, while examining some goods, had involuntarily and accidentally dropped the purse on the counter. In that case the purse and its contents were lost; hence the clerk who picked them up was a true finder, in the legal sense of the word. That being so, since proper efforts to restore the purse and its contents have proved unavailing, they are the property of the finder—"against all the world, except the true owner."

This is the general law in the case. It is to be noted, however, that in certain states statutes have been enacted which provide for a particular, definite course of action in connection with "found" property.

If, then, there is reason to conclude that the long-held and unclaimed \$15 had been lost by someone (and not merely laid down and forgotten), our subscriber, after he has convinced himself that the true owner can not be found, ought to turn it over to the finder, unless his state laws require a different procedure.

Suppose the circumstances surrounding the finding indicate that the purse—or the money—was not "lost," but, in all likelihood, was laid down and forgotten by its owner. Then, too, we say: turn it over to the finder, with the understanding that should it subsequently be claimed and proof of its ownership be established she must restore it. True, the proprietor of the store has the right to retain such unclaimed property indefinitely, but, as we have suggested, we believe it is to his interest to provide every possible incentive to honesty on the part of his employes. Experience shows that were he to retain the money the comments on such action inside and outside of the store—unreasonable and unwarranted, if you will—might so discourage employes and others from turning in their findings quickly and willingly as to occasion, in the long run, no little trouble.—Dry Goods Economist.

When a customer is hurried in looking at high-priced goods she is apt to suggest going home to think it over and coming back to-morrow. To-morrow never comes. Give her all the time she needs to-day.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Commercial Club of Kalamazoo has secured better train service in and out of that city over the Grand Trunk.

The Pontiac Commercial Association held an enthusiastic meeting April 25 and very encouraging reports were made as to industrial conditions. The thirty-seven factories there are employing 4,288 hands, an increase of 533 over the number employed a year ago.

The Community Club of Battle Creek has three projects in view, namely, the building of a boulevard to encircle the city, a change in the Michigan Central roadbed to eliminate five dangerous crossings and the placing in Main street of ornamental electric light standards. Through the efforts of the Club during the past year a smoke nuisance ordinance has been passed, a public park and playground of nearly fifty acres has been partially secured and many prizes offered for beautifying the city.

Flint will tweak the eagle's feathers July 4 and is making preparations for a screaming celebration.

Contracts have been let for deepening the channel of the Saginaw River, which means a great deal for Saginaw and Bay City. The construction of a boulevard 100 feet wide between the two cities will also be taken up now.

The Bay City Board of Commerce has appropriated \$3,500 for publicity purposes. This is the first attempt of this organization towards municipal advertising in a systematic way.

Saginaw hopes to have a Land Show in conjunction with the fourth annual Industrial Exposition to be held this fall.

Cadillac and the Ann Arbor Railroad have made a deal whereby the city comes into possession of valuable frontage along Lake Cadillac. Ugly boat houses and other buildings will go now and the property will be beautified and added to the city's park system.

Petoskey and Emmet county propose to spend \$3,000 in advertising that region, two-thirds of this money being furnished by the transportation companies.

Reed City industrials are climbing, owing largely to the efforts of the Board of Trade. The veneer plant is to be rebuilt, switching tracks are being extended to the new Horner mill and improved train service over the Pere Marquette went into effect May 1. These and other advantages which have been secured through concerted action of the business men are for the town's welfare. A banquet is now being planned.

The Young Men's Business Association of Port Huron is trying hard to land the 1911 encampment of the Michigan National Guards for that city.

The Grand Commandery and Conclave of the Knights Templar of Michigan will meet in Saginaw June 13-15.

The Traverse City Board of Trade has adopted the plan suggested by

John G. Straub, the newly elected President, of holding ward meetings for the benefit of the working people and for the purpose of getting the working classes into closer relationship with the Board.

Big Rapids has voted to pay a premium of 10 cents per square yard on all cement walks built from May 1 to October 1. Almond Griffen.

Business News From the Hoosier State.

Corunna—Milo Thomas has purchased a hardware store at Waterloo.

Terre Haute—The Travelers' Protective Association will hold a convention here May 12-13.

Lagrange—F. M. Vedder has sold his grocery and crockery stock to John Flint.

Indianapolis—Richard Lieber has been elected President of the Trade Association. The newly elected Vice-Presidents are: L. W. Cooper, C. C. Hanch, Charles A. Bookwalter and H. H. Rice.

Lynn—G. A. Moore, of Modoc, has purchased a store in Carlos City.

Fountain City—O. H. Pierce, of Whitewater, has secured a position as salesman for Cox's Mills.

Ft. Wayne—E. Ralph Yarnelle has been elected Secretary of the American Heavy Hardware Association. For several years Mr. Yarnelle has been Secretary of the Mossman, Yarnelle Co.

Deadly Feather Duster.

The use of the ancient weapon of the King of Terrors, the feather duster, is now generally abolished excepting by janitors of modern office and flat buildings and in Pullman cars. Just why the former cling to this instrument of destruction is a matter of conjecture. Some say that they owe their species a grudge and wish to rid the world of them; others say they are ignorant. All inhabitants of flats and office buildings agree that every janitor is possessed of seven devils, more or less, and is inspired to wreak death upon mankind. In Pullman cars this weapon also holds sway; death dances in attendance upon its magic power as it descends mercilessly upon a helpless public. The time when it was a member of every household and mothers unconsciously dealt out death germs to their families, while servant girls scattered microbes like Egyptian plagues, is fortunately past. Now, when the germs settle down on the mantel-piece or window pane, instead of being liberated and eventually lodging in somebody's interior, they are imprisoned by damp cloths, and their mission of destruction ended. A germ in the air is in his element and hence master of the situation. To whatever tribe he may belong he has the advantage and is bound to slay his victim. Contribute to the longevity of the race by eliminating feather dusters.

COLD STORAGE FOR FURS

Write now for particulars before the moths appear
Repairs cost less during summer months
Rason & Dows 66 N. Ionia St.

The Imagination.

Of all the faculties given to man for his happiness and his torture, his comfort and his pain, the imagination is the greatest anomaly of all. It is the most difficult faculty the human being has to manage and probably has never been successfully done. The imagination is an attribute, without which man would be deadly dull and commonplace, and at the same time it has been the cause of even death itself. If the imagination be allowed to dwell upon the unpleasant things of life which might overtake one, then indeed it is an unmixed evil. One may recall the story of the donkey, who was cavorting one summer day in a field which adjoined a barn where corn was stored. When the barn caught fire, the corn began to pop and filled the adjoining field with snowy flakes of hot corn. The poor donkey, whose imagination had been allowed to run riot with his common sense for a good many years, and who had always expected an untimely end, lay down on that hot summer day among the smoking corn and froze to death. So much for his imagination. It is the imagination which borrows trouble, and an effort must be made to make one's imagination square itself with facts, as a person with a morbid imagination and a brain always conjuring up impossible and horrible facts, is indeed the victim of more calamities in reality than the person who cultivates a happier outlook on life. One's imagination may be of too sanguine an order, and if one pictures to himself a rosy fu-

ture, wherein no obstacles lie in wait, then he finds himself ill-conditioned for the disappointments which are bound to come to all. A curb should be placed on this optimistic view of life, as the error one falls into from it may be as disastrous as that obtained from a morbid dread of something ill. Many people live only in dreams, planning for a future which will probably never be theirs except in reveries. Human beings are not, in truth, prone to be too hopeful, but with the imagination in full play one is liable to lose sight of the real world about him and live only in the clouds. Life is what we make it, not what we dream it, and obstacles met manfully and overcome are but stepping stones to the building of finer, stronger character. Day dreaming may prove a detriment in more ways than one, and invariably renders the dreamer not only unreliable to his employer, but also of no value to himself in the performance of important tasks. The imagination brings many a happy hour to the dreamer; the traveler far from loved ones can conjure in his mind a picture of the home and all that takes place there; he can hear voices ringing in his ears; the weary wanderer can buoy his flagging spirits with a day dream in which he is welcomed home with outstretched arms and happy smiles; the aching arms of the toiler move with more vigor and added strength as his mind pictures his welcome after the hard day in the factory or store. There is no end to the good that a healthy imagination can bring to its possessor.

There would be no great paintings to delight our eyes, no music to please our ears, no drama to amuse, no enthralling novels to entertain, if the makers of these things did not possess imagination as well as talent. The greatest fortunes in America were primarily won because their possessors were strongly endowed with the faculty of forming a mental picture, of seeing into the future. Truly it may be said that imagination may be otherwise defined as foresight.—Furniture Journal.

Bananas in Bunches.

Importations of bananas during the calendar year 1910 amounted to 4,000,000,000 individual fruits. The growth of banana importations is thus stated by the Bureau of Statistics of the Department of Commerce and Labor: "In the early '80s the value of importations were between \$1,000,000 and \$2,000,000; by 1890 the value of importations had increased to \$4,500,000, in the fiscal year 1900 to nearly \$6,000,000, and in the calendar year 1910 to practically \$12,500,000. In 1908 importations reached the enormous amount of 35,750,000 bunches, and in 1910 a little over 40,000,000. Assuming that the bunches average 100 bananas to the bunch, which dealers say is a conservative estimate, the total number imported in 1910 would approximately aggregate 4,000,000,000 bananas, as was stated at the outset. The value of bananas imported in the last decade reached in round terms \$100,000,000. In the calendar year 1901 the total

value of bananas imported was \$6,750,000; in 1905, \$11,750,000, and in 1910, \$12,500,000. These figures represent wholesale prices in the countries whence the fruit was exported, the average price per bunch having been 31 cents. Of the 40,000,000 bunches imported in the calendar year 1910 21,000,000 were from Central America; 13,500,000 from the British West Indies; 2,500,000 from South America, principally Colombia and Dutch Guiana; 2,000,000 from Cuba, and about 1,000,000 from other countries. Costa Rica is the chief source of supply in Central America, Honduras second and Panama third. Jamaica is the largest source of supply in the West Indies."

How To Coin a Name.

Should you desire to obtain a new name for a preparation (fake preparation, of course), the following method will prove satisfactory:

Write a number of syllables on slips of paper, one on each slip, such as max, pos, canth, oin, ine, lam, ham, oox, sar, par, etc. Fold the papers; then on the 13th of any month get some idiot to draw from all the slips, well shaken in an old hat, or any old thing, two or more slips. Then hyphenate or join the syllables so drawn and your name is complete. This seems an easy and rational way to get a good name for a fool thing.—E. A. S. in Meyers Bros.' Druggist.

An epithet is applied to a man during life, while an epitaph does not show up until after his demise.

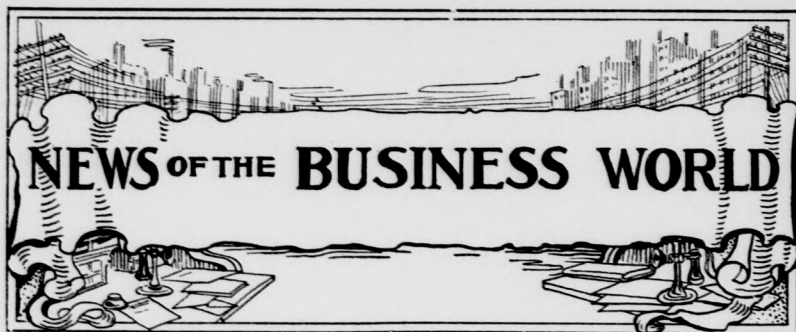
ROYAL

BAKING POWDER

Absolutely Pure
The only baking powder made from Royal Grape Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Cedar Springs—Floyd Porter has bought the feed store of M. Traxler.

Kalamazoo—The Williams & Hamacher store has been opened for business.

Ann Arbor—Edgar C. Edsill, of Jackson, has purchased a drug store here.

Hart—G. Van Allsburg will put in a stock of groceries in the Lyon block.

Mancelona—W. K. Maxam has sold his bakery to J. V. Johnson, of Nebraska.

Detroit—Stanley Brnosiewicz is closing out his market on Michigan avenue.

Detroit—The Bosley Furniture Co. will have closed out its entire stock by May 15.

Charlotte—J. H. Gibbons has taken over the cut flower trade of W. E. Garman.

Charlotte—C. Reece, of Caro, has secured a position as pharmacist for D. H. Bryant.

Lansing—Samuel Ude, of Muskegon, has purchased the shoe stock of Carl J. Watrous.

Pellston—Geo. L. Evans has sold his meat market to Werden McDonald, of Reed City.

Beaverton—C. L. Mitchell and J. B. Fruchy have entered the buggy and implement business.

Eaton Rapids—John Hastings has accepted a position with the Spears & Scofield Co., of Albion.

Muskegon—Wright W. Richards has moved his wholesale confectionery business to larger quarters.

Saginaw—The C. L. Roeser Co., dealer in implements, has increased its capital stock from \$24,000 to \$50,000.

Kalamazoo—The Retail Grocers' Association is planning its annual election of officers and attendant picnic.

Jackson—The Jacobson store is under process of reconstruction. When completed it will be the largest one here.

Detroit—Ferry & Smith, the grocers on Michigan avenue, are closing out their stock and will retire from business.

Detroit—John F. Paddock has enlarged his drug store on Michigan avenue and installed an up-to-date fountain.

Fennville—John Crane is erecting a building to be occupied by Reynolds Bros. with a stock of shoes, dry goods and groceries.

Kalamazoo—Farmers and retail grocers have been experimenting recently with a Central market. The attempts have proved very successful

Jasper—The Jasper Grain Co. has engaged in business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in cash.

Alma—W. T. Naldreth has tendered his resignation as General Manager of the Alma Grain & Lumber Co. Arthur Goelet, of Bayport, will succeed him.

Climax—The Climax Citizens Telephone Co. has engaged in business with an authorized capital stock of \$6,000, of which \$750 has been subscribed and paid in in cash.

Manufacturing Matters.

Lakeview—The Edmore Canning Co. will open a receiving station and viner plant here.

Escanaba—The Stack-Gibbs Lumber Co. has increased its capital stock from \$250,000 to \$1,000,000.

Coopersville—The Co-Operative Creamery Co. has increased its capital stock from \$18,000 to \$36,000.

Hillsdale—A. R. Hinkle has accepted a position as traveling salesman for the Prouty Manufacturing Co., of Albion.

Bay City—The Pierce-Budd Co., manufacturer of gasoline engines, has increased its capital stock from \$5,000 to \$35,000.

Holland—The Holland Rusk Co. is building a two-story and basement addition to its factory, 80x120, in which they will install a \$9,000 oven from the Netherlands.

Kalamazoo—The American Enameling Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed and \$1,000 paid in in cash.

Detroit—A new company has been organized under the style of the Rouge Valley Wine Co., to manufacture and trade in wines and other grape products, with an authorized capital stock of \$60,000, of which \$30,000 has been subscribed and \$9,000 paid in in cash.

Jackson—A new company has been organized under the style of the Hinckley Tie Co., for the purpose of designing, manufacturing and selling hay presses and other machinery, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 1—The transactions in spot coffee for the past few days have been so few as to be almost negligible. Buyers take only the smallest quantities, notwithstanding the fact that the article at the present time in this city is actually below

primary points—cheaper than in Brazil. Holders of coffee are not inclined to make concessions and the feeling is very firm. Rio No. 7, in an invoice way, is worth 11 $\frac{3}{4}$ @11 $\frac{1}{2}$ c. In store and afloat there are 2,379,054 bags, against 3,173,172 bags at the same time last year. Mild sorts are practically without change in any respect. Good Cucuta, 13 $\frac{1}{4}$ c.

The demand for granulated sugar is improving day by day, as might naturally be expected at this time of year, when canning operations are about to begin. The fire at Arbucks reduces the local meltings and may cause a little hitch in the market for a few days. Reports of good fruit crops come to hand from all sections and the sugar market will certainly be active before long. The prevailing rate for granulated is 4.90c less 2 per cent. cash seven days.

Nothing out of the usual rut is transpiring in the tea trade. Buyers take only enough to keep up assortments and let it go at that. Still there is a steady outgo, and in the aggregate quite a lot of tea is changing hands. Quotations show no change. The rates will be made shortly for new crop Japans.

Rice shows little activity and the demand is apparently growing less as the weather grows warmer. Stocks are moderate and quotations are about on the level previously noted: Prime to choice, 4 $\frac{5}{8}$ @5 $\frac{1}{2}$ c.

Stocks of spices are moderate and pepper, especially, is held at firmer figures. It is a good time to buy undoubtedly as quotations are said to be below present import rates.

Molasses, when sales are made, is held at firm figures. Stocks are moderate. Good to prime, 25@32c. Syrups are quiet, with fancy held at 25@27c.

Packers of Standard 3's tomatoes are generally asking 80c f. o. b. Baltimore, packers' labels. Buyers do not want to pay over 77 $\frac{1}{2}$ c, but they do not find large supplies at this figure. Hardly anything seems to be doing in futures and both sides are simply waiting. Corn, peas and, in fact, all vegetables are strong and prices are well maintained everywhere. Asparagus is moving much more freely at lower quotations.

Creamery special butter is selling at 22 $\frac{1}{2}$ @23c, but the later is top, and the tendency along the line is for a lower level. Extras, 21 $\frac{1}{2}$ @22c; firsts, 20 $\frac{1}{2}$ @21c; held stock, 19@19 $\frac{1}{2}$ @20c; process, 17@18c; imitation creamery, 17@17 $\frac{1}{2}$ c; factory, 16@16 $\frac{1}{2}$ c.

Cheese is firm for new and for old colored, but inactive for white. New York State whole milk, 14@15 $\frac{3}{4}$ for top grades.

Eggs are weaker and quotations are shaky. The very best white are quoted at 18 $\frac{1}{2}$ @19c. Fresh gathered selected extras, 19 $\frac{1}{2}$ c. The range goes quickly down to 16@17c and the outlook is for still lower prices.

Suggestive Storekeeping.

A retail grocer who is at all inventive and ingenious can find in what is going on about him a perfect mint of ideas for making his store something more than an uninteresting place for buying the necessi-

ties of life. He can make it the center both of information and suggestion.

For instance, there is in every community a considerable number of people who refuse to eat pork because they believe it unclean, impure and unwholesome. This belief, as to all pork, is wholly without foundation, yet it costs every retail meat dealer much trade. The United States Department of Agriculture has just issued a pamphlet on pork as a food, in which the statement is made and reiterated that if the meat is properly cooked it is as good as any other. This is just one sample paragraph:

"A temperature of about 160 degrees Fahrenheit kills the parasite of trichinosis, therefore pork when properly cooked may be eaten without any danger of infection. Fresh pork should be cooked until it becomes white and is no longer red in color in all portions of the piece, at the center as well as near the surface. Dry salt pork, pickled pork and smoked pork previously salted or pickled providing the curing is thorough are practically safe so far as trichinosis is concerned."

Suppose a grocer should send for this pamphlet and clip out portions which assure consumers that they can eat pork with impunity; suppose he arranged these on a large card and placed them in his window under a conspicuous sign: "To You Who Think You Can't Eat Pork." And suppose as a result that he only persuaded one person to eat pork who had not eaten it before—would the experiment have paid for the postage and trouble?

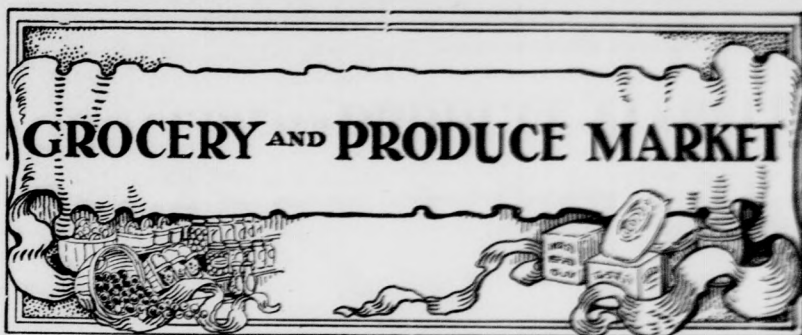
It occurs to the writer that a succession of such enterprising ideas, kept constantly going, would go far to completely transform a grocery store.—Grocery World.

Don't Lie About Extracts.

These are bad days for flavoring extracts which are not properly labeled. In the last annual report of the Dairy and Food Commissioner of Connecticut we find mention of a large number of prosecutions where lemon, vanilla and other flavoring extracts were discovered to be out of harmony with the state law. So-called "Extract of Lemon" was variously condemned because it contained no lemon oil at all, or because the content of oil was too small, or because the product was artificially colored. "Extract of Vanilla" was deemed illegal usually because it was misbranded, preparations made of vanillin and coumarin not being properly labeled. There is no objection under most state laws to products of this kind if the titles are not misleading and dishonest. Among other flavoring essences falling under the ban of the law were peppermint, orange, ginger, and the like. It pays to tell the truth these days!—Bulletin of Pharmacy.

Even a close-mouthed man has to open up when he gets in a dentist's chair.

When a man is under a cloud himself he is always interested in the clouds of other people.



GROCERY AND PRODUCE MARKET

The Grocery Market.

Sugar—There is very little change since the advance of last week. The market, however, is strong and as prices are still low another advance of a few points is looked for by some of the wholesalers.

Tea—The market is quiet and very few changes are noted. The scarcity of high grade Japans in this country is clearing the stocks in jobbers' hands and making it easier to take on the uncolored teas of the 1911 crop. No quotations are yet obtainable of new crop teas and the primary markets are hardly opened or prices settled, although no radical changes are anticipated. By an order issued by the Japanese government the production of green Japans by artificial coloring has been forbidden, so that hereafter there will be no more shipped anywhere if the order is carried into effect. Ceylons and Indias are quoted strong, with a steady demand.

Coffee—The market remains about the same as last week. Retailers and wholesalers are taking supplies as needed for immediate use only. The growing 1911-12 crop has been pictured as high as 11,000,000 to 12,000,000 bags in Santos and 3,000,000 to 4,000,000 in Rio. This, however, is thought to be too large by some of the most reliable importers, who are making a careful survey of plantations and will issue a report as soon as completed.

Canned Fruits—There is an increase shown in the demand for some lines, and it is expected that with the small supply of nearly all kinds of dried fruits, the demand will be much larger than usual. Prices are very reasonable with one or two exceptions. The supply of strawberries, raspberries, blueberries and gooseberries is very small and a general clean up is anticipated before the new pack arrives. Gallon apples have been moving a little more freely than for some time, but prices are so high that sales are much smaller than usual at this time of year.

Canned Vegetables—The tomato market shows more activity than for some time past and prices are firm. The supply is said to be much smaller than a year ago. Futures have been selling in a small way, but no one seems to care to take any large quantity. A good business is being transacted in corn and prices are unchanged. The demand for string beans and cheap peas is quite large, but the supply of peas is so limited that it is impossible for wholesalers to get sufficient quantities to meet the demand.

Dried Fruits—The market shows more strength than for some time and prices of raisins have been advanced. This condition is said to be caused by the recent frosts on the coast. The loss is reported by different packers to be from 25 to 50 per cent. of the entire crop of some fruits. Sultanas and seedless varieties of raisins are said to be hurt the most. The spot supply of most fruits is small. Prunes are practically all gone and evaporated apples are very high and in small supply.

Spices—The supply in the United States is considered very light and the market is firm on all kinds of pepper. Prices were unchanged during the week and the demand is of a fair size from the retail trade.

Rice—The market quotations on all grades are unchanged since last week and the demand continues very good. Supplies are of fair size. About the only news from the South is that the mills in Texas have formed a combine and the general conditions indicate a firm market from now on.

Salmon—The Seattle Trade Register says the canned salmon situation may be described as "All's quiet along the Potomac," everybody interested in the business awaiting developments. Packers this season are holding the trump card. Alaska cannermen declare that the maximum pack of Alaska salmon to be put up this season has already been sold, subject, of course, to buyer's approval of opening orders. Yet it is significant that many orders have been given of late "at opening prices," indicating that buyers want canned salmon regardless of price. It is estimated that a pack of 20 per cent. in excess of last year's output will be put up in Alaska if conditions prove right. This season pink salmon run on Puget Sound. Preparations are said to have been made to put up 400,000 cs. of pinks, in addition to about the usual quantity of Sockeyes. However, this has made no apparent difference with the demand.

Provisions—With the exception of May ribs, in which the liquidation by leading longs forced a sharp break, there were only modest net changes in provision values last week. The big run of hogs in Chicago and elsewhere was too constant to admit of much else in the absence of any offsetting demand for product from the ultimate consumer. Packing of hogs for the first two months of the summer season shows an increase of 1,245,000 without counting the fact that the hogs also average far heavier in weight. The trade has arrived at the point where the carrier must

take a hand in the proceedings. Large deliveries are expected of lard and ribs. Pork prices declined 20@25c last week, lard 5@10c and ribs 7 1/2@12 1/2c for the deferred months and 60c for May. Last week's range of prices of the leading articles dealt in on the Chicago Board of Trade was:

	High	Low	1911
Wheat—			
May	91 1/2	88 1/2	86 1/2
July	88 1/2	86 1/2	88
Sept.	87 1/2	85 1/2	87 1/2
Corn—			
May	53	51 1/2	52 1/2
July	53 1/2	51 1/2	52 1/2
Sept.	53 1/2	52 1/2	52 1/2
Oats—			
May	32 1/2	31 1/2	31 1/2
July	32	31 1/2	31 1/2
Sept.	32	31 1/2	31 1/2
Pork—			
May	15.25	15.12 1/2	15.45
July	15.22 1/2	14.87 1/2	14.92 1/2
Lard—			
May	7.87 1/2	8.17 1/2	7.82 1/2
July	8.27 1/2	7.97 1/2	8.05
Sept.	8.25	8.05	8.17 1/2
Ribs—			
May	8.25	8.00	8.00
July	8.22 1/2	7.97 1/2	8.02 1/2
Sept.	8.10	7.87 1/2	7.97 1/2

The Produce Market.

In the local produce market this week lemons, onions, tomatoes and butter have advanced, while poultry and cucumbers have slumped in price.

The poultry market has dropped off 1c on everything except broilers and these have gone up slightly to encourage offerings. There is an excellent supply of fowls on the market and it is expected to last through May and part of June.

The Texas onions have gone up and this was not exactly expected. The great demand for them is the reason and they will probably remain at good prices for some time. The rise in lemons is due to the advancing season.

The strawberries that were shipped into the city this week were very poor; so poor, in fact, that they could not be reshipped. This condition is not expected to last very long, however, and the price of the fruit will soon begin to drop. The city market opened the week with every other day sessions. The attendance has been good. Next week there will be daily markets.

- Bananas—4 1/2c 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 21 1/2c for tubs and prints; 14c for No. 1; packing stock, 13c.
- Cabbage—60c per bu. Charleston \$1.65 per crate lots.
- Celery—Florida—\$3 per case.
- Cocoanuts—60c per doz. or \$4.25 per sack.
- Cucumbers—\$1.25 per doz.
- Eggs—Local dealers are paying 15 1/4@15 1/2c 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@4.50 per box; Messina, \$4 per box.
- Lettuce—10c per lb. for leaf.

Onions—Spanish, \$3 per crate; green, 3 doz. 25c; Texas Bermudas, crystal wax, \$2.15 per crate; yellow, \$2.10 per crate.

Oranges—Redland navels, \$1.25@1.50 per box; Washington navels, \$1 @1.25.

Pop Corn—90c per bu. for ear; 1 1/2 @1 1/2c per lb. for shelled.

Potatoes—The market is steady at 35@40c at outside buying points.

Poultry—Local dealers pay 12c for hens; 14c for springs; 9c for old roosters; 15c for ducks; 10c for geese; 17c for turkeys; broilers, 1@1 1/2 lbs., 28c.

Raspberries—25c per doz.
Strawberries—24 pint cases, \$2.25.
Tomatoes—\$3@3.25 per crate.
Veal—Dealers pay 5@8c.

Question Box Convention.

The annual convention of the Iowa State Retail Merchants' Association at Cedar Rapids May 21-25 will be unique, and in what respect is best told in the official announcement, as follows:

"The usual interesting programme is being prepared, but instead of having a number of speakers on subjects assigned and prepared, there will be but few, and the greater part of the convention will be given over to the discussion from delegates on the floor, of subjects that will be submitted by the delegates themselves—subjects in which you are directly and vitally interested."

"It has been found in the past that the greatest good and the greatest benefit from state conventions comes from the discussions on the floor, so we ask each and every one of you to come prepared to take an active part. In order that you may be assured that those matters in which you are interested will be discussed, it would be well if you would fill on the enclosed slip and return it at an early date, submitting the question in which you are particularly interested. The question box should be made a factor of this meeting. The convention is yours, and the results will be what you make them."

Alpena Grocers Organize.

Port Huron, Mich., May 1—I have just returned from my trip up North. At Alpena a Grocers' & Butchers' Association has been organized with the following officers: President, C. H. McKim; Vice-President, Thos. Noffke; Secretary, F. Edward Hagler; Treasurer, J. L. Reinke. At their next meeting the matter of a credit rating system and early closing will be taken up. I also visited Oscoda, Au Sable and Tawas City, which towns will hold meetings to organize and to affiliate with the State Association.

J. C. Percival,
Sec'y Retail Grocers and
General Merchants Ass'n

The Drug Market.

Opium—Has advanced.
Ergot—Is higher.
Menthol—Is very firm and advancing.
Oil Lemon—Has advanced.
Berber Leaves—Are higher.
Celery Seed—Has declined.
Jalap Root—Is trending lower.

THE MAN WITH A HOBBY.

Idle Hours Never Hang Heavily on His Hands.

The other day a wise man from the East came to Chicago. The wise man happens to be an historian and his visit to the city of packing houses was due to the fact that there lives the owner of one of the best collections of books on the early history of the United States.

The owner of this library is still a young man. All these rare books he has collected himself. He works eight hours a day as a stenographer. Incidentally he is the sole support of his mother; and never in his life has he earned more than \$30 a week.

As a stenographer he is thoroughly competent and capable. He has worked for a single employer and has several times won promotion. In working hours the business in hand is his sole interest. But the collection of books on the early history of the United States is the passion of his life. Entirely outside of business he has come to be recognized as an authority on historical subjects. Professional historians come long distances to consult him and study his wonderful library.

He is a good example of a man with a hobby. From almost every standpoint the man with a hobby is to be congratulated.

With few exceptions everybody has some leisure time—most of us more than we are willing to admit. The majority waste it—or worse than waste it. Billiards and pool, poker games and cocktails consume our time and money, and in the end we have nothing to show for it but an empty pocket and a dark brown taste. Happy then the man who finds something into which he can throw all his surplus energy and through which he may win a place of prominence or, at least, a great amount of real and last ing pleasure.

Bill does not care for books! Suppose that his tastes are mechanical. More than seventy years ago a boy was born in Western Pennsylvania. He attended the common schools for a while, but at an early age he was apprenticed to the trade of a pattern-maker.

Finally he married and went to work as a wheelwright in a Pittsburg steel mill. Ten hours a day or more in a steel mill are calculated to take it all out of a man. What chance on earth has a man under those circumstances to pursue a hobby?

The strangest thing of all about a hobby is that once it gets possession of one, it somehow finds—in spite of every obstacle—time and means for its pursuit.

This young man—his name is John A. Brashear—had taken a peek or two through a telescope when he was a mere lad. His grandfather had told him a few things about the stars. He wanted—very much wanted—a telescope of his own. So with the aid of his wife he set to work to make one.

The Brashear family worked for three years steadily to make their first glass. The second one—much larger—broke after they spent two

years' time on it. That did not stop them.

Nothing stops the man with a hobby!

Twenty-one years in all Brashear worked in the steel mills before his out of hours hobby had won recognition for him. Now and for many years past he has been one of the two or three leading makers of astronomical instruments in the world.

The man whose collection of books on American history is so celebrated has spent precious little of his \$30 a week on their purchase. It took all he got to pay the living expenses. Yet he did not steal them. A hobby almost always finds a way.

It may be suggested that a young man in business will be better off to concentrate all his energy on the work before him. But even from the standpoint of his success in business that theory is wrong. The man who carries his business worries with him out of business hours rarely lasts long or goes far. Every man needs—requires—a certain amount of recreation. To keep the mind or the muscles constantly concentrated in one direction will quickly break them down.

The masters of business are almost always men who follow hobbies and who consequently bring back to their desks every day fresh and alert energies. J. Pierpont Morgan, ruling the business world at the age of 74, is a good example of a man kept young and masterful by a carefully cultivated taste for rare books and art objects.

Cultivate a hobby—whether it be the raising of vegetables or lop-eared rabbits, the collection of postage stamps or first editions, or the mastery of some art or science.—Henry M. Hyde in Chicago Tribune.

Your Wife's Business.

Your business is, or ought to be, your wife's business, too. Nearly all the "problem" novels are based on the assumption that the husband's business affairs are kept secret from the wife. A good many of the tragedies of real life find their source in the same mistake.

Generally it is the fault of the husband if the wife does not know how his business affairs stand.

He assumes that his wife can not understand business, and does not want to be bothered with it. Such an assumption is generally a sad mistake.

The average woman wants to understand her husband's business, and will go a long ways out of her road to make herself familiar with it, and, more than that, to make herself useful to him.

There are a good many law firms which keep in their employ a woman, who is a practicing lawyer, and whose opinion is secured on all cases. The lawyers want to get the women's point of view; they want her advice and the benefit of "woman's intuition."

Women are showing that they possess the capacity for business by taking important work in the business world

Why is not your wife just as well

qualified for being your friend and adviser in business affairs as in other matters?

Every man should keep his wife in touch with his business, to some extent, at least. The wife should know how things are going. She should know the truth, and if things are not as they should be ten chances to one the wife will come to the front with some advice or suggestions that will help.

In case you should happen to be suddenly taken off, do not leave your wife in such dense ignorance of your affairs that she does not even know whether you have any life insurance, or where your policies are kept or how big your debts are.—*Merchants' Journal.*

"Owe the Bank."

When Monday morning comes owe the bank something. Save a definite sum every week. Treat the thing as a debt that must be paid. If you can not make the deposit this week you will owe the bank for two weeks next pay day—and pay it. Do not frame up any excuse, you are only deceiving yourself by doing it. Bobbie Burns did not always practice what he preached but when he wrote about the "Glorious Privilege of Being Independent." I have no doubt he inspired many a Scotch laddie to save his wayward shilling. Owe the bank, boy—owe the bank. W. E. Sweeney.

Wherever there is a dark corner there is likely to be dirt, and dirt in a store means shop worn and unsalable goods some day.

The Dainty Dutch Delicacy



Made in Holland by Holland bakers.

Has the Holland quality of all high class Holland baked goods.

Good for breakfast, lunch, dinner.

Good with jam, jelly or cheese.

Good with milk or cream.

Good with a poached egg.

Good with strawberries and other fruit.

Good with coffee, tea or any other drink.

Good for infants or children. Good for the whole family.

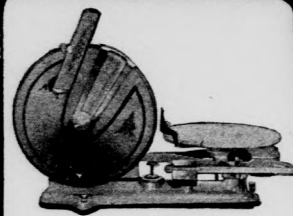
Good in a hundred ways.

We employ no salesmen. We put the quality in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.

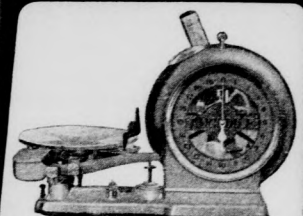
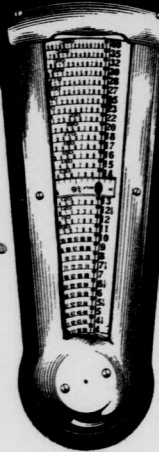
Holland Rusk Co.

Holland, Mich.

This is the Scale that buys itself



The merchant's side of the Angldile. In the center is shown an enlarged view of its famous computing chart.



The customer's side of the Angldile shows pounds and ounces on largest dial used for any counter scale.

It will pay you to install Angldile Scales now.

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

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

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

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

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

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

Angldile Computing Scale Company

110 Franklin St.

Elkhart, Ind.

Combination Stores.

Not all dealers, especially in country towns, are devoting their attention exclusively to groceries. Most stores in the smaller towns are combination establishments, in which dry goods form a conspicuous portion of the stock carried. Of course, this stock is selected with a view of satisfying the largest number possible. The goods wanted in such towns are principally the plainer sorts, with only occasionally a demand for something out of the ordinary. It is, therefore, of comparatively little interest what is being done in the better grades of goods, like silks and linens.

A good assortment of calicoes and gingham, plenty of white cloth, both unbleached and bleached, and shortings are probably the best things for staples. The experience of countless dealers seems to indicate this fact, and anything beyond must depend upon the size of the community and the class of trade.

Purely agricultural communities will want goods different from those where shop and mill hands form a considerable proportion of the customers. The latter will buy daintier goods than the former, although perhaps not so liberally. The average farmer, when prosperous, is a liberal purchaser, and the dealer will do well to cater to his requirements as much as possible. The profits in this direction are likely to be larger than in almost any other.

The dry goods should be selected with care. The patterns are not likely to be attractive, if too pronounced. Quiet colors, with considerable tendency to dark, will be most popular probably, particularly at this season. Winter is a cold season and dark colors indicate heavier material, which is warmer and therefore more likely to be wanted in the chill of winter.

Having procured a stock of this sort, the next thing is to push its sale, and the means for doing this lie in the same channels as those for selling groceries. The same clerks, the same advertising space, the same general principles of salesmanship will apply alike to each. The two departments can each be made an important factor in the business, if the dealer will exert himself. Each can supplement the other, as they have in numberless instances. Customers who enter the store to purchase in one department can with a little effort on the part of the salesman be induced to stay and buy in the other. It does not require much extra effort, and the results are beneficial alike to dealer and customer.—Grocers' Criterion.

Wrapper Salvage.

Every woman who buys a 10 cent vase, or a 25 cent jar of cold cream, or some other cheap but breakable bit of merchandise, and finds it wrapped in about a peck of excelsior and a few square feet of corrugated boards is moved to wonder how the merchant could afford to do it. Apparently one of them has felt the same doubt. He is a dealer in glassware and crockery, and he himself thought that there was

too much excelsior and too little profit in many of the packages leaving his establishment. Calling the attention of the head of the wrapping department to the apparent waste, it was pointed out to him that there was no other way to prevent break-

last month the cost of delivering the goods had been so great that there was little profit. He thought the situation over for several days and then he worked out a solution. Each driver was offered 2 cents for the return of every box used in the de-

to see that the article had not been broken. The suggestion pleased the purchasers and they were glad to accede when the drivers volunteered to get rid of the boxes for them. As only small deliveries were handled in this way and but two or three min-

VALLEY CITY
MILLING CO.

LILY WHITE FLOUR

" THE FLOUR THE BEST COOKS USE "

DAILY CAPACITY 1000 BARRELS FLOUR
100 TONS FEED & MEAL

age, and a little excelsior was not worth so much as the article which would otherwise be broken. The manager was not satisfied, and asked the office for figures on excelsior and packing boxes, and found that in the

livery of goods. This applied to the whole store, but affected his department in particular. The drivers, anxious to earn the reward, which often amounted to a dollar a day, on delivering boxes offered to open them

ones of the driver's time required in each instance, the saving was considerable.—Furniture Journal.

Advice to a girl who would be a housekeeper: First catch a husband possessing a house.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 3, 1911

THE OPEN SHOP.

In a declaration of few words one hundred and fifty of the principal manufacturers and employers of labor in this city pledge themselves to maintain the principle of the open shop.

What is the open shop? In the declaration of the organizer of electrical unions now at work in this city, every man who enters the employ of a concern in the union shall "become a member within two weeks." This is the essential principle of the closed shop and obtains in every enterprise in this country working under union rules.

There are other regulations, scaling of wages, governing the employment of apprentices, etc., etc. The closed shop then, first excludes from employment all not members of the union and then regulates the wages in accordance with the union's ability to control the situation.

Naturally the open shop is the converse of this. The first principle accords the "right" of employment to any. Good judgment and a regard for the best interests of the enterprise and its employes will control in the exercise of that right. So also in the matter of payment in the open shop there is the opposite to the other in that the wages are regulated in accordance with the ability to earn.

The closed shop is a "combination in control of trade" in as far as the particular enterprise is concerned. The open shop is free trade, recognizing the right of every man to work, and for what he is able to earn.

In its narrowest use the open or closed shop might obtain in any given local enterprise. As a matter of fact, however, the application of the closed shop principle is made nation wide. Local unions support higher bodies and these the central federation.

The closed shop principle in its narrowest application causes individual wrong and suffering.

Grand Rapids is just now in a position to appreciate the wider application of this principle. Her greatest industry is prostrated through the gratuitous attack of the highest

closed-shop bodies in this country and there the ruthlessness of unionism is demonstrated.

The attack was gratuitous as far as the condition of labor and wages was concerned as the most careful investigation by both sides has proven. It was invited by the careless attitude of the employers toward unionism and by the subserviency of the city government. In the experience of past years it had been necessary to wipe out union control in the fields where it had become most prominent. The printing industry in Grand Rapids is more than four times the size of that of any other town of the same population in this country. The results of the printers' strike are fresh in the minds of all. The town had a savage attack by the teamsters, led by Mr. Shea, (again in evidence in local work). This union disappeared from the slate. Bakers, cigarmakers and others fared little better. Indeed it is not surprising that there should be enough in the records of the past to give a peculiar zest to the work of the union emissaries. But the experiences referred to are so far in the past as to have made the community careless. In many trades the local or general strength has seemed to make it politic to submit to union control. Thus it is a significant commentary that, while the industrial printing trades have effectively asserted their independence, every daily newspaper in Grand Rapids is a closed shop!

The closed shop is nation wide. It is fighting for its existence and propagation by every known means of warfare. In the city of Indianapolis there are the headquarters of seventeen great national bodies. Every local union or union man contributes to the support of these and the American Federation of Labor at their head. They are fighting, and in Grand Rapids we are experiencing their more normal and moderate operations. It is alleged that in its warfare it does not scruple to use the most desperate subordinates, and that while the higher officials of the Federations may not be privy to the extent of such criminality, none the less every union contributes to the support of those who hurled twenty-one human lives into eternity in the attempted destruction of a newspaper that stood for the open shop.

Warren N. Fuller.

MOTHER'S DAY.

Memorial Day calls forth our patriotism and brings a touch of personal sadness into many hearts. But Mother's Day touches all hearts, and most of us are taken back a half century to scenes of carnage, suffering and deprivation as the origin of the observance.

There are neglected mounds in far-away burying grounds which will be annually brightened with tender memories if not with flowers. There are loving pilgrimages made, pleasing associations renewed through the magic of the word. Not all have soldiers' graves in which they are interested, but we have all had mothers in which we should be interested in a more than passive way.

"A kiss from my mother made me a painter," said Benjamin West. President Garfield's first act after taking the oath of office was to kiss his aged mother. McKinley's careful attention to his old mother was a subject of remark among many of the present generation. "So many an eminent man in the zenith of his fame," says Marden, "is regarded as the product of some party or system, but when the label grows dim and disappears there stands out in the life the deeply graven name, 'Mother,' perhaps all unknown to the crowd which applauds her son."

Fitting is this annual return to the most precious of memorial days. Thrice fitting if the subject is still waiting in some cozy corner for the Higher summons. In the rush and whirl of business this little spot may be overlooked. If so, once a year is not too often to make a sacrifice, if necessary, in order to visit the sacred shrine. Personal attention in the last days counts for more than costly memorials for those under the sod. The mother thinks always of the absent child, even although he is too busily engrossed with worldly matters to appreciate the fact.

THE PUBLIC DRINKING CUP.

War clouds are surely gathering against the public drinking cup, and the time is not far distant when the respectable citizen will no sooner think of using it than of patronizing a community toothbrush. That it is unsanitary, no one can deny. That it is not pleasant, we long ago learned. That it is unnecessary, is an idea which is surely growing.

The bubbling mouthpiece furnished at many fountains partly solves the problem; but there are tanks in cars and many other places where this form is impracticable. Where the water supply is limited to the capacity of a small tank the average person feels scarcely justified in using enough to rinse the cup thoroughly, and even where there is water to throw away it is not possible to remove all dregs and germs by a mere rinsing of the cup. Boiling water alone will thoroughly sterilize. School children are especially susceptible to the dangers, yet they are the very ones who guard least against them.

The season is at hand when a cheap portable drinking cup if vigorously pushed is sure to find ready sale. The collapsible silver cup, so popular with tourists, readily folds up into a size that may be slipped into the pocket: but it is still too expensive for the masses and we want them to have a substitute which shall put a stop to the promiscuous scattering of tuberculosis and a host of other diseases.

Small tin cups answer the purpose admirably, but the one usually on the market is still too large to be easily carried. One of diminutive size, even if it does not fold, will find welcome from the public. It pays to be clean, even at the expense of compactness. Get ready for the campaign for the individual drinking cup, and be able to furnish cups at from a penny up. There may be dormancy on the subject, but there is not willful neglect

by the public. The health of a nation rests largely in what and how we drink.

THE HIGHEST PRICED BOOK.

The time has come when a premium is put upon the ancient. The grandfathers' clocks, some of which were consigned to the attic, and the spinning wheels, which were deemed worthless save for fuel, have—what are left of them—come into their own, and the person who happens to secure either regards it as a prize. Old books are in many instances consigned to the bonfire when they are entitled to first place; not so much for the literature which they contain, although some of them are classics, as for the fact that they are connectives with a past century or age.

It is highly appropriate that the highest price ever paid for a book, sold recently at the Hoe sale for \$50,000, should be paid for a Bible. A rival bidder followed the precious volume to \$49,000. Its chief interest consists in the fact that this Gutenberg Bible was the first important work printed from movable type, and was by no means a new book when Columbus made his first trip to America. It is printed in Latin in Gothic type, bound in two folio volumes, and the margins are illuminated with hand painting in gold and colors.

There are only seven copies printed on vellum known to be in existence, and as almost all of these are owned by public institutions, not liable to ever come up for sale, this is probably the last chance for some time to come when a private individual may have an opportunity to secure such a treasure. J. P. Morgan is the only American now owning one of the set.

Aside from its value as a landmark in the art of printing, it carries with it a bit of pathos as well as persistence in Gutenberg's career, and we look back realizing that life which was worth living then was a struggle as now. Financial troubles eventually wrested the plant from the hands of its inventor—and yet his name is perpetuated through his work!

It pays to go to market several times a year if you are anywhere near a city, but do not think that that will take the place of reading the trade journals regularly.

If you suspect a customer's honesty, keep that suspicion to yourself until silence ceases to be a virtue. Then speak your mind in a way to convince.

See that every stranger entering the store is treated in such a way that he will want to become a regular customer when opportunity offers.

An Iowa editor sagely observes that "a commercial club in a small town can be a valuable thing or it can be a joke." Which kind is yours?

Never let your supply of change get so low that you can not handle the largest bills that are likely to come your way.

Saginaw Is on the Map



The Center of Distribution for the State of Michigan

Saginaw's Material Resources.

Few cities have been so favorably located as Saginaw, both in respect to the variety and importance of natural resources. Her early growth and prosperity were due to the magnitude of her lumber industry. In those days Saginaw was known from one end of the country to the other as the center of the world's supply of white pine, and every year the Saginaw River carried to outside markets more white pine lumber than any other district in the world. Down this river have been floated more than 16,000,000,000 feet of logs, more than have passed down any other stream in the world, and Saginaw Valley sawmills have manufactured more pine lumber than any other one locality.

Saginaw, like most other lumber centers, passed through a period of depression when the palmy days of this industry were over. Many of the men who had amassed fortunes in the early days still make their homes here. Many of them were enterprising and public-spirited and saw that Saginaw still had great possibilities as a lumber manufacturing center. They invested liberally in a great variety of industries and joined with other younger, progressive men, until now there are scores of high grade planing mills, box factories and wood-working plants, sending their output not only all over this country but even to Europe. In fact, one concern ships its entire product to a foreign market. While the annual output of lumber in this district is around 100,000,000 feet, still it imports quantities of lumber from many outside points. The old floating population of lumber jacks is gone, but in its stead these new, progressive industries have brought a permanent, prosperous class of workers, very many of whom own their homes, so that, as a result, out of great things in the

early days of lumber have come even greater and more lasting institutions in the manufacturing line.

The mining of coal is another industry that has contributed largely to the prosperity of Saginaw. The first coal was produced in Saginaw county in 1896, from the old Saginaw mine on the Genesee plank road. Nearly twenty mines are now operating in or near Saginaw and their output is about 5,000 tons per day. They employ 2,500 men and pay \$35,000 every week in wages.

Nature not only gave Saginaw forests and coal deposits but there seems to be an inexhaustible deposit of salt in this locality. In 1860 only about 4,000 barrels were produced. In 1879 the Michigan Salt Association was formed and since then has handled nearly all the output of this valley. During 1909 this Association handled nearly 3,000,000 barrels of salt. Saginaw claims to have the most up-to-date salt plant in the United States. By the installation of modern machinery and the utilization of exhaust steam, the cost of producing a barrel of salt has been reduced to only a few cents.

It is well worth any one's time to visit a Saginaw salt plant.

The sugar industry of Saginaw Valley contributes largely to the prosperity of this community. The soil in this locality is well suited to beet culture and six of the sixteen sugar plants in Michigan are located in the Saginaw Valley, and have been brought under one control, that of the Michigan Sugar Company, located in Saginaw. The general management of all the factories, especially the selling of the sugar, is directed from here. "The Saginaw Valley Sugar Company is paying out more money each year in Saginaw than was paid out for labor by the sawmill industry in its prime."

The possibilities of agriculture in

this valley are very great. The soil is adapted to a great variety of products and the farmers, as a class, are very prosperous.

Saginaw has a great diversity of manufacturing enterprises. Her export business to foreign countries is second in the State. Her enterprising citizens and official bodies are offering every inducement possible to attract new industries and the following list, supplied by the Saginaw Board of Trade, will give the reader some idea of the value and variety of her manufacturing concerns:

Air guns, alcohol, asphalt roofing, banjos, baskets, barrels of all kinds, beer and malt, Blue Line lumbering tools, boilers, brass castings, boxes, paving brick, sand brick, butter dishes, catsup, carriages, coal cars, office and women's desks, dust separators, engines, farming implements, maple flooring, flour, furniture, gas engines, plate glass, graphite, harnesses, leather horse collars, steel pressed horse collars, hoops, ladders, leather, lime, lumber, matches, mattresses, machinery of special types, mandolins, men's overalls, muslin underwear, patent medicines, paper boxes, pianos, pickles, portable houses, wood pulleys, railroad machine and car repair shops, roller bearings, steel, linen tapes, rules, sauerkraut, salt, sash doors and blinds, band saws, gang saws, seed cleaning machines, shade rollers, spring beds, staves and heading, stone-polish, sugar, extension tables, tape measures, toothpicks, trunks, tubs and poils, vinegar, wash boards, wagons, wheelbarrows, wind mills, woodenware, shirt waists and automobiles.

Do you wonder why Saginaw is on the map? C. D. Crittenden.

Do not be tempted by any so-called "Free Goods" offers to overstock. There are no free goods in any business deal. Everything is paid for in one way or another.

COMMITTEES

Saginaw Wholesalers' & Manufacturers' Association

One of the Organizations that is doing things for Saginaw.

Executive Committee:

- J. D. Swartzout, President
- J. W. Smart, V. President
- Joe P. Tracy, Secretary
- H. S. Ent, 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. Ent
- Arthur Beese
- A. E. Brown

Trade Interests Committee:

- Ed. Schust, Chairman
- D. D. McLean
- S. E. Symons
- Martin S. Grown
- 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. Heika
- W. G. Stolt
- Harry E. Oppenheimer
- Wm. Polson

Transportation Committee:

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

Special Committee:

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

Saginaw

SAGINAW VALLEY NEWS.

The Trade Developments and the Changes.

With the assistance of Saginaw capital the Charles E. Duryea Auto Car Company, capital, \$200,000, has been organized here. Six acres of land have been purchased on Rust avenue, at the site of the former sugar company's plant, and work is to be at once started upon remodeling and changing over the existing buildings and adding to them. Operations will start about July 1. The Duryea plant at Reading, Pa., is being moved here; \$200,000 is common stock, all subscribed, and \$100,000 preferred is being rapidly taken up.

John J. Speed, formerly General Manager of the Saginaw Valley Home Telephone Company, has left that concern to organize a company to manufacture an interior telephone of his own invention, and which is now passing through the United States patent office. He has rented premises and offices on North Michigan avenue. The new device will be known as the Speed-I-Phone.

A. Koch, 800 Genesee avenue, has added men's furnishings to his lines.

The Walz Hardware Company has made an extensive addition to its premises to accommodate increasing trade.

The Stolz jewelries, of this city, have been consolidated, the branch being discontinued.

Hartmann & Heinrichs, 1,203 Court street, have changed the firm name, it now being H. A. Hartmann.

W. H. Appenzaller, Lapeer and Jefferson, is closing out his shoe department.

Commercial Travelers' Ball.

Friday night the Saginaw travelers gave their annual ball at the auditorium and the event was a brilliant one. The decorations were extremely beautiful, their effect being added to by the wealth of vari-colored incandescent bulbs. Cook's orchestra furnished the music, one of the numbers introducing "The Anvil Chorus, with electrical effects. About 500 people, including many from Bay City, enjoyed the dancing, which lasted from 8:30 to 1 o'clock. There were many spectators. The gowns were radiant creations. For refreshments ices and punch were served. The General Committee in charge consisted of John Sonnenberg, Chairman; Clyde Fuller, Secretary, and William F. Schultz, Manager of the Bancroft, Treasurer.

Install Sugar Pulverizer.

The Symons Bros.' Co. has installed at their fine new plant and office buildings, on South Washington avenue, a new "dustless sugar pulverizer," from the Schutz-O'Neill Company, Minneapolis, Minn. The new machine has a capacity of twenty barrels a day and is run by electricity at a speed of from 3,000 to 3,100 revolutions per minute. The company will

make a specialty of 4-X powdered and Standard Fruit Flour sugar, put up in moisture proof packages. The machine is considered the best of its kind known to the trade and is a valuable addition to this large business

W. & M. Association.

President J. D. Swarthout has sent out invitations for a smoker to be given by the Wholesalers' and Manufacturers' Association of Saginaw, at the banquet hall of the Auditorium, on Saturday evening, May 6, at 7:30. This is the outcome of the annual meeting of the Association, held April 16, and which was the largest and best in the history of this strong organization of the trade interests of Saginaw.

At the smoker preliminaries will be talked over for the Industrial Exposition to be given in the early fall of this year. These expositions are held annually at the magnificent Auditorium building, and last from ten days to two weeks. At the Exposition every manufacturing institution in Saginaw, together with the wholesale houses, as well as many from outside cities, make exhibits, and handsomely decorated booths are being erected for the purpose. In addition some big attraction in the entertainment line is secured for the Exposition. Creators' band was the offering last year.

Unique Market Quotation.

Beds are being prepared for the Saginaw Milling Company's floral market quotation board. Each year, when the weather grows seasonable, this company arranges in front of its extensive offices, on West Genesee avenue, beds of flowers and foliage, which are so trimmed each day as to inform the passing farmer in his rig whether or not prices will warrant him in placing his order for that auto. The idea is not only a very pretty one but is so out of the ordinary as to attract attention from all visitors to the city.

Drug Company Opening.

There was a gala day at the recently held opening and house warming of the Saginaw Valley Drug Company. The concern moved in January from Water street to the premises lately occupied by the Symons Bros.' Company, on North Washington avenue. About 125 customers of the concern responded to the invitation to attend, mostly from outside of the city, and represented twenty different centers within a radius of seventy-five miles of Saginaw. Luncheon was served at noon at the Elks' Club and in the evening the party were entertained at the Jeffers theater as the guests of the concern. General Manager J. W. Smart, H. E. Brown, C. Chambers, W. E. Moore and members of the office staff acted as hosts of the occasion.

Board of Trade Election.

Much interest has been shown in business circles in the election of officers of the Board of Trade preceding the annual meeting of Tuesday, May 2. Not in years has there been



"Parsons" Comfort Shoes

The "Parsons" hand turned line of Comfort Shoes and Juliets have stood the test of years, and is the most reliable line of turned shoes sold to the trade. "Warranted NOT to RIP." Twelve styles carried in stock. Send for special catalog and prices.

We are sole western distributors.

MELZE, ALDERTON SHOE CO., Saginaw, Mich.
Michigan's Progressive Shoe House

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :-: Michigan

Easy to Buy From Us

Mr. Merchant: We are sole distributors for Eastern Michigan for the following items which makes it easy to buy from us and get what you want.

Ceresota Flour Fanchon Flour Occident Flour
White House Coffee To-ko Coffee
Dundee Brand Milk Saginaw Tip Matches
Curtice Bros. Canned Goods
Pioneer Brand Pure Food Products
Star A Star Brands General Merchandise

Symons Bros. & Co. Saginaw, Mich.

Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years

Mr. Grocer:—"STATE SEAL" Brand PURE SUGAR Vinegar—QUALITY for your customer—PROFITS for you. The fact is, after once sold to a customer, it sells itself; so much BETTER than the other KIND, the so-called "just as good." The FLAVOR is like Cider Vinegar, it tickles the palate the right way. THAT'S WHY.

A satisfied customer is your agent. BEWARE OF IMITATIONS.

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

Ask your jobber

Oakland Vinegar & Pickle Co. Saginaw, Mich.



Saginaw

such activity at a Board election, this being due to the largely increased membership. There is not expected to be any opposition for the presidency, vice-presidency and second vice-presidency, but the contest over the twelve directors to be elected out of a field of twenty-four is a live one. Following is the ticket:

President—J. A. Cimmerer.
 First Vice-President—M. N. Brady.
 Second Vice-President — John J. Rupp.

Directors—A. A. Alderton, E. L. Beach, J. P. Beck, Fred Buck, George Dice, C. T. Fenton, E. Germain, F. T. Hepburn, John Herzog, Robert Holland, Max Heavenrich, Louis Mautner, A. R. Merrick, E. C. Mer-shon, R. C. Morley, John Popp, Chris Reitter, E. A. Robertson, Louis Schwemer, Wm. Seyffardt, Wallis Craig Smith, J. D. Swartwout, J. W. Symons, M. W. Tanner.

Trade Visitors in Town.

Among the outside business men who called upon local concerns during the week were:

Ed. McGowan, of McGowan Bros. West Branch; D. Hart, Bridgeport; D. P. Furman, Fairgrove; J. T. Harvey, Maple Ridge; J. Latoski, Auburn; George B. Campbell, Junietta; P. J. Fitzmaurice, Duel; C. E. Mead, Frost, and Herman Chubb, Estey.

J. W. Brady.

For the Soda Fountain.

Here are a few good things for the fountain that will tickle the palate, draw trade and increase the profit during the summer months.

Arctic Cooler.

- Cherry syrup ½ oz.
- Lemon syrup ½ oz.
- Orange syrup ½ oz.
- Ice q. s.

Draw syrups into a large soda glass, add one-fourth glassful of shaved or cracked ice, fill with coarse stream and serve with a straw. A fine "solid" drink.

By finishing with the fine stream, and dressing with a slice of pineapple and a cherry, a most tempting drink can be served.

Caramel Syrup.

- Fluidextract of Coffee 1½ drams
- Tincture of Vanilla 1 dram
- Caramel 4 drams
- Chocolate syrup 8 oz.
- Syrup, to make 32 oz.

A popular flavor wherever introduced. Has good advertising features on account of its name, and should become as popular as caramel candies. Is fine with or without ice cream. The amount of caramel may be increased up to one ounce if necessary.

Chocolate Food.

- Chocolate syrup 1½ oz.
- Ice cream 2 oz.
- Plain cream 2 oz.

Mix the three ingredients in a large soda glass, nearly fill the glass with the coarse stream and finish with the fine stream. A very rich, delicious and satisfying drink, well worth 15c.

Very popular with people who "lunch" between meals, or as a "night cap."

Independence "Special."

- Strawberry juice 6 oz.
- Maple syrup 16 oz.
- Lemon juice 5 oz.
- Soda foam 4 drams
- Syrup, to make ¼ gal.

One of the best specials ever devised. A repeater, the formula of which is difficult to imitate by competitors. Any suitable name may be given to it. A darker syrup may be made by adding a sufficient amount of caramel, which blends nicely with this combination and is in no way objectionable.

Malt Soda.

- Malt Extract, U. S. P. 8 oz.
- Raspberry syrup 4 oz.
- Oil of cinnamon 4 drops
- Orange Flower Water ... 3 drams
- Orange syrup, to make ... 32 oz.

Mix the oil and water by thoroughly shaking in a two-ounce bottle; add the mixture to the raspberry syrup and again shake well. Finally, add the other ingredients and mix. A real novelty and keeps well. Makes a fine solid drink, can be used for ice cream soda and also as a flavor to a malt sundae.

North Pole Special.

- Orange syrup 1 oz.
- Pineapple syrup 1 oz.
- Acid phosphates 1 dram
- Angostura bitters 4 drops
- Shaved ice q. s.

Mix the ingredients in a large glass, using about one-fourth glassful of shaved or cracked ice, fill with the coarse stream and stir with a spoon. A decided novelty and a very cold thirst quencher. Decidedly different from others. Serve with a straw and a thin slice of orange and one of pineapple.

A "Local" Fizz.

- Strawberry syrup 1 oz.
- Orange syrup 1 oz.
- Lemon juice ½ oz.
- Shaved ice q. s.

Draw the syrups into a large soda glass, add the juice of one-half a lemon, and about a quarter glassful of shaved or cracked ice, fill the glass with the coarse stream, stir, and serve with a straw. This makes a very popular drink and is preferably called by the name of your town, as Cadillac Fizz, Muskegon Fizz, Kalamazoo Fizz, etc.

Rustic Sundae.

Use the regular amount of ice cream in a sundae glass or dish and pour over it some crushed strawberries. In a glass, mix one egg (both yolk and white), one ounce strawberry syrup and one ounce of plain cream; add this to the contents of the sundae dish. A delicious and satisfying delicacy.

Do not spend to-day any of the money you are going to have to-morrow. To-morrow will have enough expenses of its own.

There is no sure cure for the tobacco habit—with the possible exception of certain brands of cigars.

People who try to practice all they preach learn to cut their sermons short.



Quicker Yet Washer

The popular washer that makes new friends every day and makes good profit for you.

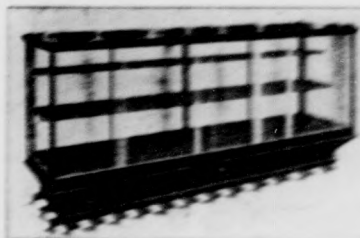
Secure the agency for this quick selling washer in your city.

Easy to start.
 Quick to wash. Saves time and strength.
 A washer sold will sell many others.

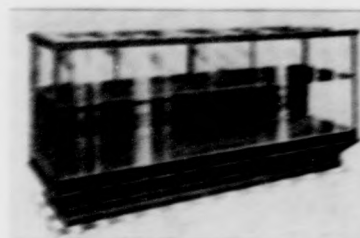
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SAGINAW HARDWARE

INCORPORATED 1906
 ESTABLISHED 1901
 JOBBERS OF
 Hardware, Mill Supplies, Machinist Tools, Paints and Oils
 SAGINAW, MICH., 201 So. Hamilton St.



No. 11 Display Case



No. 11 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

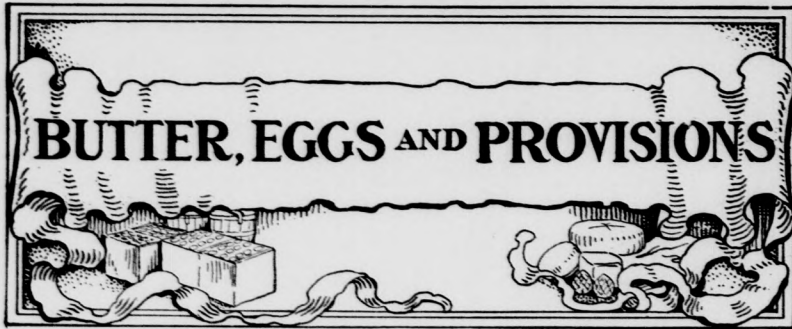
L. A. Burrows, President
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STANDARD OF QUALITY IN CANDY

Find out about our 5c specialties

VALLEY SWEETS CO. SAGINAW, MICHIGAN

Use Tradesman Coupon Books



Marketing Eggs Through the Creamery.

The United States Department of Agriculture has just issued a farmers' bulletin, by Rob R. Slocum, on marketing eggs through the creamery, that ought to help solve the egg problem. The present method is for the farmer to gather his eggs when convenient, and store them in the kitchen or pantry until enough have accumulated to bring to market. No particular effort is made to obtain clean eggs by proper attention to the nests and by frequent gathering or to separate the clean from the soiled eggs when taking them to market. Whenever a nest of eggs is discovered in the weeds or about the barn they are usually added to the eggs in the market basket without question as to whether they are partly incubated.

As a result the farmer starts for town with a basket of eggs, part of which are perfectly fresh and wholesome, part of them dirty or smeared, and part of them shrunken or even partly or wholly spoiled. These eggs the farmer takes to the village store and receives for them a certain price per dozen, which is usually given in trade. The village merchant is not a dealer in eggs from choice, but rather because he feels it necessary to take the eggs in order to keep the trade of the farmer. If he does not take the eggs he fears that the farmer will offer them to one of his competitors and will in consequence be likely to give that competitor the bulk of his trade. For the same reason the merchant believes that he must accept the eggs as they run, good or bad, fresh or stale, clean or dirty, for if he does not his competitors will.

The merchant holds the eggs until he has enough to make a shipment to some egg dealer or shipper from whom he gets regular quotations. The delay here may be anywhere from two days to a week, or even two weeks. Usually the conditions attendant upon the shipment of these eggs up to the time they reach the packing house are such as to cause a still further deterioration in the eggs.

The result of this common and almost universal method of marketing eggs is that when the eggs leave the hands of the country merchant, and still more when they reach the packer, quite a large proportion, varying with the season and the weather, are either seriously deteriorated or are wholly bad. It is usual somewhere during the process of marketing, after the eggs have left the hands of the country merchant, for them to undergo a grading process, in the course of

which the bad eggs are discarded and the deteriorated eggs are separated and eventually sold for a less price than they would bring were they of first quality. Obviously, the man who buys these eggs "case count," candles them, and sells the graded product must protect himself from loss as a result of the eggs thrown out, and this he does by paying a lower price per dozen for the eggs he buys than he would were the eggs all good or reasonably good. As a result this lower quotation must be passed back to the storekeeper and eventually to the farmer.

To correct this injustice to the careful farmer and to place a premium on the production of good eggs and their subsequent careful handling, a system of buying is necessary which bases payment on quality. It is the purpose of the writer to describe a system of marketing which is in successful operation and which seems to be accomplishing this result.

The marketing of eggs in this particular instance is accomplished through a creamery in the northern part of Minnesota. The eggs are brought by the farmer directly to the creamery when bringing his milk. Any patron of the creamery or any other person who will sign a required agreement may market his eggs in this way. At present about one hundred and thirty-five farmers are taking advantage of this method of disposing of their eggs. These egg patrons are scattered over quite a wide territory, one man finding it to his advantage to drive in fourteen miles with his eggs. The agreement reads as follows:

"For the privilege of selling eggs to the creamery company and getting a market established for guaranteed fresh eggs, I, the undersigned, hereby pledge myself to comply in every way with the following rules:

"I agree to deliver eggs at the creamery that will not be to exceed eight days old and to be picked in (gathered) twice every day.

"Eggs to be of uniform size (no under size or over size eggs).

"Eggs to be clean and to be kept in a cool, dry cellar.

"Brown eggs to be put in one carton and white in another and so marked.

"Each egg to be stamped on the side and carton to be stamped on the top.

"I agree not to sell any eggs that I have marked with the creamery company's trade-mark to anyone else but the creamery company, and to return stamps and other supplies that

have been furnished, in case I should decide to discontinue to sell eggs to the creamery company."

It is readily discernible from the provisions of this agreement that the aim is to get a grade of uniform, clean, dependable eggs, of reasonable freshness. It might seem that requiring delivery once in eight days would not be frequent enough, but the nights in Minnesota even in summer are said to be usually cool, and this condition, together with the gathering twice a day and the storage in dry, cool cellars, must account for the fact that no complaints have been received on the score of staleness.

The separation of the brown and the white eggs serves two purposes: First, it promotes uniformity and greater attractiveness of appearance, and second, it encourages the keeping of the breeds of hens which lay white eggs, because the owner of the creamery pays during the spring months one cent more for white eggs than for brown.

To every person signing the agreement quoted above a small rubber stamp is given for use in stamping the eggs and the container. This stamp plays an important part in the system of marketing. It contains the name of the creamery, the creamery brand and a serial number for each producer. By means of the stamp which thus appears on each egg and on each package it is possible to trace the product back to the individual producer, and in consequence to place the blame for any carelessness or poor quality where it belongs. A repetition of any offense of this nature may be sufficient ground for refusing to handle the eggs of that particular producer.

When the creamery patron signs the agreement, and at such times thereafter as may be necessary, he is furnished with a supply of cartons or containers in addition to the rubber

stamp. These cartons are the ordinary one-dozen size pasteboard egg boxes which are so shaped that they may be packed in a regular thirty-dozen egg case. On the top of the

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The farmer takes these cartons home, and as the eggs are gathered each day, the clean, good-sized eggs are stamped and placed in them. When a carton is filled it is stamped on its upper side just the same as the eggs.

When the farmer comes in to the creamery with his milk or cream he brings along as many cartons or dozens of eggs as he has. The man in charge of the creamery takes these eggs, examines the packages and gives the farmer a check for the eggs delivered that day. The cartons are then packed in substantial returnable thirty-dozen egg cases and shipped to market by express. The shipping charges are paid by the consignee. The labor and cost of handling the eggs at the creamery are thus reduced to a minimum. The eggs are never candled, reliance being placed on the farmer to bring in good eggs. The cost of handling the eggs, including the cost of the carton, which is about one-half cent, is estimated to be 1 cent a dozen. The farmer in turn feels bound to be particular, knowing that any carelessness can be traced back to him and realizing that he thus jeopardizes his chances of continuing to dispose of his eggs in this manner. This he can not well afford to do, as will be shown later by a comparison of the prices received for eggs marketed through the creamery and through the general store.

In this particular case the creamery happens to be located within easy shipping distance of Duluth, Minn., and this city was chosen as a market for the eggs. One of the best grocery stores was already handling butter made by the creamery and was in consequence glad to take the eggs. The eggs, therefore, pass through only one dealer between the creamery and the consumer. These eggs, because fresh, were soon in great demand by the customers of this store, and although sold for several cents a dozen more than other eggs handled, were always taken in preference. It is interesting to note that during the year and a half that this store has been handling the eggs, only two complaints have been made as to their quality. It is also significant of the recognition of their quality that the demand for them has greatly increased and that persons living on the opposite side of the city make special trips to this store by street car solely for the purpose of buying some of these eggs. The brand which is placed on the eggs and on the cartons has become strongly associated with quality in the minds of the consumers. This is illustrated by the statement of the storekeeper that two cases of these eggs which came in unbranded for some reason or other were disposed of as eggs from this particular creamery only after a good deal of difficulty and on the personal guaranty of the proprietor. The consumers noticed the absence of the brands and demanded eggs so stamped.

When the creamery first began to handle eggs this innovation was look-

ed upon with disfavor by the merchants, who feared that they would lose some trade because of the fact that the farmers received cash for their product. Gradually, however, these merchants have come to realize that as this method brought a greater return to the community for its eggs, it helped to increase the general prosperity and that under these circumstances they have come to favor the step heartily, to feel a pride in it and finally to feel grateful for being relieved of the necessity of handling the eggs.

The advantage of this system of marketing, to the farmers or producers, has come about in two ways. First, it has increased the price paid to them by compelling an improvement in quality, by selling more directly to the consumer, and by establishing a reputation for the eggs sold under the creamery brand. Second, it has brought about the realization that poultry raising by the general farmer is profitable, that the income from this source is considerable, and that it is capable of increase by keeping better fowls and giving them better care.

The increase in price which the farmer is realizing for his eggs as a consequence of the introduction of the new method varies with the season. During the spring, when eggs are plentiful and quite uniformly good in quality, the difference is small and does not amount to over one or two cents. From this time on the difference increases until the following winter when it reaches as high as 10 cents or more. During the month of December, 1909, when this creamery was visited, farmers were receiving 40 cents a dozen for their eggs and continued to do so during the entire month. At this very time, as determined by personal investigation, farmers in a village of a near-by portion of the state were receiving 25 cents a dozen. There was, moreover, absolutely no expense of marketing to come out of this 40 cents, as even the cartons in which the eggs were packed were furnished by the creamery.

In this particular Minnesota village during the year 1907, which was just previous to marketing the eggs by the new method, the eggs received by the storekeepers hardly more than supplied the local demand. In fact, during the whole of that year only fifteen cases, or 450 dozen eggs, were shipped out of the village. During the year 1909 nearly \$4,000 was paid out by the creamery for eggs, all of which were shipped away.

It would appear, in view of the fact that the creamery seems a logical and natural agency for the handling of eggs to advantage, that this method, with modifications, is adaptable to a wide range of conditions, and that many creameries could well afford to make eggs as well as butter one of the products which they handle. Wherever this method is adopted it should mean a most acceptable increase in the price received by the farmer for his eggs, and this without any increase in cost to the consumer.

Simple Method of Testing Milk.

A simple way of discovering if milk is up to standard, when scientific tests are not available, is to weigh a gallon of milk on a reliable balance, and to deduct the weight of the vessel. If the milk weighs ten and one-quarter pounds—that is, one-quarter pound more than the same quantity of water—the milk may be accepted as containing the solid matter required. The specific gravity of good milk is calculated at 1.033, which corresponds in weight to an increase of about three and one-half ounces on a gallon of milk at 60 degrees Fahrenheit, compared with the weight of a gallon of water at the same temperature. Of course, it is more satisfactory to have milk tested scientifically, but if this can not be done an approximate idea of the value of milk may be obtained in the way described, if a fat test from the same sample of milk is also made. Of course, it must be remembered that if anyone desires to calculate the amount of butter it is possible to make from a given quantity of milk without the aid of scientific appliances, accuracy will depend on temperature and promptitude. To gain some

idea of the fat content of any sample of milk: Take an even sample of milk immediately after milking, set it from four to six inches deep in a dairy which registers 48 to 50 degrees, and let it stand undisturbed for thirty-six or forty-eight hours. Skim the milk, ripen the cream and churn it. A separator should be used for separating the cream from the milk when possible, as this test is valueless unless the dairy registers 50 degrees below new milk heat. It is necessary to know the exact amount of milk used with this test, as ten gallons must produce at least three pounds of butter, or the milk may be considered below standard.

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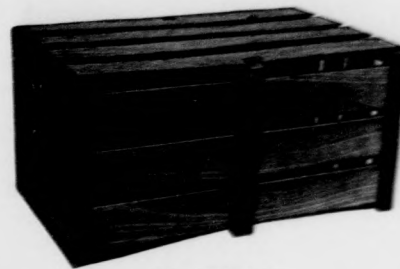
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THE NEW WAY.**Neufchatel Cheese Methods of Manufacture Discussed.**

The soft curd rennet cheese known as Neufchatel, made extensively in the Department of Seine-Inferieure, France, from cow's milk, either whole or skimmed, has become very popular in the United States, but in this country the process of manufacture has been considerably changed, so that as now made it represents a different type and is ready for use as soon as made, whereas the French variety is allowed to ripen for several weeks. A recent Cornell bulletin describes the process of manufacture as now practiced in both countries.

Foreign Method of Manufacture.

Fresh milk is set at 85 degrees Fahrenheit, with sufficient rennet to cause a thorough coagulation in twenty-four to thirty-six hours. The curd is then placed in cheesecloth bags and allowed to drain for some twelve to twenty-four hours. The draining is assisted by the application of light pressure. When the curd is dry enough it is pressed into cylindrical shapes $1\frac{3}{4} \times 3$ inches, and salted from the outside. It is then allowed to drain for several hours and is placed in a ripening room, where in a few weeks it becomes covered with white and blue mold. The cheese is then placed in a cellar for further ripening, and when red spots appear on the outside it is wrapped in paper and tinfoil and marketed.

American Method of Manufacture.

Fresh sweet milk is heated to 165 degrees Fahrenheit for ten minutes and then cooled immediately to 72 degrees Fahrenheit. Until very recently the milk was not pasteurized, but the great difficulty in securing reliable milk, together with the advantages of pasteurization and the use of a commercial starter, have made the heating method very popular.

In large factories the cheese is made in large vats, but on the farm it can be made in smaller quantities in shotgun cans holding about thirty pounds of milk. After the milk is cooled to 72 degrees Fahrenheit, a small amount of commercial starter is added and enough rennet to insure a thorough coagulation in eighteen hours. Usually about one cubic centimeter of commercial starter and one-half cubic centimeter of rennet extract is sufficient to thirty pounds of milk if the temperature is maintained at 72 degrees Fahrenheit. As soon as the milk is firmly coagulated it is placed on a cotton-covered strainer rack or in cotton bags to drain. The acidity of the exuding whey at this time should be not over 0.3 per cent. or the flavor of the cheese will be too acid. The draining process requires several hours and should be kept up until all free whey has escaped. Light pressure, such as can be obtained in a small cheese press, aids materially in expelling the whey. During the draining process the curd on the outer surface of the strainer should be stirred occasionally to insure even drying. As soon as the curd is sufficiently dry, salt is add-

ed at the rate of two and one-quarter ounces to ten pounds of curd. At this time the acidity of the whey should be not over 0.5 per cent. The cheese should then be pressed for a short time to expel excess whey. It is then kneaded by hand and finally pressed into small cylindrical shapes $1\frac{3}{4} \times 2\frac{3}{4}$ inches, weighing one-fourth pound each. These are wrapped in parchment paper and tinfoil and are then ready for market.

Qualities of Neufchatel Cheese.

Neufchatel cheese should have a distinct, mild, clean flavor resembling well-ripened cream. The texture should be fairly dry, yet smooth and entirely free from lumps. There should be no leaking whey, and each cheese should be neatly wrapped. The cheese will usually keep in good condition for two weeks if kept in a cold place. From 100 pounds of milk about twenty-two pounds of Neufchatel cheese can be made, which sells for 20 to 40 cents per pound, depending on its quality and the manner of marketing.

Precautions to observe in making Neufchatel cheese: The making of this cheese is easy and very profitable, but in order to secure a uniformly good product each day strict attention must be given to the control of temperature, acidity and moisture. High temperature, too much rennet, too much acid, too rapid drying and uneven drying, all cause lumpy texture. It is very important that the curd be properly coagulated before being placed in the draining process. If it is too soft, or breaks up too much in being transferred from the can to the strainer, uneven drying usually results.

J. Michels, of the North Carolina Station, states that American methods of making Neufchatel cheese are unsatisfactory because they are too slow, the souring process is not properly controlled with a consequent lack of uniformity of product, and the product is not properly packed. A method of procedure which he found was not subject to these objections is as follows:

Whole milk re-enforced with an amount of cream equal to about one-quarter that in the whole milk makes the best Neufchatel cheese. However, whole milk without the addition of cream will make a very satisfactory cheese. It is of first importance to use only milk which is clean and free from taints.

When the cheese is made on a small scale, common cans of the shotgun style will answer for handling the milk. Where several hundred pounds of milk are used a small milk or cream vat may be used. A strainer with perforated sides and bottom is also needed to drain the curd.

The milk should be treated with a large amount of starter or pure culture of lactic acid bacteria. On an average, one pound of starter to four pounds of milk will give best results. During warm weather, when the milk has already ripened somewhat, and when there naturally is a more rapid development of lactic acid, one part of started to five of milk will be about right. On the other hand,

during cold weather or when the milk is very sweet, it is best to use at the rate of one part starter to three parts of milk. Thoroughly beat or shake the starter and strain it through one thickness of cheesecloth before adding it to the milk.

As soon as the starter has been added heat the milk to 80 degrees Fahrenheit and add at the rate of two and one-half ounces of commercial rennet extract per 1,000 pounds of milk. The rennet extract should be diluted with water to the extent of about eight times its own volume and then thoroughly mixed with the milk. The mixing should not be continued for more than three minutes. This precaution is necessary, as the milk begins to thicken in about five minutes. Cover the milk and allow it

to stand quietly for thirty to sixty minutes, according to the amount of starter used. The more starter used the quicker the milk will curdle.

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British Soft and Cream Cheese Industry.

Counsel Frederick I. Bright, of Huddersfield, England, writes that although the British cheese industry is a very old one, represented by such well-known varieties as the Cheddar, Cheshire and Derby, little progress has yet been made in the manufacture of soft cheeses. In Yorkshire and the North of England the industry is almost entirely unknown, although soft cheeses from the Continent have enjoyed increasing sales at profitable prices.

Recently a Yorkshire agricultural college placed upon the market a type of soft cheese which is meeting with popular favor. It is not thought that climatic or other natural conditions are unfavorable to this particular branch of the dairy industry, and with the adoption of scientific methods an important local industry might be built up to meet the increasing demands of the English market. The adoption of co-operative methods among dairy farmers, following the impressive example of the Danish farmers, is strongly recommended.

To encourage the manufacture of soft cheeses, especially among dairy farmers near the great centers of population, the British Board of Agriculture recently issued two leaflets (copies of which have been forwarded by the Bureau of Manufactures to the Department of Agriculture). These explain the methods of soft cheese manufacture, especially referring to those employed by the French cheesemakers, who are now supplying the great bulk of the finest varieties on the English market, such as the Camembert, Brie, Pont l'Eveque and Gervais.

The leaflets contain a detailed description of the manufacturing processes for the four varieties of French cheeses mentioned, one of which contains the following introductory suggestions:

The chief obstacle in the way of the successful development of the soft-cheese industry lies in the difficulty of controlling the ripening so as to make the product uniform. Even in the localities where these cheeses are made in France the quality may vary greatly; hence it is necessary for the prospective cheesemaker to acquaint himself with the conditions desirable, the various rooms required and the temperature at which each should be maintained.

In general, three rooms are necessary: (1) A making room, in which the milk is coagulated, drained and formed into cheeses; (2) a drying room, where the cheeses undergo the first stages of ripening, and (3) a ripening room (or cellar), kept at a low temperature, in which the cheeses undergo the final process of ripening and refinement. The temperature, moistness of the atmosphere and ventilation differ in each of these rooms, and unless the maker is fully acquainted with the conditions which should prevail in each, his attempts at manufacture will almost certainly end in failure.

Fortunately, however, it is not difficult to adapt to the purpose of soft-

cheesemaking the buildings usually found in small homesteads. The making room need not be large, but should be provided with means for artificial heating so that the apartment can be kept at a constant temperature. The drying room should be in such a position and so constructed that the temperature and ventilation can be regulated at will. Thorough ventilation with means of controlling it is absolutely necessary in the drying room. The final ripening room should be moist and not subject to any great variations in temperature.

The Camembert cheeses are 4½ inches wide and 1½ inches thick. They weigh from ten to thirteen ounces and retail at 14 to 16 cents each. The Brie is a softer and larger cheese than the Camembert. It is cut up and marketed in diamond-shaped boxes, the prices varying from 36 to 48 cents, and the sections correspondingly less. The Pont l'Eveque, although quite different from either of the other cheeses mentioned, has a good sale in England. This cheese is sold in square or oblong shapes, is about 1¼ inches thick and weighs one pound. They are packed separately in "chip boxes," and retailed at 20 to 24 cents each. The Gervais is also a French cheese. It is quite small and generally eaten fresh. Its retail price is 75 cents to \$1 per dozen. The consumption of soft cheeses in this district and generally throughout the north of England is increasing, but at present there is a far greater demand in Southern England. In Scotland soft cheeses find a poor market.

In order to meet the popular taste, soft cheeses must be neatly packed and placed upon the market before they are fully ripe. Cheesemakers who have adopted standardized descriptions both in quality and sizes have met with the greatest success.

Large quantities of cream cheeses are made in England, but most of these are of an inferior quality. The Board of Agriculture also gives a description of different methods of manufacturing cream cheeses. Among other suggestions are the following:

The essentials necessary for the production of prime quality cream cheeses are: (a) A sweet cream carefully cooled and prepared and ripened at a low temperature; (b) the addition of salt to the cream and not to the finished curd; (c) the use of fine, dry cloths in which to drain off the superfluous moisture; (d) to have the cream spread out in a layer of not more than 1 or 1½ inches deep in the draining form; (e) slight pressure during the first stages, increasing gradually to not more than fourteen pounds.

Neatly printed wrappers should also be used, and if the cheeses are sold wholesale they should be packed in wood-pulp boxes holding half a dozen each. It must always be remembered that cream cheeses are particularly liable to become tainted and hence care should be taken to have all cloths cleaned and draining forms and boxes made of materials that will not taint the cheeses.

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GOOD STOREKEEPING.**Keeping in Touch With the Customer.**

Written for the Tradesman.

There are several lessons that must be learned and learned thoroughly by the retail merchant before he can hope for any great success. He must know that the process of selling a certain customer goods is not a one-sided affair. It is a double-sided transaction and each of the two parties engaging therein have equal rights and interests.

The merchant must establish and maintain a certain good feeling between himself and store and the people of the surrounding territory, which may be termed his trade sphere. He is not simply obligating himself to these people, as some merchants seem to think. Doubtless everyone of his customers could live and purchase whatever was required for such maintenance if that merchant and his goods were lifted bodily out of town and set down in the Sahara. The only exception lies in the small general store, which in some small hamlet constitutes the only trading point in the place. These are scarce and are becoming more so every day, so their small number may even now be omitted from consideration.

Let us see if there are any other forms of supposed obligations existing between the store and its patrons. The retailer who makes constant endeavor to learn what the people of his vicinity most want or need, and then makes every additional effort to supply them with such goods; the merchant who meets his customers halfway as regards price and terms of credit, when credit is given; the merchant who buys new articles for which his customers have no present use, never having known of them but which he knows they would thankfully have called to their attention, this sort of merchant has conducted himself in such a manner that they are under obligation to give him their custom.

The exchange of money or produce for the manufactured articles of the store is in one sense merely a business transaction. In such a transaction we usually do not expect to find sentiment existing in any form or quantity. We are told that such forms of obligation as we have mentioned are but various forms in which sentiment manifests itself. Be that as it may, we claim that such business transaction includes the element of exchanging one thing for another, hence are entirely proper in the dealings of the retailer with his patrons.

It is the object of every normal-minded merchant to wish to make a success of his business. Whatever it is, there exists for him some reason why he is conducting that business and any method or act which will assist him to make greater sales, to push the business to higher rates of increase and lower rates of expenditure, is always something upon which he should quickly lay hold and use to its utmost capacity, providing always that the act is in itself not one to be avoided by every fair-minded person.

Among the many ways by which the average merchant seeks to increase the net results of his business are advertising, window dressing, the issuing of store papers, fancy cards, etc., the giving of useful articles, the friendliness of the sales force and any other like method used to increase interest and friendly feeling for his business. Some of these terms have been well nigh exhausted by the completeness of past discussions, but others remain more fresh in mind; some are even so new that their truth have not yet been proved to the satisfaction of some. Thus the personal feeling, sentiment—call it what you will—has not yet been recognized as a legitimate business method but rather as the mannerism of an affected merchant.

We shall not attempt to define this very interesting topic, but shall merely attempt to show some methods by which it may be brought about since most leading retail merchants have decided that some personal touch must exist.

In the first place, let us consider the personal touch between the merchant and his customers: Broadly speaking, we mean anything, whether it be strictly of hard-headed business or an act of courtesy which one person expresses towards another, that merchant or customer does to assist the interests of the other. The farmer may have heard the merchant say that his family has difficulty in obtaining good fresh butter for home use. His father and brothers experience the same difficulty, and they would all be glad to pay a fancy price for good butter fresh from the farm that could always be depended on for both quality and quantity. The farmer tells a neighbor or two noted for their good buttermaking, and then he tells the merchant they will supply him regularly. Perhaps it was the call of the fancy price that brought about this act, but the merchant was glad to pay the price, and considered it a favor, an act of real friendliness to be thus supplied week by week.

The merchant hears a customer say that he would like to use a certain line of goods and would take a certain quantity every week if he could obtain it in his home town. This merchant at once looks up this line and finds that he can get it to handle in such quantities as this man wants, at just about cost after moving expenses are paid. If he is one of the sort that considers such things useless and unnecessary he will say nothing. If he is one that believes he owes that customer a favor in return for the large volume of steady trade brought in by him, he at once informs this customer of the price at which the goods may be had. Although there is no profit on the small quantity the customer orders weekly, there is profit on the steady regular trade, and this act of courtesy on the part of the merchant has secured this trade most firmly to his place of business.

This is but one small way in which this personal touch is shown. There are so many others we are unable to name them. It is almost impossible to name those already

used; still more is it impossible to name those that may be used, because bright-minded men and women are constantly finding and applying new ideas of this nature to the double well-being of themselves and their customers.

The plan of giving small articles, calendars, paper holders, pencils and other useful fancy goods is based upon this idea of keeping in personal touch with the customer. The plan differs in its application from the one we first suggested, since it costs money to buy these gifts; but a kind word, a special article ordered, or anything of that kind, costs nothing. Being in the direct line of trade, the merchant puts on a price sufficient to cover all expenses and the customer gladly pays it. In both cases the favor itself is the thing given, the thing which, being appreciated, is returned in kind at the first opportunity.

When a customer seems dissatisfied, and especially when he begins trading at another place, the merchant should at once see that this personal feeling between them is restored. He should make special effort to get into conversation with the customer or see that one of his head salesmen does. He should endeavor to learn the cause of dissatisfaction, if any exists, and must at once see that it is put out of the way. If it lies in the misunderstanding of some store rule, this rule must be made clear and its necessity clearly manifest. As soon as some friendly understanding is restored the merchant should draw out the customer to learn the objects of his special interests at that time. He will then suggest a change for the better in something, and if possible be prepared to take some part in putting the idea into execution. If he can not think of any way to do this, he will make a note of it and at any idle period during the week endeavor to think out some way by which he may assist this customer.

In a city it is not always so easy to keep up this personal touch nor is it necessary. The writer recalls two restaurants at which he has eaten several meals. One is a place situated near a station where two or three trunk lines center, besides the connection they all make with an electric line passing by the door of this restaurant. Here the object is to put out a warm meal at any hour, day or night, when a passenger train enters or leaves the nearby station, or an electric car makes its regular stops outside. This patronage is of the extremely transient kind, and only a few of the many who eat there ever return for another meal because of the time which elapses before they happen to stop in this city from one of those roads. A few traveling men constitute the only exception. The other eating place is just off a busy business street, where at the noon hour hundreds of people are hurrying to their dinners. This place already has the advantage of location, and it must also add to this, other pleasing features in order to hold trade. Still, the public will stand more poor features about this place

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.**Safety Heads. Protected Tips.**

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST**PARLOR MATCHES.**

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.68

SAFETY MATCHES.**Light only on box.**

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

There is no risk or speculation in handling



Registered U. S. Pat. Off.

**Baker's
Cocoa
and**

Chocolate

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

52 Highest Awards in Europe and America

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

than any other in town because of its location being so near the various places of business.

What we wish to note is the difference between these places and the special objects to which they must cater. The first place finds time the great necessity. The second learns that quiet, homelike tables and a variety of food for the many who take meals there regularly are chiefly necessary. Yet the personal touch is not so great in either place as in many others. The proprietors find that it has no special effect. The one rarely sees the same customers the second time. The other is situated so near that people go there in preference to a longer walk no matter if the service is not always good. Neither of these proprietors find it necessary from a strictly business point of view to maintain any personal touch; yet from a feeling of sentiment, or whatever you call it, both make just as great an effort to please their patrons as they would in the midst of the strongest competition. Keeping up this feeling is, after all, more a question of endeavoring to give full value in return for value received. This the principles of common honesty would teach if nothing else.

In the larger towns and cities it becomes more and more difficult to keep in touch with patrons. They cover a smaller territory, it is true, but they scatter out more in their trade and there is no feeling of personal acquaintance between the merchant and his patron as there is in smaller places. Even in many small towns there is a lack of this relationship between buyer and seller.

In many cities where the leading merchants employ high grade advertising writers the store's page, occurring from one to three times a week and sometimes in every issue, serves as a medium by which the merchant notifies the customers of his plans for their good and for his own. One has but to scan the fine print at the top of almost any one of these page advertisements in order to see the truth of the statement.

Not every merchant feels that he can always buy so much space, and a still larger number refuse to employ high grade advertising men, especially when they find that "high grade" also means "high priced," as advertising men go in the markets of the world to-day. Some substitute must be found to take the place of the personal conversation on one hand and the clever advertisement writer on the other.

We have found this medium to exist in a well kept store paper. Retailers who regularly receive the house organs from their leading jobbers and wholesalers come to the false conclusion that such publications are for jobbers and wholesalers only, and that the retailer has no part in them. They are much mistaken, as the example of many successful retailers has proved.

A store paper, in order to be both interesting and successful, need not be an elaborate affair at all. We know of a retailer who is most successful in the paper which he has brought

out with but few omissions since the beginning of his present business, two years ago. He began with one side of a single 7x8 inch page. Can one conceive of a more humble origin? This continued for three or four weeks, after which the page was nearly doubled. It was still only one side of the page. This in turn lasted for a month or two, when, having the business fairly in hand, he again enlarged the paper to a four page publication, the pages being approximately 6x8 inches. The merchant-editor says there is a distinct falling off of trade when an issue is omitted. The paper comes out every week and goes to a select list of principally country patrons. Of course it is mailed under one cent the copy postage, and this was met at first by the use of Government stamped envelopes and wrappers, so that the cost of cover would be reduced to the minimum. The merchant formerly possessed a very limited knowledge of printing. This he freshened until he could instruct his salesmen. A press, second hand, was installed in an unused room and the printing was done entirely by him and his salesmen after the first number. Besides this paper he has printed other matter for a few fellow merchants, and since this was all done on time which would otherwise have been wasted, it has served to help pay the expenses of getting out the store paper.

In the paper there are some local news, a "want department" for patrons, his own announcement of new goods received during the week and of the bargain and special sales which he holds every Saturday. When all such personal matter has been included, the space is filled with advertisements of special goods, some of which are plates furnished by wholesalers free of expense. Taken as a whole, there is nothing better to create and maintain the personal touch in towns of medium size than the store paper, nor is its use limited to size, since towns of every description have merchants who have found this method eminently satisfactory as a means of keeping close to a large list of patrons. C. L. Chamberlin.

"Service For Service."

Buying or selling, either of commodity or labor, is a commercial function which should be based upon ordinary honesty. Without integrity of purpose and honesty of action the entire world would crumble. In labor the workman should give measure for measure, or "service for service" in no less degree than his employer. This requirement is well explained in the following editorial from Machinery:

"The old saying, 'business is business,' with its implication that success in trade and commerce is founded merely on shrewd business dealings and one-sided bargains, is happily being replaced by the broader conception of business relations defined by the expression 'service for service.'"

The same principle of service for service makes the relationship between employer and employe one of mutual confidence instead of one of

misunderstanding and strife. The employer who requires good service also expects to pay a fair price for it, and the employe who expects fair compensation for his services should give a full day's work in return; but whenever either tries to secure a price or service out of real proportion to value given or received, then the "service for service" idea has been lost sight of, and the door is opened for suspicion, misunderstanding and antagonism which ultimately work a loss to both parties. The "service for service" idea is the modern principle of business, and while its full application is, perhaps, not possible without thorough-going social reforms in many directions, it is the ideal toward which every permanently successful business must strive.

Are Candy Sales Falling Off?

"This feminine craze for being slender has knocked the bottom out of our business," said the man in charge of a downtown branch of a big candy concern. "Some men who were good for at least \$10 worth of candy each week never come inside the door now, and when I see them trudging past the store with a package of fruit I make up my mind their wives and daughters or sweethearts have taken a stand against candy. One man with a wife and four daughters, who used to be a splendid customer, told me the other day that he would as soon come home with a viper as with a five-pound box of candy, although a year ago he used to buy two five-pound boxes each week, says a New York man. We notice the same difference in small sales to women employed in offices. There is not half the number of calls for half-pound boxes, although our sales of sweet chocolate are always big, as lots of business women nibble it instead of taking a regular luncheon. The continual running in of office boys to execute commissions for the stenographers and telephone operators is getting to be a thing of the past, and lemon drops are about the only sweets these business girls will eat. Every mother's daughter seems to be dead set against gaining an ounce of flesh, and until it is fashionable to be plump again I suppose we'll notice this difference in sales."

Whys For Trading at Home.

In a recent issue of the Des Moines Register and Leader the commercial page published the creed of one loyal-spirited booster who gives good reasons why one should support the home merchant. He says:

- "I buy at home
- "Because my interests are here.
- "Because the community that is good enough for me to live in is good enough for me to buy in.
- "Because I believe in transacting business with my friends.
- "Because I want to see the goods.
- "Because I want to get what I buy when I pay for it.
- "Because my home dealer 'carries' me when I run short.
- "Because every dollar I spend at

home stays at home and works for the welfare of Des Moines.

"Because the man I buy from stands back of the goods.

"Because I sell what I produce here at home.

"Because the man I buy from pays his part of the town, county and state taxes.

"Because the man I buy from gives value received always.

"Because the man I buy from helps support my school, my church, my lodge and my home.

"Because when ill luck, misfortune, or bereavement, comes, the man I buy from is here with the kindly greeting, his words of cheer and his pocket-book, if needs be.

"Here I live and here I buy."

Any man can make a fool of himself, but with a woman's help the job can be finished much quicker.

Make Money out of Peanuts and Coffee

Prims Machinery Co., Battle Creek, Mich.

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Michigan



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

Sawyer's
CRYSTAL
See the Top of **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, lace and goods that are worn and faded.

It goes twice as far as other blues.

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



Value of Show Window Advertising.

It is hard to overestimate the advertising value of show windows when they are used properly. Measured by the expense incurred it is not impossible for a window to produce as many direct returns as a newspaper advertisement that cost several times as much. This is not said in disparagement of newspaper advertising, but only to emphasize the value of show window advertising. The newspaper covers a wider field and reaches many people who would never see the show window at all. For that reason it is, broadly speaking, of much greater value as a medium, but taking into consideration the number of persons who see it, a clever window equals if it does not surpass the drawing power of any other form of advertising.

To secure a large amount of trade from this source, account must be taken of the object to be gained. If the object of a window is to sell goods, it stands to reason that it should either exhibit the goods or suggest some attractive idea concerning them, or both. These essentials should not be overlooked by the window trimmer who expects to secure direct and tangible advantages from his work. Everything in the window should lend its influence to the idea of business getting. Artistic features are highly valuable when they are employed to convey suitable impressions and to fittingly display the merchandise advertised, but they are worthless as direct business producers when they cease to perform this office.

Creasing Shoes For Windows.

Creasing shoes for window displays is as necessary as an attractive background. Indeed it is even more necessary, for it enhances the appearance of the shoes and therefore makes them sell easily.

The proper system of creasing is to make the shoe appear just as it would if worn on the foot. This can be accomplished by a long round-about method of doing the creasing on the foot or by the use of a creasing machine, which does the work quickly and accurately.

Creasing shoes is by no means a new idea. The success of one of the greatest shoe houses in the West is traceable to this innovation. In those days, some twelve years ago, it was the custom to show shoes just as they came out of the carton. A certain trimmer, being a shoe man, conceived the idea of improving the appearance of the shoe. He knew that window trimmers placed dress goods,

suits and other materials over forms to show them at their best. So why not shoes?

He worked on the idea and laced the shoe neatly. This was some improvement, but not all he wanted. One day he noticed a shoe that had been creased on a customer's foot. This looked good to him and the next week he studied the idea and then accepted it. He went through the store and picked out a girl wearing a 4½ B shoe. Likewise he found a salesman with a 7½ A foot. For over two weeks he creased shoes on their feet and then stuffed the shoes with curled hair. This was the start of shoe creasing and business picked up so fast at this store that other houses soon followed the creasing plan.

Later on other trimmers worked out a quicker plan. They filled the shoe with wet sawdust and creased it. When the dust dried out it left a deep neat crease. But this method was unsuccessful as the shank of the shoe, also the instep, was thrown out of position. It also required hard work as the trimmer was forced to use his chest and the base of the shelving as a vise in which to hold the shoe firmly and do the creasing. It was an unhealthy proceeding and in some instances sent the trimmer into the clutches of quick consumption.

After creasing came into general use an appliance to do the work quickly and accurately was only a matter of time. The details have just been worked out.

Featuring Special Occasions.

"A distinctive feature of my business," said a dry goods merchant, "is my policy governing my show windows. The idea on which this policy is based is not original but is used in part by many stores. I carry the idea to a greater length than does the average store, and I make a permanent feature of what others use only occasionally and indifferently.

"I decorate my windows especially in honor of local events. At school commencement time last year I put in a window in which the central figure was a dummy co-ed in cap and gown with a diploma under her arm. Local school colors and pennants were used in the decorative scheme; a framed list of graduates held the place of prominence on the left and photographs of the graduates which I procured at the local gallery were placed on the right. The window created much friendliness for me and for my store among the local students, faculty and their friends. The store had paid them and their work a tribute and I cashed the good will

many times in the next few weeks as the student trade multiplied.

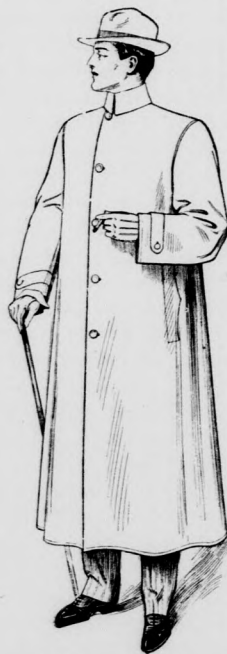
"On Decoration Day I remembered the soldiers of the G. A. R. with a pertinent window display. Similarly I capitalized other occasions; it matters not for what faction the special day holds particular import, I cater to them all."—System.

Display of Novelties.

No one questions the advisability of giving good display to every line of merchandise, and there is every

reason to believe that most merchants realize that the showing of up-to-date novelties is absolutely necessary. Most novelties are short lived and find their sale because of their novelty or newness. Therefore, if these goods are not on display, few people will know that you have them and they will be out of style long before they can be sold.

One good thing about the lines of novelty merchandise, is that they need very little extra in the way of decorative work in their display, be-



Rain Coats

This is the time of the year when your customers ask for something to keep dry from the rain.

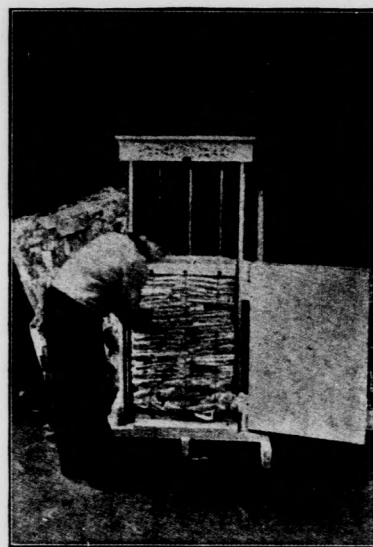
**We Have the Goods
Send in Your Orders Now**

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.

Business Men's Paper Press



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

We Have Hundreds of

**Satisfied
Customers**

Here is another testimonial taken at random:

Klingman's Sample Furn. Co.,
Grand Rapids, Mich., Aug. 11, 1910.
Business Men's Paper Press Co.,
Wayland, Mich.

Gentlemen:—Enclosed find check for \$45 covering the baler which you sent us some time ago. We are pleased to state that this baler has been doing good work during this past season, and although it was used daily during the furniture season, it is apparently in as good condition now as when you placed it here on trial.

Thanking you for your courtesy in this transaction, we remain,

Yours truly,

Klingman's Sample Furn. Co.

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.

cause they are generally so attractive in themselves that they claim attention at once.

One good way of displaying a line of novelty leather goods, bags, silverware, glassware, toilet articles, etc., is to assemble them in a window display with a show card calling attention to the goods as gifts. This gives one an opportunity of showing quite a mixture of goods that would otherwise not be desirable.

Novelties a Tonic.

The two biggest drawing cards a merchant or buyer has to attract attention to his store or department are price and attractive new merchandise. The advertising and window displays are the only methods of bringing these things to the notice of the buying public.

Your competitor probably pays very nearly the same for his goods as you do for yours, and the chances are he will be able to offer the public just as many attractive bargains as you will. It is by showing the really new things, the novelties, and by showing them first and in the most attractive manner that you can hope to gain an advantage.

Some buyer will probably say right here that he never made any money on novelties. He will tell you that the left-overs ate up all the profits on the sales he did make.

Well, a buyer should have two objects in view when he stocks a novelty. One should be to make a direct profit on the article itself and the other should be to attract attention to his store and to show the people that he is right "up to the minute." A man would be a plain ordinary fool to lay in a stock of harem skirts right at the present writing, but an attractive model of this kind displayed in your show window would keep a "cop" busy all day clearing the sidewalk, and while you would never sell the skirt you would charge up the cost of the same to advertising and count it cheap advertising at that.

When a department seems dead, and price cutting and everything else seems of no avail, a decided novelty or two displayed with the regular lines carried may prove the very tonic needed. For example, if your shoe department seems to be lagging, a couple of the newest and most extreme styles and lasts displayed with the other lines you are carrying might be just the thing needed to start business your way. It would not be necessary to buy a case of freaks, but three or a half dozen pairs in the best selling sizes and widths would not entail a very large investment and would probably have just the effect needed.

Then there is another kind of novelty. It is the article that has real merit and is only a novelty because it is new and different. This is where the buyer has to rely on his own judgment and his knowledge of the trade he is catering to. It is on this class of merchandise that you can make a real profit. Goods of this character are not marked according to what they cost or their intrinsic value either. It is not a question of what

they are worth, but how much will they bring.

Novelties bought right and displayed right are one of the greatest assets a merchant has to attract business and the right kind of a novelty is the best money maker in which you can tie up your capital.—H. Pryor McDannell in Dry Goods Reporter.

Men's Ties and Women's Dresses.

"Whatever color women decide shall be fashionable for their frocks becomes, automatically, the color for men's neckties," says the London Daily Mirror, quoting one of the leading men's outfitters in London. Because most women will wear blue this season most men will wear blue ties. Certainly many engaged men will copy their ladies' dress color schemes. If a man makes a point of matching his tie to his fiancee's frock, it is probable that everything is going on as happily as the proverbial—and prospective—marriage bell.

"Color sympathy in ties does not apply to lovers only. Many men generally follow the prevailing feminine tint by matching their neckwear to it. Last year blue was very popular, and this season various shades of royal blue will be the color most worn. Royal blue, in fact, is to be the coronation year color.

"It is by no means uncommon for a young man to bring his wife or fiancee with him when buying ties. Ostensibly she comes to help him choose—and the result nearly always is that the ties he buys are of the same color as the dress she is wearing. The man surreptitiously matches what is shown him with what the girl has on, and, of course, she approves of his choice. It is not only in ties that men follow women's colors. The smartly dressed man likes his socks to match his tie."

To put the subject to a practical test an investigator took note of men's ties and women's frocks in several Central London streets. Blue and black were being worn by the great majority of both sexes.

Coral Is Popular.

A big season is at hand for all kinds of coral novelties, and the belief is expressed by buyers that this season will see more coral novelties sold than any previous season. There are many new things in which coral is used making their appearance and from the large variety of these articles and the various uses to which they are put, coral is becoming a marked fad.

City stores are displaying coral novelties of every description in their windows, and already there is a greatly increasing demand for anything of coral. Beads, belt-pins, brooches, bars, La Vallieres, hat-pins, long chains with coral sets, ear-drops, rings, gentlemen's scarf-pins and cuff buttons are being displayed in a large number of unique styles; this feature being very gratifying as it affords the dealer good talking points and materially increases his opportunity for disposing of the merchandise at a good profit.

Popular priced goods are, of course, selling best in these lines, although

some of the higher priced novelties are having a good run. One particularly noticeable fact in connection with coral novelties is that the lighter the coral the better it is selling. The season is destined to be a great pink season and coral will play a very important part in the adornment of the women and also of the men in a somewhat less degree.

Why Cuffs Crack.

One of the things which is most annoying to the average man is the fact that his cuffs, particularly attached cuffs, crack long before the shirt is worn out. Often before the shirt shows signs of wearing elsewhere, the cuffs are in such a condition that it makes the garment unwearable. One needs only to contemplate the general manner of wrapping shirts to send to the laundry in order to see why the cuffs crack. The shirt, when taken off, has the cuff in the same position as it was with the buttons in it. Instead of straightening the cuff out and folding it back to keep the cuff straight, it is flattened down, bending it sharply at the top. Then it is tightly wrapped up and again subjected to pressure when tying the bundle, so that in this condition it is natural that the cuff should crack at this point. The natural weakening of the laundry process does not help this any and in consequence the cuff often comes back from the laundry with one or more cracks in it after the second or third trip.

So many furnishers have this question brought up to them by custom-

ers whose cuffs have cracked in this manner, that the explanation may prove useful the next time a customer comes in with a tale of cracked cuffs.

Belts Versus Suspenders.

The use of belts is growing rapidly and more are being used now than ever before. Even in the winter the demand does not fall far short of that of the summer months and its effect upon the suspender business is being felt to a noticeable degree.

With young men it may be said that the belt has taken the place of the suspender almost entirely and its use is extending rapidly to middle-aged men and even old men as well.

It is a very rare thing now for a young man to buy a pair of suspenders except for certain kinds of work or exercise that make a belt uncomfortable.

The plain medium narrow leather strap continues to be the only thing desired in a belt for dress purposes, the colors matching as nearly as possible that of the suit worn. The style of buckle is merely a matter of choice.

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

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



A Handy Press is Handy for Paper

"Just as Handy"

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

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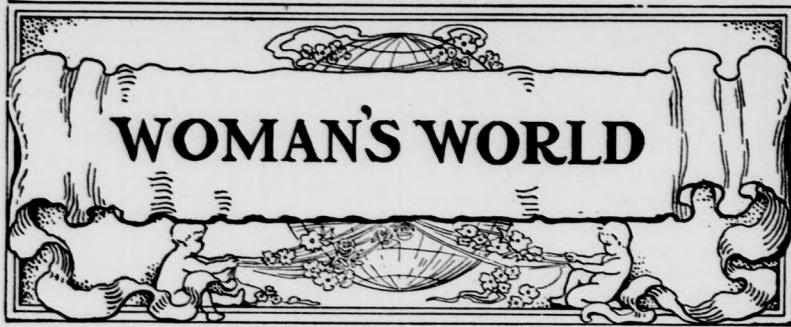
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THE HANDY PRESS CO.

31-33 So. IONIA ST., GRAND RAPIDS, MICH.



The Stepmother's Problems.

Written for the Tradesman.

Two young ladies were discussing the recent marriage of a friend.

"Yes, Margaret has done well. Her husband is good-looking and he is good and is well fixed. Yet don't you know there is not any glamour, so to speak, about accepting a widower and being a second wife."

"Then those two incorrigible kids," chimed in the other. "Now, I'd rather be a missionary to the heathen, or a slum worker, or almost any other kind of a martyr, than just a plain, despised stepmother. She doesn't have even the slender satisfaction of being held as a saint in popular regard. Margaret is welcome to him."

The conversation reflects the common attitude of the mind. All the interest and fascination that surround a love affair, all the romance and poetry of marriage, all the fuss and feathers over brides and bridegrooms—it goes without saying that these are unchangeably associated with first marriages. In the great mass of fiction first marriages only play an important part, except as now and then a hard-pressed writer needs a designing widow or a fussy widower to poke fun at.

Leaving the charming world of fancy and taking an impartial survey in the world of facts, it very frequently happens that some man whom death (or the divorce court) has bereft of his first mate, takes unto himself a second wife and installs her as mistress of his home.

It may be that he has fallen genuinely in love; it may be that his honest masculine heart has tired of the dreariness of boarding houses or of the even more forlorn cheerlessness of a house of his own managed by hired housekeepers—just which may more often be the impelling motive that leads to a second matrimonial venture need not be discussed here. We must pass on to the problems that confront the newly made wife who is set in authority over a ready-made family:

It may be she is some young thing, inexperienced in the many perplexing and difficult situations in life; possibly she who takes the role may have been a spinster of most estimable character and unexceptional principles, but stiff and unsympathetic and long unaccustomed to having children or young people about her; perhaps it may be a widow with children of her own has married a widower who also has children of his own, in which case the problem is at once doubly complicated—however it may be, the woman who becomes a stepmother is essaying one of the most trying, dif-

ficult and delicate tasks that can be attempted by human hands. It would seem that the angels must often look down and weep for stepmothers over the wrongs which they suffer and over the wrongs which, perhaps blindly and unwittingly, they inflict.

A mother, an own mother, is the most exquisitely adapted means to an end that nature produces, and in case of loss there seems to be no provision for a substitute. The perfect sympathy, understanding and rapport with the child which the own mother, even when lowly and ignorant, has by native gift, the stepmother can hardly hope to attain by the most painstaking effort.

Children who are old enough to realize very generally feel a positive antagonism to a new mother, an antagonism which it may be most difficult, perhaps even quite impossible, to overcome.

I remember once hearing from the lips of an able, fair-minded man of middle age the pathetic story of his boyhood: His mother, whom he idolized, died when he was a lad of 11 or 12. When he found out that his father was about to marry again he fought it desperately. Soon after the stepmother came he left home, making his own way through all his remaining days of school. It was easy

to see that the juster estimate of later years had not quite served to dispel his boyish rancor. "I do not hold that she was entirely to blame," he said, "but feeling as I did regarding my mother, I simply could not bear the sight of another woman in the house."

It is such feelings as these, unreasoning and often utterly unreasonable, that the stepmother has to contend with.

A child of idealistic tendencies is sure to surround the mental image of a lost mother with a halo of imaginary virtues. If mother had lived, he fondly imagines there would have been no corrections, no occasions of discipline, no irksome tasks, no hard lessons. The mother of his dreams would have been a sufficient protection against all childish trouble and hardships. Fond fancy never forms a halo for the head of a stepmother, no matter how faithful she may be to the interests of her charges.

While they are not idealized as are own mothers, there are some rare stepmothers who succeed not only in making a good home for stepchildren but in gaining and holding their respect and affection as well. She may seem a commonplace person who does this, but it is a most extraordinary feat which she has performed.

A woman of conscience and fine spirit, once she undertakes the responsibilities of a stepmother, will want to

be successful and fill her place to the benefit of all concerned. It certainly is worth her while to make a long and patient endeavor.

A level head, a broad, fair-minded way of looking at things, a knowledge of human nature, a warm, sympathetic heart and a ready tact in avoiding difficulties and contentions and in keeping the children's father in the line of loyal support of stepmotherly management, instead of arraying him against it in defense of his own offspring—these qualities all aid in rendering the sway of the stepmother a gentle guidance that is not felt as oppressive or even as disagreeable.

It has been well said that in the contest of life great credit attaches to playing a good game with a poor hand. In appreciation of her efforts when she succeeds, in charity for her shortcomings when she fails, this apothegm applies to every stepmother; for from the very fact that she has a mother's duties to perform while, lacking the natural power and prestige of a mother, Fate has dealt her an extremely poor hand. Quillo.

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We will send you complete, with Original Bill and Duplicate Copy, Printed, Replicated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it. No charge for itself in duplication charges alone. For description, samples and special prices on Jazz, see "The CEDER" THOMSON Co., 1225 W. Main Ave., Chicago. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of price list desired. It takes from 10 days to 2 weeks to execute orders.

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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.

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO.

You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

The Untidy Girl.

The manager was rather young and new to the position. His forehead was covered with anxious little wrinkles as he looked up at his first assistant who was standing by his desk.

"What kind of a stenographer is Miss Davis?" the manager was asking.

"Fair," said the assistant: "nothing extraordinary. Why do you ask?"

The manager's forehead puckered even more.

"Well," he replied slowly, "I've been watching her ever since I've been in the office and I've about come to the conclusion that we'll have to let her go."

"That so?" queried the assistant. "Why?"

"I'll tell you," the manager answered. "It's because she's so untidy. She has a pretty face and she seems quiet and ladylike enough, but she never looks put together right. This morning, for instance, she has three buttons off her shirtwaist. Yesterday she had a big hole in her skirt. I wouldn't think much about it if it happened only now and then, but it is something like that every day. On warm days she rolls up her sleeves as if she were about to start in on the family washing. I do not like to be fussy, but it does seem to me there is something lacking in a girl who goes about looking so unkempt."

"She is not careful," said the assistant reluctantly, "but it seems kind of hard to let a girl go on that account. Couldn't you speak to her about it?"

"Not on your life," said the manager, emphatically. "Would you be willing to?"

The assistant looked dubious, and the upshot of the matter was that some excuse was given for letting Miss Davis go.

Men are peculiar. Most of them could not tell for the life of them what a girl has on, but by the same token most of them have a pretty good idea of how she has it on. A man may not object to the questionable taste which leads a girl to wear low necked and short sleeved waists in the office, but he will notice if the belt fails to cover the place where the skirt and shirtwaist meet, and will likely be disgusted by it. As the manager said, "One has the feeling that there is something lacking in a girl who is habitually careless about these little things."

Swat the Flies!

As the season closely approaches when you will have to do something about window screens you may recall that the statisticians have figured out that \$10,000,000 a year are spent on such aids to summer comfort and decency. Nor is the money badly spent. Under the circumstances it must be so spent or the spenders of it must suffer great annoyance and serious exposure to infection. The circumstances are not what they should be. It is generally admitted now that the fly is an unnecessary evil which the world has tolerated too long. The \$10,000,000 expense for screens which it causes is by no means its smallest

cost. In addition there are the doctors', nurses' and undertakers' bills which would foot up a much larger amount. So screens we must have for the present to protect ourselves as well as possible. The cause of the screens we need not have eternally. We can eliminate it, if we go about the business with vigor and determination, and thus some day be able to spend the money that now goes for screens, doctors, nurses and undertakers on this account for something more entertaining and pleasant.

"To swat," according to the dictionary, means to strike a blow, and when used in connection with a fly it means a blow given with sufficient vigor and accuracy to prove fatal. "Swat the flies" then must be our slogan for the season that is just opening. It is slow work, individually, but with a multitude of workers great results can be attained. There are other and more wholesale methods of killing flies, but these are not always available for the use of the private citizen. He can, however, swat at almost any time and in almost any place. Swat the first fly you see, and steadily through the season until the last infected creature disappears before the breath of the frost. Thus you will be comfortably conscious of a duty done, to the best of your opportunities, both to yourself and humanity.

Nor should you forget prevention. It is really more effective than swatting. Wherever there is filth flies will develop. See that there is none about your premises to add to the burdens and dangers of yourself and your fellows. One fly prevented is worth a very large number swatted, according to the estimates of the entomologists. Swatting is an important supplementary procedure. Besides it is more exciting, and with practice you may become so skillful that you will readily accomplish more than would at first thought seem possible. So swat and spare not.—Indianapolis News.

They Don't Advertise.

A grievance under which a large number of tradesmen suffer, particularly those outside but within the reach of large cities, is that a considerable proportion of residents in their neighborhood go outside to do their shopping and neglect the local tradesman. The merchants themselves are a good deal to blame for these conditions. They don't advertise. He who seeks for gain must be at some expense. The country newspaper, as a rule, is well edited and the editors are continually boosting their home town, yet they get very little support from the local merchant. Looking over three representative country papers of last week's issue, out of 100 advertisements in those papers there was only one grocery advertisement, and that was only in the nature of a business card. Dealers can not expect the public to trade with them if they don't tell them through the public press or other means what they have for sale. When a duck lays an egg she just waddles off as if nothing had happened. When a hen lays an egg there's a h—l of a noise. The

duck has not much confidence in her product, hence she says nothing. The hen knows that her product possesses exceptional merit, and she advertises the fact. Some country merchants act like ducks, as though they were ashamed of the goods they have for sale. Advertise, support the town paper, keep the trade in the town, and thus add to the prosperity of all. Don't fatten the mule and starve the horse. The character of the advertisements in the local paper is an index to the prosperity of the town. No one wants his town to be thought less prosperous than others.—Seattle Trade Register.

Lace Curtain Facts.

Fifteen years ago only 10 per cent of the lace curtains used in this country were manufactured here; to-day this condition is completely reversed and only about 10 per cent are imported.

The bulk of the lace curtains made here, which are loom woven, are commonly called Nottingham. This style of lace curtain gains its great popularity on account of its beautiful lacy appearance and excellent wearing qualities. It is the only kind of curtain the weaving of which permits the manufacturer to reproduce exactly any design shown in the expensive hand-made laces, at a greatly reduced cost.

Reproductions should not be confused with substitutes, as the latter are seldom as good as the original. The very term itself suggests something inferior, whereas, a reproduc-

tion or facsimile—while it is machine-made and does not have the same intrinsic value as the hand-made article—is in effect and sightliness the same, the mechanical process making it possible to produce, at low cost, curtains that would otherwise be beyond the reach of many.

Fond Friend—Was there much cut glass among the wedding presents? Jealous Cat—Only her engagement ring.—Judge.

Make Money out of Peanuts and Coffee
Prime Machinery Co., Battle Creek, Mich.

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.

Henry Smith
FLORIST

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.

Quick Paper Baler

Has them all beat because

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

Quick Paper Baler Co.
Nashville, Mich.





Exploit New Spring Suits While Demand Is Fresh.

There are only a few more weeks for suit selling at spring prices and merchants would do well to make the most of them. While these lines were active up to Easter, there has not been the reduction of stocks which was hoped for, and it would be greatly to the advantage of merchants to continue to exploit the freshness and new ideas of merchandise of this character a little longer. It is still spring and not summer even although Easter has come and gone, and there is no reason why spring suits should have lost their fascination for shopping femininity. They should sell right up to the arrival of really warm weather. Until that time prices should be maintained.

The pre-Easter sale of two-piece suits in the lighter colors would seem to indicate a tendency to get away from the sombre shades in vogue for several seasons past. This change should benefit the retailer as it means a greater variety of suits in the wardrobe of the average woman. Most women will cheerfully wear a dark colored suit for twice the length of time they are willing to appear in a light-colored or novelty garment.

Suits of plain white serge and of white serge with pin stripes of black have sold well, and are popular all over the country. Novelty weaves in light gray with or without stripes of black, and mixtures in tans and browns are favored. Tans and king's blue are selling well in plain serges.

The strictly tailored suits have had the field practically to themselves for the early part of the season, but the Easter season brought an awakening of interest in the dressier, semi-tailored models. These will be increasingly in demand as the season progresses. Incroyable revers are seen on many of these suits, also a large sailor collar with long revers of fancy silk which gives a touch of elaboration to an otherwise plain suit. Braid of various widths and black satin, plain or striped with white, are strong trimming features, while lace is used to some extent on the expensive suits.

Detachable cuffs and collar sets in lace and lingerie effects are quite generally used and give a touch of daintiness to an otherwise severely plain suit. They are especially popular with the younger set and will doubtless increase in general favor as the weather grows warmer.

Models for strictly summer wear are now being shown but are not as yet given any great prominence. Lin-

ens in natural color, white and all the season's colorings are on view but are not expected to create any great stir until late spring at least. Some of these suits are elaborated with narrow soutache of the same shade, while others follow severely simple tailored lines.

A few embroidered and lace trimmed suits are shown in high-grade numbers and pongee is making a bid for favor. It is impossible to predict whether or not this popular fabric will maintain in suits the prestige accorded it in long coats.

The vogue of narrow skirts has brought in its train a demand for narrow petticoats, which must fit the figure almost to the knee as trimly as the outer garment, if the fit and hang of the latter is to be satisfactory. The stores are filled with elaborate displays of petticoats which rival in interest the garments under which they are to be worn; in fact, they eclipse them in point of color, being shown in all the shades of the new spring garments and in the bright and gorgeous hues of the dress and millinery accessories as well.

Conservative dressers will doubtless cling to the suit coloring idea in the matter of petticoats, but there will be many to welcome the innovation and assist in the distribution of the newest and brightest in this line. For those who prefer a middle course the soft, changeable silks are again on the market, competing for favor with the messalines which have held first position for so long.

Straight lines obtain in all grades of petticoats, with gored tops closely fitting over the hips and extending to knee depth, where the flounce is applied. The latter may be gored, gathered or pleated, but in either case it must be scant. The consumer no longer asks, "How wide is it?" but "How narrow?" A wide petticoat would distend the narrow outside skirt to such an extent that all beauty of line would be lost.

Many of the better grade garments are fastened with snaps at the side of either front or back, and the back section of the band is fitted with narrow elastic which makes the skirt self-adjusting at the waist-line.

This bids fair to be a popular feature with the trade as it does away with any objectionable fullness at the waist-line.

Satin foulard is now used in petticoat construction, for which it is admirably fitted by reason of its clinging qualities. The patterns selected are similar in design to the foulard employed in making one-piece dress-

es, being large and small dots and conventional designs.

Dressy models for high-class trade are exquisitely beautiful, with hand-embroidered lingerie flounces and a combination of laces and many semi-diaphanous fabrics.

The cheaper grades of petticoats have not been neglected and these lines show a wonderful variety of material and excellent workmanship in cut and finish. Sateens, silk mull, lawns, percales and many other cotton fabrics are brought out in excellent imitation of the silken garments, and at very low prices, which should make them quick sellers for the summer season.

House Dresses.

The demand for house dresses has increased to such an extent in the last few seasons that practically all stores of any repute have found it greatly to their advantage to carry a good line of them. The interest that has been manifested in them has also encouraged the manufacturers in producing a wide assortment of designs which in substantially all instances are of moderate cost and are practical and attractive from a housekeeper's standpoint. The time of wrappers and loose unattractive gowns for wear when one is attending to her household duties is now a thing of the past, and in their place one now sees attractive little dresses of washable materials which are suitable for household duties, and yet give a woman a smart and pleasing appearance.

House dresses are generally considered from a practical standpoint, rather than a fashionable one, and yet many of the new-style features are shown in these little dresses and in a very attractive way. The skirts are, as a rule, made in gored or pleated styles and trimmings are used always in a simple form. Every feature of the cotton house dresses is considered from a washable standpoint and the trimmings are naturally arranged so that they will not interfere with this necessary process.

The waists of house dresses are made in the most simple forms, and are attached to the skirt, with a belt of the same material. Pleats are very often used in the designing of the waists, and the short sleeves and Dutch necks of the waists are one of the most popular features. The sleeve made in one with the waist is extremely attractive in these little dresses, as the simplicity of the design is not only attractive but is practical as well.

Much consideration is given to the fit and the good lines, as women are quite particular regarding this feature. They are made just loose enough to allow perfect freedom of movement, and yet follow the lines of the figure closely enough to give a woman a trim appearance.

In the making of house dresses a wide assortment of materials is used, but the ones which launder with the best results are naturally the ones that meet with the ready sales. For this reason gingham is always well liked as well as percales and muslins. Both solid colors and fancy patterns are favored in house dresses.

One of the clever ideas which should appeal to women generally from a practical standpoint is the new design which buttons down the front in both the skirt and waist. This design is sometimes called an apron, as it can be worn over a dress equally as well as a dress proper. The skirt is gored and is attached to the waist and the buttons are pearl. The buttoned front also gives an attractive touch from a trimming standpoint.

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.

Men's Neckwear



One of the best profit makers for dealers in Men's Furnishing goods is neckwear. Any merchant knows that sales are easily made if one can offer at popular prices styles that are really "nifty."

We Are Offering an Attractive Line

which has just arrived from the manufacturers. We believe it is the best we have ever shown. Kinds and prices are as follows:

One lot of narrow reversible Four-in hands, black or assorted colors, per dozen	\$2 25
One lot of wide end Four-in-hands, special assortment of 3 dozen in a carton, at per carton	\$6 50
One lot of wide end Four-in-hands, black or assorted colors, per dozen	\$4 50
One lot of wide end Four-in-hands, special assortment of 2 dozen in a carton, at per carton	\$8 50
One lot of club ties, black or assorted colors, per dozen	\$2 15
One lot of Band Tecks, black or assorted colors, per doz.	2 25
One lot of Shield Tecks, black or assorted colors, per doz.	2 25
One lot of Shield Bows, black only, per doz	85
One lot of Shield Bows, black or assorted colors, per doz.	1 25 and \$2.00.

Look us over. Will be pleased to show the line.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

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

What Makes For Growth.

Selecting competent men and women to fill important posts and then making them responsible for the success of their respective divisions; this is the recipe for the making of loyal, self-reliant, able assistants. The contrary methods are apt to produce merely a group of automatons.

Taking the larger dry goods and department stores of the country, it may be said that two radically different policies obtain with them, and this especially with regard to the relations of the firm with the buyers and other department heads. Under the one policy the firm practically says to each of their managers: "We trust you. We have selected you to run this department because we believe that you are competent to do it. We do not desire to run the department ourselves. We look to you, through your special knowledge, training and experience, to conduct it successfully and profitably. We expect you to produce the required percentage of gross profit and so far as is practicable and wise we give you a free hand." A word of encouragement when deserved is cheerfully accorded.

Under the other policy what the management says and does is very different. Practically every step a department head takes is subject to immediate revision. It may with truth be added that in each case the employer says, too, although this time probably only to himself, "We will pay you accordingly." That is to say, in the one case the employer wants a department manager and is willing to suitably reward him or her for the knowledge, initiative and ability displayed, while in the other instance the firm acts as if it wanted a mere carrier out of orders and would fix the remuneration accordingly.

How these two policies operate those familiar with the inside workings of the stores of this country can accurately state. To the adoption of the former policy, to a reasonable extent, may be attributed in no small degree the progress of many a retail establishment.

Where the department heads are placed largely on their responsibility, "on their mettle," as it were, where they have a chance to exercise their initiative and develop their abilities, and where, furthermore, due recognition is given of the results they may accomplish, they are, as a rule, enthusiastic, loyal and self-reliant. Of course, not all buyers are equally capable of acting on their own initiative, but with few exceptions, those who are encouraged to develop become a real asset to their employers. This is especially true where they know by experience that they themselves will benefit, directly or indirectly, from their good work.

Conversely, where the buyer can take scarcely any step without supervision, where, in fact, he is largely reduced to the position of an automaton, and where he feels that his opportunities and his pay are alike restricted, he has little incentive—and in most cases is unable—to bring about any marked improvement in the department or departments which are nom-

inally placed in his care. If he is ambitious his main desire is to obtain a better opportunity and a more congenial position. Nothing saps one's energy so much as the feeling, "It matters little to me what may happen after such and such a time, as I am not likely to be here." This is a matter in which sex lines are not easily drawn. Our use of the masculine pronoun is for convenience only.

We believe every dry goods man of broad experience will endorse the assertion that the more successful concerns are those which are willing to clothe their department heads with a due measure of responsibility and power.

Very often indeed the temporary non-success of a concern may be attributed not so much to shortcomings on the part of department heads as to the mistaken methods employed by one or more of the proprietors or officers. Were it not contrary to our idea of ethics, we could cite a number of concrete instances wherein stores have stood still and shown a marked tendency to go backward after falling under certain management, and, on the other hand, gradually rehabilitated themselves and returned to their old rate of progress subsequent to an improvement in the policy.

To put it briefly: It is the broad-gauge method which brings the best net results.—Dry Goods Economist.

Dress Goods Movement.

The most active materials for immediate delivery are serges, being favored by all classes of buyers. Navy blue is in steady request and is taken in a variety of qualities.

Cream serges and cream fancies are in excellent demand, especially with makers-up and leading retailers. Some cream chevots are selling for outer garments.

Serges in suiting weights are in favor for next fall and winter by retailers, jobbers and makers-up generally. The movement includes mannish weaves, storm and chevot serges.

Plain and fancy chevots are doing well. Makers-up endorse chevots, as they tailor to advantage, having excellent wearing qualities, and are in the rough class, which, during the coming fall and winter, will include the novelties in dress goods.

Broadcloths are staples. Retailers are giving them representation, especially in pastel shades for evening capes. Makers-up are also including model garments of broadcloths, and offer them, to some extent, in trimmed form.

Mixtures have sold well as novelties in fine materials, especially in heavy qualities suitable for jacket suits. All of the autumn colors are favored. Browns, reds and plums are well represented.

The novelties in dress goods are, to some extent, closely allied to materials in vogue two decades ago, when boucle effects had a successful run. They have been ordered for import in all-over effects and in the form of borders for the ornamentation of chevot serges.

Boucles in black and white combi-

nations are confidently offered by importers featuring ultra-novelties.

Reversible materials are given increased attention each week. New lines are to be noted in the foreign collections and they are being sampled by makers-up featuring novelties.

Domestic manufacturers are introducing lines of reversibles and they promise well, especially with the advance trade.

As the season advances more interest is shown in heavier weights than was the case one year ago. Manufacturers who introduced wool or lours report a growing demand for such materials.—Dry Goods Economist.

No man who can be indifferent to the sorrows of men can have the love of heaven in him.

The Man Who Knows
Wears "Miller-Made" Clothes
And merchandise "who know" sell them. Will send swatches and models of a man will be sent to any merchant, anywhere, any time. No obligations.
Miller, Watt & Company
Fine Clothes for Men Chicago

BECKER & COMPANY CHICAGO
EST. 1848
FINEST CLASS CLOTHING
SWATCHES ON REQUEST

THE IDEAL CLOTHING CO.
TWO FACTORIES
GRAND RAPIDS, MICH

The Old Way
The Comfy Way
Comfy-Cut
TRADE MARK

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

The Comfy-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

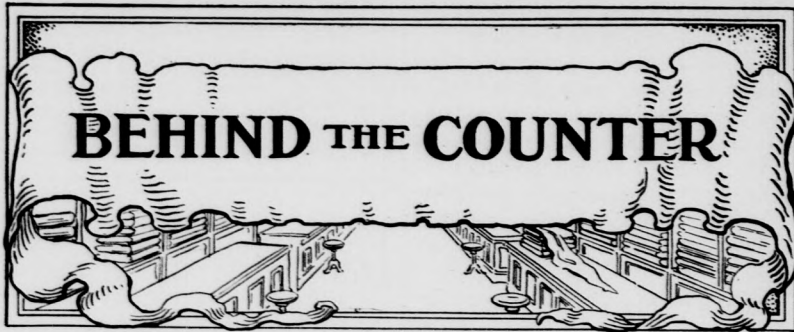
SUPREME IN

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 195 Franklin St., New York
Wrench McLaren & Company, Toronto—Sole Agents for Canada



Improvement Clubs Good for the Clerks.

In every town, however small, there are a goodly number of young men who are earning their living in various clerical positions. Even if they are employed by competitive merchants there is no need for them to be at war with each other. There is opportunity for good-fellowship, and for much real advantage from the society of each other. Now what do these young men do in the evenings? Social calls take up some of their time, and, of course, there are various other forms of entertainment and amusement. It is barely possible that here and there can be found an ambitious young fellow who actually devotes a portion of his evenings to self-culture, studying along some line that will be helpful to him in whatever path he is going to follow during life. You can take a chance upon it, that young man is an influence among his companions, even if they do not acknowledge his way to be the best.

Here is the point: If improvement can be obtained in the form of pleasure who can possibly object to it? Then why not organize a club, have some regular meeting place and gather together for the purpose of taking up and discussing various subjects pertaining to business life? This is only possible of success where the meetings are conducted formally and with a set purpose in view. There should be a call to order, minutes of the last meeting read, and any business of the society attended to. Then the programme for the evening should be taken up. Salesmen can be prepared to speak upon some subject connected with their special departments in the store. The dry goods man can tell what he knows about the process of manufacturing wool and cotton—where the raw materials come from and where the finished goods are made and how marketed. The grocery clerk can take up any one of a number of subjects, as coffee, and describe its growth and cultivation, and where and how brought finally to the consumer in its roasted completeness. The book-keeper can give some interesting information on accounting in some of its branches. If there is a bank clerk he can give a very interesting talk upon some features of banking. All these things will require research and investigation, but it will pay to take the trouble, and it is the little details in regard to your social line which interest the other people who are not familiar with them. What is everyday habit to one is as a new world to

another. For instance: Do you know what becomes of your bank check after you write it and present it at the teller's window to be changed into cash, and what happens to it before it comes back to you? If you are not a salesman in the grocery department of the store do you know how many eggs are in a case, and what it means to candle them? Can you tell if men still wear paper collars or paper shirt fronts? Do you know what is meant by "split" leather? All such things as these are interesting and instructive, and they are items of information that one hardly thinks of telling because the man that knows them knows them so well he never thinks that some one else is ignorant of such matters; or, if he does, he supposes no one else cares to hear about them.

One member of the society speaking upon a certain subject will find that some one else possesses a little further knowledge which he can add to the general fund after the appointed speaker has finished. There is a prospect before such organizations which can be made to contain much that is not only pleasant but very helpful, and all who join will be the better and wiser. The meetings should be subject to rigid rules of conduct, so that no disorderly element will ever have a chance to turn them into mere times of rowdyism or unprofitable nonsense.

Other features will suggest themselves from time to time, such as an occasional social evening, or an entertainment, to keep the interest alive. Such a club might soon become a civic force in any community.

Behind the Counter.

"Charge?"

"No, I'll pay for it now."

The clerk's eyebrows lifted, and the atmosphere perceptibly cooled.

Many of us have had that experience.

It is a puzzling condition of store discipline and management where the cash customer is treated with coolness, if not a thinly veiled contempt.

In general business, discounts are offered to get cash with the order. One house pays \$36,000 a year to get cash with orders.

In the more hazardous lines, catering to the best, or "carriage," trade, this style of clerk is too often behind the counter.

When we stop to think that the clerk behind the counter is the proprietor insofar as the vast majority of the customers of any large store is concerned, the clerk gains a new importance.

The big stores are meeting the lack of training and breeding with educational methods, store rules and salesmanship classes.

Clerks are compelled to dress properly, i. e., neatly, and with a business-like consideration for what they have to do. The women are asked to wear dark clothing without furbelows or fussy details. The extremes of hair dressing are frowned on, and jewelry is considered in bad taste.

The men must conform to similar rules.

Each clerk is expected to know the stock handled; to know the plan of the store and the departments. They are told how to answer questions, to offer suggestions when asked, and how to assist the shopper under almost any circumstances.

Why? Because the modern store manager knows the public will go where it will get the best service. Service is not price—nor good goods—nor courtesy—nor prompt attention—nor knowledge of the goods, alone—but it is all these things molded into salesmanship by a bit of common sense, and given cheerfully alike to the woman who buys a paper of pins and to her who buys a tiara.

Trained clerks are better than advertising, and in some places some of the advertising appropriation might well be spent in compulsory drilling of the clerks in this idea of service.

E. St. Elmo Lewis,

Advertising Manager
Burroughs Adding Machine Co.

Screen and Clean.

There are two ways to fight flies. One is to keep things scrupulously clean; the other is to keep things carefully screened.

This is the time of year to get ready to fight flies. The grocer must do this; it is not a matter of choice with him. The up-to-date grocery is free of flies. The grocer who expects to increase his business must have a flyless store. Flies in the dry goods store or hardware store are bad enough, but they are unpardonable in a grocery store, and if you

will devote about five minutes to a careful and prayerful consideration of the habits of the fly you will understand why.

So get ready to fight the pest. Screen your store early. That is one good way.

Make it a rule to have no refuse about the rear of the store to attract flies. Even empty boxes and barrels will attract flies, if these boxes and barrels happen to have been used for some edible merchandise. Keep everything scrupulously clean in the store; scrub and disinfect and sweep. See that there are no "glory holes" in which dirt may accumulate.

For your food stuffs which are directly exposed to the air, such as bread, cake, berries, etc., obtain fly-proof cabinets and cases.

If you can not make these fly-proof cases yourself, you can buy them—much better ones, no doubt, than you could make.—Topeka Merchant Journal.

Study Your Help.

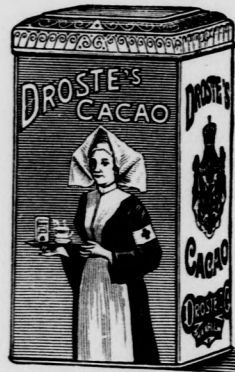
Too many merchants try to "stand in" with the public, but never think of "standing in" with their help. One is just as commendable an aspiration as the other. The first often costs more than you can afford and only brings friends while you pay or play, while the other not only costs you the price of what good clerks earn but also your self-respect.

You employ help to do work you have not the time to do, or to do work better than you can do it, and in most cases you ought to get help for both reasons.

The man who is so narrow that he hires help to do only the things of little importance will always have a small business.

There is one type of man who ought never to go into business; and that is the man who is afraid to let the man under him know what he knows. Nobody knows enough, and the man who knows less is more than useless.

The proprietor or department head who is not broad enough to teach



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.

the help under him all he knows is hindering his own prosperity and that of the business and of the help under him.

Teach your employes how goods are made, their uses, who makes them, their cost and the profit necessary to sell them to have a successful business. Once they know this, your interests are safe.—Dry Goods Economist.

A Great Game.

The game of salesmanship is one which merits the biggest brains available. Just because one can hire a clerk for \$6 a week, it is wrong to get the idea that salesmanship is a cheap profession. There is a difference between "clerking" in a store and being a "salesman," and the pay is different, too.

The salesman must be a thinker, a quick thinker, a careful student of people, a reader of faces and diviner of thoughts. He must, whether he knows it or not, be a student of psychology.

It is understanding the customer, knowing what to say and when to say it, that makes salesmen. There comes a time in every business transaction when just the right argument, put forward in just the right way, will clinch the sale. The ability to recognize that opportunity and know how to grasp it is what makes the salesman.

With some people it comes more natural than with others to understand the psychology of salesmanship, but experience and study are powerful teachers to the intelligent student. When you are handling a customer in the store you do not have time to plan out a long way ahead the proper way to approach that particular customer. You must study the customer from the instant he enters the store, and begin your campaign to get things before him in the right way. Some customers need and expect more "jolly" than others. Some need to be left largely to themselves, with only the intelligent assistance of the salesman in seeing the goods. The expert salesman, schooled in the study of human nature, knows when the psychological moment for clinching the sale arrives, although it is likely to be a different moment and a different kind of argument which does the trick with each customer.—Topeka Merchants' Journal.

Getting Started Right.

The clerk, salesman or proprietor who is on the lookout for improvement, for increasing his business ability, will find profit as well as pleasure in study and reading. It is possible to waste time in this way in pouring over trash, but one is much more apt to grow rusty from too little effort in such direction. Produce a young man who spends at least a portion of his evenings in reading the right kind of papers and books, in seeking to acquire knowledge in this way, who learns to prefer that kind of occupation for his leisure hours, or some of them, rather than with "the boys" at the billiard and pool rooms or in similar ways, and you will find one who is certainly going to advance and be a credit to himself and the concern by which he is employed. It

is said that we are all creatures of habit. The proper thing then is to get the right kind—those which will prove a help and a growing power for our benefit, rather than the kind which just as surely drag down and ultimately ruin. There is a whole lot in getting started right, and young men especially ought to think more on this subject, for the correct way of living is just as enjoyable and so much more profitable and satisfying than the wrong, that it really seems astonishing that so many fall into the slide-down-hill habits.

Dependability.

The greatest needs of business and what the world needs most are men and women of dependability, who do things because they are right and not because they must be done. This type of men and women consider a duty or a trust sacred and negligence a crime and waste which can never be adjusted. The finest thing in the world is to place work in the hands of a man or woman on whom you can depend. It is a delight to work side by side with some one who has his work at heart and who considers his trust the most sacred thing in the world.

There is one way to evolve men and women of this standard. That is to teach them to regard work as the most important thing in their lives and that the greatest sin is idleness. Boys and girls should be trained to regard system as the highest form of economics, and responsibility as a means of individual evolution. A personal interest in work is necessary to happiness and to the unfolding of individual powers which make for character and success.

Business does not need men of exceptional brilliancy nor men of peculiar genius. It needs men and women on whom you can depend. The important thing is not cleverness, but loyalty. In employing men look for qualities.

Loyalty an Asset.

How often have you heard in the social hour a remark passed by some young person derogatory of the firm that employs him:

"I work for that skinflint company—Brown Bros. They are as hard on you as they can be. I believe they would split a cent in two rather than add it on your salary."

The crowd titters over the jesting judgment passed upon Brown Bros. by one of the young men who pretends to work for them.

We know not what salary the jester is receiving, but almost any sum is a little too much for him. Unless he has a clear understanding of his own situation, with reference to the financial interests of his firm, he should refrain from passing any such kind of public judgment, and least of all when he is the only representative of his firm in the society. The difference between the ten-dollar-a-week men and those whose salaries are double and treble is as much a question of loyalty as one of ability.

No workman can do a good job for a master he hates.—Miller & Pheads (Richmond, Va.) Monthly Record.

Marking the English Birds.

The marking of birds in the pursuit of science has for some time been practiced in Germany. They are now taking it up in England. Some very striking facts have resulted from the ingenious plan adopted to find out the lines of flight and fondness for home of wild birds. In England the bird-marking scheme was taken up on a large scale by Mr. Witherby in 1909, and since then several thousand birds, many of them nestlings, have been decorated with a light aluminum ring. The example was eagerly followed by naturalists.

The divergent lots of two starlings from one nest were traced by Mr. Ticehurst, the first author of the scheme as preached in "British Birds." One of the youngsters, ringed during infancy in its nest in an English cherry tree, was picked up wounded close to Boulogne, in France, rather more than a year later. The other, a home-keeping bird, was found in a nest box within a hundred yards of its paternal cherry tree.

The black-headed gulls—the species that especially haunt London—have provided some very interesting evidence. One killed by flying into

some telegraph wires near Lowestoft had been ringed at Rosstien, Germany, a spot 900 miles nearly due east, seventeen months before; and, curiously enough, another bird ringed at the same place on the same date was shot at Lowestoft on the same day. Another black-headed gull ringed in Cumberland is reported to have been found at Cape Finisterre, France.

Swallows have proved the love of home with which they were always credited by returning to the eaves of their English home after a journey of several thousand miles to and from Africa.

An interesting record is given in "British Birds" of the ringing of our English tits. Some of these conspicuous little birds have been caught four times at varying dates within the same neighborhood, and one particularly unsuspecting bird was caught "almost every day." One begins to think that he did it on purpose and entered into the game.

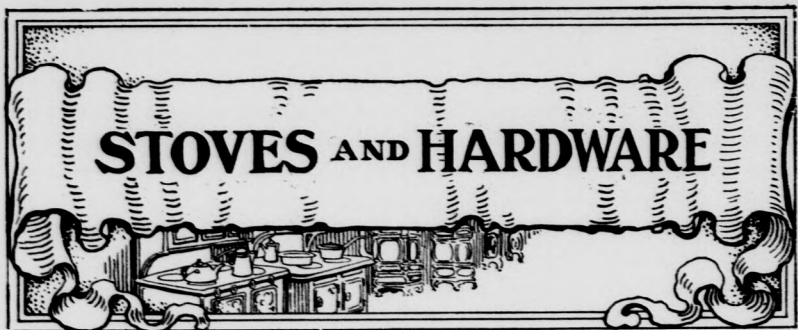
It is hoped that naturalists all over the country will share in this game of catching and ringing birds. The rings do no manner of harm and the news they may convey is of the greatest interest.—Boston Transcript.

No Measuring, Weighing or Wrapping

Do you realize how easy to handle is your trade in Uneeda Biscuit? When you sell three nutmegs you have to put them in a bag. A pound of sugar must be weighed and wrapped. But Uneeda Biscuit—simply take a package from the shelf or counter and put it in the basket.

The purple and white package is more attractive than wrapping-paper. It is proof against moisture and dust. This means a saving of countless precious minutes to the busy merchant and his clerks.

NATIONAL BISCUIT COMPANY



What Gasoline Engine for the Dealer to Handle.

The gasoline engine is so securely established in popular favor, it has become such an essential part of the equipment of the modern farm, that the question presented to the dealer is no longer whether he shall handle an engine or not, but what engine shall he handle, says the Implement Age. Not so very long ago manufacturers of engines found no little difficulty in inducing dealers to accept a gasoline engine agency. This was due largely to the fact that few dealers knew anything about either the theory or the practice of internal combustion.

Another reason for their diffidence was to be found in the doubt existing in the minds of farmers as to whether the gasoline engine was the best source of power for farm application. Of the two, the farmer was enlightened the earlier. This was brought about by the efforts put forth by manufacturers to educate and to develop a demand. Largely this was done directly. The disinclination of the dealer to assume an agency responsibility forced the manufacturer to go direct, with the result that the farmer was clamoring for the means of applying this new source of power before the dealer was ready to supply it.

It is to the everlasting credit of a majority of the gasoline engine manufacturers that as soon as they had succeeded in establishing the demand they immediately turned to the retail implement dealer as a medium for distribution. This second application met with a ready response. As stated before, it was no longer a question as to whether or not, but as to what kind.

What engine to buy is then the problem that confronts the dealer, and in a good many instances he finds it a sufficiently serious one. The solution of it depends a good deal upon circumstances. Very much depends upon the character and average degree of intelligence of the community in which the engine is to be sold. There are engines and engines. Some are simple and some are complex. Furthermore, the purpose to which a particular engine is to be applied must in a measure determine the type.

These things to be considered present opportunities for the dealer to display his business ability. In selecting a line of engines he must be guided not so much by what the manufacturer may claim for his particular engine, as by his own experience and that of his customers. The gasoline engine, in its many adapta-

tions from automobile to tractor, and from small stationary users to large sources of power, is the future power upon the farm. That dealer who will make the closest and most comprehensive study of the needs of his neighborhood, and who will select his engine line to meet these conditions, and who succeeds in approximating most nearly to the right in both instances, will be most likely to build a permanent and profitable trade.

The value of a gasoline engine depends entirely upon the amount of work it will do. A cheap engine with the equipment to run the pump, cream separator, washing machine, churn, etc., is worth more to the farmer than a high grade engine without the equipment to do this work.

It is estimated that the farmer requires power to operate the different machines he has to use as follows:

The cream separator one-half hour morning and night, 365 hours per year, or	36½
The pump one hour per day	36½
Washing machine three hours per week	15.6
Churn three hours per week	15.6
Wood saw	2
Fanning mill	2

Total amount of work in year 108 da., 2 hrs.

These figures show that an equipment that enables him to run the cream separator with his engine adds 50 per cent. to the value of the engine to him.

It may be convenient for the stock to drink from a stream that will relieve the well from supplying the water they require for a part of the time, but the separating must be done at morning and night every day in the year.

Owing to the fact that all gas engines start suddenly, and that their speed increases at the time each charge is fired in the cylinder, some protection must be given the separator against the same.

A governor pulley is a friction pulley with weights that control the amount of pressure on the friction blocks, and in that way the speed of the separator is controlled. In starting, the blocks slip and refuse to convey enough power to the cream separator, but they keep pulling a little until the machine is running at the required speed, when they begin to release if the speed goes any higher, so that it is impossible to run the separator too fast. The same principle is used in the governor pulley as is used on the governor to govern

a steam engine. Centrifugal force cuts off a part of the steam on the steam engine. Centrifugal force cuts off a part of the pressure of the friction blocks in the governor pulley.

While a governor pulley may be placed on the engine shaft, belting direct from the same to the ten or twelve-inch pulley on the crank shaft of the cream separator, it is better to use it on a line shaft or countershaft, as by doing so the vibration of the engine that will affect the work of the separator when belting direct from engine to separator is entirely done away with.

The cream separator should be started slowly and gradually drawn up to the required speed where it should be run. The steadier it is run the better work it will do. To do this it is necessary to use a governor pulley between the engine and separator. A cream separator run with a gas engine in this way is run more evenly than can be done by hand. As few farmers need the exercise of turning their separators by hand they want to use their gas engines for this work, and the dealer who is posted on just what the farmer's requirements are, and is prepared to advise his customer wisely on how to connect up to the different machines that he wants to run will have a great advantage in selling engines over the dealer who is unfamiliar with the equipment needed.

The best safeguard against a raised, or "stuffed," order is a carbon copy of every order given for goods.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



DON'T FAIL.
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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.

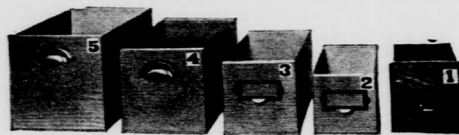
18 Pearl St. Grand Rapids, Mich.

CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received



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

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

Methods of Pushing Paints.

There is very little difference between pushing paints and pushing any other line of merchandise that the hardwareman sells, says a writer in Iron Age Hardware. The package goods are largely sold to individual users, and the principle of keeping these goods before the consumer is the same as in other lines. In the spring they ought to be pushed somewhat harder by window and counter displays and by advertising than at other seasons. It is then that the housewife is cleaning up and "re-touching" at home. It is then that the husband thinks of painting the stoop, or the fence, or his boat.

The problem of getting the trade work and large contracts is somewhat more complex, and it is one with which many hardwaremen will not care to cope. Results in this direction have to be accomplished largely by salesmanship and personal effort among the painters and property owners. The question of competition enters into this branch of the business even more keenly than the other. Still, if the department is in charge of a competent man, who can, and does, buy under the right market conditions, a profitable local business can be done.

There is profit in package goods for the hardwareman who does not care to employ the capital, time and space necessary to compete for the large contract trade, but his profit will depend largely upon his selection of a line and upon keeping it complete. Under ordinary conditions he will do far better, and require a smaller investment, if he carries ONLY ONE BRAND, and keeps it at all times complete in sizes and colors.

At this time of the year there ought to be a brisk demand for screen enamels, floor stains and light varnishes, as well as ready mixed paint, for household use.

Make Friends—It Pays.

Despise not the day of small things nor the backer of them. The dinky store next door or around the corner may be making a noise like a small pup that fusses over an insignificant bone, but the small pup has every chance to grow and lick the big canine that trots along without noticing him at present. "The owner of that hole in the wall has every chance to grow and become a fierce competitor of ours," says an exchange. Safety never lies in the fact that we now have the biggest store in town and a hold on trade that seems to us to be unshakable.

Nor is it either estimable or good business to cast reflections on that hole in the wall and its owner. The original size of anything has nothing to do with its possibilities. The man of 300 pounds was proud of the ability to state that at birth his head was placed entirely within a teacup. The man who began with a peanut buggy on wheels and stood by the corner developed into a wholesale fruit dealer of note. The woman who bought her first stock of millinery with a ten dollar bill lived to own the finest millinery establish-

ment in a big city. The young fellow who is now selling spool cotton, table oil cloth and tin spoons in an 8x10 store under the eaves of our emporium has every opportunity to erect a ten story building that shall some day overshadow us and fill it with goods that shall some day overpower us in business.

It is not only human but reasonable that we should make friends with every competitor without regard to size, previous condition or possibilities as we see them. We can not afford to miss having friends in business—the world is already too shy of real friends, and so surely as we sniff at the little fellows about us we lay the foundations for being turned down by them at some future time. This is the day of great things—like us, for instance—but the day of the possibilities for great things to be developed from small beginnings won't cease until rain-drops have stopped falling and oceans have dried up.

Science and Brick Laying.

The ambitious workman of the past has sought to advance himself by attending night school, and in other ways which are a strain upon the time which he requires for rest and recreation. Scientific management gives him this opportunity, under the most skillful instructors, while actually employed in his day's labors, fitting him, at the expense of the concern which employs him, to become qualified to earn higher wages from the very source which gives him his education.

Theory becomes convincing only when supported by practical application. Bricklaying, one of our oldest trades, is to-day carried on, except where scientific management has transformed it, with the same materials, implements and methods which were employed before the Christian era. Science promptly enquires why an intelligent man should lower a hundred human pounds to elevate a four-pound brick, and receiving no satisfactory answer, supplies the bricklayer with a simple scaffold which keeps the pile of bricks always at the proper height. The workman takes the brick in his hand and tosses it twice or thrice to find its best face; science has the brick-laid upon the scaffold with the best face out, eliminating lost time and motion. The workman uses mortar of varying consistency, which requires tapping with the edge of his trowel; science provides for mortar always of the same consistency, and does away with the tapping. The workman assumes any position to which he may accidentally become accustomed; science studies out the exact position for each foot in relation to the wall, the mortar-box and the pile of bricks, and teaches the workman to pick up a brick in his left hand at the same moment that he takes a trowelful of mortar in his right. The net result of all this is that science requires five motions to lay a brick, where the workman averages eighteen, and the educated

bricklayer can now lay 150 an hour, as against 120 for the workman who remains outside the beneficial zone of scientific management.—W. D. Orcutt in Harper's Magazine.

Burroughs Plant Expands.

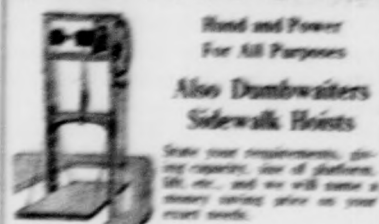
The Burroughs Adding Machine company has taken over the Pike Adding Machine Co., of Orange, N. J., and has just completed a building 65x241 feet, four stories, as an addition to its plant in Detroit for this addition to its line of 24 machines.

The Pike is a visible adding machine and has become very popular among business men within the last few years. Through its visible printing, its flexible keyboard, its short easy handle-pull, its item counter, non-add and non-print keys and various other attractive features, it has won merited approval among those who desire a machine having those particular features. Backed by the Burroughs guaranty, which amounts to giving the user a life-time of uninterrupted service, it has awakened a demand considerably greater than the Orange, N. J., factory has been able to supply.

Do you use some kind of a voucher check that makes it unnecessary for the recipient to write a letter saying that he got the money, or do you still use up time and postage at both ends by requiring a receipt?

"An ounce of prevention is worth a pound of cure" in making collections. If you safeguard the opening of accounts and arrangement of settlement days, you won't have to worry much about bad debts.

ELEVATORS



Sidney Elevator Mfg. Co. - Sidney, Ohio

Amer. Sweeping Compound Co.
Detroit, Mich.

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

WOLVERINE ELASTIC ROOFING PAINT



Unsurpassed for use on felt, metal and asbestos for stopping leaks, for repointing old, dirt, panned composition and built-up gravel roofs, and for use on anything requiring a preservative paint.

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

It compares favorably with the best painting from the weather elements and for stopping and keeping anything water and moisture-proof. Covering proof of the value of our product is the fact of its best treatment now by hundreds of largest manufacturing plants in this and adjoining states. Send journal for full particulars. Manufactured by E. J. KNAPP & CO. BILDING, MICH.

DEALERS' PRICE LIST

F. O. R. Grand Rapids, Mich. April 27, 1911. Prices subject to change without notice.

Corporal Brand Rubber Roofing	
1 ply complete, about 25 lbs. per square	\$ 75
2 ply complete, about 45 lbs. per square	1 00
3 ply complete, about 75 lbs. per square	1 25
Weatherproof Composition Rubber Roofing	
1 ply complete, about 25 lbs. per square	\$ 85
2 ply complete, about 45 lbs. per square	1 00
3 ply complete, about 75 lbs. per square	1 25
Weatherproof Sand Coated	
1 ply complete, about 25 lbs. per square	\$ 80
2 ply complete, about 45 lbs. per square	1 00
3 ply complete, about 75 lbs. per square	1 25
Acme brand wood fibre sheathing per mill	
Tarred Felts	
No. 1, 22 lbs. per 100 square feet, per roll	\$ 1 00
No. 2, 15 lbs. per 100 square feet, per roll	1 00
No. 3, 12 lbs. per 100 square feet, per roll	1 00
Stringed felt, 22 lbs. 200 square feet, per roll	1 00
Stringed felt, 14 lbs. 300 square feet, per roll	1 00
Slaters felt, 30 lbs. 100 square feet, per roll	1 00
Tarred sheathing	
Rovin Sized Sheathing Weatherproof Brand	
Red No. 20, about 20 lbs. per mill 100 square feet	\$ 1 00
Gray No. 20, about 20 lbs. per mill 100 square feet	1 00

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

For Making Price Cards Show Cards Shipping Tags and MARKING PACKAGES

THE Ezy Brush

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

Good Experiment—Wanted Write for Terms

EZY MARKING BRUSH CO.
29 MONROE ST. GRAND RAPIDS, MICH.

VALUABLE PRODUCT.**Cheese One of the Best, Most Wholesome and Cheapest Foods.**

In submitting to Secretary James Wilson, of the Department of Agriculture, a brochure on "The Digestibility of Cheese," A. D. Melvin, chief of the Bureau of Animal Industry, has this to say:

"Some important results were secured, particularly with regard to the popular theory that cheese, especially when green or unripened, is difficult to digest. The experiments proved conclusively that there is no warrant for this belief. The paper also presents some strong reasons for increasing the consumption of cheese by American people, both from the point of economy and for its superior food value."

Every retailer who is interested in increasing his sale of cheese should have this booklet. He may secure it free by writing the Department of Agriculture and asking for Circular 166, "The Digestibility of Cheese," by C. F. Doane.

The experiments upon which the conclusions of this booklet are based were carried on at Wesleyan University, Middleton, Conn., and at the University of Minnesota Experiment Station, St. Paul. Experts, of course, had charge of both series of tests.

The conclusion reached by the scientists as a result of these experiments are of much importance, not alone to the consumers of this country who are searching for good foods at a lower cost, but to the retailers who must be ready to aid in the distribution of such a food, and can do much to spread the gospel of "more cheese." For cheese carries a good, reasonable profit in its sale and money is to be made by pushing it.

Briefly summarized the conclusions are that cheese in all stages of ripening is a valuable food product, and that, contrary to the general belief, does not produce constipation. In short, that every kind of cheese used in the experiments, from one-day to 156-day-old cheese is very digestible, has no bad effect on the health of the person who eats it, and that it may well be looked to as a substitute for many other higher priced foods. To quote the report:

"To sum the matter up, a pound of cheese has nearly the same food value as two pounds of fresh beef or any other fresh meat as food; it is worth as much as or more than a pound of ham and is more digestible, and is equal to two pounds of eggs or three pounds of fish. In price, cheese made from unskimmed milk costs about one-third more than round steak and twice as much as the cheaper boiling beef, while it costs practically the same per pound as smoked ham or bacon. It costs usually a third more than fresh fish."

This is matter which is being read in the homes of the American people. It can be utilized by the live merchant to increase his sales in a profitable line. Let him secure this pamphlet from the Government and reprint on small slips of paper some of the important statements, for in-

stance, that quoted above. Put these slips in all orders going out for a week. Then slip in another little talk on the same subject. Keep working it. Any dealer may work up a cheese trade that will surprise him. His orders will increase by leaps and bounds, because most people like cheese and will buy it when asked to do so. Always in such advertising, state that the quotation is made from a report of the Department of Agriculture. That is worth money to every dealer. It carries weight, and plenty of it.

But back to the cheese report: The diet at the Wesleyan University tests was of whole-wheat bread, bananas and cheese; at the Minnesota station, was white bread, oranges and cheese. A record of the health of the individuals was carefully kept. Analyses of the ration were made to determine its food value. It is not feasible in such a review of the booklet to go farther into detail. The result as set forth by the author is as follows:

"While the experiments herein described have established the facts as to some debatable questions concerning the comparative digestibility of green and cured cheese, perhaps the most valuable result has been in showing clearly the great value as food of all the more common varieties of cheese.

"A matter of comparative food values it was thought that the results of the experiments given in this report made it safe to assume that cheese was as fully digested as most of the ordinary food materials which have been studied in earlier experiments carried on in connection with the nutrition work of the department. It would, in fact, be undesirable for a larger per cent. of any food material to be absorbed than was the case with the cheese.

"Heretofore cheese has seldom been regarded seriously by consumers of any class in the United States as a possible cheap staple food. All consumers of cheese with very few exceptions use it as a luxury in small quantities at comparatively rare intervals. While in the aggregate a large quantity of cheese is eaten in the United States, the quantity is nevertheless almost negligible when compared with some other products of less food value and inferior palatability.

"The greater part of the cheese consumed in this country is eaten without any preparation, while in many European countries the cheese is either sprinkled on other foods—vegetables usually—or is cooked with food. Americans evidently have much to learn from Europeans of some of the possibilities of preparing such dishes.

"A comparison of the food value of cheese with that of other highly nitrogenous food materials may be interesting. No kind of meat excepting dried beef carries such a large percentage of protein as cheese, and as dried beef contains a much greater percentage of water, the other food constituents aside from protein are much less than is found in cheese. Fresh beef, as purchased, has, weight

for weight, little more than half the food value of cheese in either protein or fat, and the same is true of practically all other fresh meats, which have in many cases such a large percentage of water that they are noticeably inferior to cheese in food value. Bacon or fat pork are exceptions, but their food value is mostly in the fat, which can be and is replaced to a great extent by the carbohydrates of vegetables at a much less cost and sometimes perhaps at a benefit to the health of the consumer. Fish and pork each have a notably large percentage of refuse, while eggs have a high percentage of water. * * * Practically the only food product that rivals cheese in food value and cheapness is dried beans.

"In view of the foregoing comparison of food values it is a matter of some wonder why there is not more of a demand for cheese, especially by people of limited means. Estimates made by the Department of Agriculture show that the people of the United States consume between 169 and 185 pounds of meat annually per capita, besides fish and poultry, while the annual consumption of cheese is only about four pounds per capita. Even granted that fresh meats are more palatable to most people, some other explanation must be found for this wide difference in the quantity of the two products eaten. A great proportion of the laboring class in this country are able to eat plenty of wholesome food, but they can not discriminate against a cheap, palatable and most wholesome food in favor of a higher priced food. The only way to account for the comparatively limited demand for cheese is on the basis of custom and lack of knowledge. People usually eat what they have been accustomed to, making variations within narrow limits only, and never changing the general character of the food. New foods are not sought.

"Cheese can no longer be discriminated against because of a suspicion that it is not a healthful food. The absolute lack of any disturbance of the general health of the subjects used in the experiments reported in this bulletin is proof that cheese can be eaten in large quantities without danger to health. The Swiss cheesemakers, also many of the Swiss farmers of Southern Wisconsin, eat unusually large quantities of cheese, and they are noted for athletic attainments and physical endurance. They brought the custom of eating cheese from their native country, where cheese is a very important item in the diet. The consuming public, especially that part of it which needs to practice economy in buying food, would do well to turn its attention a little more toward cheese, since greater quantities can be used at a saving to the consumer."

Merely announcing a new departure in the conduct of your business will not produce the results you are looking for. Every such change must be followed by intelligent, energetic effort to make it of the greatest value possible.

We Want Buckwheat

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

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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

**Are You a Troubled Man?**

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



Watering Milk.

There has been a theory advocated by some that milk might be watered or reduced in richness by giving the cows a lot of water to drink or watery food to consume, and to test this the Board of Agriculture, in conjunction with the Agricultural Education Committee, arranged to carry out some experiments at the Midland Dairy College. Seven typical dairy Shorthorns were set aside for trial, and these were fed with various rations for different periods, and with various allowances of salt, while the water they drank was measured. Each cow's milk of every milking was tested, both as to quantity and butter-fat and the test made complete as far as it went. The general results of the experiment went to prove that the amount of milk yielded and the analysis of the same, was not influenced by the amount of water the cows drank, but that with ordinary feeding the milk flow was steady, whether much or little water was imbibed. To the present writer the experiments do not seem to have gone far enough. It is a matter of common knowledge that the lush grass of spring, an excess of mangolds, or too many brewers' grains will promote a great flow of milk, but that that milk will be poor, and farmers who do not do anything to modify such feeding will find their milk coming dangerously near the "standard" below which they are liable to prosecution for "watering." If, therefore, this is not a case of watering the milk through the cow, what is it? The most conspicuous feature of these foods is their washiness, or excess of water, and we naturally expect this water to filter its way from the cow's stomach to the milk bag. The present writer has aforesaid suggested that part of the effect is due to the medicinal or drugging effects of these foods and in part to their palatability, as well as to the excess of water, but the matter has not yet been tested. Meanwhile we must continue to believe that these succulent foods enlarge the flow and reduce the quality of the milk, and that the excess of water is them is the primary cause of this result.—The London Dairy.

A Record Breaking Holstein Cow.

Pontiac Clothilde DeKol 2d, a Holstein-Friesian cow owned by the Stevens Bros. Co., Liverpool, N. Y., has broken all records for butterfat production for periods of seven and thirty days. This wonderful cow, tested under the supervision of Cornell University, produced in seven consecutive days 646.1 pounds of milk containing 29.766 pounds of fat, and in thirty days 2,588.4 pounds of milk containing 116.229 pounds of fat, the amount of fat for the week being one and one-third pounds in excess of anything before known. Cornell University estimates that the fat produced is equal to 34.73 pounds of the best commercial butter for the week and 135.6 pounds for the thirty days.

New York State universities assert that dairy farmers are losing millions of dollars every year through the use of scrub cows that do not produce one-fourth as much milk and butter

as did Pontiac Clothilde DeKol 2d. Holstein breeders are striving to lessen this great loss by making it possible for farmer-dairymen to so grade their herds with the great milk and butter producing Holstein blood as to double the annual production of each cow. When this is attained, better milk can be produced more cheaply and yet at a greater profit, which will be to the advantage of both producer and consumer. Holstein-Friesian breeders are trying to breed a cow that will produce in one week 700 pounds of milk containing thirty pounds of butter fat. Will they succeed?

Antiquity of White Bread.

It is altogether a mistake to assume that white bread is of recent origin. White flour, or as white as the lack of proper cleaning machinery would allow it to be, has been made for the last hundred years at least, but it was only during the last thirty years that the miller has been able to eliminate all the dirt and to make really pure flour. Much of the supposed healthy color of millstone flour which the food reformers so sadly bemoan was due to the presence of dirt and dirt alone.

But pure flour is not limited to a hundred years. We read in the early chapters of the Bible of the "pure flour of the wheat," and it is certain that the art of making pure flour was known in these early days of civilization. The refined Court of the Pharaohs was unquestionably supplied with pure flour, refined and double dressed through their "fine linen," specimens of which can be seen in our museums.

One does not care to characterize these things too harshly, but in the writer's opinion the movement for creating what is termed a standard for bread with a large portion of the husk added is an entirely retrograde step. We might just as well go back to the hand loom and tallow candles. Meal and manners go together. Coarse bread might have suited the age in which Queen Anne lived, but it is quite unsuited to the present age of refinement. It is of little consequence to the miller what kind of bread is eaten. He in all cases is ready and willing to supply whatever is required.

Indeed, if he had his choice, he would prefer to make 80 per cent. flour, because it is both easier to make and much more profitable than pure flour. There is not much risk, however, of his being called upon to change his system. The workers of this country are well aware what bread suits them best, and you will not find them filling their stomachs with useless indigestible husk. It is the hypochondriacs, and generally the idle, who have nothing to think about but their precious bodies, who eat this kind of stuff and fortunately they are in a magnificent minority.—Bakers' Helper.

The man who places confidence in no one may avoid some disappointments, but he will live a lonely and suspicious existence. The basis of all business is confidence.

Bread Deliveries.

One of the greatest handicaps on the bakery business is the carelessness of employers concerning the bread-handling habits of drivers and other delivery agents. It is amazing that there can be such indifference to this matter as there is prevailing generally throughout the trade. Some bakers are alive to its importance, and are spending time, attention and money to perfect delivery systems that will relieve their business of the incubus. But dirty practices hang like an "old man of the sea" about the necks of the great majority, who appear to have neither interest nor energy enough to correct an abuse that is knocking them out of many thousands of dollars' worth of business. One certain effect of this indifference will be the enactment of stringent state legislation which would never have been thought of if bakers had been as careful as they should have been.

The average quality of bakers' bread has been greatly raised, although the best has not yet been reached. A persistent effort on the part of bakers to secure bread-handling that is above criticism, which is the sort of handling bread deserves, would have two most desirable results: (1) It would add a great host of customers to the bakery list—customers who now take at home because disgusted with present bread-handling practices. (2) It would prevent the enactment of annoying legislation directed against bakers

Surely both of these results are worth a great effort; and the thing that would bring them about is something bakers ought to have done long ago. It can not be done soon enough for the good of the baking industry and the satisfaction of the public.—Bakers' Helper.

Sanitary Stores.

If merchants who disregard the advantages of proper store sanitation could be brought to a realization of its importance to themselves, their employes and their patrons, dirty, disordered and badly ventilated stores would soon be unknown. A large number of the ailments commonly charged to the confinement of indoor life would be eliminated if the principles of proper sanitation were observed.

Aside from the promotion of health and comfort, cleanliness, good ventilation and sanitary precautions in general are in direct line with good merchandising. There are few things more important to successful merchandising than the good appearance of the store. Cleanliness is the first essential to good appearance. It is also of first importance to good salesmanship and to the preservation of merchandise. Cleanliness stands for both good morals and for good business.

There are stores to teach which you will go five blocks out of your way. Find out why you like them and apply the principle to your own store.

We never have to apologize for the quality of

Ceresota Flour



Judson Grocer Co.

Distributors

Grand Rapids, Mich.

CAUSE OF MANY FAILURES.

Ninety Per Cent. of Those Who Go Into Business Fail.

Written for the Tradesman.

"I sometimes think a history of the failures in life would prove more interesting reading than the story of successes. What do you think, Tom?"

Thus addressed the old schoolmaster turned upon the little company of fishermen and with a slow, self-satisfied smile, remarked:

"You are right there, Jim, the failures teach a more substantial lesson than all the successes in the world; but, and here the smile gave place to the deepest gravity, "there's not time nor pens enough to write up the story of the unsuccessful."

"No; but some of them might be given to the public for the good purpose of pointing a moral—teaching the fledgling in business affairs how very easy it is to make mistakes, to fail at the end of a struggle in the wrong direction. Now look at the wrecks strewn along the shores of Time. We—"

"No lecture now, Jim," broke in the fat drummer who was feeling blue over the loss of a huge bass half an hour before. "There's enough gloom in this life, the good Lord knows, without inflicting the down and outs upon our notice. I go in for putting the successful lives up to view, letting the failures die the death; in fact, let the knockers and no-goods bury their own dead."

"That will do for you, Stoutboy," argued Jim, "but an example of how not to do it, it seems to me, might teach a valuable lesson."

"I quite agree with you there," assented Tanner. "The rosy pictures are fascinating, of course, but there is the other side, which, if we considered more, might lead to better results. Now, no man, when he enters trade, expects to make a failure any more than does the man who takes his first drink of red liquor expect to land in the gutter given over to the drunkard. Probably not more than one in ten who frequent saloons goes down to the drunkard's grave, while at least 90 per cent. of those who enter a business life wind up in the bankrupt's bone-yard."

"I have heard it estimated that only five in one hundred succeed in a business life," said Jim.

"A rather gloomy outlook," sighed old Tom. "You never hear of a farmer failing. The ground he stands on is as solid as the everlasting rock. Farmers seldom die in the poor house; that is why I chose that business at the windup. I have no remembrance of a farmer failing, but of farmers who have sold their farms to go into the mercantile business the failures are legion. I call to mind a lot of such: One man I remember sold a Kansas farm home for \$10,000. He had been one of those who imagined the farmer was being robbed by the middleman. He would show the old style merchants something worth while."

And he succeeded, no doubt?"

"You bet he did—not in the way he expected, however. Within five years he went through the bankrupt court, settling with his creditors at less than 20 cents on the dollar. Another equally successful farmer of my acquaintance plunged into mercantile life only to finally land in a pauper's grave. I tell you, it's dangerous for men who have lived the most of their lives next the soil to go up against men of long experience in trade—not one in a hundred can succeed."

"To what do you attribute these failures, Tom—lack of experience?"

"No, not wholly that. Why, ninety out of a hundred traders fail anyhow, which can not be attributed to lack of experience. There are numberless reasons for such fatality among merchants."

"Some of them are—"

"Inadaptability for one thing. Then there's the young fellow who plunges, hoping to show his elders that he can get there as well as the best of them. A traveling man told me that with him it was not lack of chances to sell goods that bothered him most; rather the too great eagerness of many of his customers to overload. He said of one man in our town that he could sell him anything and everything, and lots of it. There was always a pay day to come, however, and it was the careful seller as well as the discriminating buyer who were sure to make good in the long run."

"I find that true in my case," agreed Stoutboy. "I had a customer on my beat who was forever wanting to pad his bills until it required all my ingenuity to keep him from overloading."

"Well, every salesman isn't as conscientious as that," laughed Jim. "Some of them sell all they can, no matter if their customer cuts his own throat in the transaction. This is very often the case when they have a man on the books who is considered good pay."

"I admit it is a temptation that few traveling men can resist," assented Stoutboy; "but I want to tell you it is the poorest kind of business to overload the retailer, especially with slow sellers. He is sure to remember who sold him the goods that are shelf-stickers, and is apt to fight shy of the man afterward."

"Perhaps you are right," assented Jim. "I don't know that I have often ran into such a snag, however. It's my business to sell goods—"

"True, but you can sell too many of them sometimes."

"I don't agree to that."

Stoutboy smiled as he regarded young Jim from under the shade of his soft hat. "I don't ask or expect you to take my say for it, Jimmy. The time will come even with you when you will call to mind what I tell you. Now I—"

"My firm instructs me to sell all the goods I can; to good men, of course."

"You do have some scaly fellows on your list I suppose?"

"Sure; but to men whom I know to be good I sell all I can."

"And you flatter yourself that you are doing a smashing business for the firm. Well, I thought that way

once. Having been let down a couple of times, losing a good paying job once because of my eagerness to sell goods, I have developed my bump of caution. Very few merchants can resist buying more at one time than they really need. Now, the ones who succeed, become our merchant princes in fact, are the fellows who are careful about their buying. Where the retailer buys in small lots, buys often, keeping his goods fresh and inviting, he draws custom as molasses does flies. I know for I have watched the successful ones as well as the others. Old wornout stock on the shelves is a detriment to any trader."

"Of course that is true," admitted Jim, "but the dealer must have frequent special sales to get rid of this old stuff."

"In a measure that will do, but it is much the better way to keep fresh goods all the time, interlarding trade with frequent bargain sales. These bargains need not necessarily be shelf-worn goods, but rather have them fresh from the factories. I tell you bargain sales of new goods beat the old worn out bargaining of back number goods all to pieces. How is it, Tom?"

"True as gospel, Stoutboy," agreed the old schoolmaster. "I knew a man once who was left a legacy of three thousand dollars. That was back in the best days of the white pine industry. An old lumberman advised the young fellow to invest in standing pine and wait for a rise. That was, however, too slow business for young Mr. Swift. Instead, he went to town, went into the mercantile business, of which he knew nothing, and lost every farthing."

"Twenty years later the pine that he could have bought for his legacy was sold for \$200,000. Was that luck or what?"

A whoop from Stoutboy announced the capture of a monster bass, which put an end to the controversy for that time. Old Timer.

ABUNDANT LIGHT AT SMALL COST

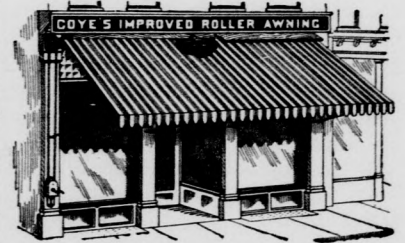
THE AUTOMATIC LIGHT. Operated the same as electricity or city gas. No generating required. Simply pull the chain and you have light of exceeding brightness. Lighted and extinguished automatically. Cheaper than kerosene, gas or electricity. Write for booklet K. and special offer to merchants.

Consumers Lighting Co., Grand Rapids, Mich.

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.

Awnings



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

CHAS. A. COYE, INC.
11 Pearl St. Grand Rapids, Mich.



Cog Gear Roller Awnings

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

The J. C. Goss Co., Detroit, Mich.

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

Somewhat Paradoxical.

Written for the Tradesman.

George H. White resided for many years on the northeast corner of Division and Fountain streets.

George H. White, during nearly fifty years of his life, resided on the west side of North Division street, near Lyon.

George H. White was a life-long Democrat.

George H. White was a life-long Republican.

George H. White represented Kent county as a member of the State Legislature and the city of Grand Rapids as Mayor.

George H. White practiced law in Grand Rapids many years and served one term as City Attorney. Before studying law he was a civil engineer.

George H. White was a manufacturer, a dealer in real estate, a merchant and a banker during various periods of his life.

Having led the reader into a paradoxical jungle, it is now in order to explain that for many years there lived in the same neighborhood two men named George H. White. They were friends, communicants of the same church and useful citizens. To distinguish one from the other in the speech of the city, the attorney was dubbed "Chancellor," and to the day of his death he was known as "Chancellor" White. Both were natives of the State of New York, one having been born in Dresden, Yates county, and the other in Saratoga.

George H. White, the elder, was born in 1822. He came to Grand Rapids in 1842 and entered the employ of Amos Rathbone, the merchant prince of the village, as a salesman. In 1844 he was elected Register of Deeds and in the same year entered into partnership with Amos Rathbone, engaging in the lumber manufacturing business and the retailing of merchandise at Rockford. He disposed of his interests at Rockford and severed his connection with Mr. Rathbone in the year 1865. He was elected Mayor of Grand Rapids in 1861 and re-elected in 1862. He represented Grand Rapids in the Legislature in 1863. The same year he entered into partnership with William T. Powers and engaged in the manufacture of lumber, and associated with Amos and A. D. Rathbone, under the name of George H. White & Co., erected a mill and carried on the business of grinding and calcining plaster. It was the first mill of its kind erected in the State. The site is now the property of the Alabastine Company. Mr. White aided financially and with his labor the building of the Grand Rapids & Indiana Railroad and, associated with others, erected twelve stores on Monroe street in the early seventies. From this brief review of his life it will be seen that Mr. White was a very useful citizen. He came to Grand Rapids empty handed. Whatever he accomplished was through his own efforts. When he died he left a large estate to be shared by his wife, who died a year or two ago, and a daughter, Mrs. Charles B. Judd.

"Chancellor" White was an able

lawyer and a famous collector of books. When he died his home and office were literally packed with rare and useful volumes. During his one term as City Attorney he put through the courts a plan, authorized by the Common Council, for opening and extending Canal street and widening Monroe street, creating thereby Campau square. Several of his predecessors failed in their efforts to carry out this enterprise through defective descriptions of the property it had been determined to appropriate for the use of the public. Mr. White's experience as a civil engineer qualified him to describe the property taken correctly. Arthur S. White.

First Form of Pen.

In any large city in this country, in the same block, possibly in the same building, can be found in use to-day the first type of pen and the latest. A fine hair brush was the first instrument used by man for writing purposes. The Chinese laundryman of to-day marks his tickets and keeps his accounts with a camel's hair pen dipped in ink. Next door probably is a white merchant who uses the latest make of steel pen.

Between the two in the long history of the pen came the reed, then the quill. Steel pens are almost in universal use now and are made by the ton and in increasing volume every year.

Confucius used a hair brush for a pen, and his ancestors for thousands of years did the same. The need came into use for writing in the marshy countries of the Orient. It was hollow, and, cut in short lengths with sharpened ends, it was some improvement on the hair pen.

The value of the quill was discovered at an early date in the history of civilization, and its use spread from the East over Europe and then to the New World. Before the day of the metal pen England annually was importing more than 25,000,000 quills for pens. They were from the swans of Iceland, the Irish geese, the geese of the Hudson Bay country, etc.

Early in the nineteenth century the metal pen began to be used in England, the first one being one piece of metal for holder and point. The improvement of making the point detachable followed quickly, and to keep the point from being so stiff the sides were slit, as they are today. Steel pens in the early days cost 25 cents each—sometimes double that. Now the best pen point can be bought for a penny and a nickel will purchase an excellent penholder that will last for years.

The finest quality of steel is used for making pen points. It is first cut into strips by machinery and after being annealed the strips are put into a pickle of sulphuric acid. When thoroughly "pickled" they are rolled to the required thickness. The blanks are cut from these strips by screw presses, one person cutting out 45,000 blanks in a day. Still flat, the blanks are pierced and the sides are slit by other presses. The final and most important operation, the shap-

ing of the points, follows, machinery still being used, and the point is ready to write with.

Meerschaum Market.

A London correspondent says the price of meerschaum, which, some four years ago, rose 40 per cent., still remains high, but importers of the article deny that any scarcity exists. The high price is due, they say, to the growing demand in the United States, where, of late years, there has been a tendency among smokers to discard cigars in favor of a pipe.

Vienna is the great wholesale market for meerschaum, and most of the supply is brought there from Constantinople. On all hands it is complained that it is found impossible to induce the Turks to exert themselves to meet the growing demand, although there is plenty of the raw material to be had. Sales in England, curiously enough, are much smaller than formerly. It is stated by one firm of wholesale dealers that they now sell a hundred briar pipes for one meerschaum, while forty-two years ago they sold at least twelve meerschaums for one briar. Perhaps smokers in those days had more leisure. In the matter of briars the dealers say that the wood is growing dearer, while its quality is growing poorer.

Building a business is a process of slow growth. It is only fair and square dealing merchants who are able to celebrate the twenty-fifth anniversary of founding the business.

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 624 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. Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000

Deposits
6 Million Dollars

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J. A. COFFORD - - - - - Vice President
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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.



How To Start a Shoe Repair Department.

Methods, location, good workmanship and good materials are essential to starting a repair department. The only way to-day for the retailer to cope with rapid repair shops is by the installation of modern machinery and the living up to the phrase, "Repairing while you wait."

Repairing by machinery enables you to give your customers quicker service, better finished shoes with less labor cost and a greater profit than you can gain in any other way and you can do with machinery at least three times the repairing that can be done by hand method, plus the appearance of the original factory finish. Competition can not destroy a business that is built on service to the trade, and if the quality is there you are sure to make long steps toward building a solid foundation.

Location is to be considered for the repair department. It depends upon the size of store that you have and whether or not you can locate any other machinery in the window for advertising purposes. Besides being eye-compelling and of human interest, it gives signs of activity that are readily recognized as the merchant's signal of success. This form of display attracts transients and draws certain unsolicited trade that you can get in no other manner.

Cost of Installation.

For the shoe merchant to start a shoe department is a matter of small cost and for a cash outlay of \$130 he can install a department fitted to do all kinds of work; do it well and quickly. The requisites are as follows:

Stitcher, cash	\$270
Finisher, complete, cash	100
Nailer, complete, cash	75
Sundries (leather and tools)	50

One good man, \$12 to \$15 a week, with boys to help at \$5 or \$6 per week.

This is the cash cost without the purchase of motors, which can be hired from the local electrical company at a cost of about \$2 to \$2.50 a month.

The installment prices which have been arranged by manufacturers of machinery are very moderate and allow the retailer to pay for his machinery out of his profits. The costs on the installment basis are as follows:

Stitcher	\$300
Cash, \$25, \$10 per month.	
Finisher	120
Cash, \$20, \$7.50 per month.	
Nailer	90
Cash, \$15, \$5 per month.	

Sundries (leather and tools) 50
Cash, \$50.

Cost of electrical installation necessary for operation of machinery, \$20, making a total of \$130, as a cash outlay with the balance in monthly payments.

This allows a retailer to do all the work that may be required by any class of customers. It is very easy to work up a trade if proper advertising is used, but no matter how well the work is done the trade is bound to forget unless a constant reminder is given calling attention to your store and to your new department.

We suggest a card system, filing the name of each customer, with the date of last repairs, what they consisted of, price charged, and all of this to be used as a constant reference on work as a mailing list.

A space of seven to fourteen feet is all that is needed to set up the machinery mentioned above and profits of between 50 and 60 per cent. will be forthcoming over the old hand method which allowed at the very most a profit of 25 per cent., doing slower and poorer work.

The business of repairing shoes is based on second economy. Instead of throwing away the worn pair of shoes, the person now has these shoes re-soled and makes them wear a while longer. So many persons do this that they give shoe repairers a total of \$100,000,000 worth of business a year. This means, for a rough estimate, that 100,000,000 pairs of shoes are repaired each year. This estimate is conservative. It is based on the estimate that \$1 is the average price paid for repairing shoes.

While in some cities the maximum price for putting new heels and soles on men's shoes is more than \$1 a pair, yet in other cities it is below \$1 a pair. The price of soling and heeling shoes for women and children is under \$1 per pair almost everywhere. Consequently, it seems fair to estimate that 100,000,000 pairs of shoes are repaired a year and are made to serve a while longer.

Here are some of the catch lines used in the advertising of leading Western shoe merchants who believe in featuring their repair departments:

"Our repair department does more for your money than any other shop in town."

"Nobody can do better repairing than my shop turns out."

"My repairing is in a class by itself—best—quickest."

"In my repair department you get the very best service."

"Our repair department works wonders with old shoes."

"It's easy to select the best repair shop—come to ours."

"It pays to keep your old shoes repaired as I repair them."

"A repair shop that can be relied upon."

"The shoes we sell and the repairing we do give you long lived shoes."

"Our repair department is the best and most prompt in the city."

"We repair shoes here in the best possible way."

"Our repair department will be a revelation to you."

"You'll be suited with the kind of repairing I do."

"Give our repair department a chance at your old shoes."

"The kind of repairing I do is popular the year round."

"Leave your old shoes here for repairing and see how quickly and well it is done."—Boot and Shoe Recorder.

The Dealer Who Fools Himself.

"I'm all done fooling myself," remarked an Eastern retailer of shoes. "The time was when I carried items of expense on my books as assets. When I came to taking stock these items showed up well on paper, but their actual value was practically nothing, and my creditors have realized one cent on the dollar through a forced sale. I pursued this policy for a considerable number of years without realizing in what a false situation I was placing myself, and what an unfair deal I was giving the concerns to whom I owed real money."

"I got wise a while ago and having gone over the situation with a man who claimed to be an expert I de-

ecided I would no longer carry false assets on my books. Nowadays, when I add furniture or fixtures of any kind to my establishment, I charge them up to expense. At the time it might seem to you as if I were accumulating quite an expense account, but the plan has its advantage when stocktaking time arrives. These items are entirely wiped out and do not appear in any form whatever.

"This puts my business on a basis where it belongs. The assets are represented entirely by goods which have a marketable value. Those are the shoes which I buy and sell. Stock fixtures will bring little or nothing at a forced sale and for that reason cut very little figure at stocktaking time, the smaller the better."

In order that your business may have a "good will" asset you must possess the confidence and the friendship of your customers.

Mayer
HONORBILT fine shoes for men
A snappy line

Detroit Rubber Co.
WHOLESALEERS OF
RUBBER FOOTWEAR
DETROIT.

Our Bronchos

Are light, up-to-date, stylish shoes whose soft, pliable but exceedingly tough uppers give every wearer splendid satisfaction.

The Broncho is one of the inexpensive good shoes we make. Also made in plain toe, lace and congress.

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

Developing Customers.

To sell a customer one pair of shoes should not be the end of the ambition of the retail dealer or of his salesmen. While salesmanship in general consists in making sales, and is understood to assume the desirability of large sales, there are numerous ways of reaching the latter result, some of which are good and some of which are bad.

Good salesmanship consists in developing a customer rather than in burdening him with undesirable merchandise, which in the case of shoes may take the form of inducing the purchase of shoes that give positive discomfort to the feet.

There are very few shoe stores that could not enlarge their business by developing their present customers, so that they shall own more pairs of shoes. Any retail shoe dealer, or clerk, who has enough address to warrant his being engaged in retail trade, should be able to convince a customer that by purchasing two pairs of shoes, just alike and wearing them on alternate days, they will wear more than twice as long as one pair, worn continuously, and that true economy in clothing the foot is served by having numerous pairs of shoes rather than few.

Carrying out the same line of suggestion, the average customer can be educated to the desirability of having dress shoes, every-day shoes and shoes for rough wear, all of the numerous pairs being kept in good condition.

As a means to the latter purpose, shoe trees are necessary, and the more pairs of shoes a person has the more pairs of shoe trees are needed. The amount of additional business that can be made by the proprietor and clerks of a retail shoe store working along these lines in developing their present customers would no doubt be surprising.

There is one good feature of building up a business in shoe trees, and that is that they never come back. It should pay every retail store for its clerks to be well versed in the talking points on the advantage, economy of buying duplicate pairs of the same shoes, shoes for various occasions and the use of shoe trees.—Shoe Retailer.

Accessories For Shoe Stores.

The average retail shoe store is handicapped by the lack of proper accessories that save time, temper and money. It is the unusual shop that boasts of a real tack puller that does the work quickly and effectively, or a shaker that spreads the soapstone over the whole sole, or a case roller that will wheel the case in the store without taking a part of the flooring along with it, or a case opener that in a jiffy yanks the lid free from the case.

It would be surprising to know the small number of dealers who have even a stretcher that will stretch, and the large number who do not own a window hook that will take a shoe out of the window without spoiling the trim.

Question any dealer on the subject and nine times out of ten he will tell

you that he has everything that he needs in this line. He may point with pride to his modern button fastening machine, show you a stretcher that Adam helped to perfect, and he may go so far as to produce a tack puller with both blades knicked and dull. His head salesman has fixed up a stick with which shoes are extracted from the window and he will hastily assure you that his cases are very satisfactorily opened with the use of an ordinary hatchet.

As long as the average dealer has an implement that will possibly answer the purpose he never bothers about putting in a newer one until the old one is so far gone that it is absolutely worthless. Having the proper facilities for overcoming the small obstacles that arise daily in the retail shoe business is such an important matter that no dealer can afford to overlook it.—Shoe Retailer.

Fall Materials.

The various fabrics are well represented in the sample lines for fall by the Eastern manufacturers, and it is expected that boots of velvet, satin, Ottoman silk, moire silk, cravenette and worsted cloths, both plain and waterproofed, will sell readily. Fabrics have also been used to a great extent for topping.

That fabrics are expected to sell is traceable to the styles in women's skirts, which are cut rather short and are tight fitting. Consequently satin, velvet and other fabrics will prove best for footwear harmony.

That the recent vogue has had an effect upon upper leather is noticeable in the large number of boots made of soft kid skins. This is accounted for by the fact that women have of late, as a result of wearing fabric shoes, become accustomed to soft, pliable footwear, and in the natural course, when reverting to leather, they will instinctively be attracted by a leather which possesses those comfort-giving qualities. Calf skins are well represented in the sample lines, prominence being given to Russia calf, gun metal and patent calf.

The Out of Town Buyer.

The out of town customer is generally a profitable customer and deserves special attention. She likely comes prepared to buy a long list of goods. She has saved up for her trip until her list is long and her purse is full. Be kind to her, for she will fill her list and empty her purse where she is made to feel at home.

Take care of her grip for her, if she has one. If she has babies who annoy her, it will be worth while to invite her to turn them over to some clerk for safe keeping while the mother shops. Re-tie her bundles cheerfully if she asks it; order her cab, and help her get to her train when the time comes, and make her feel that she is an honored guest and deserves the best the town can afford.

Not only will such a customer come back to your store next time, but she will take back with her to her friends in the neighboring town a line of high class advertising for your establishment which you could not possibly buy for dollars and cents



Rouge Rex Shoes

If you are seeking the trade of the laboring man, you cannot afford to sell him anything but the best. He is a careful buyer, and has a most excellent memory as to where he can get dependable goods.

Rouge Rex Shoes are made to meet his every requirement. Solid leather throughout; made over well fitting lasts. Sell them to the man who gives his shoes hard service. They'll please him.

We have the strongest line of Elkskin Outing Shoes on the market. Send for samples.

Hirth-Krause Company

Hide to Shoe

Tanners and Shoe Mfgs.

Grand Rapids, 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.

DO NOT FEAR COMPETITION.

New Meat Market Need Not Dismay the Old Dealer.

The question has been asked frequently if there were not too many retail meat markets, and many butchers have been inclined to the belief that there were more markets than necessary and that the profits of many butchers were greatly diminished thereby. The number of markets in any locality, however, may be ascribed to the amount of business done, and if the demand is not sufficient to bestow patronage on all the markets the inevitable happens and some of them must close. Last week two markets in a small city were closed because there was not sufficient trade to make them successful. These markets opened in a most auspicious manner. To quote one butcher: "They gave carnations to the women over a counter of Italian marble to the sweet strains of a ten-piece orchestra." Results showed that there was not room for more markets there and the markets already established held their trade and saw the newcomers go out of business. Yet the new market is the bane of existence to a large number of retail butchers. Let them get settled in a neighborhood and build up a good business there and their greatest fear is that some enterprising butcher will find out that the field is good and will open a new market. When such an event actually occurs they are seized with the idea that their business will be cut in two and half of it lost to the new butcher. Then the spirit of rivalry is born and a merry war is waged on the newcomer, with the avowed intention of putting him out of business. Price cutting is the means usually resorted to, and the newcomer retaliates in kind, much to the detriment of both markets and to the pocketbooks of the owners. The opening of a new market should not be a calamity for any butcher. The more markets in a neighborhood the greater will be the amount of business done. This principle is exemplified in the public markets of the large cities. There we find a large number of butchers engaged in competition, but that competition is the vital point of their success. It attracts trade and honest competition free from dishonest and dishonorable trade customs does not affect the profit of the butcher in any way other than to increase it. So it is with other lines. The big department stores of a city are in close proximity to one another, and the establishment of a shopping center contributes largely to their success. In a smaller way this is true of each section of a city or town. If a certain section is large enough and has trade enough for more than one meat market, the meat business of that section will be increased by the establishment of a second market. If, on the other hand, there is room for but one market, the proprietor of the market already established should not be alarmed at the opening of a new market. The newcomer is placed at a disadvantage. He has to compete with a business which

already has been built up. He must wean customers away from a market in which they have long been accustomed to trade. In a territory where the trade will not support two markets, no butcher can hope to work under these conditions and be successful. He must build up his trade either by catering to a high-class trade or must make "cheapness" his watchword. If he attempts the former he can not make use of the lure of the price cutter, for the patrons he hopes to gain will not be attracted by this means. The success of any market is limited if it carries meats of poor grade and makes low prices its standard of business. Hence the new market is up against a stern proposition and the old established market has but little to fear from such competition.

Going back to the supposition that two markets can live and prosper in a certain neighborhood, the old-timer will feel the exhilarating effects of competition. He will be more careful in the methods of conducting his business, will keep his market in a more presentable appearance, and by this very fact will influence his customers to consume more meat. People can get along without meat, at least for a time, and the butcher and the market often are influential in determining to what extent the people are abstainers from meat. The highest consumption will be brought about where the butcher is stimulated by competition to do his utmost to attract trade and to offer suggestions to his patrons which result in gaining their orders. The butcher, therefore, if he has treated his customers fairly, and has built up a substantial business, need not fear competition. Instead of hurting his business it will help it and will be a guiding rein which will force him to put in practice methods which will insure the perpetual success of his business.—Butchers' Advocate.

The Butcher and His Clerk.

Butchers are no more immune to physical ills or temporal demands than are merchants in other lines, and frequently it happens that they are forced, because of illness or through other reasons, to absent themselves from their business. Usually this brings about a state of chaos in the business, and everything is practically at a standstill until their return. The close confinement to business likewise produces a one-sided man whose thoughts and energies become stagnant owing to the lack of stimulating ideas gained through contact with competitors and the business world in general. Every business man owes it to himself to have a clerk or employe who can take his place during emergencies and who can be thoroughly depended upon. This is amply demonstrated in case of sickness, but it is also a fact that the average business man in these days of push and strife sticks too closely to business. He gets musty, moss-covered and behind the times because he does not get out of the store enough, fails to rub elbows with his competitors and other men in the trade, and find out what the world is doing and talking

about, or he devotes so much time and energy to performing trifling tasks, in worrying over what subordinates ought to do, that he breaks himself down physically. A good clerk capable of directing the business without the presence of his employer is a valuable asset and, although higher priced, is worth it to the market. The low-priced clerk is either incompetent and unable to secure a position at better wages, or he is unfortunate and compelled to accept his place as a present makeshift, or he is not desirable because of dishonest traits. In all three cases the market invariably and inevitably suffers much cost and loss. The incompetent fails to sell as much as might be sold and fails to please the majority of the customers he waits upon; the unfortunate one is only half-hearted in his work and can do neither the market nor himself justice; the dishonest one will get "even" in some way for what he considers an imposition. The market that suffers in sales suffers in lack of interest, suffers because of speculations of one sort or another, is constantly losing money, and it is reasonable to infer that it is standing the chance of losing more than it apparently gains by its low-wage schedule. There is never anything gained by undue and unnecessary paring of expenses where paring is not needed or where reasonable liberality might most materially increase business done and profits gained.—Butchers' Advocate.

House Keys in Germany.

An interesting feature of German life is the fact that, in spite of the tremendous progress of the country, mediaeval customs are still in evidence here and there, side by side with all the adaptations to the necessities of modern life.

Locksmithing in Germany is today as important a trade as plumbing, blacksmithing, or the vocation of the barber. The first lock and key was introduced into Prussia in the fourteenth century and caused a considerable sensation at the palace of the elector of Brandenburg. He found that by this device he could do away with the guard at his private doors and thus materially reduce his household expenses. Since that day the "schlosser," or locksmith, has been a most essential factor in German life.

The present German house key could be used as a weapon of attack and defense, besides serving its original purpose. It weighs on an average about one-eighth of a pound; and, as each person entitled to carry a house and corridor key has nearly a quarter of a pound of soft iron in his pocket, it is conservatively estimated that the amount of iron in circulation in Germany in the pockets of the men and in the handbags of the women amounts to 2,695 tons, besides an additional 2,560 tons for the keys to the interior of German homes. Thus something over 5,000 tons of iron are put into keys of a size to be found nowhere in America. However large the house or numerous the apartments, the outer door is locked promptly at 10 o'clock; and, as the German spends many of his

evenings out, every person carries at least one of these massive keys to effect an entrance. Bells at the outer doors are uncommon except at the homes of doctors.

The modern scientific locks and small light keys manufactured and used in America ought to appeal to the German. A business of this sort could doubtless be developed by the American manufacturer.

Cook Food Well.

Cases of illness sometimes occur from eating uncooked or insufficiently cooked pork which is infested with a microscopic parasite commonly known as trichina or flesh-worm, the scientific name being trichinella spiralis. An average of 1 or 2 per cent. of the hogs slaughtered in the United States are infested with this parasite. When transmitted to human beings, trichinae may cause serious illness, sometimes resulting in death. Out of about 15,000 cases of trichinosis recorded in medical literature, most of which occurred in Europe, 830 resulted fatally.

No method of inspection has yet been devised by which the presence or absence of trichinae in pork can be determined with certainty, and the Government meat inspection does not include inspection for this parasite. All persons are accordingly warned by the United States Department of Agriculture not to eat pork, or sausage containing pork, whether or not it has been inspected by federal, state, or municipal authorities, until after it has been properly cooked.

A temperature of about 160 degrees Fahrenheit kills the parasite, therefore pork when properly cooked may be eaten without any danger of infection. Fresh pork should be cooked until it becomes white and is no longer red in color in any portion of the piece, at the center as well as near the surface. Dry salt pork, pickled pork and smoked pork previously salted or pickled, providing the curing is thorough, are practically safe so far as trichinosis is concerned, but as the thoroughness of the curing is not always certain, such meat should also be cooked before it is eaten.

A pamphlet giving information on the subject may be obtained on application to the Secretary of Agriculture, Washington, D. C.

Obscuring Glass.

As a temporary frosting for windows mix together a strong, hot solution of Epsom salts and a clear solution of gum arabic; apply warm. Or use a strong solution of sodium sulphate, warm, and when cool wash with gum water.

For permanently obscuring glass use a mixture of lead and turpentine, making a fluid a little thinner than paint. Then take a pouch of cotton batting covered with one layer of cheesecloth and daub the mixture on the glass. In a warm room it sets quickly; so apply the lead rapidly. This frosting produces a ground-glass effect and will not wash off. To scrape it off a paint and varnish remover must first be applied.

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. Ranville 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.
Wooden Grocer Co.

Hardware

Clark-Walker Co.
Foster, Stevens & Co.

Hearse and Ambulances

Michigan Hearse & Carriage Co.

Hides, Pelts and Furs

Crohon & Eoden 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.
Waldron Bros. Co.

Post Cards and Novelties

W. P. Cassan

Printers' Supplies

Grand Rapids Electrotyping Co.

Produce

Parsons Produce Co.
Vinkemoller Co.
Vulle-Seller Co.

Saddlery Hardware

Brown & Schler Co.
Rumford-Hall Co.

Safes

Grand Rapids Safe Co.

Seeds and Poultry Supplies

A. J. Brown Seed Co.

Shoes, Rubbers and Findings

Grand Rapids Shoe & Rubber Co.
Hornis-Bertsch Shoe Co.
Hirth-Krasan Co.
Kroger, Kalmbeck, Lutz & Co.

Showcases and Fixtures

Grand Rapids Show Case Co.
Wilmarth Show Case Co.

Telephone Companies

Chicago Telephone Co.
Mik, Mack Telephone Co.

Tinners and Roofers' Supplies

William Brummeler & Sons
W. C. Rogers & Co.

Undertakers' Supplies

Drury Embalming Fluid Co.
Peters & Walker Corset Co.

Upholstering Supplies

A. P. Bomb Co.

Underwear Manufacturers

Globe Knitting Works

Wall Finish

Alkowitz Co.
Anti-Kalamine Co.

Wall Paper

Haystack & Canfield Co.
J. P. Seymour Co.

Wagons

Belknap 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.

CHEDDAR CHEESE.

The Answer To the Question as To What It Is.

A correspondent of the New York Produce Review asks what is Cheddar cheese and here is the answer given:

"What is Cheddar cheese? The question, simple although it appears, is not as easily answered as it would seem at first glance. We must first decide upon what basis we should found our definition—whether the process of manufacture shall be the determining factor, or the nature and quality of the product, or whether the size or shape of the cheese must also be considered. We have no set rule to go by—only the loose rule of popular usage.

"It is a difficult matter, if we endeavor to make our distinction on the process, to draw a line to decide whether this or that variation is entitled to the name. F. J. Lloyd, in his interesting report on investigations into Cheddar cheesemaking, published in London nearly twenty years ago, after relating his observations on the development of the Cheddar cheese industry, says:

"A close investigation of the Cheddar cheese industry reveals the fact that the methods of manufacturing Cheddar cheese are as numerous as are the localities in which it is made. The various methods differ not merely slightly but to a very remarkable degree, so that at first sight it seems quite impossible that practically identical results can be obtained by such divergent means. Yet practically identical they are, that is to say, the result would in all cases be undoubtedly Cheddar cheese, and no other variety.

"Yet there is a difference between the cheeses made by the various systems. Some will ripen more quickly than others made by another system, while a third system may produce a cheese taking still longer to ripen. Thus a rapidly ripening cheese will be ready for the market three months after it is made, others will take six months to ripen, while formerly it was the custom to keep a Cheddar cheese twelve months before it was considered fit for consumption.

"Hence the extreme methods have become known as "rapid" and "slow" ripening systems. In flavor there is not much variety due to the system of make.

"The texture of a Cheddar cheese should be absolutely uniform and solid. Some methods tend to produce this result far more certainly than others, the latter leaving a cheese more or less "open," that is, showing occasional spaces in the interior.

"While some systems tend to produce a hard cheese, others produce a much softer and mellow curd, which is considered of importance as regards quality.

"A Cheddar cheese, when cut, should be soft and fat, neither hard nor crumbly. It should have both the aroma and flavor of a nut, the so-called "nutty-flavor" so much sought after. It should melt in the mouth, producing not only an agree-

able flavor but leaving a most pleasant after-taste. It should taste neither sweet nor acid. If either in smell or in taste or in after-taste there is anything the least unpleasant, such taste or smell is termed a taint."

"Mr. Lloyd therefore makes his distinction chiefly on the final result—the character of the cheese—although in all the methods of manufacture described by him, from that of Joseph Harding (1856) to the Cannon system (1887) some other means besides heat and stirring is employed to rid the 'cooked' curd of its moisture—either simply matting or light pressure before milling, and in all cases the second separation or 'milling' of the curd.

"Prof. Decker, in his book, Cheese-making, includes as Cheddar cheese both that made by the 'Cheddar' and 'stirred curd' system, although Mr. Monrad in his A. B. C. in Cheese-making and Dr. Van Slyke in Science and Practice of Cheesemaking, seem to accept the latter only as a modification. It is hard to say whether the stirred curd cheeses have a right to the name—probably they have if passing the tests of flavor and texture.

"Among American cheese dealers the term Cheddar is usually applied specifically to a certain size or shape of American cheeses—those of the same diameter as flats and weighing sixty pounds or over. However, we agree with Prof. Sheldon, who, in his book, Dairy Farming, says:

"The size and shape of a Cheddar cheese are not matters of importance. The impression shared by many people that it must necessarily be large is a mistake and probably arises from the fact that originally the cheeses under the Cheddar system were cylindrical in shape and weighed 100 pounds or more. Cheeses made by this system, whether "truckle" shape, flat or deep, or whether of ten or 100 pounds weight, are Cheddars."

"We are not sure just when the English ideas of matting and milling the curd were first adopted by American cheesemakers. Mr. Lloyd, however says:

"The systems of cheesemaking up to 1850 had all been devised for the production in home dairies of one or at most two cheeses a day. In 1850 the factory system of cheesemaking was started in America, and it soon became necessary to vary the methods of production so as to deal with a large quantity of milk with the least possible hand labor. Thus by degrees arose what is known as the American system of cheesemaking. This system has taken no hold in the west of England, but it has been introduced into Scotland, where it has superseded the system of Joseph Harding."

"This American or Canadian system was first taught in Scotland in 1885 and it embodied the principles of matting and milling to expel the whey. Although not the originators of the Cheddar system, America must be given a large share of credit for the innovation of time and labor saving improvements which have made the process applicable to factory condi-

tions, and for putting it on a scientific foundation. Our right to the term American Cheddar as a designation for that part of our product that possesses the Cheddar characteristics can not be questioned. We believe that a large share of our so-called 'home trade' cheese is entitled to this name, although openness in texture, as found in some of the New England and much of the Michigan and Minnesota cheese, we would consider a bar to the use of the name.

"As to the substitution of the words, 'whole milk,' for 'full cream' cheese, which our state and national governments have been instrumental in bringing about in designating American Cheddar cheese, we have always felt that considering the insignificance of the possibility of deception by a continuation of the long used term, the change was hardly worth the effort. However, 'a rose by any other name would smell as sweet' and whether as 'whole milk' or 'full cream' our unskimmed American Cheddar will tickle our palates equally well."

Cardamom Seed.

The bulk of the cardamoms of commerce are exported from Ceylon and may be described as Ceylon Mysore or Ceylon Malabar cardamoms and Ceylon cardamom seed.

The cardamom blossoms more or less the whole year through, but the heaviest flowering is from January to May. The fruit is ready for picking from September to April, but the best crops are in October to December. The ripe fruit is removed by plucking off the raceme, but this is wasteful, for only some of the capsules are ripe; the ripe fruit only should be gathered, with the little stalks attached, otherwise if the fruit is pulled they split in curing.

Good picking coolies in Ceylon can in a good season collect up to twelve pounds of cardamoms per day, but eight to ten pounds is an average day's work.

The harvested fruit is brought in baskets to the estate factory, where the curing is done. The drying is done in the sun, the fruit being placed on mats or on the clear cement barbecue, and after exposure to the sun's direct rays all day are taken into the factory at night. In wet weather the drying room of the tea or cocoa factory is used, but this artificial heat must not be excessive or drying takes place too rapidly. If rapid drying takes place the capsules split more easily, and the object is to cure without splitting; if the sun heat is too drying the fruit is only exposed to it for a time. The desirable color of the dried capsule is pale yellow or straw color, free from spots or blemishes. A slight bleaching is given to the fruit by some planters; for this they are steeped a short time in water and then at once exposed to the sun. Too much bleaching is not required. Some planters dry the fruit by artificial heat and then give them a sulphur bleaching.

The sulphur bleaching process is as follows: The day's harvest is plac-

ed in a tank of cold water and thoroughly washed. The following morning they are spread on mats or Hessian cloth to dry. After a couple of hours in the sun they are sprinkled with water and shaken, and then dried again. They are thus watered and turned several times a day for two days, and then slowly dried without watering by exposure for a few hours at a time under cloth. This process of airing lasts some days, until the capsules are absolutely dry. They are then clipped and graded. The sulphuring process is next carried out. The sulphur box consists of trays for the fruit, with a space at the bottom to hold a pan of burning sulphur, and the fruit is well smoked. After this they are ready for packing as usual.

When the capsules are dry and cured they must be clipped; that is, the little stalks must be cut off with scissors, and the brown or discolored capsules taken out. A smart coolie can clip three to six pounds of cardamoms per day, according to the size of the capsules. The main grading of cardamoms is according to color, and they are also classed as "shorts," "longs," "short longs" and "long longs," etc.

It is, of course, the little dark seeds inside the capsule which contain the aroma, giving the spice its high value; but the capsules are marketed entire, packed in neat paper-lined boxes.

Water Purification.

The following simple means of purifying drinking water is recommended by the provincial health authorities of Ontario to campers, prospectors and travelers. A teaspoonful of chloride of lime, leveled off by rolling a pencil over it, is rubbed up in a cup of water. This is diluted with three cupfuls of water and a teaspoonful of this dilution is added to a two-gallon pailful of the water to be purified, mixing it thoroughly. This will give between four and five parts of free chlorine in a million parts of water, which is said to destroy in ten minutes all typhoid and cholera bacilli and dysentery-producing germs, at the same time leaving the water without taste or odor. This has been tried and found effectual, it is said, when used in the germ-laden water of Toronto Bay.

Why They Cried.

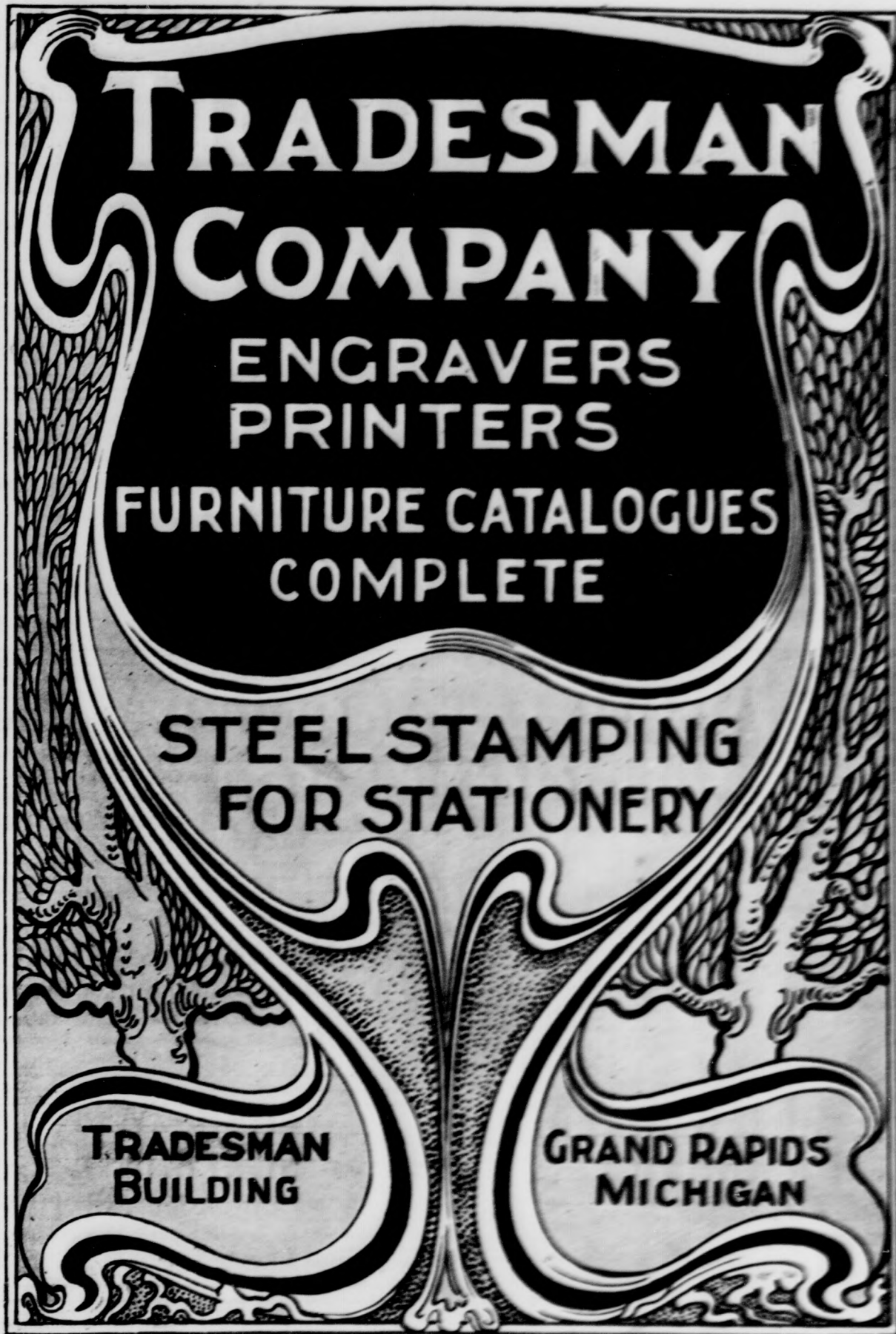
Two Irishmen who had just landed were eating their dinner in a hotel, when Pat spied a bottle of horseradish. Not knowing what it was, he partook of a big mouthful, which brought tears to his eyes.

Mike, seeing Pat crying, exclaimed: "Phat be ye crying fer?"

Pat, wishing to have Mike fooled also, exclaimed: "I'm crying fer me poor ould mother, who's dead way over in Ireland."

By and by Mike took some of the radish, whereupon tears filled his eyes. Pat, seeing them, asked his friend what he was crying for.

Mike replied: "Because ye didn't die at the same time yer poor ould mother did."



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Detroit Produce Market Page

Detroit Butter and Egg Board.

Detroit, May 1—Butter—Receipts, 163 packages.

The tone is strong.

Extra creamery, 22c.

First creamery, 20c.

Dairy, 16c.

Packing stock, 14c.

Eggs—Receipts, 1,245 cases.

The tone is steady.

Current receipts, 16c.

Packers of April stock seem to have let up buying and the market is some easier, and with the heavy receipts the market will ease off still more.

Butter is steady; do not look for much change in price this week.

New York Butter and Egg Board.

Butter—Receipts, 4,085 packages.

The tone is steady.

Extra Creamery, 21½c.

Renovated, 15½@16½@17c.

Packing stock, 15@15½c.

Eggs—Receipts, 22,361 cases.

The tone is strong.

Extra fresh, 17@17½c.

First fresh, 16½@17c.

Refrigerator, 18@18½c.

F. J. Schaffer & Co.,

Members Detroit Butter & Egg Board.

GOVERNMENT EGG STATION.

United States Sent Men to Kansas to Study Egg Profits.

The United States Department of Agriculture is establishing an egg experimental station in Kansas, to be located at Frankfort, Marshall county, the purpose of which will be to educate and teach the farmers of Kansas how to get the best results in the handling of their eggs. By appealing to the pocketbook of the egg producer, the Government believes that its agents will be able to interest farmers in the movement to an extent whereby they will candle all eggs that they offer for sale. Under the present plan, in spite of the good work done by the Kansas Pure Food Department, a large part of the eggs of the state are sold by the farmers in the same old way that they have been for time immemorial.

At certain seasons of the year there is wide margin between the cost of eggs on the farm and the cost at the city grocery or market. By actual experiments the Government will determine who gets the money. Three men have gone to Kansas from the Government Department of Agriculture. Two will remain in and around Frankfort and the third will make his headquarters at Atchison, where he will look after the wholesale and retail end of the business.

The Government has a definite idea in view; that of teaching the farmers and poultry raisers, first, how to get the greatest number of eggs; second, how to handle the eggs, and third, how to dispose of them to the best advantage. The Department of Agriculture has worked out a "system" for handling and placing eggs on the market which is said to be far superior in the matter of returns, over the slipshod methods followed by most farmers and poultry men in getting their poultry product before the consumers.

In order to make a practical demonstration the Government men will handle eggs in two ways. They will handle half of them as the average Kansas farmer, Kansas merchant and Kansas cold storage man handles them. The eggs will go through the same process that most of the Kansas eggs go through before they reach the consumer. Books will be kept and the profit to each man handling them will be computed carefully. The net profit to the producer during a stipulated period will be figured out and set to one side.

The other half of the eggs will be handled entirely separate and according to the "system" worked out by the Federal Department of Agriculture. The Department is certain that it can make a better showing for the producer and for the shipper through its system than through the usual methods. Its idea is to demonstrate the new system to the Kansan. The station will be located at Frankfort because there is considerable poultry raised in that section and because it is a representative locality in every respect. It is on a direct line to Atchison, where there are cold storage houses.

The Atchison man will demonstrate another end of the egg business. His business will be to market them in the most economical manner and to get the most possible out of them. The three representatives of the Federal Government now in Kansas who will carry on these experiments are A. R. Lee, H. M. Lamon and C. L. Opporman, all from the Federal Department of Agriculture. Mr. Lee's full title is "Junior Animal Husbandman in Poultry Investigations, Bureau of Animal Industry, Department of Agriculture."

So far as Kansas is concerned this Government plan is a new one. Not even the State Department has done anything of the kind. For several years the Department of Agriculture at Washington has been trying to stimulate interest in poultry over the country. It has succeeded in increasing the poultry supply in starting

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

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

many city people raising poultry. Having succeeded in that it is now to attempt to teach the poultry raisers how to get the most out of their product.—The Merchants' Journal.

Outlook for Salmon.

The outlook for the coming salmon season is more than usually interesting from the fact that it will open on a market almost clear of stocks of all descriptions. There is a good deal of speculation as to what opening prices will be. Joseph Durney, who is a recognized authority in all matters pertaining to salmon, when asked for his views on the prospects as to prices for the new pack, said:

"The question of the price of 1911 pack depends largely upon how much Alaska red salmon the public will consume at 20c per can. It is recognized by everybody that it is impossible to pack sufficient red salmon to supply the demand at 15c per can, but the business is so hazardous and the risks so great and when the losses come they are so heavy, that it is admitted by everyone that there is absolutely no profit left to the canner, if he fixes a price to permit the retailer to sell red salmon at 15c per can. Ever since last fall in every city in the United States west of Pittsburg and Buffalo, red salmon has been selling at 20c per can. I

have been told that this high price was due to the short pack, but when you take into consideration that the pack of red Alaska for 1910 was only 215,000 cases less than the pack of 1909, and that there was more or less carried over by first hands from 1909 to 1910, the quantity of red salmon that we had to offer in 1910 was not so much less than in 1909. Therefore, in my opinion, the high prices were not so much due to the short pack as to the increased consumption. We have been exploiting all the markets of the world for years, and we are now commencing to receive the benefits of our years of hard work. The tremendous campaign and introductory work that was put in by all factors on pink salmon during the past two years was no doubt the means of aiding the distribution of all grades of salmon, particularly Alaska red. I have been told that at \$1.35 there must be a tremendous profit in the packing of Alaska salmon. I can only point to the balance sheets of the principal salmon factors, which show that one of the largest canners made a little over 8 per cent. on his capital, and there is mighty little water in the capital stock of the company to which I refer.

"While it is true that a number of

new canneries are going to operate in Alaska this year, they will not increase the total output to any extent, but will probably reduce the output of their nearest neighbor. If we should have another short pack you can rest assured that red Alaska will open at least at \$1.45, and probably \$1.50, and even though we have a normal pack my honest opinion is that, owing to the fact that salmon is now regarded as a necessity and as there is nothing new on the food list that gives the consumer as much for his money as a can of red salmon at 30c, and on account of the fact that never in the history of the business have stocks in both jobbers and retailers' hands been as low as they are now, a normal pack of Alaska red can be marketed at \$1.45 Coast. We have already sold quite largely at \$1.50 Coast for early shipment."

It Might Be Worse.

It never pays to take life too seriously—especially store life. The retailer who is unable to see the ludicrous and humorous side of things in his store but is nervously sober and severe concerning everything going on, has an infinitely harder time doing business than the man who is able to see the amusing features of

every predicament and occurrence and be able to change even a serious situation into something to smile about.

The store is not a place for hilarity, much less is it a place for prayer-meeting severity of conduct and countenance. No matter what may be the natural inclination of a glum customer, she would prefer to do her trading in a store where there is a pleasant surface than put up against a severity of demeanor and a serious view of everything. The clerk who is unable to smile or pass a joke with a customer does not sell as many goods as the one who may be a little too flippant. The same is true of the store that is too seriously inclined. Not so many goods are sold as at a store where the customer knows smiles predominate.

Even in the adjustment of a difficulty the rectification of an error, or the redressing of some wrong, the store where it is done in a manner that touches the funny side rather than the stern air of a court of justice is able to send the aggrieved customer away feeling wonderfully better natured about it all.

One kind of a hypocrite is a man who pretends to be busy when he is not.

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MAN HAS NOTHING TO FEAR.

Matrimony and Home More Appealing To Women Than Trade.

Written for the Tradesman.

"There is a lot of talk now days about the vocation of woman—is she to marry and become the head of a household of happy children, or is she to enter the business world and compete with man for supremacy?"

That was Charlie Jeffords, the gray old drummer, talking—"just to hear his own voice," his irreverent neighbor chuckled. Nevertheless the old man, who had spent thirty years of his life on the road, seemed for the once in deadly earnest.

"I have heard all sides of this question discussed," continued Jeffords, "I know what the masculine suffragette will say; know also how the ordinary pinhead in business on my own side of the house will blurt out his disgust because our sisters and sweethearts will get out of their proper sphere and compete with man in the mercantile world. As for myself—"

The old drummer withdrew his cigar, spat thoughtfully and hesitated.

"Yes," greeted the young Chicago drummer, "let us hear your opinion, Mr. Jeffords, it will be interesting, I assure you."

"Oh, I don't know as to that."

"You aren't afraid to give your honest opinion, are you, Charlie?" queried the groceryman. "If you are we will respect your feelings and not ask anything further."

"It is a dangerous subject. I approach it with some misgivings, yet I am not like so many of our legislative friends who have to hear from their constituents before they know on which side to vote. I give my ballot unreservedly—for woman as she is. Her rights are as broad as the universe and man has no just complaint to make when one or more of them takes it into her head to make the business of buying and selling dry goods her life's work."

"Ho, ho, a woman suffragist!"

"Not too fast, Jake," nodding toward the groceryman. "It isn't necessary that a woman should cast a ballot in order to do business."

"Well, but if you concede her right to enter the business world in competition with man she will certainly demand the ballot."

"I do not concede that, but, all the same, when the American woman as such asks for the ballot she will get it, and I am not, as you intimate, a woman suffragist, either. It was not of that I was speaking, however. Some people carry the idea that woman will eventually drive out her

brother from the world of business, create a dearth of occupation for the man and bring general wrack and ruin to the industries of our country."

"Well, that's what it looks like," said the young Chicagoan.

Old Charlie shook his head, still as stolid as a graven image.

"Nothing of the kind, my boy. Now, experience is worth tons of theory. From my own knowledge of the business world I am ready to assert that the softer sex is not endangering man's supremacy in the least."

"My, but how relieved I am!" breathed the youngster.

"As you well may be," assented the old drummer. "Should woman really decide to take upon herself the cares of business you would be one of the first to go to the wall. Don't get red under the collar, youngster, you are quite safe; the American woman is not going to drop her natural inclinations in order to crush the male incompetents, be assured of that."

"Don't be too hard on Harry," laughed the groceryman. "He's from Chicago, you know."

"And pert as a miss with her first long gown," chuckled another.

"It is this way," continuing his argument. "Women aren't going to fall from grace as some people imagine. Our school ma'ams nearly all marry, that seems to be the aim in life of every natural woman—marriage and the rearing of a family. Nature is stronger than anything else and nature ordained woman for the home life; she can't be driven or coaxed into other roles."

"But look at the women in business—"

"Sure. They are the exceptions that makes the rule good. There are men cooks, men milliners, men washer-women, so to speak, but you'll not for a moment contend that they are going to drive out our wives and mothers from home life and duties. So, of course, there are women in business. Rest assured, however, that the great body of womankind prefer and will choose a husband and a home before everything else. It is nature, as I said; has been such since the world began and will so continue unto the end."

"To be sure, many girls go into our stores as clerks; that is a general method of making a living, but, mind you, when the right man comes along the girl drops out of the clerkship into the home and there's the end of her business life. I know from an observation of nearly half a century that this is so. I have a friend up North, an old fellow like myself, who

has been in business thirty years. He has employed many women clerks in his time. I was talking with him not long since on this very subject. He harked back along the years, counted up the different girl clerks he had employed. How many do you think continued in the work or went into trade for themselves?"

The old drummer smiled benignly on his audience, especially on Harry, the Chicagoan.

"How many did he have on the string?" grinned the groceryman.

"Seventeen!"

"Great Scott! seventeen girls in a country store!"

"Yes, in the thirty years he had done business. How many are his rivals in business to-day, think you?" persisted Jeffords.

"Maybe three," timidly suggested one.

"More likely a dozen," ventured Harry.

"Not one," echoed the old drummer laughing. "What's more they all married and became heads of families. A matrimonial bureau couldn't do so well as that. I know a friend of mine nearer home who has graduated seven girls from the place behind the counter into the state of matrimony. Clerking beats school teaching all hollow where marriage is concerned. My old maid sister came from the State of Maine to visit us. She was a capable woman, sweet and full of good cheer, and yet she was well along in the thirties without marrying. She was every inch a Yankee and could not afford to be idle.

Mr. Merchantman had lost his clerk by marriage and I suggested Sally applying for the place. She had a busi-

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We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat**. It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.

The Shredded Wheat Company



Niagara Falls New York

ness head on her shoulders and at once stepped into the breach. Now what do you suppose came of it?"

"Oh," suggested Harry, "she married the merchant, of course."

"Better than that," chuckled the old drummer. "The storekeeper wasn't more than fairly well to do, besides he had one wife living. A good many people passed Merchantman's store in the course of a year, among them a wealthy lumberman, a widower, who often stopped with Merchantman for lunch on his way to and from his lumber jobs. The upshot of it all was that my sister captured the lumberman."

"Good enough," laughed the groceryman.

"There's no place like a store for girls to meet the right man."

"I believe that's so," reflected Jake.

"Of course it is," declared Jeffords.

"As I said at the outset, women are naturally homemakers; they are not constituted to fill the ranks of the business world, nor will the time ever come, in my opinion, when there will be the least danger of women usurping the places of men."

J. M. Merrill.

Value of Courage to Men Who Sell.

Through long years of experience we have discovered that the average salesman lacks the necessary courage to approach the larger buyers, says a writer in the Interstate Grocer. This is a serious defect in his makeup and retards his growth as a salesman.

Men who lack courage to approach merchants who buy goods in large amounts seldom make successful salesmen. The salesman who confines his entire efforts to small merchants is obliged to work harder than the salesman who goes after big merchants and with all his hard work he is unable to make a satisfactory showing.

It takes as hard work to sell a \$10 bill of goods as it does to sell a \$50 bill. The successful salesman are those who sell the large bills. The expense of selling is practically the same.

You will notice successful salesmen wear the best clothing, stop at the best hotels and live on the fat of the land. They have money to spend, and it will be noticed, their families are well provided for and generally occupy a satisfactory place in the society of the town (or city) in which they live. They are in a class by themselves, their work is easy and besides much more pleasant and independent than that of the salesman whose business is confined to small trade.

The man who sells \$100,000 per year does it in less time, makes more money and has more leisure time on his hands, than the man who sells one-fourth or half that amount.

He has a hundred places open to him, while others not so successful have difficulty to hold the place they already have. Their small amount of sales operates against them and helps to keep them tied down.

To simmer the thing down to a fine point, their lack of success appears to be principally a lack of nerve—nerve to go after big game.

They have not the necessary confidence in themselves and this makes them incapable of handling large buyers, also tends to keep them at the tail end of the list of salesmen.

The U. C. T. Smoker.

Grand Rapids Council, No. 131, United Commercial Travelers, entertained their members and fellow traveling men at their annual smoker Saturday evening, April 29.

Aside from consuming several hundred cigars and "hitting the pipe" the guests were well entertained during the evening with vaudeville stunts and a few other turns that were worse than stunts.

Among the good, bad and indifferent acts during the evening, the worst was the wrestling match between Little Joe Coffey and Sandoz Lynn Visner. Coffey was "floored" twice. Both falls made an awful splash and the jar was felt throughout the city.

The three-round bout between the Doyle Brothers was a very good imitation of the real thing. The lads handle the mit with a great deal of skill.

The vaudeville acts, furnished by the La Vardo Agency, proved to be very entertaining. They consisted of song and dance artists, contortionist, black face comedian, reader and whistler.

A. N. Borden left the commissary department long enough to tell a story or two, and Walter Ryder sang.

For the benefit of the visitors Homer R. Bradfield and A. N. Hydorn gave short talks on the purposes of the order.

At the close of the big show the usual concert was given, in which every one took part. He was a bad actor who did not get an encore or two in the shape of an extra sandwich a la Borden.

Fred May was ring master of the evening and J. M. Goldstein was stage manager.

If the number of visitors present who asked for application blanks signifies anything the evening was a howling success.

The Salesman of Quality.

The true salesman is a gentleman; he is polite, considerate, self-controlled, affable, alert to the interests of others; he greets his customer with a pleasant good morning; he puts sir or madam onto his speech, thereby exhibiting his culture and good breeding. He takes refusals and rebukes kindly and invites a call again. He is patient with shoppers, yet saves himself labor by trying to find exactly what they want and to sell them what is best suited to their requirements. He secures attention by pleasing manners. In short, he makes a friend of every customer. We should all of us try to do this, for it's much easier to make a sale to a friend than it is to a stranger. So, again I say, try and make a friend out of every customer. Do this by showing a hearty interest in their affairs. Always feel that you are not doing your full duty by simply showing the customer the article he asks for. Be interested in the customer's welfare. Help him out by your superior

knowledge of merchandise. If a customer asks for an article and you know of another article which would be better for the purpose, take pains to explain the difference. Let it be one of your first considerations to look out for your customers. Let your customer gain by your knowledge, but be tactful; never lead the customer to believe that you know it all and that he knows nothing.—*Johnston Magazine.*

A Request of William Logie's Was Denied.

Written for the Tradesman.

Said William Logie to the writer a short time ago:

"I have read the historical sketches written by you for the Tradesman during the past several years and have greatly enjoyed them. I have been especially interested in the incidents related in the lives of old citizens, many of whom I knew, who have passed away. I have a request to make of you at this time. When I pass way I wish you would write a few lines, telling the readers of the Tradesman what you knew of me."

I can not grant your request, my friend. Life is so uncertain that to make such a promise as you desire would be unwise, might not be able to fulfill it. But I shall claim the attention of the readers of the Tradesman for a few moments and tell them something about you now:

Forty-seven years ago the firm of Whitley, Rindge & Co. was engaged in the business of selling boots, shoes and other articles of footwear at No. 18 Canal street. I never met Mr. Whitley, but Mr. Rindge was an active young business man, ambitious and determined to rise in the business world. He did not ride an iron grey horse nor carry a toothpick of wood in his mouth in those days. His tastes were simple and his requirements few, but the people whom he met liked him and he steadily grew in popular estimation. "But what," the reader naturally asks, "has all this to do with Mr. Logie?" Just this: Mr. Rindge recognized in the boy, Logie, the elements of true manhood and made a place for him in the store. The boy rapidly developed qualities of salesmanship, and while the firm grew in financial strength the boy, Logie, kept pace with the rapid stride Mr. Rindge had set. My acquaintance with the youth began about the year 1870, when I purchased a pair of shoes for a member of my family. The shoes did not fit the person for whom I purchased them, and I took the pair to the store for an exchange. Mr. Logie was not present and another salesman waited upon me. The second pair was no more satisfactory than the first and when I again returned to the store of the firm I handed the shoes to Mr. Logie. Unwrapping the package Mr. Logie asked: "Who gave you this pair? This is not the grade of shoes you bought." I replied that one of the firm's salesmen had made the exchange.

"Well, he made a bad mistake," Mr. Logie continued. Taking down another box (in those days boxes capable of holding a dozen pairs each were used by retailers) Mr. Logie selected the pair that I needed. I

thanked him and went my way. "A little thing," you say? Yes, it was a little thing, but it was big enough to secure the trade of myself and family during the following forty years.

"A little thing," you say? Yes, it was a little thing, but it was big enough to reveal the character of William Logie. A man without his high sense of honor would have given me a poor pair of shoes in exchange for the poor pair I returned, and in all probability I would not have known the difference. Mr. Logie's business career has always been upward and onward. When the firm engaged in the manufacture of footwear Mr. Logie took up the work of selling the goods to the country trade. Many years he spent in travel and to his efforts the firm is largely indebted for the large trade it has established. In later years he was admitted to partnership and since has served the house as a buyer and sales manager.

Mr. Logie is a father and a grandfather and the husband of a model wife, also a member of the Presbyterian church. As a member of the Board of Trade and one of its life directors, he is a public spirited citizen, with a ready hand to assist in every enterprise designed to benefit the public. He is middle aged, enjoys good health and his work, and is a fine specimen of the man of business, of whom Grand Rapids as a city is proud.

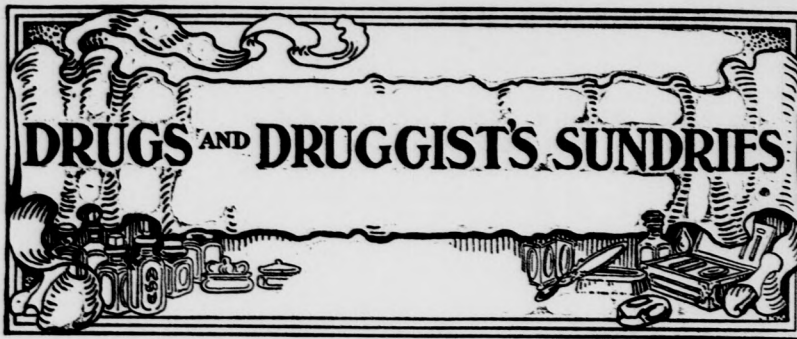
I have written the above without his knowledge or consent and its publication may embarrass and annoy him. He is a modest man but not a resentful one, therefore I hope to deserve hereafter the warm friendship he has freely given me in the past.

Arthur S. White.

New Orleans Molasses.

The decision of the Federal pure food inspectors that no molasses can be legally labeled "New Orleans molasses" which is not the product of the State of Louisiana is an important ruling to the molasses trade of this city. New Orleans molasses has earned an enviable reputation among consumers, and, knowing this fact, the manufacturers of all sorts of sorghum, glucose and other similar mixtures have sought to trade on the reputation of the Louisiana product by selling these factitious goods as genuine New Orleans molasses. The ruling of the Federal pure food authorities will prove a protection to the genuine product, which is what the pure food laws were intended to be.

In the days of the old open-kettle molasses the New Orleans product earned a wide and well-merited reputation. Nowadays but little open-kettle molasses is produced, and as a result the molasses trade has changed. Nevertheless, large quantities of good cane syrup and molasses are still manufactured in this state, and it is important that other products of inferior quality or of any quality, for that matter, which are not produced in Louisiana should not be permitted to reap the advantage of the reputation acquired by the genuine article.—*New Orleans Picayune.*



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. Jongejan, 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. Outgley, Chairman; Henry Riechel, Theron Forbes.

Drug Store Advertising and Salesmanship.

A good story always bears repeating. This is just as true of an advertising story as of the other kinds, and for the sake of keeping the cardinal principles of advertising before our members we will repeat: Courtesy, cleanliness, display and publicity are the factors in the success of the retail druggist.

You may unburden yourself of pent-up feelings to your customers, but honey catches more flies than vinegar. Courtesy always wins.

You may imagine people are satisfied with an ordinary looking store and stock, but they are not. Cleanliness is always commented upon, appreciated and never fails to be rewarded.

You may have every article that your trade demands, but if it can not be seen (is not displayed) you always lose a large proportion of sales.

You may be a capable and educated druggist, you may have the cleanest and most complete stock in your city, but if you do not tell the people about it you will always miss a great many sales.

You may figure the savings that you effect through your system of buying in cents, dimes, dollars or eagles, and all that sort of stereotyped business, but you do not depend upon the wholesaler for your patronage. It is the public that buys from you—the public whom you must always please—and the only way you can please the public is to make it pleasant for the public by courteousness,

cleanliness, display and publicity. Watch the selling end of your business.

To illustrate how little things may have a big ending in an advertising way, the case of a Chicago druggist is worth imitating. This druggist had for years sold a greaseless cold cream that gave the best of satisfaction.

The sales averaged from five to seventeen 25 cents jars a week, and as he was positive that a much greater demand was possible in his neighborhood, he began laying plans to increase its sale.

A brilliant idea soon struck him, which had as its logical base the partiality most women have for a mirror. He procured a large one, two feet wide and four feet high, and on the top panel painted the name of the cold cream.

Down the two sides, and placed five inches apart, were small shelves, each able to hold three jars of the cream. The bottom of the mirror rested upon a six inch base, wide enough to hold a single row of the jars.

In the center of the mirror was pasted a sign bearing this inscription:

Blank's
GREASELESS COLD CREAM
 is best for YOUR complexion. Try it and note its effects in this mirror each day.

The mirror was then "loaded" with packages of the cream and placed in the window for one week. That first week of this druggist's "cream" publicity sold thirty-five jars, or more than twice the amount ever sold before in one week's time. The "outfit" was then given a prominent place in the store for three weeks and then again placed in the window. This process has been continued for the past seven months and the result is now an average sale of forty-four jars a week, and which is practically an assured and established sale for some time to come.

The reason of this wonderful growth is none other than that people will buy what they see, providing other things are equal. A mirror in a prominent place is one of the best advertising mediums. Any goods on that mirror or any wording on it is sooner or later going to be seen by every woman and, in fact, by many men in the neighborhood. This is not only excellent advertising for any particular article, but most profitable advertising for your drug store as a general proposition.

This principle can be applied with an almost endless variety of articles

in common use in the household. Many druggists seem to be of the impression that they are required to keep hair brushes, toothpicks, soaps, perfumes, stationery and hundreds of sundry articles for no other reason than to have them if called for, or to be able to sell them when the general or department stores, who also sell them, are closed.

Yet every druggist knows that for every tooth brush he sells, there are ten bought by his customers. For every hair brush he sells, there are five or more purchased by his customers. For every cake of soap he sells, there are twenty cakes purchased by his customers, etc.

Every druggist can therefore see that by a little energy and action in devising ways and means, he has an opportunity to often increase his sales on any particular article ten, twenty or forty-fold. Instead of satisfying an occasional demand, he can create a universal demand (that is, universal for his neighborhood).

If your tooth brushes are good enough for 10 per cent. of your customers, they are good enough for all of them. If you can sell to this 10 per cent. without effort, it stands to reason that you can sell to the other 90 per cent., or a large part of them, with an effort.

Make a determined effort to get the tooth brush trade of your vicinity. Then do the same with soaps, hair brushes, face powders, talcum powders, cigars, candies, manicure sundries, sponges, etc.

The idea is to make one supreme effort each week or each month upon one particular line. Advertise it so well and in such a variety of ways that the extra sales produced will not only pay for the advertising of it, but will produce a permanent and largely increased sale for some time to come.

What you are after is to have the sales on any particular line of goods concentrated in your store. Instead of one man buying his cigars in a pool room nearby, another in a cigar store a block away, a third in the delicatessen store a few doors from you, and a possible fourth getting his in an ice cream parlor, it is your business to "round-up" these scattered sales, with straight-from-the-shoulder cigar talks to these roving buyers.

In the same manner, give proper attention to all the departments of your business. Get "on top" of your business and then look down and find the spots that need boosting. From your high position look over other businesses that are competing with you, discover their weak points and "attack" them; not by knocking them but by the proper kind of a boost to yourself, your goods and your store.
 —N. A. R. D. Journal.

Variable Teaspoons.

"It is highly desirable," says the American Druggist, "that some concerted action should be taken by doctors and druggists to do away with the domestic teaspoon as a medicine measure. Commonly understood to represent a utensil capable of holding sixty minims or one fluidrachm, the capacity of teaspoons varies to an ex-

traordinary extent. The subject is one that has been discussed more than once in the drug press, but little has been accomplished in the direction of influencing physicians to insist upon their patients using a graduated measure, or dose glass, in taking the prescribed amount of medicine.

"Attention has been directed to the subject anew in a paper read before the Brooklyn Pharmaceutical Association by J. Leon Lascoff. The variations in the capacity of teaspoons were impressed on him after having dispensed a prescription containing one-quarter of a grain of morphine in each drachm of the mixture. After the patient had taken a few doses he called up the dispenser on the telephone to tell him of the uncomfortable symptoms that had developed, saying that he felt himself going under the influence of a sleeping draught. Mr. Lascoff suspected the teaspoon and asked to see it. Upon its being produced and measured it was found to hold 110 minims, so that the patient had taken nearly double the dose of morphine prescribed. The necessity is obvious of physicians insisting on the use of accurately marked medicine glasses or glass graduated marked in minims for the measuring of doses by their patients."

Keep Olive Oil Covered.

The paper wrappers that come round olive oil bottles should not be removed, as exposure of the contents to the light will cause the oil to become rank and nauseating. If a window display is made of olive oil it should not be allowed to remain more than two or three days, and then it is well to shade it from the heat of the sun. Bottles which have had their wrappers torn off should be rewrapped. Always keep olive oil in a cool place, and it is well not to purchase more than can be disposed of in a reasonable time, say, two or three months. Many complaints about olive oil are caused through improper storing and exposure to the light.—Seattle Trade Register.



Ha, Ha, Ha, Ha,

O. how easy to stop that awful

FOOT ODOR

Simply rub **Q. T.**

on the feet when dressing and odor gone or money refunded. Perfectly harmless. No poison or grease. For sale at all drug stores 50 cents.

NATIONAL CHEMICAL CO.
 GREENVILLE, MICH.

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

- Meal
Corn
Hay
Green Hides

DECLINED

- Provisions
Wool

Index to Markets
By Columns

Table with columns A, B, C, D, F, G, H, J, L, M, N, O, P, R, T, V, W, Y. Lists various grocery items like Ammonia, Baked Beans, Canned Goods, etc.

Table with column 1. Lists items like ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, etc.

Table with column 2. Lists items like Peas, Peaches, Pineapple, Pumpkin, Raspberries, etc.

Table with column 3. Lists items like Largest Gum Made, CHOCOLATE, CIDER, SWEET, COCOA, COFFEES, ROASTED, etc.

Table with column 4. Lists items like Cocoanut Drops, Marshmallow Walnuts, Molasses Cakes, etc.

Table with column 5. Lists items like CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, etc.

6	
Quaker, paper	4 70
Quaker, cloth	4 00
Wykes & Co.	
Eclipse	4 10
Lemon & Wheeler Co.	
White Star, 7/8 cloth	5 40
White Star, 7/8 cloth	5 30
White Star, 7/8 cloth	5 20
Worden Grocer Co.	
American Eagle, 7/8 cl	5 30
Grand Rapids Grain	
Milling Co. Brands	
Purity, patent	4 80
Seal of Minnesota	4 30
Wizard Flour	4 40
Wizard Graham	4 40
Wizard Gran. Meal	3 40
Wizard Buckwheat	3 00
Rye	4 40
Spring Wheat Flour	
Roy Baker's Brand	
Golden Horn, family	5 00
Golden Horn, bakers	4 90
Wisconsin Rye	
Judson Grocer Co.'s Brand	
Ceresota, 7/8	6 20
Ceresota, 7/8	6 10
Ceresota, 7/8	6 00
Lemon & Wheeler's Brand	
Wingold, 7/8	6 00
Wingold, 7/8	5 90
Wingold, 7/8	5 80
Worden Grocer Co.'s Brand	
Laurel, 7/8 cloth	5 90
Laurel, 7/8 cloth	5 80
Laurel, 7/8 & 7/8 paper	5 70
Laurel, 7/8 cloth	5 60
Voigt Mining Co.'s Brand	
Voigt's Crescent	4 90
Voigt's Flour	4 90
Voigt's Hygienic	
Graham	5 00
Voigt's Royal	5 30
Wykes & Co.	
Sleepy Eye, 7/8 cloth	5 55
Sleepy Eye, 7/8 cloth	5 45
Sleepy Eye, 7/8 cloth	5 35
Sleepy Eye, 7/8 paper	5 30
Sleepy Eye, 7/8 paper	5 20
Watson-Higgins Milling Co.	
Perfection Flour	4 50
Tip Top Flour	4 10
Golden Sheaf Flour	3 80
Marshall's Best Flour	5 50
Perfection Buckwheat	3 00
Tip Top Buckwheat	2 00
Badger Dairy Feed	24 00
Alfalfa Horse Feed	26 00
Kafir Corn	1 00
Hoyle Scratch Feed	1 40
Meal	
Bolted	3 20
Golden Granulated	3 40
St. Car Feed screened	24 00
No. 1 Corn and Oats	24 00
Corn, cracked	23 00
Corn meal, coarse	23 00
Winter Wheat Bran	27 00
Buffalo Gluten Feed	30 00
Dairy Feeds	
Wykes & Co.	
O P Linseed Meal	36 00
O P Laxo-Cake-Meal	33 00
Cottonseed Meal	28 00
Gluten Feed	26 00
Brewers' Grains	25 00
Hammond Dairy Feed	22 50
Alfalfa Meal	22 00
Oats	
Michigan carlots	36
Less than carlots	33
Corn	
Carlots	58
Less than carlots	50
Hay	
Carlots	20 00
Less than carlots	22 00
MAPLEINE	
2 oz. bottles, per doz.	3 00
MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20
Half barrels 2c extra	
MINCE MEAT	
Per case	2 85
MUSTARD	
1/4 lb. 6 lb. box	18
Bulk, 1 gal. kegs 10@1	20
Bulk, 2 gal. kegs 9@1	19
Bulk, 5 gal. kegs 9@1	19
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 30
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19	
oz.	3 75
Queen, Mammoth, 28	
oz.	5 25
Olive Chow, 2 doz. cs.	
per doz.	2 25
PICKLES	
Medium	
Barrels, 1,200 count	7 75
Half bbls., 600 count	4 50
5 gallon kegs	2 25
Small	
Barrels	9 08
Half barrels	5 25
5 gallon kegs	1 90
Gherkins	
Barrels	11 00
Half barrels	5 00
5 gallon kegs	2 70
Sweet Small	
Barrels	13 50
Half barrels	7 50
5 gallon kegs	3 00
POTASH	
Babbitt's	4 00

7	
PROVISIONS	
Clear Back	17 00
Short Cut	15 75
Short Cut Clear	15 75
Bean	15 00
Brisket, Clear	23 00
Pig	23 00
Clear Family	26 00
Dry Salt Meats	
S P Bellies	14
Lard	
Pure in tierces	9 @ 9 1/2
Compound lard	7 1/2
80 lb. tubs	advance 7 1/2
60 lb. tubs	advance 7 1/2
50 lb. tubs	advance 7 1/2
20 lb. pails	advance 7 1/2
10 lb. pails	advance 7 1/2
5 lb. pails	advance 7 1/2
8 lb. pails	advance 1
Smoked Meats	
Hams, 12 lb. aver.	13 @ 13 1/2
Hams, 14 lb. average	14 1/2
Hams, 16 lb. aver	13 1/2 @ 14
Hams, 18 lb. aver	13 @ 14
Skinned Hams	13 1/2 @ 14
Ham, dried beef sets	17
California Hams	9 1/4 @ 9 1/2
Picnic Boiled Hams	15
Boiled Hams	20
Berlin Ham, pressed	11 1/2
Minced Ham	12
Bacon	14 1/2 @ 15
Sausages	
Bologna	8 1/2
Liver	7 1/2 @ 8
Frankfort	9 1/2 @ 10
Pork	11
Veal	11
Tongue	11
Headcheese	9
Beef	
Boneless	14 00
Rump, new	14 00
Pig's Feet	
1/2 bbls.	1 10
3/4 bbls., 40 lbs.	2 00
1/2 bbls.	4 00
1 bbl.	8 00
Tripe	
Kits, 15 lbs.	90
3/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	35
Beef, rounds, set	20
Beef, middles, set	70
Sheep, per bundle	80
Uncolored Butter	
Solid dairy	10 @ 12
Country Rolls	11 @ 18
Canned Meats	
Corned beef, 2 lb.	3 60
Corned beef, 1 lb.	1 95
Roast beef, 2 lb.	3 60
Roast beef, 1 lb.	1 95
Potted Ham, 1/4s	50
Potted Ham, 1/2s	50
Deviled Ham, 1/4s	50
Deviled Ham, 1/2s	50
Potted tongue, 1/4s	50
Potted tongue, 1/2s	90
RICE	
Fancy	7 @ 7 1/2
Japan	5 1/2 @ 6 1/2
Broken	2 1/2 @ 3 1/4
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35
SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 00
Deland's	3 00
Dwight's Cow	3 00
L. P.	3 00
Standard	1 80
Wyandotte, 100 1/2s	3 00
SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1 20
SALT	
Common Grades	
100 3 lb. sacks	2 40
60 5 lb. sacks	2 25
28 10 1/2 lb. sacks	2 10
56 lb. sacks	32
28 lb. sacks	17
Warsaw	
56 lb. dairy in drill bags	90
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	24
Common	
Granulated, fine	95
Medium, fine	1 00
SALT FISH	
Cod	
Large whole	@ 7 1/2
Small, whole	@ 7
Strips or bricks	7 1/2 @ 10 1/2
Pollock	@ 5
Hallbut	
Strips	15
Chunks	16
Holland Herring	
Y. M. wh. hoop, bbls.	11 00
Y. M. wh. hoop, 1/2 bbl.	6 00
Y. M. wh. hoops, kegs	75
Y. M. wh. hoop Milchers	
kegs	85
Queen, bbls.	10 50
Queen, 1/2 bbls.	5 75
Queen, kegs	65
Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	25
No. 1, 10 lbs.	90
No. 1, 8 lbs.	75
Mackerel	
Mess, 100 lbs.	16 50
Mess, 40 lbs.	7 00

8	
Mess, 10 lbs.	1 85
Mess, 8 lbs.	1 50
No. 1, 100 lbs.	15 50
No. 1, 40 lbs.	6 50
No. 1, 10 lbs.	1 70
No. 1, 8 lbs.	1 40
100 lbs.	9 75
50 lbs.	5 25
10 lbs.	1 12
8 lbs.	92
100 lbs.	4 55
40 lbs.	2 10
10 lbs.	75
8 lbs.	65
Whitefish	
100 lbs.	9 75
50 lbs.	5 25
10 lbs.	1 12
8 lbs.	92
100 lbs.	4 55
40 lbs.	2 10
10 lbs.	75
8 lbs.	65
SHOE BLACKING	
Handy Box, large 3 dz	50
Handy Box, small	1 25
Bixby's Royal Polish	35
Miller's Crown Polish	35
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	43
SOAP	
J. S. Kirk & Co.	
American Family	4 00
Dusky Diamond 50 8 oz	2 80
Dusky Diamond 100 5 oz	3 80
Jap Rose, 50 bars	3 00
Savon Imperial	3 00
White Russian	3 00
Dome, oval bars	3 00
Satinet, oval	2 70
Snowberry, 100 cakes	4 00
Proctor & Gamble Co.	
Lenox	25
Ivory, 6 oz.	4 00
Ivory, 10 oz.	5 75
Star	3 85
Lautz Bros. & Co.	
Acme, 30 bars, 75 lbs.	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 25
Eig Master, 70 bars	2 85
German Mottled	3 50
German Mottled, 5 oxs	3 45
German Mottled, 10 bx	3 40
German Mottled, 25 bx	3 35
Marseilles, 100 cakes	6 00
Marseilles, 100 cks 5c	4 00
Marseilles, 100 ck toil	4 00
Marseilles, 1/2 bx toilet	2 10
A. B. Wisley	
Good Cheer	4 00
Old Country	3 40
Soap Powders	
Snow Boy, 24s family	
size	3 75
Snow Boy, 30 5c	2 40
Snow Boy, 30 10c	2 40
Gold Dust, 24 large	4 00
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Seapine	3 75
Scourine	3 75
Babbitt's 1776	3 75
Armour's	3 70
Wisdom	3 80
Soap Compounds	
Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 30
Rub-No-More	3 85
Scouring	
Enoch Morgan's Sons	
Sapollio, gross lots	9 00
Sapollio, half gro. lots	4 50
Sapollio, single boxes	2 25
Sapollio, hand	2 25
Scourine Manufacturing Co	
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	13
Allspice, large Garden	11
Cloves, Zanzibar	20
Cassia, Canton	14
Cassia, 5c pkg. doz.	25
Ginger, African	9 1/2
Ginger, Cochin	14 1/2
Mace, Penang	70
Mixed, No. 1	18 1/2
Mixed, No. 2	10
Mixed, 5c pkgs. doz.	45
Nutmegs, 75-30	50
Nutmegs, 105-110	20
Pepper, Black	14
Pepper, White	35
Pepper, Cayenne	32
Paprika, Hungarian	45
Pure Ground in Bulk	
Allspice, Jamaica	12
Cloves, Zanzibar	23
Cassia, Canton	12
Ginger, African	12
Mace, Penang	75
Nutmegs, 75-30	35
Pepper, Black	11 1/2
Pepper, White	18
Pepper, Cayenne	16
Paprika, Hungarian	45
STARCH	
Corn	
Kingsford, 40 lbs.	7 1/2
Muzzy, 20 1lb. pkgs.	5 1/2
Muzzy, 40 1lb. pkgs.	5
Gloss	
Kingsford	
Silver Gloss, 40 lbs.	7 1/2
Silver Gloss, 16 3lbs.	6 1/2
Silver Gloss, 12 6lbs.	8 1/2
Muzzy	
48 1lb. packages	5
16 5lb. packages	4 1/2
12 6lb. packages	6
50lb. boxes	2 1/2
SYRUPS	
Corns	
Barrels	21
Half barrels	24

9	
20lb. cans 1/2 dz. in ca.	1 50
10lb. cans 1/2 dz. in ca.	1 45
5lb. cans 1 doz in ca.	1 55
2 1/2 lb. cans 2 dz. in ca.	1 60
Pure Cane	
Fair	15
Good	30
Choice	35
Michigan Maple Syrup Co.	
Brand	
Kalkaska, per doz.	3 25
TEA	
Sundried, medium	14 @ 28
Sundried, choice	30 @ 33
Sundried, fancy	36 @ 38
Regular, medium	14 @ 28
Regular, Choice	30 @ 33
Regular, fancy	36 @ 38
Basket-fired medium	30
Basket-fired, fancy	35 @ 38
Siftings	10 @ 12
Fannings	14 @ 15
Gunpowder	
Moyune, medium	28
Moyune, choice	32
Moyune, fancy	38 @ 45
Pingsuey, medium	25 @ 28
Pingsuey, choice	30
Pingsuey, fancy	40 @ 45
Young Hyson	
Choice	38
Fancy	40 @ 50
Oolong	
Formosa, fancy	45 @ 60
Amoy, medium	25
Amoy, choice	32
English Breakfast	
Medium	25
Choice	30
Fancy	40 @ 45
India	
Ceylon, choice	30 @ 35
Fancy	45 @ 55
TOBACCO	
Fine Cut	
Blot	1 45
Hiawatha, 16 oz.	90
Hiawatha, 1 oz.	58
No Limit, 1 oz.	1 85
No Limit, 14 oz.	3 15
Ojibwa, 16 oz.	40
Ojibwa, 5c pkg.	1 85
Ojibwa, 5c	1 85
Petoskey Chief, 7 oz.	1 85
Petoskey Chief, 14 oz.	3 70
Sterling Dark, 5c	50
Sweet Cuba, 5c	50
Sweet Cuba, 10c	11 10
Sweet Cuba, 16 oz.	5 00
Standard, 16 oz.	4 20
Sweet Barley, 1/2 lb.	3 10
Sweet Barley, 5c	5 75
Sweet Mist, 1/2 gr.	5 70
Sweet Burley, 14 lb. cs.	5 70
Tiger, 1/2 gross	6 00
Tiger, 5c tins	5 50
Uncle Daniel, 1 lb.	5 50
Uncle Daniel, 1 oz.	5 25
Plug	
Am. Navy, 15 oz.	27
Drummond, Nat Leaf,	
2 & 3 lb.	50
Drummond Nat. Leaf	
per doz.	35
Battle Ax	37
Bracer	37
Big Four	31
Boot Jack	31
Bullion, 16 oz.	68
Climax Golden Twins	48
Days Work	38
Derby	23
5 Bros.	23
Gift Edge	50
Gold Rope, 7 to 10.	38
Gold Rope, 14 to 16.	38
G. O. P.	47
Granger Twist	47
G. T. W.	47
Horse Shoe	47
Honey Dip Twist	45
Jolly Tar	47
J. T., 8 oz.	35
Keystone Twist	48
Kismet	48
Nobby Spun Roll	53
Parrot	23
Peachey	40
Picnic Twist	45
Piper Heidstick	39
Red Lion, 1 1/2 oz.	38
Red Lion, 3 oz.	38
Sherry Cobbler, 10 oz.	28
Spear Head, 12 oz.	44
Spear Head, 14 1/2 oz.	44
Spear Head, 7 oz.	47
Square Deal	25
Star	40
Standard Navy	34
Ten Penny	28
Town Talk 14 oz.	30
Yankee Girl	32
TWINE	
Cotton, 3 ply	25
Cotton, 4 ply	25

Special Price Current

AXLE GREASE



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

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans3 75
32 oz. tin cans1 50
19 oz. tin cans85
16 oz. tin cans75
14 oz. tin cans65
10 oz. tin cans55
8 oz. tin cans45
4 oz. tin cans35
32 oz. tin milk pail .2 00
16 oz. tin bucket90
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 Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand

Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



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

CLOTHES LINES

Sisal

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

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

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

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

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

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



White House, 11b.
White House, 21b.
Excelsior, Blend, 11b.
Excelsior, Blend, 21b.
Tip Top, Blend, 11b.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

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

FISHING TACKLE

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

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

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

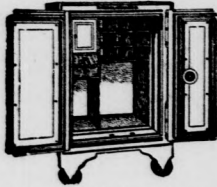


Small size, doz.40
Large size, doz.75

GELATINE

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

SAFES



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

SOAP

Reaver Soap Co.'s Brand



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

Tradesman Co.'s Brand



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

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

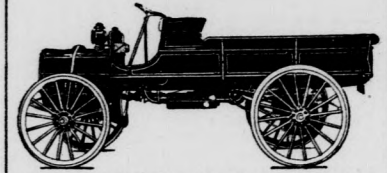
New York

Chicago St. Louis

Minneapolis

Be the Progressive Dealer in Your Town—Buy This

Motor Delivery Wagon



Model D—1000 Pounds Capacity—\$900 00

The Chase Wagons Are

Simple in Construction
Cheap to Maintain
Easy to Operate
Dependable and Durable

If you are alive to your best interests, write for catalogue of the Chase Complete Line to

Adams & Hart

Western Mich. Agents

Grand Rapids, Michigan

Roofing Troubles Ended

Reynolds Flexible Asphalt Slate Shingles end roofing troubles. They are practically indestructible. Frost, air, wind, water and sun have no appreciable effect on them. We know this fact thoroughly by long years of testing, and are willing to back

Reynolds Flexible Asphalt Slate Shingles

with a ten year guarantee. Actually this perfect roofing material lasts much longer than ten years and with neither painting nor repairs.

Reynolds Flexible Asphalt Slate Shingles resemble slate in appearance and add much to the looks of a building. They lay as easily as wooden shingles—do not color rain water and are fire resisting. With the use of Reynolds Flexible Asphalt Slate Shingles the most durable part of the building will be the roof.

Send for trade prices and agency proposition.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and subsequent continuous insertion. No charge for insertion of Cash for Business.

BUSINESS CHANCES.

For Sale—Restaurant and bakery. Live-ly town. Ill health, reason for selling. Address No. 388, care Tradesman. 388

For Sale—Small laundry, with steam boiler, engine and power washer, in nice town of 1,500; only laundry in town; been running for 15 years, has water, sewer, electric lights and five good living rooms with toilet; building rents for \$12 per month. Owner wishes to sell account poor health. Address Evert Laundry, Evert, Osceola Co., Mich. 387

For Sale—An unusual money making Al general store business established 25 years, doing a \$100,000 yearly business, in a never failing payroll community. Immediate investigation only gets this paying proposition. Wm. Wood, Renton, Wash. 386

For Sale—Drug store with fixtures and first-class soda fountain, \$1,200. Fine location. No opposition. Reason selling, other business. Address A. R. L., care Tradesman. 385

How About Your Accounts? Have you any accounts which you can not collect? Will you give them to us for collection, provided we ask you for no fees in advance, and agree to return those uncollected at end of six months? We are collecting accounts like yours for others and think we can collect at least part of yours for you. Try us on your out of town accounts as an experiment. Refer you to The Philbrook Commercial Agency, Chicago and all our subscribers. Write for terms and blanks. The Universal Rating Assn., 1005 E. 55th St., Chicago, Ill. 384

For Sale—A new stock of general merchandise. Will invoice between \$4,000 and \$5,000; in town of 1,300 population and one of the best colleges and high schools in state. Address A. A. Michaelis, Nickerson, Kansas. 383

Good Business Opportunity. For sale, 5 and 10c bazaar store. Established business of ten years, located on main street in one of best manufacturing cities in Michigan, of over 25,000 population. Proprietor must sell owing to ill health. Address Bazaar, care Tradesman. 382

LISTEN, MR. MERCHANT

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

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

For Sale—My entire business, consisting of farm implements, buggies, wagons, wind mills, undertaking, store building, barns and sheds; located in the heart of the rich fruit belt of western Allegan county, Michigan. Established 35 years. A moneymaker for some young man. Retiring from business reason for selling. Address G. T. Clapp, Glenn, Michigan. 381

General store for sale. Stock inventories \$12,000. Sales last year \$26,000. Store building 22x120 feet with good living rooms above. Country settling up fast with good prospects for increased business. Mio is county seat of Oscoda county and railroad will reach here this year. Reason for selling, too much other business to look after this. Address C. B. Oakes, Mio, Michigan. 379

For Sale or Exchange—For small farm, first-class stock of general merchandise. Will invoice \$8,000. Also buildings. Good farming country. Reason for selling, Holland community. Address No. 378, care Tradesman. 378

For Sale—Confectionery and ice cream parlors. Doing a good business. Good reason for selling. Address 112 So. Lafayette St., Greenville, Michigan. 377

Wanted—Real estate men to wire D. A. Kloethe, Piper City, Ill., if you have bona fide bargain to offer in stock general merchandise for cash. 376

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. Grovant, Forrest, Ill. 358

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, 7,000. T. P. Peters, Canal Dover, Ohio. 375

General bakery for sale at Newaygo, Mich. Only one in town. Excellent business. Box 191, Newaygo, Michigan. 374

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—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. 369

For Sale—A first-class grocery and meat market, doing good business. \$17,500 last year, invoices \$3,000. Town of 1,500 inhabitants. A bargain for someone. Will sell at invoice price. Reason for selling, going west. Address No. 351, care Michigan Tradesman. 351

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. 365

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. 364

Wanted—Ice machine with capacity of about four ton ice. Must be good second-hand machine and cheap. Cadillac Meat Market, Pontiac, Michigan. 362

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

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

Dry goods store for sale. Iowa county seat, 3,000 people. \$40,000 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. 355, care Michigan Tradesman. 355

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/4 X 3 1/4 to 3 1/4 X 4 1/4. 3c; 4 X 5 to 3 1/4 X 5 1/2, 4c. J. M. Manning, 1062 Third Ave., New York City. 354

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, 331 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 \$1,300. 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 90, Lake Odessa, Mich. 345

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

For Sale—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 23, North Adams, Michigan. 323

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

For Sale—Up-to-date grocery business, good county seat town 1,500. Cash deal, \$2,500 to \$3,000 stock and fixtures. Address No. 281, care Tradesman. 281

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. 246

For Sale—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$10,000. Produce business connected, 80 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 263, care Tradesman. 263

For Sale—One 300 account McCaskey register cheap. Address A. R., care Michigan Tradesman. 249

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

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kafer, Milwaukee, Wis. 97

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,000 if sold quick. Address W. C. F., care Tradesman. 26

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, 230 Adams Express Building, Chicago, Illinois. 262

HELP WANTED.

Wanted—Salesmen with established trade in Michigan, Indiana and North-western states to carry complete line of hats and caps for a well established house on a commission basis. State territory, amount of sales and references. A fine opportunity for the right man. The Miller-Adams Co., 622 Broadway, New York. 260

Wanted—A young man to take an interest in a good clothing, furnishing and shoe business. Growing town of 4,000. Write W. H., care Michigan Tradesman. 261

Wanted—A few salesmen for clothing, furnishing and shoes. Must be able to trim first-class windows. Good wages and steady position. Address No. 258, care Tradesman. 258

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

Want ads continued on next page.

Here is a Pointer

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

Michigan Tradesman

WHAT UNIONISM MEANS.

Labor Is Reduced To a Dead Dull Level.

Battle Creek, May 1—So many of our fellow citizens seem to be ignorant of the real meaning of the "closed shop" or a closed shop organization, that your enquiry for enlightenment seems to be the voice of a large class of people, and an answer to you personally should be comprehensive enough to embrace all requirements.

First, let it be understood that the Federation of Labor and most of its affiliated bodies stand absolutely in favor of the closed shop, meaning that if they have the power to enforce their demands, no person in any trade or calling would be allowed to work at that trade or calling, without paying dues, strike assessments, obeying rules and regulations, and surrendering all their individuality to the dictum of the inevitable "boss," who always develops under such conditions.

The closed shop, universally adopted, would prevent anyone from changing from one trade or calling to another, and what John Mitchell said—"Once a laborer always a laborer," would be a law which no one might overcome. For instance, even a member of an organization of machinists might not become a street car employe if closed shop should prevail.

Should a physician say to a shop worker—"Get out in the open; work outside, carry a hod; drive a delivery wagon; run a street car; dig ditches; it is your hope for health"—there would be no chance to do this, because all these things would be closed against him.

The closed shop, as applied to any particular factory, industry or business, prevents any person or persons obtaining employment in that particular factory, industry or business unless they are members of the particular union in control of the said industry. No non-union worker may be hired. If a worker shall for any reason resign from the union, he must surrender his position also.

The whole purpose of the closed shop is to limit the persons who may do a certain class of work, so that these persons may demand whatever price they wish to put upon their services, irrespective of their value, thus creating a monopoly, hence the name "Labor Trust" as applied to the Federation of Labor.

As an example of what actually happened under closed shop conditions in San Francisco. With the horror of the earthquake and its destructive fire still fresh in their minds, the closed shop organizations sacredly and solemnly, with their hands on their hearts, promised to do all in their power to aid in the up-building of the city, and to do all that was honest and just and brotherly. What actually happened, however, shows that these promises were but the unscrupulous mouthings of these organizations. Quoting from an article by Frederick Palmer in Hampton's Magazine, we cite the following: "As a part of the relief

programme, 6,000 cottages were to be built within three months to house the poor before the winter rains set in." Witness the fairness of the closed shop organizations: "Before the fire the plumbers received \$5 per day. Immediately afterward they were raised to \$6 per day. A strike two weeks later forced the wages to \$7 per day. In order to hasten the sanitation of the cottages the plumbers were asked to work on Sundays. For this they demanded a rate of \$14 per day. Including overtime they got as high as \$18 and \$20 per day." Think of it! And this is only as example of the closed shop as operative in one trade. The others are doing the same thing. "When the Land and Building Department of the Relief Committee wanted doors for the cottages, it bought them in any market it could. Walking delegates found that some of the doors at Mission Park were non-union made. They called off the carpenters. The department then said the tenants could hang their own doors. This was even more offensive to the delegates; it meant non-union labor in a skilled trade, as well as non-union doors. But the department refused to back down, and the Labor Council was compelled to permit union carpenters to hang the doors. These cottages, remember, were for the very poor and destitute, the widows and orphans, the old and the weak; and the unskilled laborers were unorganized." And yet, bear in mind that such rapacity was the work of the closed shop. No man or set of men should have such power, because it would bring about a condition of slavery more hateful than chattel slavery. Opportunity would be limited, individuality controlled and efficiency destroyed. It would bring about a downward leveling process instead of an uplift. Talk about men being only cogs in the wheel of modern industry at present; with the universal adoption of the closed shop idea, men would not even be cogs; they would simply be a mass of inert, useless material, which would clog and stop the wheels of industry.

Progress is measured by successes, not failures, and the individual must be given an opportunity to develop. Any condition that would bring men down to a dull level should be decried and condemned. It is the individual who reflects intelligence, invents, discovers, plans, creates. Why try to hold him down by the inhuman method of the closed shop?

The closed shop forbids any man to earn more than a stipulated sum, besides the proportion of apprentices to work. It decrees who shall advance, and who not. It destroys work done by non-union men, and declares what work shall be done in schools, prisons, etc. It insists that you shall join the union or else be deprived of the right to work. It makes the walking delegate your boss, though he pays you nothing, and orders you about in as dictatorial a manner as the Czar of Russia.

Men who reflect intelligence, who desire to do something and be something, can not afford to subject themselves to a condition which will pre-

vent them from exercising their inherent right to develop their talents, to become foremen, partners, officers of a company or owners of industries.

The closed shop writes the life sentence of every man in it. It curtails ambition, stifles efficiency, and tends to make clods of intelligent human beings.

Unions have accomplished many reforms, and are entitled to credit for what they have done in the past with the crude and barbaric methods, but the age is dawning when such methods will receive the condemnation they so richly merit. Antagonism toward employers, hatred of the managers of industry, enmity toward men who are seeking earnestly to find the right way, must cease. Closed shop unions must not have the power to limit opportunity or to say "you must join the union or starve." Men must be free to join a union, church or other organization as their consciences dictate. Unions which strive everlastingly to bring about closed shop conditions must and shall be shown that the great bulk of thinking citizens of this country are not in favor of these coercive methods. They must be taught that the only way a union can demand the right to exist is when it is built on progressive lines, with justice, peace and fair dealing for its motto; when into the individual consciousness of each of its members has entered the spirit of the Golden Rule, which interpreted means that if you express hatred, antagonism and enmity these will be the things which you may expect to receive in return. But if you express love, kindness, justice, righteousness and fairness, the same will be the measure that you will receive.

The closed shop is the attempt to use the power of unionism for selfish purposes, and must and will fail because it is wrong in theory, inhuman in practice, and debasing to humanity.

J. W. Bryce.

The Schemers' Chair.

Every one is interested inevitably in any scheme which promises him a speedy deliverance from the caller who has come in on a vain mission, but who having got in, appears to deserve a little better fate than throwing out of the office bodily.

Sir Thomas Dewar, of Scotch whisky celebrity, has a chair in his London office which he considers more effective than two Scotch gillies of bouncer build and temperament. He calls it his "schemers' chair" and in his private office in the Haymarket it has been doing bouncer duty with never a failure chargeable against it. It is to all appearances an ordinary, roomy chair, with side arms, and easily movable. It stands in front of the Scotchman's desk, placed so that light from the window falls upon the occupant's face.

Sir Thomas complains that he is approached by hundreds of schemers in the course of a year, each of them with "an idea" and for the most part, he says, they stick closer than a brother to the time limit—save for the chair.

Marking a person of the type,

Dewar waves the caller to this particular and innocent looking chair, where he leaves his caller to introduce his idea and warm up to it. Listening attentively and nodding in silence, the caller is encouraged to this warming up to the topic and invariably at the psychological moment the caller seizes the arm of the chair and attempts to hunch it up nearer his auditor, while at the same time trying to get the light out of his eyes if the weather chances to be bright.

But the chair, light as it has appeared to be, fails to move! The warmed up caller makes another sudden tug at the chair's arms—and it balks again! The result is that the caller loses the thread of his talk and bends over to look for the impediment, at which Sir Thomas springs his "I'm sorry, but I am not interested" and has sprung his "Good morning" before the caller discovers for the first time that the four legs of the chair are made fast to the floor!

"It never fails to work," says Sir Thomas. "I keep two chairs, of course, and intuitively I can spot the type of person that I need to seat in the 'schemer's chair.' I don't know how much money that immovable chair is worth to me in the course of a year.

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

Buffalo, May 3—Creamery, 18@22c, dairy, 16@20c; poor, all kinds, 12@15c.

Eggs — Fancy, 18c; choice, 17@17½c.

Live Poultry — Fowls, 16@17c; ducks, 16@17c; turkeys, 18@20c; broilers, 35@38c.

Beans—Marrow, \$2.35@2.40; medium, \$2; pea, \$2; red kidney, \$3.25; white kidney, \$2.50.

Potatoes—55@60c per bu.

Rea & Witzig.

A sore head can make more trouble than a wise head, because he usually has 50 per cent. more energy.

If love makes the world go round, it must be matrimony that gives it a flat-wheel motion.

It is not desirable that a man work like a horse, but rather that a man work like a man.

BUSINESS CHANCES.

For Sale—Stock general merchandise, double two-story country store. Nice lot in rear. Small country town. \$4,000. Realizes between \$400 and \$500 rent per year in addition. Address S., care Tradesman. 390

For Sale—Clean stock of general merchandise in live Northern Michigan town. Good farm and lumber trade. Good reasons for selling. Address No. 389, care Tradesman. 389

To exchange for farm land, \$8,000 running stock dry goods, groceries, shoes. Box 17, Janesville, Minn. 392

For Sale—Men's and boys' clothing, shoes and furnishing goods, \$10,000. This is a bargain and must be sold soon. Lock Box 534, Warren, Ill. 391

Vicksburg Clothing Mfg. Co.
Vicksburg, Mich.

Manufacturers of

'The Richardson Garments'



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

Fresh Goods

J. W. RITTENHOUSE

Official Organizer for the Pennsylvania Retail Merchants' Association



WORDS OF
The Wise Merchants

to buy *one* case at a time at the *bottom* price—and is sold
to *all* buyers alike—is

"Some time ago I assisted in adjusting a fire loss for a grocer. Among
the stuff set aside for adjustment of loss sustained was a lot of breakfast food
supposed to be damaged by smoke. I opened several packages and found
them not damaged by smoke—but decidedly stale.

"Among the Cereals put out as damaged by smoke, none of which had
the least trace of smoke, were Kellogg's Toasted Corn Flakes, three other
advertised brands and others, not one of them crisp and fresh but Kellogg's
Toasted Corn Flakes. Why? Kellogg's was the only Cereal there not
bought in quantity. Single case purchases kept it on the shelf fresh, crisp,
wholesome and appetizing. From every standpoint, considering quality,
capital or warehouse room, the square deal policy is the best and only
policy for the Grocer."

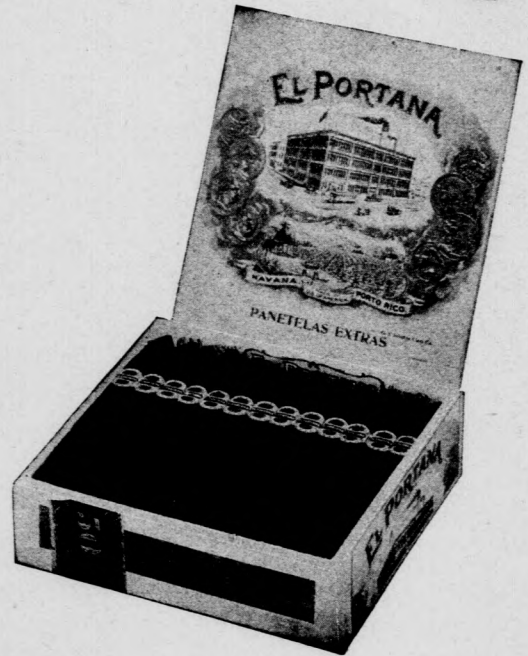
Mr. Grocer, the *only* flaked food
sold in America which allows you

Kellogg's

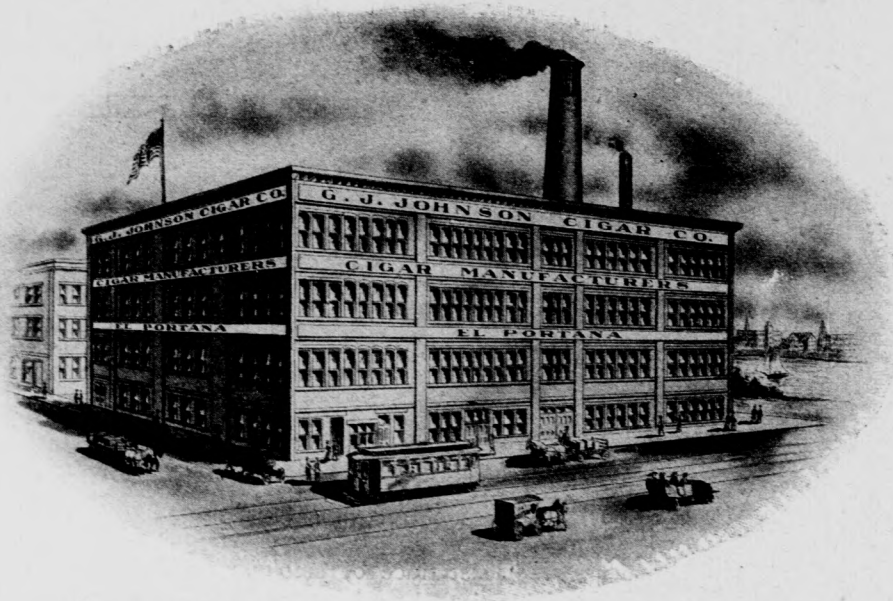


"Won its FAVOR
through its FLAVOR"

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

Made in

Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.

