

Back of Your Store Our Warehouses

The Butler Way merchant is peculiarly favored by good fortune. His merchandising is backed by the greatest buying and distributing organization in the world.

Back of his store are our warehouses, which present the greatest open stocks in existence—each, without question, a dominating factor in the territory served.

With distributing houses in five great markets, and our monthly catalogue which brings the complete lines to his very door, we serve the American retailer in the most helpful and profitable way possible.

Our catalogue is placed in **your** hands, Mr. Merchant, with this same idea of helpfulness. The way you use this catalogue will determine whether or not The Butler Way policy shall back up your merchandising and help you build and broaden.

A regular and thorough study of its pages will prove a revolution. Form the habit—begin now—today. If a copy isn't handy, ask for F. F. 879.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

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

Experience has taught thousands that there
is no economy in cheap, inferior Y E A S T.,
Use FLEISCHMANN'S—it is the
best—hence the cheapest.

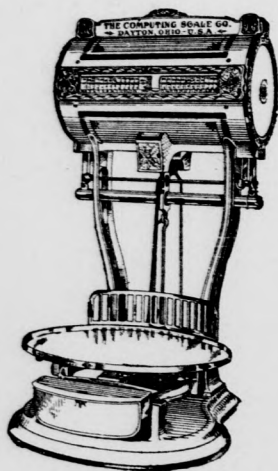
Klingman's Sample Furniture Co.

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, 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 10, 1911

Number 1442

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PLAGIARISM.

That some are unjustly accused of this cannot be for a moment doubted. Yet that many are guilty of it is equally certain. At this season, when the commencement oration is so much in demand, there are some unconscious transgressions in this matter, and some that are not unconscious. And yet, how few who strive to deceive an audience with a real burst of eloquence realize that there are ear marks which cannot be obliterated; that the paper which has the ring of genuineness is more welcome to the public than the stilted one which it is apparent that some one else must have written.

A few years ago we listened to the miscellaneous productions of a large class in one of the small colleges. An eloquent oration, "A Plea for the Classics," came as a surprise, knowing as we happened to that the speaker manifested his love for them in classroom by inscribing on his cuff or finger nail any especially hard word. Presently the one at our side remarked, "I've read that before." And on returning home we found the article, word for word, in our home State School Journal, taken from a similar publication published in another state. The proper thing to have done would have been to clip this and enclose it to the graduate in an anonymous letter, thus putting him wise regarding the detection and yet leaving the identity of the detective a mystery. But the bare faced manner in which it was given suggested little regard for the opinions of others, and the postage was saved.

Just what he has done in active life I do not know. He seems to have slunk into oblivion. And it is so everywhere. The plagiarist may deceive the public for a time, but he cannot long maintain the sham. Be the best that you can, and above all, be honest. Every true endeavor gives added strength, as every leaning on some one else weakens.

Says Sherman: "Be yourself—

simple, honest and unpretending—and you will enjoy through life the respect and love of friends."

INQUISITIVENESS.

All business people regard as a joke the one who is interested in the private affairs of others; who is willing to spend time in probing into their secrets and then more time in retelling them out to any who can be persuaded to listen. Yet there is a sort of housekeeping going on around us that is quite worthy of study in detail, even although the subjects may at first resent undue familiarity.

Our next door neighbors in the old apple tree, robins that work faithfully and who sing as they work, may well attract more than passing notice. Aside from the amusement which we may gain by waiting the birds carrying dried grass, "almost enough for a load of hay," and the various other components of the nest, the main interest centers in the provisions required for the family after the nestlings are well grown. Some one who made careful experiments found that a young robin ate fourteen feet of worms in twelve hours! With this fact as a basis some interesting problems in economical mathematics are readily suggested.

The history of a pair of wrens is quite as interesting and the same may be said of every other insectivorous bird. The more we know of our winged friends the more attached we become to them. Any bird home has in it enough of interest which may be practically applied for our own benefit to well repay the time spent in its study. This may be commenced gradually, helping the little workers in various ways, and in time gaining a portion of their confidence. Why worry about what Mary Jane had for breakfast or how much Susan's dress cost when such harmless household gossip is at hand? Why not make it a rule to study some bird family every year, giving aid and protection in exchange for the beneficial work of these pleasant companions?

SERMONS EVERYWHERE.

It has been said that very few publications do not contain some fact or thought which any one may apply to his own work or life with profit. Take up the various class papers, any one of which may give a new idea to the reader even although his work is far removed from that special line. Thus a farmer recently found a dressing for his harness that proved of more value to him than a year's subscription to the druggist's paper which he chanced to pick up during odd moments, while the druggist heard the call, "Back to the farm," through the columns of the farm paper.

Blessed are they who, in the en-

forced moments or hours of waiting which come to every one, can turn their attention to something at hand and draw from it helpful inspiration. The periodicals may be scant in number and not according to your own personal taste. Yet there is even in the stalest humorous page thought or fancy which may be easily clothed in an acceptable form. The minister, if forced to the columns of the sporting paper, should be able to find some stone which he could polish into brilliancy. There is no necessity of being bored because of the dullness of the surroundings. All that is lacking to set them aright is our own personal dullness in adapting ourselves to the situation.

In the people around us there are suggestions of how to do or how not to do—the latter is quite as helpful in many instances as the former. The humblest person may have a thought to offer as pertinent as it is homely. If there is a dearth of human nature, nature in its rudest forms may become entrancing. Even the desert has its mirages. The rocky cliff is rich in tales of past ages and the humblest flower has some message for us.

SCARCITY OF HORSES.

One of the facts which the war maneuvers in Texas are developing and bringing to the surface is the scarcity of horses and mules in this country. They can not be had in large quantities at fair prices and it is doubted if enough could be had to supply the army in case of a real war at any price. The generally accepted theory is that the introduction of trolley cars and automobiles which have put hundreds of thousands of horses out of employment, would result in making prices cheaper so that a horse or mule could be bought for much less than formerly. It is not so many years ago that horses were the motive power of most street cars. Now there is scarcely a horse car line in the country. Automobiles have come in by the thousands in the last decade and certainly fully half of them have displaced horses either for pleasure vehicles or trucks. It would seem as if a very large percentage and proportion of the horses in use 20 years ago are now dispensed with and the natural inference in such a case would be that horses would be proportionately cheaper in the market.

The trouble the army is having in getting horses and mules enough and the statement from authority that it would be impossible to get as many as would be needed in real war emphasizes a point which one would naturally suppose the farmers all over the country would pay attention to and heed. A good horse costs more now than it did 10 years ago, but it

costs precious little more to raise one. The price of horses and mules, just as of anything else, is regulated by supply and demand. There is certainly good profit in raising horses at the figures obtainable these days. Almost any farmer could raise one colt a year and some could raise two or three and thus add materially to their income. The product is one which would certainly meet with ready sale. There is still a great demand for horses in the city and in the country and the probability is that the horse will never be wholly superseded by any sort of mechanical contrivance. The natural opposition would be that when a farmer tries to buy a horse and discovers the price, he would then and there determine to raise a few, because thereby he could save money. Here is an agricultural product which promises profit to the enterprising.

TRIMMERS' CONVENTION.

The fourteenth annual convention of the National Association of Window Trimmers of America is to be held in Chicago during the first week in August. The President, M. Hoffstadt, Jackson, Tenn., announces that the programme now being prepared promises to be the best ever presented at a convention of the Association. The following are mentioned as among the attractions:

J. Rutherford, ex-President of the Association and formerly advertising manager for J. V. Farwell & Co., Chicago, will give an interesting lecture accompanied by demonstration on window work.

W. H. Ruten, formerly with B. Livingston & Co., Bloomington, Ill., and a recognized authority upon the draping of fabrics, will demonstrate numerous drapes, including several that are distinctly new.

Rolla Mount, formerly with Werner & Werner, St. Louis, a specialist in men's wear displays, will give a lecture.

George J. Cowan, a member of the editorial and business staff of the Dry Goods Reporter, Chicago, is announced to give a lecture, illustrated by stereopticon views, in which both good and bad displays will have consideration.

A demonstration of the use of the air-brush will be made by Mr. Panache, of the air-brush concern of the same name.

Members of the Association and their friends attending the convention are also promised an opportunity of visiting the Callins Studio, where Mr. Callins has promised to give a demonstration of the painting of scenic backgrounds.

No man is so color blind that he can be fooled on the long green.

OPEN SHOP PROPAGANDA.

Public Opinion and Workmen Mislead by Misrepresentation.

Written for the Tradesman.

The salient feature that is becoming most in evidence in the controversy in the furniture trade is that on account of culpable negligence on somebody's part the field of ignorance in Grand Rapids was found peculiarly fertile by the emissaries of the federations. This condition was not warranted by the grade of intelligence among the Holland workmen, had they not been surprised by the series of plausible falsehoods employed in the work of the organizers.

Indeed, the degree in which falsehood was successfully employed is something curious. The first, of course, was the assertion that the workmen in Grand Rapids were not paid on a parity with those of other manufacturing centers. The leaven of this argument had been working a long time before the employers began to wake up to its real significance. Then what was done? Aside from the publication of a single letter from a manufacturer in New York State denying the fact, in the news columns of the daily papers, absolutely nothing.

Possibly the next most effective class of lying was in the claims as to control of union labor elsewhere. For instance, the assertion that the furniture industry in Chicago is in union control has been so widely reiterated that even now most of the well informed in this city believe it. In Grand Rapids the saloon fitting industry of one shop and one other recent removal from another town are closed shops. In Chicago the Brunswick, Balke-Collander Co., manufacturing billiard tables, and one other are closed shops. The same kind of falsehood as to conditions elsewhere made possibly the second most effective means of attack.

Then comes the employment in the organizing of the shops of false statements as to public sentiment. This is given some excuse and plausibility in that the usual quota of self-seeking political demagogues and short-sighted friends to the laboring man must hasten into the arena with the sort of encouragement that goes far to make the union work effective. The assertion that officials and "thus and so" among the acknowledged influential in civic and business life are "for the working man" is a tremendous weapon. It is lamentable that in the present instance the quantity of such material should have been so abundant.

In this contest the expressions of sympathy have not been made by the real friends of labor. These have realized that the expression of sympathy in a wrong movement would only lend aid to the baneful work of demoralization. It is very possible that some of those who have rushed in with their encouragement will eventually discover the short-sighted quality of their action. This will not affect the damage already done.

Other classes of falsehood used in the work are the misrepresentation

as to the extent of organization in the other shops of the city; that they are about the last to join and that they will suffer alone if there is delay, and the assertion that the employers are at the point of giving in "and then where will they be?" Time, space and knowledge would fail me to even indicate the extent to which such falsification is carried, to say nothing of the intimidation and threats when the others fail.

It would be more than presumptuous for the writer to attempt to place the blame for the open ambush we have run into. But I repeat, the grade of intelligence in our factory operatives is too high for the city to become such an "easy mark." I assert this in view of the fact that the belief in the right of the open shop is already too widely disseminated in the community to have made it difficult to head off such an attack. The love of right and fair play, among the Holland operatives especially, would have made a little work effective, but now their very conscientiousness holds them to the vow they have taken, even although through misrepresentation.

It is a fact to be lamented that employers continue to be afraid of what would be a bugaboo if it were not so fatal a weapon in the hands of the unprincipled. The question of the open shop should not be shunned by the employer in his understanding with his workmen. In the right way and at the right time the open shop should be asserted, and the employer should not even fear to have it distinctly understood, in the right way and spirit, that the man who defends the closed shop is an enemy to the business, and that persistence in such agitation will result in a severance of relations. In a community so afraid of the open shop as Grand Rapids has always been it may sound utopian to make the assertion, but I believe the time is not far distant when the American right to free labor will be as freely demanded here as it is in Dayton and other towns that are now outstripping us because their citizens dare claim their souls as their own. Warren N. Fuller.

Grand Rapids' Oldest Living Mayor.

Written for the Tradesman.

George W. Thayer, aged 82, is the oldest living former Mayor of Grand Rapids. He was elected in the year 1877 and served one term. Mr. Thayer was born in Burlington, Vermont, in the year 1827, and after obtaining a fairly good education, and in his 18th year, he took up his residence in Detroit, where he entered the employ of his uncle, Lucius Lyon, who held the office of Surveyor of the Northwest Territories of the United States. With Mr. Lyon and the geologist, Douglas Houghton, he spent several years in the Upper Peninsula of Michigan in the prosecution of linear, geographical and geological surveys of the territory. Although this service tested the physical and mental strength of the young man to the limit, the trials experienced were not without value. Mr. Thayer took residence in Grand Rap-

ids in 1861, occupying the spacious and very attractive premises on the southeast corner of Hastings and North Ionia streets. He engaged in the sale of merchandise on the southeast corner of Canal street and Michigan avenue, and continued many years, winning success through fair dealing with, and kindly consideration for, customers. Soon after locating in Grand Rapids he was elected Clerk of the city and in later years rendered important service to the public as a member of the municipal boards. The Grand Rapids and Reed's Lake Railway became the property of Samuel Medbury, of Detroit, in the year 1877, and Mr. Thayer was engaged by the new owner to manage the line. One of the first improvements he inaugurated was the substitution of steam for animal power in the operation of the line from East street, through Sherman, to the lake. The dummy line was very popular, although it was operated during the summer months only. Mr. Thayer retired from this service after the property had been sold to Samuel Mather and others of Cleveland, who had purchased the several lines of street railway in operation in the city and consolidated the same.

Mr. Thayer is President of the Old Settlers' Association and takes a lively interest in public affairs. Born and trained a Democrat, he did not hesitate to break with a majority of his party in the year 1878, and organized the Hard Money League, of which he was President, to stem the rapidly rising tide of greenbackism that threatened the resumption of specie payments by the General Government in the year following. Mr. Thayer is a man of strong convictions, pure in his purposes and as immovable as the rock of Gibraltar when once his opinion upon a public question is formed and his course marked out. In the evening of his life he is surrounded by many friends and admirers. With an unimpaired intellect and fairly good health he continues to exercise an influence for the good of the community.

Arthur S. White.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

This is the last year of the Park Commission in Bay City and the parks will then be turned over to the Common Council for management.

Secretary M. F. Gray, of the Lansing Business Men's Association, has opened a campaign for 1,000 members at \$4 each per year and 100 sustaining memberships at \$25 each.

Contracts have been awarded for building the new hotel at Boyne City.

The annual banquet of the Reed City Board of Trade will be held May 12.

When the membership of the Muskegon Chamber of Commerce has been brought up to the 500 mark a big banquet will be held.

Saginaw's eleventh annual May Festival will be given May 31 and June 1.

E. L. Keyser is the newly elected

President of the Pontiac Commercial Association.

The annual convention of the Michigan State Bar Association will be held at Battle Creek July 6 and 7.

Chicago newspapers are being used in an advertising campaign by the Muskegon Chamber of Commerce and that city is being set forth as the "ideal manufacturing center of the West."

Michigan Elks will browse and cavort at Traverse City June 7-9, and brook trout suppers, automobile and motor boat trips are included in the programme of entertainment that will be provided.

M. B. Holley has been employed as the paid Secretary of the Traverse City Board of Trade and will devote all of his time to the work. The Board is considering plans for an industrial guarantee fund.

The sugar factory at Menominee will be the means of bringing 500 families, or about 2,000 people, into that territory this spring.

Eaton Rapids will endeavor to have a place on the Michigan Central advertising matter as a summer resort and an attractive place for tourists.

The public playgrounds at Kalamazoo will open June 26 and will close August 5.

Business men of Detroit will "cultivate" the retail trade in that territory by a series of one-day trolley trips, beginning May 11.

Almond Griffen.

Advice About Credit.

If your credit is good, keep it good—don't ask any. For personal things be a "ready money" man. When you want a suit want it till you have the price. The clothing man has to be paid for "time." Therefore time is as good in your pocket as in his. It isn't good business to spend what you haven't yet earned. It isn't even good sense. Let the dressers dress. Bide your time. Slip that little weekly deposit in the bank. Pay as you go—go to the cash tailor. He'll welcome you, he'll pay you a bigger percentage on your investment than the bank will. Start a credit account and there's no end to the things you'll need. Certainly you'll have glad rags—you'll look swell, but the savings bank book-keeper won't have a chance to balance your account. It pays people to keep him busy.—E. W. Sweeney.

Mamie attended kindergarten at Christ church and was very much impressed with her surroundings. "They are so stylish at that church," she explained to her mother. "Every morning two men come down to the kindergarten to say prayers, wearing hobble skirts with white overdresses."—Success Magazine.

Mrs. Powers—I will never forget the things you said to me before we were married. Mr. Powers—Bet a hundred you won't! Had I known that you had such a good memory I wouldn't have married you.—Philadelphia Telegraph.

Men may not have as much curiosity as women, but they have enough.

Protection from Mosquitoes.

With the coming of summer the mosquito becomes a live issue. The government bureau of entomology has just issued a mosquito bulletin and here are some protective liquids against the mosquito that are recommended:

Spirits of camphor rubbed upon the face and hands or a few drops on the pillow at night will keep mosquitoes away for a time, and this is also a well-known property of oil of pennyroyal. Neither of these substances is durable; that is to say, a single application will not last through the night. Oil of peppermint, lemon juice, and vinegar have all been recommended, while oil of tar has been used in regions where mosquitoes are especially abundant. Oil of citronella is one of the best substances to be used in this way. The odor is objectionable to some people, but not to many, and it is efficient in keeping away mosquitoes for several hours. The best mixture tried by the writer was sent to him by C. A. Nash, of New York, and is as follows: Oil of citronella, 1 oz., Spirits of camphor, 1 oz., Oil of cedar, $\frac{1}{4}$ oz.

Ordinarily a few drops on a bath towel hung over the head of the bed will keep the common house mosquitoes away. Where they are very abundant and persist a few drops rubbed on the face and hands will suffice. Even this mixture, however, loses its efficacy toward the close of the long night. It is the habit of the yellow fever mosquito,

Aedes (Stegomyia) calopus Meig., to begin to bite at daylight. By that time the average person is sleeping very soundly, and the effects of the mixture will usually have largely passed away. It follows that in the Southern States where this mosquito occurs these protective mixtures are not supposed to be as effective as they are in the North. As a matter of fact, however, this last mixture, could it be applied shortly before dawn, would be as effective as under other circumstances.

A mixture recommended by E. H. Gane, of New York, is as follows: Castor oil, 1 oz., Alcohol, 1 oz., Oil of Lavender, 1 oz.

This mixture was prepared for the purpose of avoiding the odor of the oil of citronella.

Oscar Samostz, of Austin, Tex., recommends the following formula: Oil of citronella, 1 oz., Liquid vaseline 4 oz.

This mixture greatly retards the evaporation of the oil of citronella.

B. A. Reynolds has used successfully in New Orleans 20 minims of oil of citronella to the ounce of vaseline or lanolin.

A 5 per cent solution of sulphate of potash has been recommended, as also the oil of cassia. Pure kerosene has also been used extensively in the Philippines.

The most satisfactory remedy for mosquito bites, known to the writer, from his personal experience has been moist soap. Wet the end of a piece of ordinary toilet soap and rub it gently on the puncture, and the irri-

tation will soon pass away. Others have enthusiastically recommended household ammonia, or alcohol, or glycerin. One correspondent marks the puncture with a lump of indigo, another with one of the naphthalene moth balls; another, iodine. Rev. R. W. Anderson, of Wando, S. C., states that he has found that by holding his hand to a hot lamp chimney the irritation of mosquito punctures will be relieved instantly.

Careful Apple Packing.

According to Prof. R. L. Watts of the Pennsylvania School of Agriculture, Pennsylvania farmers, no matter how fine may be the products of their apple orchard, can not compete with apples from the western markets until they have learned to pack and brand their shipments in better style. As an object lesson to the farmers of the state, one of the buildings of the School of Agriculture will soon be transformed into a school room for the spreading of information upon the two subjects.

Just as business men of the country are learning the importance of care in shaping their products for the markets, so must the farmers learn to follow their example, he says. The westerners have apparently already solved the problem. It is no secret that western apples have been bringing \$1 to \$2 more a box than eastern apples. This additional revenue is not due alone to the quality of the fruit. It is the opinion of many apple growers that apples of better flavor and appearance can be raised and de-

veloped in the East, especially in some portions of Pennsylvania, but Pennsylvania farmers are careless in packing their apples for the market. The inevitable result is that they receive small returns, when they should be receiving big prices. Orcharding is attracting the attention of hundreds of agriculturists to Pennsylvania and they should be quick to catch the force of the arguments of neat shipments, which means at all times better prices.

The Lady—What are you carrying so carefully, Colonel Blood?
The Colonel—Whisky, ma'am; old Rooster whisky. The Lady—Oh, that's bad, Colonel—very bad! The Colonel—I shall be pleased to learn the brand you recommend, ma'am.—New York Sun.

"You deceived me," protested the woman at the washbasin. "When you married me you said you had a job on the road." "And so I did, my dear," rejoined her husband, who was hitting the pipe in an easy chair, "but it hasn't arrived yet."—Chicago News.

"Does your wife ask you for things she knows you can not afford?" "She hasn't asked me for a thing since we were married." "Great! How do you manage it?" "When she wants a thing she does not ask me; she tells me."—Houston Post.

"Why did he marry his deceased wife's sister?" "So as only to have one mother-in-law."—Judge's Library.

Don't Forget The Staples

New products sometimes sell well—but often they do not.

Never neglect staples for untried stock.

Dandelion Brand



Butter Color

has been a groceryman's staple for more than a quarter of a century.

It gives the "true June" shade.

Dandelion Brand Butter Color never turns rancid. Ninety per cent. of all buttermakers in the United States use it.

Stock up! Send your order now.

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

Wells & Richardson Co., Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Kalamazoo—Geo. Floodas will open a bakery soon.

Vicksburg—L. Esterby has opened a grocery store.

Petoskey—Sam Schilling has closed his feed store.

Fremont—James Stannard, Jr., has opened a bakery.

Hudson—Ray Darby has secured a position in Belding.

Sherman—Peter Tindall has closed out his grocery stock.

Mendon—H. C. Rehm will open a branch store May 13.

Hart—Jay Lyon will move his grocery to the Noret block.

Marquette—T. C. McGuire has opened a cash grocery.

Copemish—E. R. Grant has started in the jewelry business.

Marine City—Louis Kraff has closed out his dry goods stock.

Grand Haven—Ed. Ross has purchased the Rockaway restaurant.

Charlotte—Fred Avery has purchased the Exchange cigar store.

Petoskey—Hoyt Nihart has secured a position with the Eckel Drug Co.

Reed City—The Bray millinery store was destroyed by fire last week.

Birmingham—Wm. Bergman has sold his bakery to J. Reimer, of Detroit.

Lakeview—Meach & White have bought the hardware stock of M. W. Gee.

Rothbury—H. G. Longnecker has purchased the grocery of Willie Deniece.

Onondaga—G. W. Kerns has bought the dry goods stock of Renter Bros.

Cedar Springs—Joe Lonseri has opened a fruit store in the Ackley block.

Charlotte—Carl Gault has secured a position in a Kalamazoo jewelry store.

Petoskey—J. E. Martin & Son have opened a grocery and feed store.

Hastings—J. E. Cairns, of Plainwell, has closed out his business and retired.

Mancelona—J. V. Johnson, of Six Lakes, has bought the W. K. Maxam bakery.

Baroda—The firm of E. W. Dunham & Son has dissolved by mutual consent.

Stanton—Ed. Segar has moved his tin shop into the Taylor & Brown building.

Pentwater—Robert and Vego Kischner have bought the Hotel market.

Munising—M. Lance has opened a men's, women's and children's clothing store.

Nashville—O. M. McLaughlin has bought the clothing store of Claude W. Smith.

Adrian—Geo. Wooster has purchased the general store of Cass Archer at Paymira.

Carson City—J. H. Fockler has sold his stock of merchandise to Stonebrook Bros.

Cheboygan—A. O. Gunther and son, William, have bought the Greenwood market.

Durand—P. J. Hoekzema is closing out the stock of his New York Racket store.

Kalamazoo—E. E. Gibson and F. G. Baker will open a general merchandise store.

Thompsonville—Tanner & Son will move their grocery stock into the Paul building.

Mulliken—W. J. Lussenden has established a men's shoe, clothing and furnishing store.

Eaton Rapids—C. C. Stringham has accepted the position of shipping clerk with the Beach Manufacturing Co., of Charlotte.

Detroit—The Gregg Hardware Co. has increased its capitalization from \$20,000 to \$70,000.

Marine City—Becker Bros. & Co. have bought the Buechler general store in Baltimore.

Charlotte—S. A. Cook & Co. have added a line of bazaar goods to their stock of dry goods.

South Frankfort—Mrs. M. Mansfield has opened a millinery store in the Thomas building.

Ravenna—The Ravenna Supply Co. is closing out its stock of groceries, hardware, meats, etc.

Plainwell—J. Merrill, of Battle Creek, has been secured by E. E. Martin as meat cutter.

Ashley—D. W. C. Tiffany will open a men's and women's clothing and furnishing store soon.

Lansing—The Michigan Distributing Co. has increased its capital stock from \$2,000 to \$65,000.

Negaunee—Sam Kokko has sold his interest in the firm of Kokko & Lofgren to John Kangas.

Amasa—The Hematite Mercantile Co. has increased its capital stock from \$10,000 to \$25,000.

Lapeer—The Garrison Bros., of Ohio, will open a 5 and 10 cent store in the Armstrong block.

Boyne City—Hewitt & Christman have sold their grocery and meat stock to Meachem Bros.

Owosso—Wm. Feindt will open a men's, women's and children's shoe store in the Haarer block.

Ludington—A. F. Keseberg has sold his coal and wood business to L. E. Vorce and T. W. McIntosh.

White Cloud—The general store of Cohen Bros. was damaged by fire last week to the extent of about \$6,000.

St. Joseph—Hamilton Brothers, dealers in jewelry, have changed the firm name to L. D. Huber & Co.

Mt. Pleasant—Wm. Francis has sold his interest in the Independent Elevator to W. A. Harrison, of Marion.

Grand Ledge—Ollie Haysmer has purchased a half interest in the barbershop and cigar store of Guy Sedore.

Petoskey—Edward Hatt has opened an ice cream and confectionery store in connection with his news stand.

Mancelona—Glee Wickett and Dorr D. Buell have purchased the Elmira Bank from the latter's father, Darius D. Buell.

Grand Ledge—The Bair Bros. have rented the building recently vacated by Orla Ginter and will put in a feed store.

Alma—Henry H. Soule has traded his farm for a stock of hardware in Champagne, Ill., where he will hereafter reside.

Calumet—The Laurium Superior Pharmacy will open a branch store at Red Jacket June 1. Phil Furlong will be the manager.

Cadillac—The firm of Johnston & Kaiser has dissolved partnership, Mr. Johnston retiring. Mr. Kaiser will continue the business.

Ravenna—W. H. Norton has closed his pool room and opened a confectionery store and ice cream parlor at the same location.

Vanderbilt—John G. Berry has sold his grocery, hardware, flour, feed and hay business to John E. Berry and Charles L. Lafevere.

Otsego—The firm of Sebright & Smalla has dissolved. The partners have divided the different branches of the business between them.

Lansing—W. W. Wooll has resigned his position with the National Grocer Co., and has accepted a place with the Berden Grocery Co., of Toledo.

South Haven—Marshall H. Mackey has become sole owner of the hardware firm of John Mackey & Son, having purchased the interest of his father.

Lansing—The firm of Jones & Houghton has dissolved. F. W. Houghton has purchased the entire stock and will continue business at the same stand.

Charlevoix—Administrator Zeitler of the Iddings estate, has sold the hardware stock to Mrs. H. L. Iddings and two daughters, who will continue the business at the old stand under the same name.

Boyne City—The hardware and warehouse departments of the Manufacturing & Supply Co. will be known hereafter as the Boyne City Hardware Co. Wm. Capelin will be the active manager.

Negaunee—The Negaunee Laundry & Dye Works, Ltd., has engaged in business with an authorized capital stock of \$5,000, of which \$2,765 has been subscribed, \$165 being paid in in cash and \$2,600 in property.

Lansing—John S. Bennett, druggist, has merged his business into a stock company under the style of the J. S. Bennett Drug Co., with an authorized capital stock of \$7,000 common and \$3,000 preferred, of which \$6,800 has been subscribed and paid in in property.

Lansing—M. J. & B. M. Buck, furniture dealers and undertakers, have merged their business into a stock company under the same style, with an authorized capital stock of \$125,000 common and \$25,000 preferred, of which \$150,000 has been subscribed and paid in in property.

Detroit—The Grand Traverse Fruit Co. has engaged in business for the purpose of raising fruit and dealing in and developing fruit lands, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$15,000 paid in in property. The company is located at 100 Ford building. Those interested are E. J. Warren, E. O. Knight and Archibald MacLaren, all of this city.

Manufacturing Matters.

Grand Blanc—O. E. Ellis, of Rochester, will open a creamery.

Ionia—J. W. Rowe has repurchased his interest in the grist mill at Nickleplate.

Marshall—The working force of the New Process Steel Co. has been re-organized.

Ludington—The Cartier Lumber Co. has changed its name to the A. E. Cartier Sons' Co.

Holland—The Holland Rusk Co. has increased its capital stock from \$50,000 to \$100,000.

East Jordan—The East Jordan creamery has started under the management of Peter Block.

Conklin—The Kent Creamery Co. has purchased the local creamery and is now open for business.

Bancroft—The McLaren Imperial Cheese Co. has purchased the plant of the Bancroft Butter & Cheese Co.

Marshall—Fred Eggleston and Will Fishell, of Homer, will start in the general cement manufacturing business.

Imlay City—F. Hartman & Co., of Cass City, will start a bakery and confectionery business in the Hicks building.

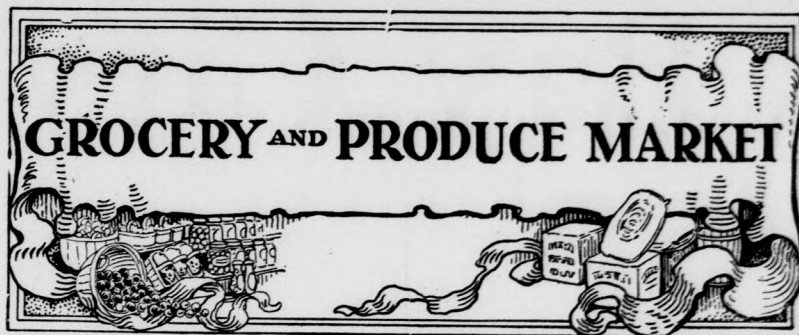
Hamilton—Bulthuis & Co., glove manufacturers, have incorporated under the name of the Bulthuis Manufacturing Co.

Detroit—The capital stock of the Kelsey-Herbert Co., manufacturer of auto bodies, has been increased from \$200,000 to \$300,000.

St. Joseph—Bradford & Company, wholesale and retail manufacturers of shells, etc., have increased their capital stock from \$50,000 to \$85,000.

Pontiac—The F. J. Nice Furnace Co. has been incorporated with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and \$4,000 paid in in cash.

Detroit—The American Girl Garment Co. has been organized with an authorized capital stock of \$10,000, of which \$8,750 has been subscribed, \$8,250 being paid in in cash and \$500 in property.



The Grocery Market.

Sugar—The price shows very little change and the demand is much smaller than usual at this time of the year. Grocers are buying differently this year on account of not being able to get a guarantee in price if the market should advance, as was the case in other years. The question of lowering the duty on sugar is being agitated and may be taken up at the present session of Congress. The visible supply of sugar in the world is said to be 220,000 tons larger than a year ago.

Tea—Yokohama cables a very active and excited market and general buying at advances over last year of from $1\frac{1}{2}$ to $2\frac{1}{2}$ ¢. The higher the grade the bigger the advance. Last year the only advances noted were of the lower grades, while this year the reverse is the case. The opening of the Kobe market has not been reported, but strong advances are expected. The government prohibition of fourth crop pickings and increased demand for Japan teas from Manchuria and Korea are supposed to be part causes for this unusually high market. Further reports are anxiously awaited by importers. Ceylons and Indias are strong. Coarse leaf green Indias, which were becoming familiar to Americans a year or more ago, are now unknown. The high prices which the Russians offered for these teas eliminated all chances of their sale here. The demand for China teas is increasing and last year was a good one for Chinese growers.

Coffee—The demand for the different grades shows a slight improvement over that of a few weeks ago, but it is still light for the time of year. Prices are unchanged, but it is reported that the interests that have the market in control will have no difficulty in advancing prices a cent.

Canned Fruits—Sales are steadily increasing on nearly the entire line, and it is expected that the demand will far exceed that of past years on account of the scarcity of dried fruits. Prices on most canned fruits are very reasonable, with the exception of gallon apples, which have been high and scarce for several weeks. California fruits on the coast are said to be well cleaned up and the market is very firm. Pie goods in gallons are being taken by the consuming trade more freely than during the month of April.

Canned Vegetables—The market on tomatoes has shown more activity during the past two or three weeks or since navigation opened. Prices are showing more firmness than for some time past. The market on corn

is without change and the demand is only fair.

Dried Fruits—The present high market on spot prunes will most likely cause opening prices to be much higher than in past years. The supply of spot prunes is so small that there is no established price, but the demand is much larger than one would expect with prices so high. There is much talk as to the prospects of the growing crop and many reports have been received already, but it will be impossible for some time to tell just what the yield may be. Evaporated apples are very high and the supply is small with prices unchanged during the past week. Prices of some grades of raisins have been advanced from $\frac{1}{2}$ to 1¢ per pound and the market on the rest of the line is very firm. Currants are about the only article in the entire line that show any weakness, prices having declined $\frac{1}{2}$ ¢ per pound on package goods.

Rice—The business done is not nearly as large as it should be when comparative food values and prices are considered. There is less heard of the selling plan, as the failure to get some of Texas' mills to combine proved injurious to the scheme. Prices are unchanged.

Syrups and Molasses—The market on corn syrup is very firm after the advance of a few days ago, which was caused by the higher market on corn. The demand has been heavy during the past month for most grades of syrup. The market on molasses is practically the same as a week ago and the retail trade is taking supplies sparingly.

Provisions—Despite the continued large receipts of heavy hogs at all the packing centers last week the provision market finished some higher than the week before for pork and lard and only a little lower for ribs. The grain strength has been a big factor. Many provision shorts covered in order to take care of their trades in grain and this resulted in fairly good support all week. There is no prospect of a let-up in the hog receipts for months to come, but the trade is slowly coming around to a little better volume of business with consumers. The world's lard supplies increased heavily in April this year, as compared with a heavy decrease during April last year. Packing of hogs at Western centers since March 1 is 1,520,000 more than for the corresponding period last year, and the average weight is so much greater than a year ago that the total gain in the available meat and lard is enormous. May pork closed at an ad-

vance last week of $37\frac{1}{2}$ ¢, while July closed unchanged. May lard closed $7\frac{1}{2}$ ¢ and July $2\frac{1}{2}$ ¢ higher, and September was unchanged. May ribs closed about 5¢ higher and July and September about 10¢ lower. Last week's range of prices of the leading articles dealt in on the Chicago Board of Trade was:

	High	Low	1911
Wheat—			
May98	.90 $\frac{1}{2}$.94 $\frac{1}{2}$
July89 $\frac{3}{4}$.88 $\frac{3}{4}$.88 $\frac{3}{4}$ s
Sept.88 $\frac{3}{4}$.87	.87 $\frac{1}{2}$
Corn—			
May54 $\frac{1}{2}$.52 $\frac{1}{2}$.53 $\frac{1}{4}$
July53 $\frac{1}{2}$.52	.52 $\frac{1}{2}$ s
Sept.54	.52 $\frac{1}{2}$.53 $\frac{1}{4}$
Oats—			
May33 $\frac{1}{2}$.31 $\frac{1}{4}$.32 $\frac{1}{2}$ s
July33	.31 $\frac{1}{2}$.32 $\frac{1}{2}$ s
Sept.32 $\frac{1}{2}$.31 $\frac{1}{2}$.32s
Pork—			
May	15.82 $\frac{1}{2}$	15.30	15.82 $\frac{1}{2}$
July	15.17 $\frac{1}{2}$	14.80	14.92 $\frac{1}{2}$
Lard—			
May	8.07 $\frac{1}{2}$	7.85	8.00
July	8.17 $\frac{1}{2}$	7.95	8.07 $\frac{1}{2}$
Sept.	8.25	8.05	8.17 $\frac{1}{2}$
Ribs—			
May	8.25	7.92 $\frac{1}{2}$	8.05
July	8.15	7.80	7.92 $\frac{1}{2}$
Sept.	8.05	7.77 $\frac{1}{2}$	7.90

The Produce Market.

The local market is rather steady this week. Florida celery has gone out of the market and California has taken its place. Most of the navel oranges are gone, but Mediterranean Sweets are coming in and are quoted at $\$3$ to $\$3.50$ per box.

Potatoes and cabbage have dropped in price, as have poultry and butter. There does not seem to be any especial reason for these drops as the market is not over-crowded with any of the products.

Quart cases of strawberries from Tennessee were shipped in this week and were in excellent condition upon arrival. Pineapples are on the market now and the crop is the best in years. They are fine both in quality and quantity.

In the local green market home grown pieplant is in good supply at 10 to 50 ¢ a bushel, and the first offerings of asparagus bring $\$1$ a dozen. Spinach has been in abundant supply and some mornings has sold down as low as 25¢ per bushel.

Bananas— $3\frac{1}{2}$ ¢ 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 $21\frac{1}{2}$ ¢ for tubs and prints; 16¢ for No. 1; packing stock, $12\frac{1}{2}$ ¢.

Cabbage—Southern grown, $\$1.50$ per crate lots.

Celery—California, $\$1.75$ per crate.

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

Cucumbers— $\$1.35$ per doz.

Eggs—Local dealers are paying $15\frac{1}{4}$ to $15\frac{1}{2}$ ¢ delivered.

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

Honey— 15 to 16 ¢ per lb. for white clover and 12 ¢ for dark.

Lemons—California, $\$4$ to $\$4.50$ per box; Messinas, $\$4$ per box.

Lettuce—10¢ per lb. for leaf.

Onions—Spanish, $\$2$ per crate;

green, 3 doz., 25¢; Texas Bermudas, crystal wax, $\$2.35$ per crate; yellows, $\$2.10$ per crate.

Oranges—Redland navels, $\$3.25$ to $\$3.75$ per box; Washington navels, $\$3.25$ to $\$3.65$; Mediterranean sweets, $\$3$ to $\$3.50$.

Pop Corn—90¢ per bu. for ear; $3\frac{1}{4}$ to $3\frac{1}{2}$ ¢ per lb. for shelled.

Potatoes—The market is steady at 25 to 35 ¢ at outside buying points.

Poultry—Local dealers pay $12\frac{1}{2}$ ¢ for hens; $12\frac{1}{2}$ ¢ for fowls; 9¢ for old roosters; 15¢ for ducks; 10¢ for geese; 17¢ for turkeys; broilers, 10 to $11\frac{1}{2}$ ¢ lbs., 28¢.

Radishes—25¢ per doz.

Strawberries—24 pint cases, $\$2.25$; 24 quart cases, $\$3$.

Tomatoes— $\$4.50$ per crate.

Veal—Dealers pay 5 to 8 ¢.

Pineapples— $\$3.75$ to $\$4$ per crate for 24s, 30s and 36s.

The Drug Market.

Opium, Morphine and Quinine—Are steady.

Menthol—Shows a slight advance.

Oil Bergamot—Has advanced.

Oil Lemon—Is higher.

Oil Peppermint—Has declined.

Clarence A. Cotton, for two years Secretary of the Grand Rapids Board of Trade, has resigned to accept a more remunerative position as Secretary of the Board of Trade at Dubuque, Iowa, and E. A. Disbrow, who has been Assistant Secretary for seven years, has accepted the secretaryship of the Board of Trade at Hastings, Neb. Under Mr. Cotton's administration the Grand Rapids Board of Trade has gained largely in membership and through its activities the city has received much desirable publicity.

M. H. and Isaac H. Keeler have incorporated their interests instead of conducting them as copartnership enterprises. The Keeler Brass Works is taken over by one corporation capitalized at $\$350,000$, and the Keeler realty interests, including the new Keeler building, are placed in another corporation capitalized at $\$200,000$.

The Welmers-Dykman Fuel Co. has been organized to engage in the coal and wood business. The company is capitalized at $\$20,000$, with $\$11,000$ subscribed. Among those interested are: Arend J. Welmers, Gamma Dykman, John Den Hender and John N. Trompen.

The W. T. Petty Co. has engaged in the wholesale and retail meat and fish business, with an authorized capital stock of $\$5,000$, all of which has been subscribed. $\$2,000$ being paid in in cash and $\$2,000$ in property.

The Toledo Plate and Window Glass Company has moved from Louis and Campan streets to 23-25 South Ottawa street, where it has more room and improved facilities for doing business.

Detroit—The Simplex Bolt & Nut Lock Co. has engaged in business with an authorized capital stock of $\$10,000$, of which $\$5,000$ has been subscribed and paid in in property.

Prosperous Bay City

SOMETHING ABOUT BAY CITY.

Its Advantages as a Business, Industrial and Home Center.

Written for the Tradesman.

"Theoretically, the prime factors of the industrial problem are raw materials, power, transportation, markets and labor, and no community can thrive as a manufacturing center which does not possess at least three of these factors."

There is no city in Michigan more admirably situated than Bay City. Being located on a great bay of Lake Huron, at the head of deep water navigation, and on a river affording nearly fifteen miles of water frontage within the city limits the manufacturers of Bay City are in a position to communicate by water with the great iron and lumber regions of the North and by the same means of transportation with all of the markets of the Great Lakes. There are in Bay City over one hundred manufacturing institutions, employing in 1910 nearly ten thousand operatives. The extent to which this agency of transportation is appreciated by the merchants and manufacturers of Bay City is shown by the fact that in 1910 there arrived at this port 169 vessels, carrying a total of 85,834 tons, and in the same year there were cleared at this port 172 vessels carrying a total of 82,899 tons. The advantages of water transportation were recognized many years ago and are directly responsible for the location of all the great industrial centers on our water courses. Not only do the manufacturers located in Bay City have the advantage of those in the interior cities because of this means of transportation by water, but they also have an advantage over the manufacturers of many interior cities because of the exceptional facilities accorded them by the artificial lines of transportation. Bay City is served by seven lines of railway, viz: three branches of the Michigan Central Railroad, Pere Marquette Railroad, Grand Trunk Railway, Detroit & Mackinaw Railroad and the Detroit, Bay City & Western Railroad. In connection with these roads there are three belt or switching roads operating in and around the city. These facts, among other things, are responsible for Bay City's prominence as a jobbing center, particularly in the line of wholesale groceries. Another feature of the transportation situation is that no railroad runs a train through Bay City—they all stop here, and are made up here for the journey or shipment beyond. Bay City is the absolute terminal of every railroad train that enters it.

Raw Materials and Labor.

It has been said that the demand for and the use of iron is the best measure of a nation's prosperity. The largest deposits of iron ore in the world lie within a radius of from 150 to 200 miles of Bay City, and there

were mined in Bay county in 1901 822,577 tons of bituminous coal, or 46 per cent. of the total coal production of the State. There are produced in Bay City annually 123,000,000 feet of lumber, of which amount about 50 per cent. is hardwood. The mills of Bay City furnish raw material for all branches of the wood working industry.

The census of 1910 gave Bay City 45,166 enthusiastic citizens, and because of the number of industries in Bay City and the diversity of manufacture a supply of labor has been educated that is equal to any in the State, and the large foreign population of the city furnishes an abundant supply of common labor.

Market for Fruit and Vegetables.

The soil of Bay county and Northeastern Michigan is of such character as to make the pursuit of truck farming one of profit, and because of this



and the excellent transportation facilities there has been created in Bay City a produce exchange that is unequalled in the entire State.

In 1910 Michigan was the second State in the Union in the production of beet sugar. There were manufactured in Bay City alone 200,000 barrels of sugar, which represent beets from a cultivated area of 25,000 acres.

Its Hotel Facilities.

Less than four years ago the people of Bay City realized they needed better hotel facilities. While at that time Bay City had eight hotels equal to those of other cities of its class, yet the business men who believe in Bay City and its future have erected and equipped a hotel at an expense of nearly one-half million dollars, which stands to-day as a monument to the city and the traveling public, and with one exception is the finest hotel in Michigan. The service accorded guests and patrons is unexcelled.

Bay City as a Home.

A well known writer says, "A home is something more than a place where a man eats and sleeps. If he has a family growing up about him it may

be doubted whether the surroundings of his domicile and those features of city life which contribute to his enjoyment and pleasures are not as vital in the development of a higher life as the root above his head or the food upon the table of his family."

Bay City spends annually no inconsiderable sum of money in the upkeep of its public parks and parkways, aggregating thirty-five acres, as well as its public playgrounds. No child is excluded from the occupancy of these places of recreation. Bay City has eighteen public schools with grounds and buildings valued at \$640,000, employing 225 teachers in training nearly 6,000 pupils. Bay City maintains eighty-five miles of water mains, 100 miles of public sewers, thirty miles of well paved streets and is surrounded by miles of stone roads. It has seven theaters and vaudeville houses, two of which are of the first class, splendidly equipped public buildings, club houses and golf grounds and two public libraries containing over 50,000 volumes.

Its Organized Business Interests.

In January of this year the Bay City Board of Commerce was created. While the men who created this organization were confident, because of the many advantages Bay City offers, that the city would grow, still they felt that in order that the city might grow right an organized effort should be put forth. While most commercial organizations are created for the purpose of promoting the general welfare of a particular city, the business men

of Bay City felt that the activities of their organization should not be confined to the greater commercial and industrial development of Bay City alone, and the following paragraph was inserted in its by-laws:

"The Bay City Board of Commerce aims to promote the greater development of Bay City and Northeastern Michigan. Any resident of Bay City or Northeastern Michigan shall be eligible to membership."

So the Bay City Board of Commerce, an organization of business men varied in their occupations, sinking all personal advantage and uniting in a common cause for the common good, is committed, not only to the further development of Bay City but of Northeastern Michigan as well. The co-operative spirit of the citizens of Bay City is again manifest in the organization of a Guarantee Fund Association. In this Association a fund of a quarter million dollars has been raised for the purpose of furnishing credit in aid of worthy industries already established, or to be established, in and contiguous to Bay City by guaranteeing the collection of commercial paper, bonds and other obligations in the interest of such industries.

The object of this article is simply to give some of the natural causes that have made Bay City what it has already become, and these causes, being still existent, to indicate what the future of the city is destined to be.

Geo. A. Prugh, Secretary
Bay City Board of Commerce.

Beutel Pickling & Canning Co.

STATIONS—Bay City W. S., Midland, Linwood, Pinconning, Quinacassie

Bay City, W. S., Mich.

Pickles, Canned Goods, Catsup

Sweet Cider, Cider Vinegar, Etc.

Our goods are guaranteed to comply with the National Pure Food Laws

Gustin, Cook & Buckley

Bay City, Mich.

Branch of the National Grocer Co.

Distributors of

Nagroco, Light House and Red
Cap Food Products

Bay City

Some Reminiscences of a Bay City Miller.

One of the notable figures in the milling industry and grain business of Michigan is C. B. Chatfield, of Bay City. He is the sole owner and also the active manager of his large business, which he conducts in the name of the Chatfield Milling Co.

Although approaching the sunset of life, his vigor and physical activity appear to be fully equal to his self appointed tasks.

Mr. Chatfield has never had any political ambition. He has served as Alderman and has several times refused to run for Mayor. He has always taken a great interest in public affairs and is at the present time a member of the Bay County Stone Road Commission. He is also a Director in the Old Second National Bank of Bay City, a member of the First Presbyterian church and has for twenty-five years been a member of the official board and a trustee of Alma College. He is a 32d degree Mason and has taken the Shrine. He is looking forward to the time when he can lay down the gavel and take a well-earned vacation—something he has never yet enjoyed. His interesting reminiscences, related to a representative of the Tradesman, follow in practically the form in which they were given:

"I was born on a farm in Central New York and closed my home career by teaching a district school for three years and reached Michigan in 1875 with all my earthly possessions packed in a little green trunk of the vintage of 1776.

"I spent my first year in the office of a lumber manufacturing concern and received the magnificent salary of \$300 for my first year's service. I slept on the counter in the store to save room rent; taught night-school to help out on my board bill, and it is a great satisfaction to me to know that every boy that attended this night-school was given a new start in life. They have without exception turned out to be useful citizens.

"Great changes have taken place in Bay City since that day in June, thirty-six years ago, when I rode from Saginaw on the Pere Marquette across what then seemed to be an impenetrable swamp, a large proportion of which to-day is under cultivation and yielding immense crops. I found the river banks for four or five miles lined with sawmills and saw works. I think there were over thirty sawmills in active operation at that time.

"The city had only a few cedar block pavements, a few streets planked; but most of them were ordinary dirt roads.

"Many of the citizens had already taken steps to beautify the city by planting shade trees, and these same trees are to-day the pride of our city.

"Wonderful changes have taken place in the condition of the country roads. I remember undertaking to

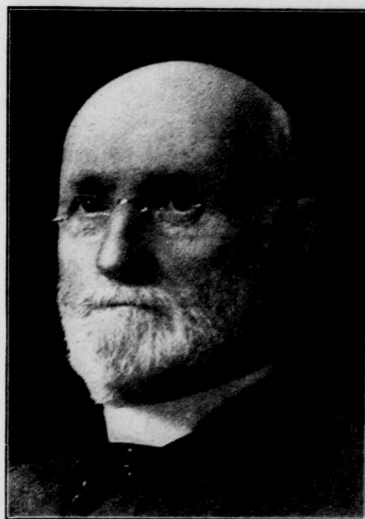
drive two miles out Center street in the spring of 1876 and becoming nearly stalled in the mud near the present eastern city limits.

"My business career began in 1879 in the retail grocery business. In 1882 I began my milling career in partnership with the late S. G. M. Gates, a lumberman who owned the mill property at that time. The mill had a capacity of about 100 barrels. In 1884 the buhr stones were replaced with rolls and the mill equipped with improved machinery throughout.

"November 6, 1886, the mill burned. Steps were taken immediately to rebuild, and the present mill was completed and put in operation in June, 1887. It has always been under my direct supervision.

"In 1898, G. Hine, former Mayor of Bay City, and myself purchased the property and operated it until 1906, at which time I purchased Mr. Hine's interest.

"So far as I know, I am the only business man in Bay City who has



conducted exactly the same line of manufacturing in exactly the same location for twenty-nine years.

"It is interesting to recall the primitive methods employed in the business twenty-nine years ago. At that time very little wheat was produced in Bay county and our supply was secured largely from Genesee, Oakland and Lapeer counties. I would like a photograph of some of the Pere Marquette cars received by us loaded with wheat in the early days of our milling. Four wheels carried them; they were perhaps 18 feet long and I think carried about 300 bushels of wheat. The side of the car was mostly door. We were obliged to haul this wheat by tram from the railroad to the mill. Our team drew wheat in the forenoon and delivered the mill's output in the afternoon.

"In those early days the people of Bay City were more loyal to home mills than in these later days, partially because they did not know anything about spring wheat flour. Most families bought their flour in wood, probably 85 per cent. of our output going out in this shape. To-day the entire output is sold in cotton or paper; small packages were never thought of. Retail dealers bought corn meal, buckwheat flour, graham, etc.,

in bulk and weighed it out to the consumer in any quantity called for. To-day the entire output of these goods is called for in from five to ten pound sacks.

"The consumption of offal has grown wonderfully. In the early days of my milling it was difficult to make the farmers believe that bran had any real feeding value, and it was a drug on the market at any price. The adulteration of feed in the early eighties was frightful. Very little pure corn and oat feed was sold, oat-hulls being substituted for oats, but, thanks to an awakened conscience and an enlightened community, the ground

feed of to-day is what it seems to be.

"During these twenty-nine years I have always aimed to keep abreast of the demands of the trade and to meet their taste for quality in flour. I well remember when we began to receive an occasional enquiry for 'Pillsbury's Best,' and it was with fear and trembling that we finally decided to purchase ten barrels. Later and for many years we were the sole agents for 'Pillsbury's Best' in this city and have sold thousands of barrels and perhaps would be pushing some foreign brand of spring wheat flour to-day had we not discovered that we could

(Continued on page 48.)

Meisel Cracker and Candy Company

205 Third St., Bay City, Mich.

Wholesale Dealers in

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Agents for SPARROW'S and DOLLY VARDEN CHOCOLATES

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Our tested family brand Purity has been the leader for 25 years.
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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 10, 1911

THE STRIKE IS STILL ON.

The furniture factory strike, which ties up this city's chief industry and enforces idleness upon 8,000 or 10,000 ordinarily industrious citizens, is still on. The strike is wholly a "promoted" affair, the enterprise of a couple of professional friends of labor whom nobody seems to have thought to ask questions as to who sent them, why they came or as to previous records. Ostensibly the strike is for an increase in wages and a shorter work day, but in reality the sole and only purpose is to make Grand Rapids a union instead of an open shop town. The aim is to limit employment in the Grand Rapids factories to those only who will acknowledge the sway of the walking delegate. The manufacturers are fighting for the right of every man willing and able to work at the employment he needs for the support of himself and his family. Warned by the conditions that obtain in San Francisco and Chicago, no surrender is possible on the part of the manufacturers, and it is fortunate for Grand Rapids and the workmen themselves that this is their attitude.

The strike will not be long drawn out—at least there is no reason to believe that it will be. The unionized force represents only about 3,000 men, many of whom joined under compulsion, and this is considerably less than half the total number of men employed. The majority will not long let this minority deprive them and their families of bread and butter. The strike promoters have lied to the men, misrepresented conditions to them and made many false promises, and this is a poor foundation upon which to base a prolonged contest.

The relations between employer and employe in Grand Rapids have always been cordial. When this "promoted" strike is over, and the men return to work, it is reasonable to believe the manufacturers and their employes will get together, in the way they have always done, and any real grievances that may exist will easily be adjusted. The Grand Rapids manufacturers are not tyrants and task masters. They are not grinders of

labor. They will concede much to the wishes of their own employes. They will not yield the fraction of an inch to the impudent demands of these professional friends of labor whose special and only mission in town is to make trouble.

PROSPERITY OF FARMERS.

Owing to the agitation in favor of a return of people to the farms and the knowledge that, instead of returning, the masses were rapidly drifting from the country to the cities, it was feared that the last census would show some decrease in the volume of farm lands as well as a shrinkage in agricultural property generally. The census figures show that, far from this being the case, the value of farm lands and farm buildings has increased enormously.

This increase in farm values is not confined to states in which agriculture has always been the principal source of wealth, but is especially prominent in the older states, where it was supposed that agriculture was declining and that abandoned farms were the rule instead of the exception. Thus in Massachusetts an increase of 21 per cent. is reported in the value of farm land and buildings, of 30 per cent. in the value of implements and machinery and of 32 per cent. in the value of farm land an acre. The figures for Connecticut are 40, 39 and 63 per cent., respectively, while in the Middle West the increases have ranged well up to 100 per cent. Kansas has much more than doubled the value of land and buildings, and the average value to the acre, while in Colorado the gains are 283 per cent. for the land and buildings and 170 per cent. for the average acre price. How farm values have increased in Michigan is a familiar story, especially in Western Michigan.

All over the South there is the same story to tell. The value of lands has increased and prosperity is general among the farmers. In the great agricultural sections of the Middle West land has probably gained more in value than elsewhere, but this higher value has not been accompanied by any increase in the farming population; in fact, in several states the agricultural population has actually decreased.

The causes for this great prosperity among the farmers is not hard to find. The prices for all farm products have risen greatly in recent years, and the sale of successive crops at fine prices has enabled the farmers to lift the mortgages on their land and to make improvements to buildings and farm implements that were previously impossible. In past decades the money value of farm land was kept down by the large amounts of new land that became constantly available for settlement in the great West. Practically all this land has now been taken up and free land no longer competes with the old cultivated areas. As the demand for land continued, prices have naturally advanced and will continue to advance as the country grows in population and resources.

THE ADDED POUND.

Scientists assure us and personal observation corroborates the statement that there is no danger of starvation until the skeleton stage is reached. If for a time the digestive organs fail to respond to their part in physical existence the surplus adipose tissue makes good for the loss of nutrition in the ordinary way. But if this supply is not at hand the wrestle for life becomes a more serious matter.

There are crises in every life and for some of us many of them. They take more than ordinary exertion. The question is, Have we the added pound to help through the emergency? When one is carrying the heaviest possible load even a straw added may topple him over, while the one moderately loaded successfully carries a little more for a brief time.

It is always wise in planning the future to take into recognition some possible emergencies; to plan the load a little lighter than you know you can carry on the average roads. Ruts are bound to come. There are hills and hollows, and we can not be at the top continually. If we have power to move the load and a little to spare there will be small danger of getting mired.

When working to the utmost limit there is always the dread that something may happen, the well grounded foreboding as to consequences under such circumstances. It is the man who knows that he can do more who is independent of such fears.

It is said that when the Franco-Prussian War was declared Var Moltke was not even broken of his night's rest. When a telegram awakened him at midnight he calmly directed the official to a certain pigeon-hole in his safe for directions and then went back to bed. He had looked ahead and was all ready. While others were rushing wildly about and wondering at his calmness, the reserve force stored up took him safely through. Self-help is always the best help. When it is backed by a self-confident will, judgment and ability there is a glorious future; but if the added pound is a minus quantity, in a time of need disaster is sure to follow.

PARK PRESERVATION.

It is one thing to secure a creditable park system and quite another to maintain it properly. While the municipal plan may be entirely adequate, yet there is too often individual violation which undoes work that it has taken years to accomplish.

It is passing strange that citizens who are really proud of their resting grounds have neither the sense of justice nor the common sense to retain them in first class order. As school children are less careful in handling books which are public property than when belonging to themselves, there is the tendency to treat what belongs to the public in the way of parks in a similar wasteful manner.

It seems natural to the juvenile knife to carve the initials of the owner upon a smooth-trunked beech, and the nicer and thriftier the tree the more enticing does the desire be-

come. In a few years a rough blur will appear. If the initials are discernible they are a monument of ignominy and not of fame.

There may be police supervision, but rarely is it of sufficient force to counteract all evil tendencies. Besides, the thought that people must be watched; that the iron hand of the law must be constantly upon them, robs the whole park idea of half its usefulness. There should be the individual pride which fosters the same care that is given upon your own lawn. If there is a choice specimen of rock, why break it into pieces simply for your own amusement? If there are wild flowers, let them grow where they will please all passing rather than to pluck them simply for the pleasure in this destructive act. If a beautiful branch attracts the eye, trust that if left it will give pleasure to others. God's work may be consecrated by us in the parks—or it may be desecrated.

STRAWBERRIES.

Some one has said that "God might have made a better berry than the strawberry, but he never did." Yet the methods by which some of the fruit is presented to the public lead patrons to at times almost doubt the truth of the saying.

As no berry is better in its prime condition, no berry more quickly deteriorates under adverse conditions. It is one thing to grow fine fruit and quite another to get it to the public in the best manner. Most of all, is it important to keep it in first-class shape after it reaches the dealer. We have all seen berries set out where all the dust from the street falls on their moist surface, and never leaves it. Flies soon find any defective fruit and show their appreciation, a fact quickly noted by an observing public. The hot sun adds to the difficulty of keeping a product, perishable even under the most favorable conditions.

If you have the choicest fruit, of course you want to get the fact before the public. It is not necessary to place the goods where they will be injured in order to do this. Modern methods present many goods in sealed packages and the most fastidious housekeepers have learned to dodge cereals and dried fruits sold in bulk. Berries may be handled in much the same way, an announcement in the morning paper emphasized by a neat placard in the window, taking the place of the filthy habit of exhibiting the fruit. If it is kept in a cool place patrons will soon appreciate the advantage and hunt for this rather than accept the dusty basket which is thrust into their faces.

The false measure is bound to go. No matter what dodge is taken to conceal it, the sham is sure to be detected. Full measure and good quality are bound to attract. Stale fruit is apt to grow staler on your hands.

Lasting fame means doing things so often that the world does not get a chance to forget you.

It is better to remain ignorant than to acquire certain brands of knowledge.

Saginaw

NORTHEASTERN MICHIGAN.

Sixteen Counties, Rich in Resources, Are Having Rapid Development.

Written for the Tradesman.

The writer has been asked, as one of the Directors of the Northeastern Michigan Development Bureau, to write an article descriptive of the territory it represents and the work it is attempting to do. There are sixteen counties comprising the Bureau, including Saginaw county, on the south, and Cheboygan, on the north, together with all the northeastern part of the State. My knowledge of this territory goes back to 1880, when in winter we went by stage from Standish to Alpena, 120 miles, and there was not even a stage line from Alpena to Cheboygan at that time. In the summer all traveling was done by boat. It was several years after this that the Michigan Central was completed to Cheboygan and still later the Detroit & Mackinac to Alpena. It was one vast lumber camp or virgin forest. The tide of emigration for years was diverted past Michigan and attracted to the West by transportation companies, land companies and emigration agents. Everything bad was said about Michigan, with its pine barrens, swamp lands, frost and snow. A Government report is on file at Washington which describes Michigan as "one-third swamp and one-third sand ridges, and not enough good land to pay to cultivate." The lumbermen were not anxious to have settlers come in, so there was really no concerted effort to correct these statements and the impressions they conveyed.

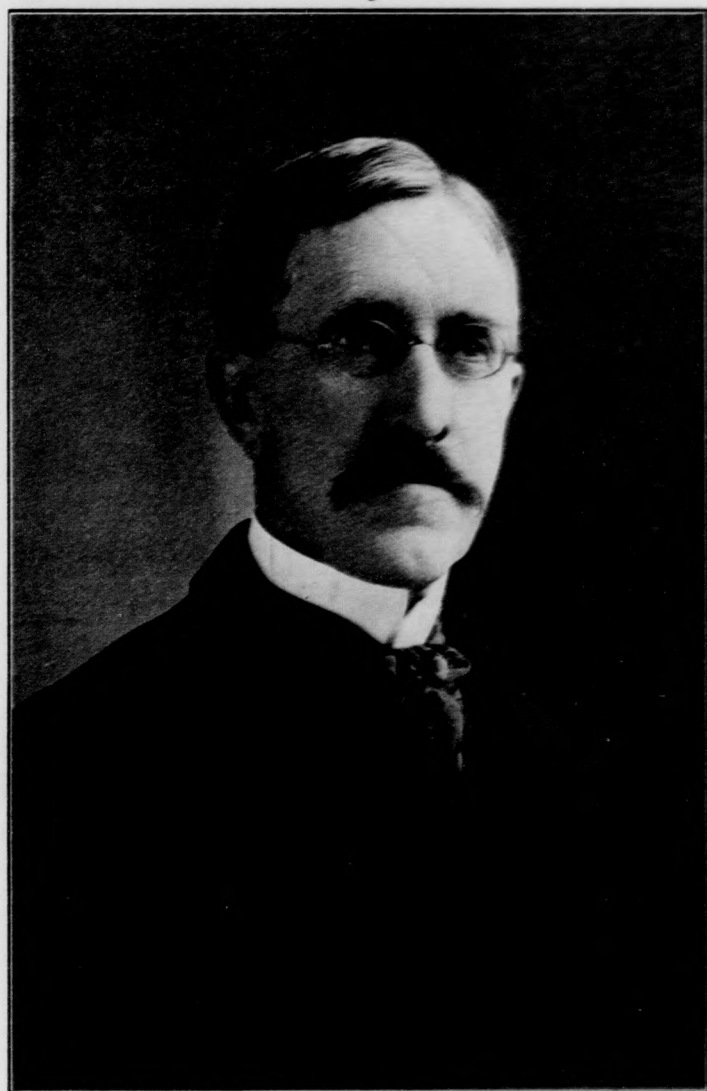
A most wonderful change, however, has taken place in this territory and in the knowledge we have of it within the last thirty years, and more especially within the last ten. The development is now going forward with leaps and bounds, and it is the special province of the Northeastern Michigan Development Bureau to, first, educate our people on the wonderful resources and the best way in which to develop them, and, second, to get this knowledge to homeseekers and investigators throughout the country. The results so far are especially gratifying and really all that can be asked.

Saginaw county at the south is wonderfully rich as an agricultural county, its soil being adapted to all kinds of crops, as well as fruits. We are producing thousands of tons of sugar beets, an average of at least sixteen tons per acre. One farm last year produced 1,200 acres of sugar beets and the same farm has 1,000 acres of peppermint. They have two distilleries on the farm and are the largest producers of peppermint in the country. They also produce great crops of onions, oats, corn, etc. This is the celebrated Prairie Farm,

located about thirteen miles from Saginaw.

There are in Saginaw and Bay counties twenty-eight producing coal mines, with an average annual production of 2,000,000 tons. The whole country is wonderfully well drained, the Saginaw River, with its tributaries, draining 6,000 square miles of

of Oregon. If the same care and intelligence exercised in the West were given to apple, pear, plum and cherry culture in Northeastern Michigan the results would certainly be highly satisfactory. The fruit is better, the cost of getting to market less than half and the land on which to raise it will cost but a fraction of what is being asked for land in Oregon and Washington. In this connection I would say that H. H. Dow, of the Dow Chemical Co., Midland, has written a book on apple culture in Michigan, which will be sent on application to anyone asking for it.



S. E. Symons.

territory. There are in Saginaw and Bay counties four of the largest sugar beet factories in the State, each cutting up from 800 to 1,000 tons per day during the season, making a market right at our doors for one of the most profitable crops the farmer can raise, and Saginaw, Bay and Arenac counties have soil especially adapted to beet growing. Two large chicory factories are supplied with roots from this territory. Bay county cantaloupes, grown in a large way, equal the famous Rockyford melons — but the whole of Northeastern Michigan has inducements to offer. Cheboygan county is famous for its apples. Dr. Gerow has an orchard a few miles from Cheboygan that produces apples equaling in quantity and excelling in quality the Hood River apples

As he is an authority on the subject, it is well worth reading. The whole of Northeastern Michigan is especially adapted to the fruit business. Roscommon, Crawford and Oscoda counties are famous for their production of clover seed, the moneyed crop of this section. The potato crop of Otsego county and the vegetables produced all over this section, as

shown by the exhibits at the county fairs and in the stores, is a revelation. The Northeastern Michigan Development Bureau had an exhibit at the last State Fair and one at the Land Show in Chicago last year, in competition with exhibits from all over the country, and no exhibit attracted more attention or elicited more praise. It was a wonder to our own people as well as to strangers. The largest apple orchard in the State is in Crawford county, set out a few years ago by Mr. Ward immediately after the removal of the timber. Planted among the stumps the trees did remarkably well and last year the apples from his orchard sold for \$45,000. This can be duplicated in most of the counties of the district. Clare county has peach orchards that have produced a profitable crop for ten successive years and new orchards are being put out. Alpena, Alpena and Presque Isle counties, for general farming, grazing and fruit growing have a wonderful future. Midland and Gladwin counties are rapidly filling up with Ohio and Indiana farmers. These lands can be bought now at a price that will certainly seem very cheap in a short time. Arenac county shows a most rapid increase in land values—as high as twenty-two tons of beets per acre has been produced in this county. G. A. Barnside, of Santiago, has sold and is selling some of the best land in this section at attractive prices. To close this article without giving due credit to the industrious, intelligent and enterprising people who are to be credited with a large part of the change would not be right. There are schoolhouses and churches in the country as well as in the villages of the district, and banking and mercantile interests are represented by strong institutions in a very large number of thrifty villages and good, large cities. Alpena is developing into a manufacturing city of considerable importance, and this territory, with all its other advantages, has the well earned reputation of being one of the most healthful sections of this or any other State. Its attractive inland lakes and rivers, as well as the shore cities, are the resort of many thousands from less favored sections. Among the large number of well known resorts are Tawas Beach, Point Lookout, Linwood Beach, Topinabee, Indian River, and so on.

The headquarters of the Northeastern Michigan Development Bureau are at Bay City and information will be gladly furnished by correspondence or on a personal visit. The officers are W. S. Mofoney, Cheboygan, President; T. F. Marston, Bay City, Secretary; and Wm. F. Johnson, Roscommon, Field Manager.

S. E. Symons.

The Old Reliable Soap

For General Washing Purposes

Premiums for wrappers. Send for list. Order from your jobber.

Manufactured by Atlas Soap Works, Saginaw, Mich.

Saginaw

Saginaw Weekly News Letter.

One of the first things to which Joseph P. Tracy, Secretary of the Board of Trade and Manufacturers' and Merchants' Association, of this city, devoted himself upon assuming office was the matter of improved fast freight for retailers in outlying centers, served by the wholesalers of Saginaw. As a result of his efforts the Michigan Central installed a rapid fire delivery by freight, connecting with the P. & O. territory, and that it is giving all kinds of satisfaction is shown by the following letter received this week from North Branch: "I congratulate you on the excellent service you are able to give us from Saginaw. An order telephoned in from Imlay City Wednesday brought the goods here Thursday. I telephoned from here Tuesday and received the goods Wednesday."

Board of Trade Officers.

At the Board of Trade meeting, held Tuesday night, the following officers were elected:

President—John A. Cimmerer.

First Vice-President—M. N. Brady.

Second Vice-President — John J. Rupp.

Directors—Fred Buck, F. T. Hepburn, John Herzog, R. T. Holland, Max Heavenrich, E. C. Mershon, R. C. Morley, John Popp, E. A. Robertson, Wallis Craig Smith, John W. Symons and M. W. Tanner.

Mr. Cimmerer, who succeeds Postmaster W. S. Linton as President of the Board, is at the head of the Oakland Vinegar Works in this city, and is well known to the trade of Michigan. Mr. Brady is the West Side postmaster, and Mr. Rupp is a lumberman engaged in large operations in different parts of the country.

Of the Directors, Fred Buck is General Manager and Vice-President of the Lufkin Rule Co., F. T. Hepburn General Manager of the Street Railway, Electric, Lighting and Gas companies, John Herzog is at the head of the Herzog Art Furniture Company, R. T. Holland and Wallis Craig Smith are lawyers, Max Heavenrich is the President of the Heavenrich Co., E. C. Mershon is a manufacturer, R. C. Morley is Treasurer of Morley Bros., John Popp is a hardware merchant, E. A. Robertson is a shirt waist manufacturer, John W. Symons is President of the Symons Bros. Company and M. W. Tanner is President of the Tanner Dry Goods Company.

Trade Developments and Changes.

The C. L. Roeser Company, dealer in farming implements, seeds, etc., has increased its capital stock from \$24,000 to \$50,000, the business having doubled within the past year. The stock was taken up by the present stockholders. Officers of the company are: President, August Goes; Vice-President, Fred G. Roecker; Secretary and Treasurer, John G. Roecker. The company is planning to

erect a new brick block to accommodate its offices and business.

Symons Bros. & Co. have this season added a wholesale men's furnishing department. Their lines are confined absolutely to staple men's made wear, and as Saginaw needed a departure in this line of trade, the concern will very likely enjoy a good business.

Taylor & Son have purchased the stock of the Darling Shoe Company, Owosso, and also the brick building in which the business is carried on.

A. H. Bendell & Co. have opened a new store at Bay City. Mr. Bendell was formerly buyer for the well known house of Jay Thompson & Co.

Levinsohn & Emery, two young men of this city, have opened a shoe store.

Carl Watrous, of Lansing, is closing out his shoe stock.

W. E. Hause, son of A. T. Hause, succeeds his father in business at Rhodes.

Herb Borden, of Estey, is closing out his shoe line.

Frank Leonard and Fred Powell are each erecting new business blocks for their own use at Gladwin.

Trade Visitors in Town.

Some of the outside business people who called on Saginaw houses during the week were:

T. S. Earl, Stanton; F. C. Hyde, Riverdale; Simon Hoffman, Grassmere; Peter Ryan, of Ryan & Crosby, Merrill; D. Cavanaugh, Shields; P. L. Varnum, Vassar; Conrad Schreiner, Frankenmuth; B. S. Aldridge, Fairgrove; Alderton Bros., Akron; A. E. Greve, South Branch; George Hill, Poseyville; H. L. Hetts and wife, New Lothrop; Elmer Fluelling, Colwood; Fred Kusch, Bay City; Mr. Whitney, Jr., of J. H. Whitney & Son, Merrill; W. J. Stephens, Elkton; S. L. Bennett, Alma, and Julius Marx, Willard.

Business Notes and Gossip.

There has been a notable advance in the rolled oats market during the past few days, some brands advancing as much as 35 cents per case.

The Schwartzchild & Sulzberger local branch now has eight men traveling from Saginaw.

Saginaw and surrounding territory should be clean this spring. Every soap manufacturer in the country appears to have designs on Saginaw dollars and there is an avalanche of traveling representatives in the city.

Louis B. Hubinger, who recently succeeded William McGregor in business at Birch Run, was in the city this week.

It looked like a reunion of traveling passenger agents and railroad representative at the Bancroft, Thursday. Those in the bunch were Harry W. Steinhoff, Michigan passenger agent for the Chicago, Milwaukee & St. Paul; W. H. Whittaker, district passenger agent for the Northern Pacific; W. C. Muller, traveling passenger agent for the Chicago & Alton; F. E. Weiss, traveling passenger agent, L. & N. road; J. R. Van Dyke, C. B. & Q., and A. E. Edmunds, Canadian Pacific.

J. W. Brady.

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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.



"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

Saginaw

The Saginaw Valley a Natural Park.

The Saginaw Valley is over 6,000 square miles in area and comprises some seventeen counties. The Valley is a natural park. While an immense wealth of timber has been cut, there yet remains a magnificent forest. The creeks, lakes and rivers are beautiful. The lands are extraordinarily fertile. The people are industrious and thrifty.

A Great Neighborhood.

The entire Saginaw Valley has been characterized from its beginning as one great neighborhood. Facilities for transportation and communication promote the community interest. The rivers of the Saginaw Valley have thus bound its inhabitants together in a friendly interest. Successively the Valley has been peopled by Indians, trappers, fishermen, hunters and woodsmen, and latterly by artisans, agriculturists, merchants, capitalists and manufacturers. Four trunk lines of railway with numerous branches radiate from Saginaw and reach every important settlement. Three lines of electric interurban railways are now in operation. Two additional lines are under construction and more than a half dozen such other lines are being promoted. Telegraph lines connect every city and village. Telephone lines are within reach of every home. The United States postoffice provides a daily or more frequent service for every citizen. The highways are direct and frequent, connecting all communities. The rural roads are being rapidly improved. Means of intercourse between the people of the Saginaw Valley are unexcelled and account in a large way for the tranquil and prosperous social and industrial conditions which prevail.

The Climate.

The watershed stretching through Ogemaw, Roscommon, Osceola, Mecosta and Montcalm counties protects the Valley against the northwest winds of winter, and likewise the watershed stretching along the southern border and up into Huron county and what is known as "The Thumb" affords another modifying influence, while the magnificent Saginaw Bay tempers alike the extremes of winter and summer. These natural endowments secure to the Saginaw Valley climatic delights and advantages which can not be surpassed.

Valley Cities.

A number of thrifty and progressive cities adorn the Valley, among the most important of which are: Saginaw, Ithaca, Alma, Lapeer, Bay City, Mt. Pleasant, Caro, Midland, Cass City, Owosso, Corunna, Roscommon, Flint, Stanton, Gladwin, St. Louis, Harrison, Vassar, Howell and West Branch.

The Saginaw River Useful and Beautiful.

The hundreds of smaller streams of the Saginaw Valley are gathered up

by five rivers, the Cass, Shiawassee, Tittabawassee, Flint and the Bad, which uniting form the princely Saginaw. This picturesque and historic stream is twenty-two miles in length and runs almost northeast to Saginaw Bay. By recent act of Congress the Saginaw River is navigable for vessels drawing 16 feet at low water, and with this improvement may be regarded rather as a protected harbor, affording fifty miles of dockage.

Deep Channel.

The improvement of the Saginaw River was accepted as a United States Government project in 1866. The project includes the whole stream



from the junction of the Shiawassee and Tittabawassee rivers to Saginaw Bay—about twenty-two miles. The original project has been enlarged by acts of Congress in 1874, 1883 and 1909. The last act of Congress provides for a channel 200 feet wide and 16 feet deep at low water; \$150,000 will be expended on this improvement by the Government in 1911. The Saginaw River now becomes navigable for more than 90 per cent. of the vessels plying the Great Lakes.

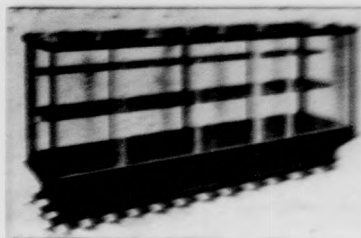
Increasing Traffic.

Navigation on the Saginaw River is rapidly increasing from the low point reached a few years ago, when the Valley was passing from the greater importance of the pine lumber industry. Cargoes of stone, sand, cement, lime, coal, logs, lumber, etc. are being received and cargoes of salt, coal and lumber are being shipped from this river. Regular merchandise boats ply between Saginaw, Bay City and coastwise points along Saginaw Bay and Lake Huron to Detroit. Regular passenger service is also maintained to and from Detroit and coastwise points. Direct intercourse by vessel is available to and from Duluth, Chicago, Buffalo and all ports on the Great Lakes.

Railroad Interchange.

The Saginaw River in its full length of twenty-two miles may be regarded as one harbor. Industries located along the banks of the river are also served by the railroads, which have ready access to such property. There is no other location in the Great Lakes region so well provided for receiving and shipping by both rail and water and for interchange between vessels and railroads.

Joseph P. Tracy.



No. 11 Display Case



No. 12 Display 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. S. Burrows,
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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.

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Write us today.

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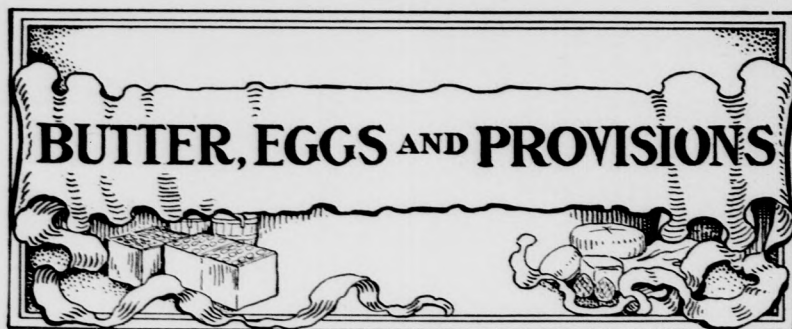
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SAGINAW INCORPORATED 1906
HARDWARE CO.
ESTABLISHED 1901

JOBBERS OF

Hardware, Mill Supplies, Machinist Tools, Paints and Oils
SAGINAW, MICH., 201 So. Hamilton St.

Use Tradesman Coupon Books



First Cheese Factory in America Is Still Standing.

There is still standing in Oneida county, New York, the first cheese factory in America. Previous to its erection farmers had made what little cheese was desired for family use, but Jesse Williams, a few miles from Rome, built a factory where the milk from all his neighbors' cows was made into cheese and marketed. The old factory stands beside a small lake. The vats are still in place and the machinery intact. The building has not been used in some time, for the expense of hauling the manufactured product to railroad centers is large and eats up the profit.

The old dry house connected with the factory long ago crumbled into decay. The old boiling vat was replaced by a more modern one, but aside from a few changes the substantial fittings in the building are about the same as when the plant was started.

Jesse Williams, the pioneer in the cheese manufacturing business, inherited one hundred acres of land in the town of Rome, and about two miles from the small village of Ridge Mills on the road to Delta. He and his wife conceived the idea of a cheese factory in 1834. They thought there would be a better profit in cheese than in butter and that it could be marketed much more easily. Their first attempts to make cheese in their factory proved failures. They finally made a product which was satisfactory to themselves and which was highly praised by their customers, who at that time were few. The fame of Mr. Williams' product soon grew and there was a ready market for all the cheese he could manufacture. Outside parties soon contracted for the entire output and an enlarged factory was necessary.

The success of the venture by Mr. Williams led others to embark in the business and by 1850 there were several factories started in that vicinity. The experience of Mr. Williams, however, caused his product to bring a much higher market price than that manufactured by his imitators. George Williams followed in his father's footsteps and erected a cheese factory which at first was not successful, but which became highly successful later. The father entered into contracts whereby the milk from about 400 cows was brought to the factory daily. His sons, George and Dewitt, were taken into partnership and plans were made for erecting more and larger buildings to accommodate the increased trade. Two buildings were erected, one for mak-

ing cheese and the other for curing it. The enlarged factory was opened May 10, 1851. Four cheeses were made daily at first, each weighing 150 pounds. The weight was afterwards decreased to 100 pounds per cheese. During the first year of the enlarged factory the milk from 400 cows was used, but the patronage increased so that it was necessary to use the milk from over 600 cows. The factory and business were sold in 1865 to a stock company and the business was afterwards conducted under the name of the Rome Cheese Manufacturing Association.

The success of the cheesemaking business had been so thoroughly demonstrated that other factories were erected. In January, 1864, the Hon. George Williams and Gen. R. U. Sherman, of New Hartford, called a meeting of all those interested in the business, at the court house in Rome. About 100 persons attended, sixty of them being interested in dairying. The methods of manufacturing cheese were discussed and a resolution was adopted asking the State Legislature to enact a law for the punishment of any person guilty of adulterating milk. A permanent organization of those present was effected. George Williams was elected President and was succeeded by former Governor Horatio Seymour.

From the small beginning in the old factory near Ridge Mills the industry has increased to one of the greatest in the world. Nearly every county in the state is represented in the business and the yearly output is an enormous one.

The State of New York, Department of Agriculture, Bulletin No. 10, containing statistics for the season of 1908, credits New York State with 1,261 cheese factories, 676 butter factories, 30 condensed milk plants and 747 milk shipping stations.

Prune Crop Outlook.

In a letter written from San Jose to Seggermann Bros., of New York, the conditions pertaining to the growing crop of prunes, as he saw them, were reviewed as follows by George N. Herbert: "There are three distinct sizes of prunes on the trees to-day. In former years the two smaller sizes have always fallen off. This may be a year when the second size may stick on the trees. It is very doubtful about the third size sticking. If the first and second sizes do stick we will have a fair crop of prunes. On the other hand, if the second size should fall off and only the first size stick, we will have a very light crop. "Packers are scouring the country to-day paying the growers a 4 cent

basis for their growing crops. Growers are very reluctant about letting their prunes go even at a 4 cent basis to-day, a great many of them preferring to wait until they harvest their crops.

"Should the European crop prove a failure it would have an effect of boosting our prices to at least a 5 cent basis, and we would be able to move our entire crop at or about that price.

"Conditions never were more favorable for the marketing of dried fruits of all varieties than they are to-day. This is true of all the markets of the world. There are no stocks being carried and nearly all markets want a few early shipments. Taking for example the United States and Canada, there are over 5,000 wholesale grocery men. It is reasonable to suppose that at least 2,000 of these wholesale grocers will take one car each, and 500 will take five cars each. The balance, 2,500 grocery men, will take from a few hundred boxes to half a car each, probably totaling 500 or 600 cars at the least.

"This means a demand for 3,000 to 3,500 cars for September, October and November shipments, providing the packers in the State of California can get the goods out.

"This is only for our domestic demand and it is reasonable to suppose that Europe will come in for quite a block of stuff, therefore we believe that prices will be maintained even although we do have a crop in California which may reach 175,000-200,000 pounds. Every pound of this will be marketed early in the spring at a reasonable price. Therefore we do not look for a decline in prices."

Making Milk Powder.

That there are possibilities in marketing milk outside the regularly recognized channels has recently been demonstrated in Michigan by the opening of a factory at Owosso, for the manufacture of milk powder.

The company is officered by Detroit men: President, H. E. Beecher; Vice-President, T. J. Donahue; Secretary-Treasurer, C. E. Cole, all of the metropolis. The general sales manager will be L. B. Hopkins, also of Detroit. It is stated that there are only two other factories in the United States manufacturing a similar product by the process employed. The powder is used mostly by bakers and confectioners and the cream is not included in making it. This will be made into ice cream. The plant will employ from fifteen to twenty men and the initial amount of milk handled will be in the neighborhood of 50,000 pounds. An expert, a Cornell graduate, has been engaged to look after the producers and see that the milk delivered is up to the proper grade. This will give an added impetus to the dairy industry in this part of the State providing as it does an additional outlet for the raw material.

It is well to be sure you are right before going ahead, and it is just as well to be sure you are wrong before backing out.

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

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

ESTABLISHED 1894

Get our weekly price list on

Butter, Eggs, Veal and Poultry

F. E. STROUP

Grand Rapids, Michigan

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

Seeds

All orders are filled promptly the day received.

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

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

First car Extra Fine

Charleston Cabbage just in

We quote about 100 pound crate - \$1.65

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

ISBELL'S SEEDS WE WANT YOUR SUMMER ORDERS

We make a great specialty of supplying Michigan storekeepers with our HIGH GRADE SEEDS IN BULK.

Drop us a card and we will have our salesmen call and give you prices and pointers on how to make money selling seeds. Do it quick.

S. M. ISBELL & CO.

::

Jackson, Mich.

Day Old Chickens.

The baby chick industry is the baby industry of the poultry business. It is, however, the fastest growing infant that the public has taken to in a long time. The oldest concern in the business started less than ten years ago by selling a few chicks. Today it sells tens of thousands of chicks in a season.

The growth of the business has been wonderful. In six months of visiting poultry plants we did not find a plant that could supply their trade with all the baby chicks ordered. Dozens of breeders who had not offered chicks for sale were asked time and again to quote prices. Although there will be, we believe, twice as many breeders offering chicks for sale this year, yet the demand will again exceed the supply.

There are many things to consider in the purchase, or sale, of day-old chicks. For example: The increasing demand for chicks, the saving of time, trouble and expense by the purchaser, how to figure the value of the chick, the many risks involved in the purchase of eggs for hatching, the shipping problem, the possibilities of fraud and, lastly, the equipment.

The demand for day-old chicks has been and is increasing rapidly. This is due in part to the fact that the large egg and broiler farms have seen the advantage of not running their own incubators, owing to the low cost of buying chicks. The beginner has noted that he can start in without learning to incubate eggs, and he has eagerly purchased chicks, in hundreds of cases instead of taking chances with eggs. The small breeder who wishes to sell some of his fancy poultry has no worry about being able to make his advertising pay, if he is careful in his venture, because as we said before, none have been able to fill their orders.

The purchaser of baby chicks saves time, trouble and expense. He saves three weeks of worry as to the success of the hatch. He saves the trouble of caring for an incubator or the setting hen. He saves the cost of an incubator that would be used only three weeks a year.

How to figure the value of the day-old chick seems to be too much for a great many. Advertisements are common where the breeder offers chicks for sale at less than he asks for the eggs. One man offers eggs for hatching at \$3 per fifteen, or chicks at 15 cents each. We received to-day the price list of one of the greatest concerns in the poultry business. Its prices for eggs of a certain variety are \$8 per fifteen for first quality, and \$6 for second quality. The chicks from these eggs are quoted at 75 and 50 cents per chick.

The shipping of baby chicks is considered a serious problem by many who have not had experience, and by those who have received shipments that were not properly handled. The package may be whatever the shipper may prefer, the main points being to secure good ventilation, roominess combined with lightness and strength. Such boxes may be made of light wood or heavy pasteboard,

unless one prefers to purchase the box.

An important feature that has not been observed by most shippers is in having a large label, having on it printed instructions to the expressman and to the purchaser. On this label should appear in large letters the warning, Do Not Feed. Very often a tender hearted expressman, upon hearing the cries of the baby chicks, has fed them supposing the chicks to be crying for food. The purchaser of the chicks is even more likely to feed the chicks on their arrival. He, too, supposes that the chicks are hungry. This is often the case, but in most instances the chicks arrive at their destination in a few hours after being shipped. No feed should be given the chicks until they are thirty-six to forty-eight hours old as nature has provided them with enough unabsorbed yolk of the egg to carry them over the first few hours of their lives. Feeding too early is very apt to cause indigestion, the liver may be overworked and the chick killed. If the shipper has a warning printed on the label stating that the chicks should not be fed until a certain day and hour he would save much trouble and the loss of many chicks. Simple feeding directions would be of great value where a shipment goes to the beginner.—F. E. Benedict in Poultry World.

Ripening Green Fruit.

The Department of Agriculture has ruled that it is not legal to pick fruit and vegetables green and ripen them by putting them in hot rooms when they arrive.

The most important bearing which the ruling will have is upon bananas. Probably 99 per cent. of all the bananas which come to the large markets, and from the large markets are distributed to the small, are picked green and arrive green. The greater part of the receipts of bananas could not be sold at any price in the condition in which they arrive. They are put into a warm, moist atmosphere and color up in a few days so they can be sold. Coloring these bananas does not give them the true flavor of ripeness, but only gives them color. Bananas colored in this way are little like the naturally ripened bananas—they are woody and tasteless.

If the new ruling is enforced against bananas, however, it will prove a serious blow to the business, for the fruit is so perishable that it can only be shipped in a green condition.

Oranges are also received green and colored in much the same way, although not to so great an extent. Grapefruit are also colored up in hot rooms.

Tomatoes will also be affected by the new ruling, although less, perhaps, than the other fruits. It is possible to pick tomatoes from the vines in Florida at a certain stage of ripeness so they will finish ripening en route and reach the market fully ripe. No effort is made to do this now, however. All kinds of pickers are employed during the season and it would almost be impracticable to carry out any such plan, because of

the lack of judgment on the part of the workers. A tomato is not like many other fruits—it will ripen itself if allowed to sit around under ordinary store conditions.

There is only one substitute for the present practice, now followed, of picking these fruits green and completing the ripening process in ripening rooms when they arrive. That is, to pick ripe and ship the fruit in refrigerated cars. That is probably practicable, but would naturally increase the cost; but it would also improve the quality and flavor.

Hog Famine Is Over.

It is very gratifying to all members of the trade to learn that there will not be a repetition, at least in the immediate future, of the shortage in pork which caused famine prices a year or so ago. From various sources the word comes that hog production is on the increase, and Government statistics concur in this statement. The retail butchers will be especially glad to hear of this state of affairs for upon them the era of high prices fell with heavy loss. The large number of butchers who have gone out of business in the past eighteen months almost to a man attribute their failure to the loss in trade caused by high prices. Many others who have struggled along without realizing and profit worthy of mention have the same reason to assign for their diminished profits. The prediction of cheaper prices for pork therefore will fall upon highly receptive ears and will cause a general feeling of rejoicing coupled with a hope of better business in the future. There is a danger, however, in dropping prices to too low a level. In such a case the incentive would be taken away from the stock raiser to increase his production of hogs and irregularity in supply would again appear. The price must be so regulated that the raiser will be assured of a good profit for his work and at the

same time held low enough so that the retail prices will not become a tax upon the pocketbook of the purchaser. There is a happy medium and everybody will hope that it is followed to the exclusion of either extreme.—Butchers' Advocate.

Many a man heads a long funeral procession who never had much of a following in life.

If some men did not boast of their honesty the world would never know they had any.


Seeing is not always believing. It often depends upon what newspaper you see it in.

A man knows a sooner infallible cure for a cold—until he gets one.

Business is a mantle that covers a multitude of queer transactions.

Make Money out of Peanuts and Coffee

Primo Machinery Co., Battle Creek, Mich.



Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS

BAGS New and
Second Hand

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

ROY BAKER
Wm. Alden Smith Building
Grand Rapids, Mich.

EGGS

Established 1876

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

Moseley Bros.

Both Phones 1217

Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Office and Warehouse, Second Ave. and Railroad
Grand Rapids, Mich.

We Pay Highest Prices for Potatoes

Wanted in car load lots or less
Write, telephone or telegraph what you have

Both Phones 1878 **M. O. BAKER & CO.** TOLEDO, OHIO

W. C. Rea

Rea & Witzig

PRODUCE COMMISSION

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

"BUFFALO MEANS BUSINESS"

A. J. Witzig

We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.

REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers. Established 1873

"HE'S A GOOD FELLOW."

But the Road to Good Fellowship is Often the Road to Ruin.

It always irritates us to hear given as the chief recommendation of a man, "He is a good fellow." There are altogether too many "good fellows" in the world, and a great many of them are gazing longingly at the limited areas of sky which they are able to perceive from the grated windows of their prison cells or from the yards of penitentiaries. Most of the so-called good fellows should be quarantined, herded by themselves. They ought to be confined on a place like Penikese Island. They are dangerous to themselves, to others and to the community, but they do not mean to be so. The good fellow is the best meaning person ever created.

He ordinarily is possessed of the very best human impulses. He is generous, charitable, and he means well, but he is an enemy to himself and an unconscious enemy to all with whom he comes in contact or has relations.

We find him in the clubs, he is found with his foot on the brass rail before the long mirror of certain resorts, he is always ready to do his part and stand his share of treats, whether he can afford to do so or not. He is always ready to take a hand in any game or raffle, and he is just as ready to go deep into his pockets to assist a friend in trouble. Indeed, he will give financial assistance to the extent of beggaring himself, which prevents him from discharging his rightful obligations to others.

But to be known as a good fellow has been the cause of the downfall of many good men, many bright men, and especially many bright young men. Chief among the latter we have the recent examples of Coleman, the young Cambridge bank clerk, now serving a term of imprisonment, and Davie, who is now on the way from Rio Janeiro, Brazil, in charge of United States officers.

Both of these were brilliant young men, with the best human impulses in the world, who never at the outstart contemplated doing wrong or committing a dishonest act. They fell because they wanted to be thought good fellows, and in the carrying out of this ambition they ruined themselves and their prospects forever. Every man is ambitious about something, or should be, but some of the ambitions are pitiful ambitions, because they lead to audacious acts, to the taking of reckless chances, to the inevitable ruin of bright futures.

Being a good fellow may be defined as an ambition to have the appearance of being a success without having the ability to succeed, although this is not always the case. But it almost invariably leads to the reckless expending of money in order to give a false impression as to the degree of wealth and success, and in the absence of real success, the money is too apt to come from questionable sources, to have been acquired in ungodly ways, and the end

is always the same. A perfectly laudable ambition is usually at the bottom of all these troubles, and the troubles are precipitated by the wish for early success, in the absence of which the insatiable appetite is gratified by pretentious show, which is most effectively made by a lavish expenditure of money. The good fellow likes to have many friends about him, and his friends like to be about him, because he is a good fellow, and because he is a good spender. Such friends, however, are usually fair weather friends, and they vanish when the good fellow's downfall takes place, and they are not forthcoming in large numbers when bail to a large amount is called for, and they allow the unfortunate, who has lavished his money upon them, to spend weary hours in the county jail in default of bail, which they could and should furnish.

The road to good fellowship is too often the road to ruin.—New England Grocer.

Cincinnati Pie Eaters.

The good city of Cincinnati boasts several things peculiar to itself, and one of the most unique of them all is a little company known as the "One O'clock Club," whose activities and common interests center in pie. Yes, plain American pie. It is a coterie of good fellows—seven in number, who have been organized for the past sixteen years, and the original seven are still "in it." Two of them are officers of the Ohio Humane Society, the remainder are merchants. Two obligations rest on the members—to eat pie daily at their one o'clock luncheon, and to salute every pie wagon.

They have a regular place of meeting, where, during their luncheon, they discuss all sorts of topics—civic, state and national. A fine is imposed for tardiness at the luncheon—the sum of the fines being divided at the end of each year between a gratuity to the waiter who serves them and a new dress for the wife of the president elected at the annual meeting. Once a year the Club makes a pilgrimage to some country place for an outing together—the menu for the day consisting of pie only.

They have a peculiar method of electing their officers at the annual luncheon. A blackboard on the wall at the place of meeting contains a faithful record of the cuts of pie ordered and eaten at each meal by the individual members; and the offices they are to fill for the coming year are determined by the number of cuts each has to his credit. The President installed at the last annual luncheon had a credit of nine cuts at one meal. Running for the presidency simply means eating an unusual amount of pie. There is no little rivalry for the honor.

Pure Food Law and Honesty.

A number of things are working together for the good of the plain people of America, who want to know what they are buying and that the statements which lead them to buy may be relied on. One of these things is the operation of the pure

food laws; and another is a more private enterprise which has the public benefit in view. This is a combination of a number of the leading magazines in an experiment by a well-known laboratory in the direction of detecting frauds in advertising, and classifying advertised products about which false and misleading claims are made. Magazines do not profit in the long run by publishing deceitful advertisements; and it will be a great relief to them to have the verdict of a recognized authority on the matters spoken of above. A preliminary report has been sent out, and this contains some things that may serve to illustrate the scope of the work proposed. For instance, a breakfast food is criticized because it claims to be "all fuel," when no food can be truly characterized thus—there being a percentage of waste in all cereal foods. Tricks in wording, fallacies, etc., all are exposed to the profit and comfort of the buyer. It is up-hill business compelling bad men to be honest; but it would seem as if it were possible to bring a certain sort of pressure on them that will make them at least very much more careful than they are now to speak only the truth in their advertisements and their labels.—Bakers' Helper.

Actively Engaged.

A correspondent asks, "What is a retail druggist, actively engaged in the business?"

We think we know the meaning of this phrase, but when we see what is the interpretation some give it we are a little shaken. Some pharmacy laws have such a clause regarding qualifications of candidates for registration. It is to be found in the constitution of many pharmaceutical associations, yet it seems to be quite generally disregarded or misconstrued as a restriction of qualification. If the holder of a mortgage on a drug store is "actively" engaged in the retail business every jobber in the country is eligible to membership in pharmaceutical organizations. So also would be a barber or a physician who might be the owner of ten or a thousand dollars' worth of shares in a drug stock company. The N. A. R. D., for instance, has such a restrictive clause in its constitution; if it were rigidly interpreted and applied some "delegates"

who have been especially active on the convention floor and "on the side" might be debarred from shouting. As such debarment has not been exerted, it must be that our conception of the meaning of "actively engaged in the retail drug business" is erroneous, too restricted in fact.—Practical Druggist.

Make Money out of Peanuts and Coffee

Prims Machinery Co., Battle Creek, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Roth Plaza
GRAND RAPIDS, MICH.

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.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

TALES OF A SCHOOLMASTER.

No Child Was Spoiled Through Sparring the Rod by Him.

Written for the Tradesman.

When two schoolmasters get together you may know there's something doing, as was the case when old Tom Tanner and Abijah Drinkwater met the other day at the crossroads and swapped yarns of the past when each was young and giddy.

Drinkwater is a State of Maine man; he comes from a long line of faithful followers of the Roundheads of Cromwell's day and delights to tell of the glories of the time when that great English commoner ruled the roost in Merrie England.

"The old time schoolmaster was a slight better than the pedagogue of the present time," remarked Abijah. "When I was young there was something doing every minute in the school room, and the youngsters had to mind their P's and Q's right from the word, or —"

"Or the old time schoolmaster gave them a good reprimand I suppose." The twinkle in the eye of old Tom might be interpreted to mean many things.

"Reprimand!" fairly snorted Abijah. "Good land, there was the feel of the ruler or gad; the reprimand came after. Why, in the school down at Bradish when I was a kid old Master Newcomb made himself felt by every boy in the school, not excepting meek little Moses Gooding, the parson's son. We all got it whether guilty of anything or not."

"An unjust old tyrant, eh?"

"Oh, I don't know as he was. It was the way of the world then. Spare the rod and spoil the child you know, and every father and mother, as well as the schoolmaster believed that as gospel truth. I believe it was the better way too. We didn't see such saucy young boys and misses then. They had respect for their elders and showed it."

"Showed it by cringing fear, eh?"

"No, not that; at any rate it was not so in my case. I regarded the old heads of the community with a degree of awe that made me respect them. Pshaw! How much does the boy or girl of to-day respect father or mother? They simply tolerate them as necessary evils—"

"The good old times were the best, eh?" and Master Tom chuckled audibly.

"I think so, don't you?"

Old Mr. Tanner shook his gray head thoughtfully.

"No, I can't say that I do. People were better content then perhaps, but there are so many more things to enjoy these modern days that I rather give the weight of the argument in favor of the present time. Teachers do not flog nowadays. Moral suasion is depended on to shape things —"

"Shape them into crooked sticks," vented Abijah. "Now this schoolmaster Newcomb was a character. He had the keenest eye in his head I ever saw, and he was never caught napping. We couldn't do a thing behind our backs but he saw it and ordered the offender out for punish-

ment; it was punishment fitting the crime too, you can count on that.

"Snap would go his whip, which, flying across the room would hit some offending boy. 'Pick up that stick and fetch it to me,' would be the rough command. The stick—a tough hickory—brought, old Newcomb used it across the offender in great shape. He had numerous methods of punishment. He would call a boy up to him, order him to raise his foot, bending his leg, when the old fellow would ferule that member till it ached the full length of it. He never gave gingerly strokes you may be sure of that.

"Dropping his book or a bit of paper Newcomb would call one of the boys to pick it up. While the boy was bending down to secure the book down would drop the master's rule across the bend in the lad's trousers with several smarting blows."

"It was only the small chaps he treated in this way?"

"No, any boy in the school caught breaking a rule was subject to corporal punishment. Once a six foot youth undertook to beat out the schoolmaster. The pupil got the thrashing of his life, thereafter no more trouble of that sort was had."

"And the big girls?"

"Got it too—"

"What, not in the way—"

"Not in the way the boys were flogged, oh no, but across the shoulders. Girls of eighteen were punished in this way."

"And no angry parent took it upon himself to remonstrate?"

"Some of them did; one man took his daughter out of school, but there was very little of this. Newcomb taught two terms and was known far and near as a very successful teacher."

"Such a man wouldn't get along these days."

"That he would not, yet I am inclined to think his methods better than those of to-day."

"Times are different; the old way, whether better or worse, will never return. I am satisfied to let the world wag as it will, meantime I shall try to be gay and happy still," avowed old Tom.

"That's right of course. The schoolmaster of Bradish had his good points all the same. He was a happy-souled fellow out of school hours, and everybody liked him. When the school bell rang he put on the stern demeanor considered proper for the educator of that time."

"One of his methods was sort of funny it seems to me now when I come to think it over. He hung a small paddle on the school room door, on either side of which was printed in boldface type the words 'Out' and 'In.' When the latter word was in sight any scholar was privileged to rise from his seat and go outside. He must turn the paddle as he went, leaving the word 'Out' facing the school. On his return it was his duty to reverse the paddle."

"While the word 'Out' showed nobody dared leave the room. I thought the practice funny then, I think now that it showed the eccentricity of the master."

"Well, rather," expressed old Tom. "I suppose the scholar asked leave to go out of course."

"No. The word on the paddle signified the only conditions. Any pupil, boy or girl, was privileged to leave his seat and quit the room while 'In' was on the paddle. Woe, however, to the one who attempted to leave when the 'Out' sign faced the school room. Queer old Newcomb. He was a Brunswicker—a 'Blunose' from down the coast. He sailed for England after his second term of school closed and the ship on which he voyaged was never heard from after leaving port."

The two old pedagogues sat and chewed gum, swapping reminiscences for an hour longer after which Abijah arose to go, bidding farewell to old Tom with whom he had passed a pleasant half day. Drinkwater hailed from Minnesota, where he had emigrated from Yankee land some years before. Old Times.

One of Those Sensible Questions.

John Kendrick Bangs was one day calling up his wife on the telephone. The maid at the other end did not recognize her "master's voice," and after Bangs had told her who he wanted the maid asked: "Do you wish to speak with Mrs. Bangs?"

"No, indeed," replied the humorist. "I want to kiss her."—Southwest.

Little Sister—Teacher says there is a still, small voice that tells when we have done wrong. Little Jimmie—Aw, I bet it's yours. You're always tattlin' on me.—Chicago Daily News.

A Safe Claim.

Griggs (protesting)—You do not mean to claim that your memory is absolutely perfect?

Briggs—Well, I can honestly say that at the present moment I can not remember anything that I have ever forgotten.—Boston Transcript.

Ah, If He Only Could.

Reporter (at door of mansion)—There is a rumor that Mr. Greatman has just died. Is this true?

Butler—Yes; but he has nothing to say for publication.—Boston Transcript.

Not Easy.

"What is the hardest work you do?"

"My hardest work," replied Senator Sorghum, "is trying to look like my photograph and talk like my speeches when I get back to my home town."—Washington Star.

"A man ought to come home in the evening smiling and with a good appetite." "Yes," replied Mr. Torkins, "he ought to; but the home team can't win all the time."—Washington Star.

It is always the chap with the short end of it who advocates equality.



No Schemes or Plans

Are NECESSARY to Sell

"White House"

You Know That

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

THE CONSIDERATE HEN.

Uncle Anson Relates the Story of Her Life.

Written for the Tradesman.

"What will customers find to complain about now?" asked the red-headed clerk of the grocer as he placed a bushel of eggs in the show window.

The grocer looked puzzled for a moment.

"Have they lost any hold on kicks?" he asked.

"Well," replied the red-headed clerk, "I don't see how they can kick about the price of eggs any longer. With eggs at 20 cents they ought not to weep and wail whenever they buy half a dozen."

"There certainly has been a heap of kicking about the price of eggs," said the grocer, with a sigh. "Well, eggs are likely to go down to 15 cents now, if the warm weather keeps on."

Uncle Anson, sitting in an arm chair by the stove, craned his long, wrinkled neck forward and put his right hand back of his right ear, open and twisted into the shape of a cup.

"What say?" he asked.

"He said eggs would be 15 cents a dozen before long," shouted the red-headed clerk, who treated Uncle Anson like a prince because of a pretty granddaughter who set great store by the old gentleman.

"Fifteen cents!" echoed Uncle Anson. "I'm goin' home and give orders f'r the hens to stop layin' when aigs gets down to 15 cents a dozen."

"Will they obey?" asked the red-headed clerk, with a wink at the grocer over the shoulder of Uncle Anson.

Uncle Anson, who had started out of his chair, sank back with a sigh.

"I dunno," he replied. "I dunno. Seems as if they ought to have sense enough to curtail production when the market goes off, but you can't always tell. Some cre'ters is dense, especially hens."

"Can't you train them?" asked the grocer, getting back of the old man so his mirth might not be detected. "I should think you might teach them to wait for 30 cent eggs before doing their best."

Uncle Anson caught the tone of banter in the grocer's voice and smiled very softly. He did not like to have people make game of him just because he was old and deaf, and he liked to show that he could go some himself when it came to airy persiflage.

"I suppose so; I suppose so," he said, putting a basswood expression on his face. "I suppose hens might be eddicated. The instincts of the hen is all right, an' she is easy to learn. We used to have a hen that gathered her aigs every night an' toted 'em into the house, a-carryin' of 'em under her wings. She was that proud of the flock we had at that time that she wouldn't speak to a hen that didn't produce an aig every day. We called her Plucky 'cause she was so sassy."

The grocer went to the back of the store for a moment to conceal his

agitation, and the red-headed clerk whispered into the old man's ear:

"That's right, Uncle Anson. Go to him!"

"What say?" demanded the old man.

"I said to go on and tell us about the hens that laid eggs with the date on 'em," said the red-headed clerk.

"Was they dates," asked Uncle Anson, "or was they plums?"

"Days of the month," said the red-headed clerk. "You know them hens that had a date line on every egg, like a daily newspaper?"

"Sure, I remember them hens," Uncle Anson replied. "Sometimes they printed the date line in red; we used to charge extra f'r them aigs. One Easter there was a boy poisoned by eatin' colored aigs, an' after that our hens laid aigs that was colored in the factory, like croquet balls, an' the color wouldn't run off, either."

"What color?" asked the grocer.

"What say?"

"Red, white or blue?" asked the red-headed clerk.

"Red, white and blue," replied Uncle Anson. "Once one of 'em laid an aig with the star-spangled banner on it, an' the rooster sung it."

"Where are you thinking of going, Uncle Anson?" asked the grocer, "when you get done with the farm on the hill?"

"Just because you never had the benefits of the society of eddicated hens," complained Uncle Anson, "you think no one else has. Hens is mighty stimulat' companions, when you get well acquainted with 'em."

"They do appear to stimulate the imagination," said the grocer. "You never had a hen lay a brass band, did you?"

"No, that was Deacon Oliver's hens that laid the brass band. Aigs was down that year, 9 cents a dozen, an' Deacon Oliver put an old brass bed out in the back yard an' told the hens to help themselves. So they laid a brass band."

The grocer sat down on a cracker barrel, and the red-headed clerk motioned to Uncle Anson to go on with the story of the life of the considerate hen.

"You remember that cold winter of '63?" asked Uncle Anson, as soon as he caught his breath. "That was a hard winter on hens. Our boys was all in the army, an' mother used to send 'em pickled aigs, on account of the rations bein' mostly et up by the officers."

"Pickled eggs?" asked the grocer.

"Just like pig's feet," replied Uncle Anson, gravely. "We used to send 'ed down by the barrel until the hens struck on account of the cold an' begun to lay rubber balls because of eatin' so many gum shoes."

"I've heard something like this before," said the grocer. "Was that the winter the cows gave Dutch cheese?"

"The same," answered Uncle Anson, with a sigh at the thought that the grocer should try to compete with the heavyweight champion of the Ananias Club on so prolific a subject as hens. "That was the winter the cows gave Dutch cheese, as you say."

We got our hens to layin' before spring, though," he resumed.

"How?" asked the red-headed clerk, anxious to put Uncle Anson through his best paces. "How did you do it, Uncle?"

"You know," continued Uncle Anson, "you've got to keep a hen's feet warm if you want her to be grateful an' do her best. The world ain't no more use f'r a hen with cold feet than it has f'r a politician who gets caught. We made shoes an' leggins f'r our hens, and used to go out an' take 'em off f'r a spell in the mornin' so they could scratch. They didn't want to have 'em off at first, but we argued with 'em to the effect that if they didn't scratch they'd get too fat to lay aigs, an', furthermore, we wasn't goin' to buy 'em no anti-fat. So, bein' accommodatin' hens, they untied each other's shoes after that an' scratched."

"Was that the winter they dug the artesian well in the back lot?" asked the grocer.

Again Uncle Anson sighed at the thought of the grocer setting up as a cut-up and trying to win honors in the face of the man who had received all the decisions for ground and lofty lying in that school district for years.

"That was the same winter," he said, meditatively. "Some of 'em scratched too hard. One old Plymouth Rock named Lady Jane Gray scratched all night once because she was gettin' too full in the face and too clumsy in the regions of the waist-line, an' the next morning we found one of her laigs off up to the knee."

"Too bad!" said the grocer.

"Did you have to kill her?" asked the red-headed clerk.

"Not so you could notice it," replied Uncle Anson. "John Brown George Washington Sigsbee came home from the army on furlough that winter. He'd been serving in the hospital most of the time, an' he doctored up that hen's laig an' made her a wooden one. It was quite a good laig, too."

"Could she walk on it?" asked the grocer.

"Of course," replied Uncle Anson. "What would be the good of makin' her a wooden laig if she couldn't walk on it? She was a good performer on that wooden laig, also. She scratched with it, an' that exercised the muscles of her abdomen so she got quite lean. She laid more aigs than any other hen because she had only one foot to keep warm, and she could spend more of her time makin' aigs."

"We made a great pet of that hen on account of her wooden laig," Uncle Anson went on, "an' used to take her into the kitchen to get warm. It was there she got the idea of datin' her aigs like a newspaper an' shutting off the supply when aigs went below 24 cents. She looked at the paper every day to see what aigs was wurth."

"She could read, could she?" asked the red-headed clerk.

"She could read," answered Uncle Anson. "How could she date her aigs if she wasn't able to read? That

was a wise hen. She had a lot of aigs ready to produce when the price went down to 15 cents. The next mornin' she come into the house with two aigs about as big as plums, an' she wouldn't lay 'em no bigger, either, until prices went up. That's what I call a considerate hen."

"Sure!" answered the grocer and the red-headed clerk, speaking together.

"But they don't have no such hens nowadays," sighed Uncle Anson, rising to go home to dinner. "You never see such considerate fowls now."

"No," said the grocer, with a chuckle, "you never do." Alfred B. Tozer.

Striving For Farmer Trade.

Suppose, Mr. Merchant, you lived on a farm; had a lot of cattle to feed, corn to plant and cultivate, alfalfa to cut and cure and stack, wheat to harvest and plowing to do, together with a bunch of cows to milk every evening after supper; suppose you found it hard to go to town even as often as once a week, and suppose the rural route carrier came past your house every day, wouldn't it be a temptation to you to send away orders for merchandise, especially if you had been led to believe that you could save money by so doing?

Of course you would feel this temptation, if you were a farmer. It is exactly this condition to which the mail order house plays. The mail order concern is going after business which it is a little hard for the local merchant to reach.

The trouble with the local merchant, however, is that he has not been making sufficient effort to reach this trade.

The man and the family out in the country on the rural route like to get some personal attention, and some personal letters from the merchant in town.

The wise merchant will keep up a sort of one sided correspondence with all the farmers in his trade district, and send them some red-hot special offers in merchandise which will bring them to town whether they want to come or not.

The way to get the farmer trade is to make it an object to the farmer to come to town. Keep it in his mind that the town merchant is thinking about him, planning for him and offering him good values of dependable merchandise. Talk quality to the farmer; it counts with him as much as with town people. The farmers are no longer hunting cheap things; they want good things. You, Mr. Merchant, will get the town trade easily; it is the farm trade that merits your special attention.—Topeka Merchants' Journal.

Dress up your most prominent window with housecleaning goods, then get out circulars and distribute them carefully.

Be good natured until about 10 in the morning and the rest of the day will take care of itself.

When a woman sighs for the simple life it is a sign that her husband isn't making money.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.



Make the Grocer's Window a Trade Winner.

Windows are among the best assets a retailer possesses, and yet the majority seem indifferent to their value. Possibly in many instances this is due to lack of confidence in the store-keeper's ability to make an effective display. We regret that professional window dressers, possessed of good taste and artistic sense are hard to find. It will pay to utilize talent in that direction. We have no doubt there is enough talent in that line to make every retail store window a pleasing picture; one that tells a story and awakens interest therein. "I want" can be made a habit with passers-by if the window is cleverly arranged so as to catch the eye and hold it.

There is marked improvement from past years in the window display of leading retail grocers all over the country. It is unnecessary to go to great expense or to waste time in chasing novelties or securing some odd exhibit, or sensational display. Every store has an abundance of material for making a brilliant window exhibit, or such a practical appeal to the appetite of the passers-by that the pocket surrenders to secure the self-gratification offered.

We said that costly windows were not required. As proof of this we recall a double window in a Newark store that causes people to stop and look, and the arrangement of which demanded good taste in displaying articles in every-day request in a way involving no other cost than a taste for color and style.

In the center was an oblong division, filled with roasted coffee bearing a placard, Choicest Maracaibo coffee imported, 23 cents the pound; 5 pounds for \$1.10. Back of this was a bank of crackers of seven sorts upon an inclined board, with divisions to show each sort offered at 13 cents the pound or two pounds for 25 cents. On the right was a display of Bartlett pears in No. 3 tins and next to that Angelica wine at 50 cents the bottle, arranged in a pyramid. On the left, Hawaiian pineapple in No. 2½ tins at 25 cents, flanked with Old Reserve Rye Whisky at \$1.25 per quart. Every article and its price coaxed the onlooker to come in and buy. No questions had to be asked for the window told all that consumers wanted to know.

In a down-town New York store one window was a beautiful picture in which a trellis covered with red rambling roses in bloom formed the background. In the center, suspended from a brass rod, were exquisite

bunches of hot-house Hamburg grapes. On a series of steps painted green, were fancy baskets filled with an assortment of the choicest fruits in the market. We think a mistake was made in omitting price cards; otherwise the window was a fine sales agent.

It is astonishing what fine effect is produced by a window filled with boxes of the choicest candies, round, square, oblong, encased in fluted paper tied with satin ribbon, and bearing a silver or gold seal. A dash of color is given by using red apples, golden oranges, or some other highly colored fruit.

No one of these displays cost a cent, but they required a good designer or somebody having a natural taste and a keen eye for form and contrast of color.

The window must talk, be suggestive, and to be a moneymaker, tempting to the onlooker. A common fault is overcrowding. Windows are too often made into sample cases instead of showcases. The one object is to sell goods or so identify the store that the observer will have it fixed in mind as a desirable source of supply whenever demand arises.

Do not give away your window. It is worth more to the retailer than anybody else. Its value is indicated by the readiness of specialty manufacturers to secure store windows to display their product, and at considerable cost to themselves of time and money. This is co-operative in its nature and of value to seller, as well as maker. It is in line with the policy of making windows money-getting agents.—American Grocer.

The Bakery Window.

What do the customers think of the baker's methods of doing business? Probably there is not a baker on earth who has not often asked himself the question, "What do the customers think?" Yet does that question come right from the pit of the baker's stomach? Let us visit the average bakery and examine it from the standpoint of the housewife and see if it is kept in a condition pleasing to that lady. Let us pause for a moment before the windows, the greatest advertising asset the baker has. Let us place ourselves in the attitude of the over-worked woman, with a kicking husband, and ask what attraction has the window for her?

For instance, do we find a fly-specked wedding cake, that has graced that window for at least six months, so fly-specked that not even a hobo could face it on his lunch table? Or is the window neatly set out with crullers fresh from the pot, cream

puffs, sweet potato pies and other tasty viands especially adapted to the average man's table.

Many minds are made up, or prejudiced, by the general appearance of the baker's windows.

Again, from the viewpoint of the customer, let us take the conditions as we find them in the salesroom of the bakery. Let us first note the general conditions. Are they refreshing and cheerful? Does the general appearance denote cleanliness, or are the opposite conditions to be noted? In what condition do we find the doughnuts? Do we find the rolls neatly pyramided; with other lines looking as though they could melt into their surroundings? Or do we find the bread randomized like a dump-load of brick, and rolls so "queer" in appearance that an antique collector would be green with envy were he to see them, and all other bakings in like condition?

It seems at-terdly hrdilnroinnnnnn It seems to be one of the unfortunate physical or mental conditions of the average bakery attendant that she is measly. A smiling face is an important asset of the bakery. Many bakery girls seem to have an idea that a grin and an uplifted chin invite insult; but how can they expect to increase sales by absolutely ignoring common politeness?—Bakers' Helper.

Window Displays That Misrepresent.

Speaking of fraudulent window displays, which are invariably made by "fake" stores, we can not refrain from expressing the opinion that a great many retail shoe stores that consider themselves in the legitimate class are not strictly honest in their window displays. For a retail dealer to make a practice of showing samples in his window that he does not have in stock is, to a degree, willful misrepresentation of the character of shoes supposed to be carried in stock.

In this connection we would state that a gentleman of our acquaintance who is well versed in shoe trade affairs, recently remarked that he had on two occasions, several months apart, visited a certain prominent re-

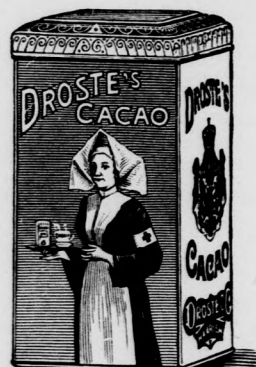
tail store in Boston to call for a particular man's shoe that he saw prominently displayed in the show window, and which attracted his favorable attention. On neither occasion did the store have a single pair of the shoes in stock, but they still kept the sample in the window. On each occasion the clerk tried to sell him something else.

It would seem that if retail shoe dealers of the legitimate type take exceptions to the dishonest practices of the "fake" bargain stores that they ought to be scrupulously honest themselves in the representations made of their own stocks.

We think we have proved by our sustained and constant opposition to the "fake" bargain shoe stores that we are staunch supporters of the legitimate retail dealers. We have unsparingly criticised shoe manufacturers who have supplied the "fake" bargain shoe stores, but we do think that the legitimate shoe retailers should be consistent and refuse, themselves, to adopt any of the misrepresentative or fraudulent methods of the "fake" bargain stores.—Boot and Shoe Retailer.

Spring Show Windows.

The spring season affords window trimmers one of the best opportunities in the entire year to produce pleasing effects. Spring merchandise of all kinds presents a wealth of coloring. Silks, wash goods and all kinds of wearing apparel offer unusual material for the production of attractive windows. Flowers and plants, while always useful for decorative purposes, are particularly pleasing in the spring, especially just before nature unfolds her garments of green. At such a time floral decorations seem to be an advance installment of the many beautiful things that are to follow. The artful trimmer will make practical use of these ideas and sentiments. Further suggestion is hardly necessary. The trimmer who is not enthused by the inspiring prospects of spring is lacking in the artistic sense that is absolutely essential to the production of a good show window.



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.

Vacations Are Valuable.

"Spring fever" is a real affliction and, though no M. D. ever is consulted to effect its cure, its ravages, which usually begin annually about May 1, often are as demoralizing as are some ailments that find large place in medical reports. With April showers come May flowers, summer resort literature and epidemics of "spring fever."

A mistaken notion prevails that persons who spend two weeks in the country have only two weeks' vacation; whereas their vacations begin with the coming of resort literature. The period during which they study the literature is the best part of their vacations, and though only "in their mind" is not to be sneezed at. For the magic spell cast over the reader of the modern summer resort literature puts Mesmer among snake charmers and makes Nick Carter look like a compiler of government statistics.

But this literature is useful and necessary. By anticipation it gives readers a vacation all through the spring and early summer months when the country really is beautiful, refreshing and invigorating. It gives them two or three months of "ideal" vacation, so that when they take their two weeks' real outing they are enabled to understand how "stale, flat and unprofitable," from a mental viewpoint, real vacations are. The ideals are far superior and they cost nothing.

But the body needs an annual vacation, and recreation for the body is rest and change for the mind. While the two or three months of preliminary "ideal" vacation is good for the mind, the two weeks' real vacation is intended for the body. Seriously, its importance must not be underestimated. Shutting men and women up in offices and factories doubtless is necessary, but it is not for that reason any more natural than is caging animals in the zoo. The whole outdoors was made for all, and man, being a reasoning animal, ought to appreciate the importance of getting back to his mother earth occasionally—at least once a year—as many days or weeks as possible. When beset with disease the physical strength and stamina stored up during a summer outing are as truly capital as is money in bank. Read the resort literature and begin your vacations early.—American Lumberman.

Details in the Small Business.

Untold instances could be cited where the small dealer and manufacturer in dealing with the larger business concerns, confine their transactions to those who maintain system, who answer correspondence promptly, know exactly the standing of every order and can answer any question the customer may ask at a moment's notice. Yet this same dealer who admires this trait in others so much, if you should ask him why he was not more systematic in his own work and more prompt in his correspondence, would say that it wouldn't pay him, his business wasn't large enough and that he didn't have time to look after it anyway.

The dealer makes a great mistake in looking at this important matter from this standpoint. Fully ninety per cent. of the large enterprises of the country were as small as the ordinary mercantile business when they were first started and this attention to details and to the little things of the business are what have made them large. It is just as easy to do things right and systematically as it is to let them go in their own way, in fact it is easier when one has become accustomed to doing work right, and as it should be done. The "small" business man will say that the wholesale, jobbing houses and manufacturers have people on their office force who look after this detail part of the business and do not have a lot of other things to worry about. That is true and yet at one stage in the growth of these big business houses, the head of the house had to look after these details and look after the rest of the work besides. But he didn't use his own \$10,000 a year brain to do the work of a \$750 a year clerk. After the clerk had gone beyond the \$750 stage he too was put to higher work and some one else began on the detail.

The merchant would find his business in better shape at the end of a year if he would use system in conducting it. If he is prompt in his correspondence he will not be troubled with delays, for the wholesaler or jobber will be just as prompt as he is. He should answer his mail every day and that which can not be fully answered should be so stated to the correspondent and the letter placed where it will be brought to notice every day until it is answered in full.

If the small dealer will pay more attention to details and system in his business and not waste so much time doing roustabout work around the store, he will find himself becoming a big merchant instead of a little dealer.—The American Artisan.

What the Advertisement Can Do.

Did you ever stop to think of the number of things advertising will do that even your crack salesman can not do? For instance, it can go in and visit the President, not only President Taft, but many other Presidents who are harder to approach than President Taft is. It can sit on his desk, and if it's real good advertising it can stay there a while and maybe he will take it out to lunch with him or, better still, to his home, where it can tell him in private all about the product it is sent out to represent. Can your salesman do that? Just think how much it can do with the ladies, too. It can tell its story when madam is in the mood to hear it and will not run the risk of presenting its arguments at a time when she is very much worked up over Bridget having served the tomatoes undressed or when she has just seen her neighbor with a hat which cost more than hers did. It can talk to her just after "Hubby" has given her her allowance, and what salesman knows just when that time is? It can talk to the business man and the clerk as they sit in the

car going home from work; it can talk to the laboring man when he has finished his day's work and is enjoying his after-supper smoke, or it will take a long trip out in the country to see your farmer customer and will hang around until the farmer is ready to become interested in the story it has to tell. These are the things your advertising will do that you can not do, but you've got to be ready to step in at the right time and help it out. It will introduce you, so to speak, will create a good impression of you and your goods. It's up to you, then, to be up to all that your advertising has said you are.—American Artisan.

Parcels Post Once More.

There is in session this week at Washington an organization known as the "Postal Progress League," whose sole excuse for existing is to get Congress to pass a parcels post bill. Defeated in every previous attempt, it has seized upon the fact that an extraordinary session of Congress is sitting, to again foist its misguided views upon the lawmakers of this country; to again try and force through a measure that will work ruin to the small country merchant.

The Postal Progress League is the enemy of the little retailer. It is not stopping at anything to accomplish its aims. It will succeed unless the retailers keep up their fight. The partial salvation of the latter lies in the fact that, every two years, the personnel of the lower house of Congress changes to a greater or less degree. Every two years new mem-

bers are elected. If the candidates are impressed with the fact that the retail interests, the wholesale houses and their salesmen are opposed to parcels post and that, unless they pledge themselves to defeat any bill introduced, they will not be elected, they will be friends and allies. Some of the recently elected members have had this impressed upon them.

With these, and those who are re-elected year after year and who are also against increasing the deficit in the postoffice department on the merchants' side, the chances of parcels post becoming a reality are dim. But the work must be kept up. Every member of Congress, be he representative or be he senator, must be informed that the retail merchants of the United States are opposed to being put out of business by the mail order houses and the big city department stores.—Interstate Grocer.

Some people's idea of charity seems to be 99 per cent. advice and 1 per cent. money.

It is better for the preacher to know to-day's children than all the church fathers.

A man can afford to be economical if he has a few millions to be economical with.

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

No Grocery Stock is Complete
without

Grape-Nuts

Demand exists everywhere

A sure seller at good profit

There's no risk in stocking Grape-Nuts
because the sale is guaranteed

Millions of users know

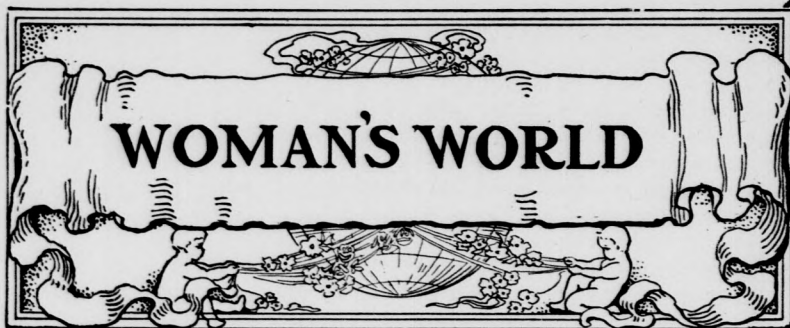
"There's a Reason"

for

Grape-Nuts



Postum Cereal Co., Ltd., Battle Creek, Mich.



The Worries of Women.

Written for the Tradesman.

If all the real miseries of humanity, the sorrows, the griefs and the agonies that actually come to pass and which, under present conditions, seem to be in a great degree unavoidable, could be surveyed en masse the sight would be one from which any sensitive soul would shrink dismayed. Not less appalling would be a view of the ills and difficulties that are purely imaginary; those which are conjured up in nervous, timid minds from apprehensions that often are totally groundless—the vast lump sum of forecasted troubles that never materialize.

Women are especially prone to the worry habit, and it is a noteworthy fact that the most sheltered women, those who know absolutely nothing of privation and hard work, often are the worst victims.

Religion and philosophy long ago pointed out the folly of needless anxiety. "Take therefore no thought of the morrow; for the morrow shall take thought for the things of itself. Sufficient unto the day is the evil thereof," taught the great Master of Galilee. "Don't cross a bridge until you come to it," "What can't be cured must be endured" and "Care will kill a cat" are condensed bits of practical wisdom.

The utter futility of worry has been aptly expressed thus: "A duck's legs are short; a stork's legs are long; you can not make a duck's legs long nor a stork's legs short: why worry?"

Yet despite the counsel of all the sages of all the ages, anxious minds still continue to torture themselves with apprehensions of improbable and even impossible calamities.

Some women read every burglary and murder reported in the daily press, seemingly for no other reason than to keep themselves worked up the whole while by fears of attack from robbers and desperadoes. Women who have enjoyed the advantages of a college education post themselves in all the late discoveries in bacteriology, and then put in their time picturing to themselves and to their friends the perils that may arise from invisible but up-to-date germs.

The solicitous mind does not require even a reasonable probability as a basis for unceasing and painful anxiety. The over-neat housewife frets constantly about dust and dirt, when, to all eyes but her own, her home is immaculate; the over-conscientious woman scourges herself for sins she never has committed save in her overwrought and morbid imagination; well-to-do, prosperous people

worry for fear they will come to want or have to go to the poor house.

Being buried alive, a possibility so utterly remote and foundationless when considered with reference to all our customs regarding the dead that no sane mind need entertain the idea for a moment, still is a most prolific subject of blood-curdling apprehensions on the part of thousands and tens of thousands.

I have known some women, however, who went back on this time-honored bug-bear, and worried for fear they might not be buried at all, for financial reasons. One of these, although she owned quite an amount of good city real estate, considered it necessary to keep enough cash by her to be ready at any time for the undertaker. Another, who was in somewhat straitened circumstances, having saved up a little money, formed a plan of actually buying a casket and keeping it at her home, so as to be prepared for the fateful hour. I am happy to be able to say that she was mercifully talked out of carrying into effect this gruesome project.

Sometimes the mind loses all sense of proportion and is more fearful of dangers that are remote and partly imaginary than of those which are real and close at hand.

Mr. and Mrs. S., friends of mine,

had a party of their friends out in a gasoline launch on a small lake a few miles from their home. It happened that it was a very dry time (that is, on land) and Mrs. S. had been somewhat reluctant to leave home on account of fire. The engine of the boat did not work right, a high wind came up and the lake was very rough. Mr. S., while realizing the full gravity of the situation, kept silent and managed the ill-behaved little craft as best he could.

Mrs. S., taking no cognizance of their near-by peril, all at once began to worry lest their house should catch fire and burn while they were away. "For Heaven's sake, Lib.," remonstrated the husband, "if you've got to be stewing all the time about something, get at matters at closer range and worry for fear this boat capsizes. We may go to the bottom any minute."

The ham story may before this have found its way into the Tradesman's columns, but it will bear repeating since it so well illustrates the apprehensiveness of the feminine mind when carried to the extreme limit:

An old maid was weeping violently. Her friends, on enquiring the cause of her seemingly inexplicable grief, received this astounding explanation.

"I was just a-thinking: Suppose I were to get married (it seemed to other people that her poor, plain old

face absolutely precluded all possibility of marriage), and suppose I were to have four or five children. Then I was thinking that if I were to go down cellar and there was a ham hanging there, and I should be standing under it, and the string should break and the ham fall down on me and kill me—what in the world would become of all my poor motherless little children!"

Illustrations, some humorous, some pathetic, might be multiplied; but enough have been given to show that the worry habit ought to be classed as a mildly diseased condition of the mind. Given this condition, and if the patient has no real cause for anxiety, she will trump up something that will answer just as well to keep herself in a fret and to make everyone about her uncomfortable.

Worry not only affords no possible defense against trouble of any kind, it positively incapacitates one for bearing it when it comes. Further,

Make Money out of Peanuts and Coffee

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We will send you complete, with Original Bill and Duplicate Copy, Prims, Registered and Numbered, 5000 Original Bills, 5000 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, as it pays for itself in forgotten charges alone. For description circular, samples and special prices on large quantities, address The OEDER-THOMSEN SYSTEM, 1125 Wisconsin Ave., N. W., Washington, D. C. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of print-jac 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.

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

HAND SAPOLIO

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

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

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

of itself it is likely to bring on ills of a most serious nature, as nervous prostration and even insanity.

The skillful nurse seeks to divert the mind of a nervous patient from all needless anxieties. The woman who finds herself contracting the pernicious worry habit may well take a hint from this: Not only shut down against worrying with all the will power you have, but try to turn your thoughts into healthier channels. A long tramp out of doors, a game, a chat with a congenial friend, the reading of an amusing story—any of these may serve to restore the mind to its normal workings.

If there is any character that challenges our admiration, it is the strong soul who has met the great sorrows of existence—losses, cruel griefs, bitter disappointments—and still keeps a blithe, brave heart and an unshaken trust in the over-ruling Wisdom above. Contrast such an one with the little disturbed spirit that always is in a peck of trouble over trifling vexations and vain imaginings that speedily become invisible in any true perspective of life. Quillo.

The Soda Fountain.

When a thirsty customer is fooled at your fountain he is fooled for a long time. When soda fountain proprietors once realize the full force of this concrete fact, they will doubtless find means to hold their trade, and be in a fair way to gain new trade. This applies naturally to such proprietors only who are in business to stay.

One of the greatest difficulties against which the fountain owner of to-day has to contend is "how to hold his trade." In fact, "holding your trade" should be your one desire, your greatest concern. If you can do this you need worry little about new trade, for the old customers themselves will bring the new.

There is one important lesson to learn to-day, on the eve of the opening of the 1911 season, and that is the soda business is an art in itself. There is no sidestepping this important fact, for failure to realize it means pecuniary loss. If you are not fitted to run a fountain, you should do one of two things: Either learn how, or hire some one who does know and let him have full charge.

Do not be a mediocre dispenser, satisfied with what may happen to come your way. If you do your trade will be too small to allow you to keep fresh fruits and fresh syrups, and this is one of the ways "to fool your customers."

The art of drawing and serving soda water, ice creams, etc., is probably the simplest of all the arts, and this probably accounts for the fact that so many fountains are run in such an indifferent manner—it seems too easy to pay much attention to it. Here are four simple rules that should never be overlooked:

Serve the best only. Let your syrups be rich, your fruits fresh and wholesome, your carbonated water sharp, pungent and ice cold, your ice cream pure and without blemish. This

means getting the quality habit and keeping it.

Cleanliness of everything connected with the fountain must be insisted upon. This means a shining fountain, shining glasses, polished silverware, clean mirrors, spotless dispensers' coats, fresh flowers or potted plants. Simple things in themselves, but they dare not be neglected.

The service which customers expect and which is their due is good accommodation, plenty of room, prompt attention and the drink they call for—never be out of an advertised drink or flavor, for if you are you have fooled your customer.

The fourth rule is to offer a special drink every two or three weeks. This should be done not only for the extra profit derived from them, but to impress upon your patrons that you are willing to please and are progressive. It helps wonderfully to retain established custom.

This in brief is a synopsis of the art of dispensing carbonated beverages. If properly attended to, you will never fool your customers.

A fine "fizzy" drink, one that always satisfies and which is called for again, is made as follows:

Into a heavy mixing glass squeeze the juice of one orange; add to this the yolk of one egg, one ounce of orange syrup, two or three dashes of acid phosphate, two ounces of plain water and enough cracked ice to fill the glass about half full. Shake well and strain into a twelve-ounce glass, filling the glass with carbonated water, using the coarse and fine stream alternately.

This excellent drink is known by many titles in different parts of the country, as Golden Fizz, Electric Fizz, Egg Fizz, Pick-Me-Up, etc. The above original formula, however, has never been excelled and is the product of a San Francisco druggist.

Past experiences have proven that banana syrup is a popular flavor when made exactly right and a good advertisement if you are never out of it. For a half gallon of banana syrup select six ripe and healthy bananas, peel and reduce to a pulp in a mortar. Add one pint of simple syrup, incorporate thoroughly and press the semi-liquid pulp forcibly through coarse cheesecloth. Now add one dram of acid solution and one ounce of grape juice, and enough syrup to make four pints. Finally mix thoroughly. This should be made fresh each day.

The Doctor.

Of all the servants of mankind the physician is apt to be the most abused. We criticize him and pigeonhole his bills, but at the first twinge we are jangling his bell in alarm. Only a few days ago a special train was dashing across this continent because a rich man, dreading blood-poisoning, wanted his own doctor. This, in a superlative degree, is in the nature of the country boy riding the plow horse to town at a gallop to gasp at the doctor's door: "Pa's fell off the haystack and broke his leg." The physician is the man who must be ready always. Neither minute hand nor

hour hand describes a time when he is not on duty. If he gets a whole night's rest, it is because the community happens to be free from aches and pains. He is the slave of telephone, night bell, door bell and office bell.

After a hard day's work another man goes to bed with the sense of having earned his rest; but the probabilities are that the physician will be asked to respond to some one's beck and call. He is altogether a special kind of person. His illusions are few. His inside information is enormous. If now and then he wears a superior smile, forgive him. He has probably just heard some remark which he knows to be hypocritical. Again, his jokes are likely to be a bit technical and his view of life materialistic. But if he has a brand of idealism, you can put your trust in it, for he has learned it in a hard school. He has faced the worst, and can still believe the best. If he has a religion it will be worth while, for he has wrestled it out of the actual battles of good and evil in a life seen at close range.

The lawyer we take into our confidence occasionally; the clergyman we admit to parlor and diningroom; but the doctor goes into bedrooms unannounced. If what he sees there surprises him, he does not let it be known. In the healing of bodies he has opportunities for healing souls which could never come to a priest. He is the lay father confessor, regardless of creed. He always lies in. He is a safe man on committees; he

can turn his hand to any public business, and, if left alone, discharge it creditably. He knows more psychology in five minutes than the philosopher in a week, yet he is the least emotional of men.

When the lawyer is in tears before a jury, and the parson is pathetic from his pulpit, the doctor is keeping his nerve. The peculiar thing about him is that while fighting his grim and silent battle with death, without the applause of a crowd, often without pay, and sometimes without gratitude, he seems superior to all these considerations. He is responding to a higher sort of noble obligation which is almost unintelligible to the average man. Somewhere, either in this world or the next, he will reap his deserved reward.—The Washington Herald.



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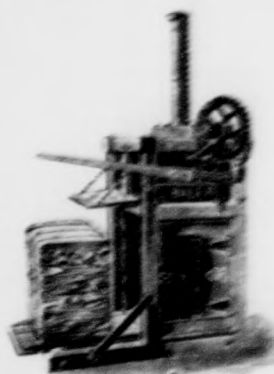
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Care For the Comfort and Welfare of Employees.

One of the most remarkable developments of modern retailing, and one which, we are proud to state, is probably more marked in the retail dry goods trade than in any other branch of merchandising, is the care taken for the comfort and welfare of the employees. Especially noteworthy is the comparatively brief period in which this development has occurred.

It is pointed out in the annual report of the Consumers' League of the City of New York that twenty years ago, when the President of the League visited a certain large and well-known department store, she found that the room set apart for the employees to eat their lunches in was in a subcellar, supplied with no means of ventilation, and lighted by gas, which, of course, tended to further vitiate the air. The floor was wet from leaking pipes in the adjoining toilet room; the small number of chairs was reinforced by boxes; the table consisted of bare boards, and the employees were obliged to bring their own luncheons, no provision being made for furnishing them with any food, and not even with tea or coffee.

What a contrast this presents to the restaurants and rest-rooms furnished for employees in most of the department stores and dry goods stores of the present day—the restaurant equipped with every necessity; a woman in charge to serve, not only hot tea and coffee, but also nutritious dishes, at cost; the rest-room having cushioned sofas and rocking chairs, a piano and the current magazines and newspapers; in addition to which there is probably an emergency hospital, with trained nurse in attendance. To this may be added the services of a social secretary, whose business it is to look after the health and general welfare of the women employees. We may even go farther and call to mind the facilities provided by many stores for the education and training of their help, and the summer homes, country clubs, etc., for their benefit during periods of leisure.

Then, too, there is the question of hours. Twenty years ago, as the Consumers' League's report further reminds us, it was usual to keep young girls working at night from two to three weeks before Christmas. Nowadays in many cities there are stores which do not keep open at night under any circumstances and, in addition, there are numerous stores all over the country which during the

summer months close at noon or at 1 p. m. on one day of the week.

The causes which have contributed to this greater degree of consideration for the comfort and welfare of the employees are numerous. Such organizations as the Consumers' League have done much. The dissemination of information as to the policy and methods of large and progressive stores in these directions, through the columns of trade journals, must have done a good deal. True, the enactment of laws limiting the hours of labor of women and minors has been found necessary, and in certain instances, we regret to say, these laws have been violated—not only by small stores, but by establishments which by their progress and by their good work in other directions have won the honor and respect of the community in which they are located. True, employees are compelled in some cases to work all day in badly ventilated basements and even in subcellars. That a great advance has been made can not be questioned. The demand for higher efficiency, as it spreads, will bring more and more general recognition of the fact that not merely liberal but generous treatment of employees has proved a sound investment from a business standpoint—entirely apart from the ethical considerations involved.—Dry Goods Economist.

Dry and Dress Goods Tips.

The vogue of veiled effects will be continued next fall and this will create a demand for silk voiles and marquisettes as well as satins and messalines. Black satin duchesse is in excellent request.

Printed cotton serges are doing exceptionally well. Interest continues to be shown in bordered novelties. Further advances are recorded in bleached cottons.

Silk warp poplins are being taken by all classes of trade. Interest is shown in rough and semi-rough materials. Lines of reversibles are increasing steadily and wool velours are also taken.

Serge coats, particularly those of navy blue, are selling unusually well. Cheap satin coats are not meeting with success, but the medium and better grades are meeting with fair sale. Good early orders have been booked on caraculs and plushes.

Lace and embroidered frills and collars have been widely distributed and are proving so satisfactory that

they will be featured to a great extent during the summer. Marquisette numbers are moving rapidly. Lingerie styles are shown in many types and will be much in use for wearing with two-piece suits.

The strongest novelties of the season in neckwear are large sailor and round collars, fichus, Dutch collars and graduated side frills. Neck-ruffs of pleated maline, chiffon, net, etc., are again being shown for spring wear. In veilings the demand continues on shadow effects and finer novelty meshes. Chenille dots are gaining in favor. New styles in the soft, silk finish are in high favor. Lace veils in black and white continue good.

Merchandising a la Cafeteria.

A system of grocery stores is being established in some of the larger cities in which opportunity is given for customers to do much of the waiting upon themselves. Everything sold is put up in packages and the goods are arranged on shelves and in bins so that the customers may conveniently reach anything which may be desired. Price-marks indicate plainly the value of all goods offered for sale.

There are a few counters in the places and often only one wrapping desk. The number of clerks employed is small, especially in comparison to the number of customers being served at a busy hour.

The customers look over the goods, gather the packages in their arms and then take them to the wrapping counter to be put up and paid for. The inspection of the goods is made easy and the work necessary for the clerks is reduced to the minimum. As no goods are charged or delivered, often the whole transaction is simply the payment of the purchase.

This is putting merchandising in a very simple form, and it would seem to be a form with the greatest economy to the consumer.

One may purchase a meal at a city restaurant for fifty cents and have it served to him in the usual

way. Or he may pass along a counter, serving himself and dispensing with all attentions of employees of the place at a cost of about seventeen cents. The food purchased may be the same and everything may be as neat and clean as in the case of the fifty cent purchase. The customer saves thirty-three cents by practically becoming a temporary employee in the restaurant.

It seems logical that some such system may be used in other lines of merchandise and especially in such places as grocery stores where much of the goods handled comes in packages.

The cafeteria style of selling may also have in it some valuable suggestions for the dry-goods merchant.—Dry Goods Reporter.

An appeal to the heart is easier than an appeal to the intellect—most people have more heart than intellect.

Collections are generally good or bad, according to the ability of the collector. Try a good system.

We should not always judge by appearances, but it is hard to make a pretty girl understand this.

Those fellows who claim they only drink whisky for their health seem to be mighty unhealthy.

COLD STORAGE FOR FURS

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

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.**

Value of Clean Stocks.

The most successful merchants of to-day are those who insist on all bad and old merchandise being dug out and disposed of at a price that will sell it. The average department head or buyer does not dig deep enough into his stocks; he rather leaves it to his understudies to look after, and it goes without saying that matters of this kind are not attended to.

From my experience I have also noticed that sometimes buyers or assistants have not the nerve to bring forward old stock of their own purchase for fear that the firm or management will roast them for selecting bad merchandise; they get "cold feet," and hold on to this class of goods, whereas, if you find any merchandise that does not sell after being in the house thirty to sixty days, and it is undesirable, it is always policy to "take your medicine" at once and reduce the merchandise to a price that will sell it.

My schooling has taught me that merchandise is only worth what it will sell for, and regardless of what you paid for it. By disposing of such undesirable goods as you go along you will not accumulate so much for your end of the season. The advantage of clean stock is this: that you can turn your stocks more often and your turning is where you make your profit. When you are in need of items to advertise, instead of taking good salable merchandise and reducing it, why not take your undesirable goods and reduce them to a price that will sell them, advertise them, and in that way create business and rid yourself of bad property.

The up-to-date merchant will not carry goods from one season to another; he will cut deep at his clearing sale and dispose of such goods at any price.—Schipper & Block Store News.

Wearing of the Veil.

The white net veil, with its deep lace border, is meant to wear with a high crown and not a too wide brim. The proper method is to drape it in rather loose folds over the crown, letting it fall as far down as the shoulders in front and quite far down the back. Gather it at the back of the hat into a loose knot, fasten by a small bar pin and let this fold hang over the back of the veil. The two edges should overlap so that there is no unsightly opening.

The tight veil is the hardest of all to wear, since if it is too tight it is annoying and if it is too loose it is ugly. It should be brought high up over the crown, fastened in front by a pin and then folded, not gathered, until it meets at the back. There another pin should fasten it, without a knot. Now gather up the loose ends at the bottom and fasten them to your hair by an invisible hairpin.

The very wide, thin veil worn so much to-day must be puffed over the hat brim to allow for its excessive width. Fasten it to the hat with about half a dozen small pins, one

for each fold or puff, and see that the edges in back overlap sufficiently. Another tiny pin near the bottom of the veil will hold them in place.

Over a fur or beaver hat a heavier veil must be worn. One pretty way to arrange this is to fold the veil plainly over the brim in front, but to gather all the superfluous fullness into a puff on each side, fastened by a pin. Then in the back another smaller puff will hold the two edges in position. This is very artistic and fetching.

This is the way a pretty French woman says to wear a veil. Since you are an American, follow her advice and prove that you are teachable.

Coronation Colors.

It has long been prophesied by those in authority in matters sartorial that the coming coronation festivities would have a decidedly brightening effect on the color situation. This seems eminently fitting. Because of English court mourning the world has gone about its business and pleasure, for the last two seasons, sombrely clad.

This mounting wave of color has not yet reached our shores, but is growing and spreading daily from the Parisian fount of fashions, and it will not be long before "Coronation" shades are as well known here as there. All the Paris stores are showing silks, dress goods and ribbons in these striking shades, which would be crude, owing to their intensity, were it not for the wonderful skill employed in dyeing them. Royal purple, crimson, golden yellows, the deepest East Indian blues and the most vivid greens are all brought out under the caption, "Coronation shades."

Paris dress and fabric makers are making strenuous efforts to secure a goodly share of English patronage for the forthcoming festivities. Queen Mary has expressed her determination to have everything, for her own personal adornment, made from stuffs of home manufacture. This element will have to be reckoned with. This does not mean merely the deflection of the chief actor in the drama, but that of the minor characters as well. Society is everywhere a great game of "follow my leader," and the entire fashionable set is likely to follow Queen Mary's patriotic lead in this matter.

Rules For Accounts.

There are certain rules that ought to be followed in all accounts. All bills should be rendered promptly and often. The small bill is the easiest paid. As they say, "A short horse is soon curried."

Accounts should be kept posted up to date, so that when a man wants to know how much he owes he can be told without keeping him waiting a minute.

It is not enough to know when a customer opens an account that he is watched closely enough so that if conditions change you will be aware of it.

Don't pay out good money to get

had results from a collecting agency. Better to be your own collector.

Make it your plan to get from slow pay customers a little money, even if you can not get the whole bill. Better half a loaf than no bread.

When you ask a man for a payment on his account and get a promise, see that you are right on the spot on the day and date that he said he would pay something. If you get nothing then, take a promise and be there next time. Keep right after him and always be there when he tells you to come. Leave him no excuses such as being able to say, "I said I'd pay you last Tuesday but you never came around."

Mr. Slow-pay should be discouraged in every possible way. Head him off at all the corners and meet him at every turn. If he gets this kind of treatment from all the stores, he will become discouraged and decide to become a cash buyer and save trouble.

A Living Show Window.

An effective "Style Parade" was recently held by L. Diamond & Sons, Providence, R. I. To this display three of the store's largest windows were devoted. In two of these, garments were shown in the process of manufacture—a tailor being engaged in making a coat, while all around him were garments partly finished, and tickets explaining the various processes thus exhibited. The third window, located on a corner, was used for the parade proper.

This parade started in the suit department, on the second floor. Four living models were employed. Suitable announcement was made, and immediately there appeared from a fitting-room one of the models, attired in a suit or costume, with hat, parasol, gloves and all other needful accessories. With stately mien the model paraded the entire length of the suit department; then, entering the elevator, she descended to the street window. As soon as the model had entered the window the curtains were drawn aside, placing her before the view of the waiting crowd. Soon afterward she withdrew and another model took her place. Thus a continual performance was kept up during certain hours of the morning and afternoon.

White and Tan Hosiery.

Jobbers and retail buyers of hosiery are now ordering, in large quantities, tans and whites for immediate shipment. Were it not for this the market would be lifeless.

The Easter display at Atlantic City showed that black, tan and white silk hose predominated over all others for day wear, and evening shades to match costumes at night. There were less of white hose seen than of the others, but that is because it is still early for the general wear of summery white outer garments.

The coming summer will see a wide use of white gowns, and hose will be worn to match. What is worn in silk at such resorts as Atlantic City is sure to be worn in silks, lises and cottons everywhere else where such goods are appropriate. Hence no buyer in communities where women follow the fashions can make a mistake in strongly playing up white and tan hose.

Graduation Dresses.

Many buyers have been in the market recently placing orders on white dresses suitable for graduation. These are made of faintly white lawn, cotton voiles and muslinettes, fine white nets and many novelty white fabrics. The dresses are usually made with Dutch necks and short sleeves and are faintly trimmed with lace and hand-embroidery. A dash of white or colored ribbon is noted on many of the best models.

The Man Who Knows

Wears "Miller-Made" Clothes

and merchandise "who know" well them. Will send swatches and models on a man will be sent to any merchant, anywhere, any time. No obligation.

Miller, Watt & Company

Fine Clothes for Men

Chicago

BEST MADE CLASS CLOTHING

SWATCHES ON REQUEST

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

House Cleaning

House cleaning time is here, the time when your customers buy Lace Curtains, Curtain Nets, Curtain Swisses, Shades, Curtain Rods, Rugs, Carpets, Oil Cloths, Linoleums, Mattings, etc. If your stocks are low let us replenish them for you. Mail orders promptly and carefully filled.

Paul Steketee & Sons
Wholesale Dry Goods Grand Rapids, Mich.

We close at one o'clock Saturdays

DEPARTMENT CONFERENCES.

Get Together Meetings Are Helpful in Many Ways.

Written for the Tradesman.

There is considerable advantage in the manner by which the small one man ownership store is conducted over the manner employed by some of the larger business houses. In the country crossroads place of business the executive managership, buyer, head salesman, credit man, advertising man, etc., are so centered in one person that this person at all times holds the complete grasp of affairs. He knows what to buy because he knows what is selling well. He knows what to push in the bargain sales because as head salesman he has become familiar with the amount of the various lines of goods on hand and knows just how well each line has sold. Knowing these things, too, he knows what to buy in the next season's order because he knows what staples he then has on hand which may with safety be held over.

These are some of the evident advantages of operating such a store and their opposites as applied to the large city stores show some of the defects of the latter.

Let us consider the store of perhaps two owners and a half dozen assistants: One of the owners is usually buyer, while the other looks after the selling end, or is supposed to do so. There is usually a book-keeper who, if worthy his position, is able at a few moments' notice to show a balance sheet of costs and expenses for operating the business. Until very recently one of the employees also looked after the advertising. Since the importance of this latter subject has become more fully known the work has been performed either by one of the firm or by a person specially employed for that purpose.

In any case the real conduct of this store lies in the hands of three or four people, each of whom is well posted in his own line but has a more or less limited knowledge of the others. Right here is the place for the beginning of the department head conferences.

At stated times regularly and at all times before any decided action is to be taken in any department, there should be a meeting of all these heads for the careful consideration of the affair in hand. The objection may be raised that only the owners should take part in this meeting since the others have no part in the ownership and will have little interest in the results of the plan in view.

This is a mistake. Every person who has a shown interest and true worthiness enough to be given the position of book-keeper, advertiser, head salesman, etc., possesses sufficient interest in the welfare of the firm to use what knowledge of its affairs he may have accumulated in an intelligent manner for its best good. Every person who holds a position of responsibility in any way above the other employees should have a seat in this conference.

Let us suppose the buyer has been approached by the traveling represent-

ative for a house offering something especially new and attractive in the line of summer goods for the workman's daily wear. At the conference he opens the meeting by stating what this line of goods consists of, the number and kind of separate garments, the kind of material used, the price to the firm and the price at which they are to be retailed to the public. He is very enthusiastic over the goods and left to himself would order a full line.

Next to the buyer, or the one who performs this duty possibly in addition to others, the head partner calls for an expression of opinion from the head salesman and from the book-keeper for the past three summers. The salesman states that during the two years he has been in this store he notes that the working people buy mainly the staples and only the younger ones lead out into the novelties to any extent. From what he has seen, not having any figures with him, he believes that they purchase staples and novelties in about the ratio of five to one. It is his opinion that there are about one-third the amount of staples needed for the season now on hand. There should be purchased the remaining two-thirds and a limited amount of the new line, say, the ratio he has mentioned, or possibly less, since there are remaining on the shelves quite an amount of odds and ends from former summers' novelties. If these were pushed off by means of a sale it would clear the shelves and supply a small portion of their trade. There is no use in buying a new full line with these goods and facts before them. However, that is only his opinion. Let others speak.

The book-keeper is next called upon for his report. In substance he said that the report of the head salesman just given was true. The working people of their town preferred plain, substantial staples to any of the new and more fancy goods which had been offered to them for the past year or two. His books showed that there had been some variation in the amount of the new classes purchased. The year previous the ratio of the staples had been even higher than stated by the head salesman. The year before that had been an average year as regards weather, working conditions, etc., and the bills of the company showed that staples and novelties had been purchased in the ratio of about one to four and sold at about one to six, showing a surplus of novelties still on hand at the end of the season. (One of the firm interrupted to say that he believed the larger per cent. of novelties now on hand was left from the year just mentioned as no sale had been held as was usually the case.)

Previous to two years ago the books showed a variation from season to season. One year the ratio ran about even. It had been very dry and warm and the house had made every effort to push the new goods. On the whole, the sales of past years would not justify the buying of the novelties on a larger scale than one to five. More than that, it

would be sure to leave a portion of the novelties on the shelves for special sale at reduced price or for gradual sale to those who came for them after the previous stock had been worn out and because they always purchased this line, liking it better.

Some of this was displeasing to the buyer, who had partly given his word for a larger order than any of these reports justified. He said nothing except to enquire the size of the order that past sales approved, and after a few moments' study and discussion this was also settled. The conference was almost ready to dissolve when the advertising man asked if he might not be permitted to arrange for a sale in the novelties and in all staples that had been on the shelves more than two years. Of course it was understood that the sale would not be made until the close of the coming season since it would otherwise interfere with the season's selling at regular rates and profits. This proposition was agreed to and the conference broke up.

What had been gained? First, the extravagant buying of the new and inexperienced man had been prevented. It had been shown most conclusively that the firm had never handled more than a half or a third of the suggested amount, and without special effort far less than this; that had they purchased the amount suggested by the buyer it would have taken two or three years to work off the surplus, and that at reduced prices. It was shown that the same amount in staples would have practically sold out the first year and at a fair profit, leaving that amount of the capital to re-invest in other more profitable goods.

When such meetings are not held and held frequently there is every possibility that loss may come through some one of these main departments. There is the credit man, who may be advancing credit when there is already a strong, normal demand for cash or short terms.

The advertising man may continually confine his efforts to the announcement of the new goods bought from day to day, while all the odds and ends of past years accumulate on the shelves.

So it may exist throughout the entire concern without the frequent conferences between the heads of departments, which inform the entire management of the store the proper course to pursue. When this is done all parts work together for the common good and the owners are able to realize the proper income from their investment.

No store is too large and none too small for these meetings. The larger stores are apt to be more closely organized, but mere organization is of no consequence while each head remains in ignorance of what the other is doing. It is only when these heads meet frequently and each reports the present cause of his interest in the meeting that such meeting becomes of real value. When there is a careful study of the various demands of the store in the light of common department reports, then the real value

is felt and the larger the money interests involved the larger the results gained by the conference.

C. L. Chamberlin.

Try To Be a Help.

If you want your association to be successful in the work of the present season back up your Secretary.

The Secretary of most local associations is unpaid, yet is unquestionably the hardest worked official on your board. Often his best efforts are seriously misunderstood, members don't support him in his efforts to benefit the association, and through the association every individual member. If you can conceive of any more discouraging or disheartening outlook than the one that confronts a considerable proportion of the Secretaries of the local associations it might be a benefit to point it out.

Probably your Secretary like a great many others has sent you notifications of various sorts, meetings, news of the trade, and other information which he considers will be useful and valuable to you in daily conducting your business.

Suppose you stop for a moment and think what you have done with this information. Have you used it to help yourself and maybe discussed it with your neighbor which would undoubtedly be a benefit to both of you? Or have you thrown the letters and circulars to one side on the plea that you had insufficient time to attend to them then and lost them amid the waste paper?

If you have supported your Secretary in this indifferent and altogether unsatisfactory way you can scarcely be surprised if the society has done you and your business no good.

The only way to get benefit from a society, or organization of any character, is to use it and the information it conveys in conducting your daily business. If one were to state in a few words the purpose of a society he could do it no better than by this description. Associated effort is never so beneficial to its members as it might be until the members themselves make the fullest possible use of it.

The ways in which a society can help its members are numberless. But it is impossible to receive benefits without endeavoring to confer them, and unless you are willing to contribute your part to the general good of your fellow members you might as well resign your membership. You are merely cumbering the rolls and serve as a stumbling block to your more progressive associates. —Grocers Criterion.

The average customer cares but little about what your goods cost you. He is interested in what they will cost him. If you make the price low enough he does not care whether it is below cost or whether you are making a good profit.

A grocery store may be pretty and still not attractive, as a great deal depends on the arrangement of the stock. Grocers should bear this in mind at all times when arranging stock.



**TRADESMAN
COMPANY**

ENGRAVERS
PRINTERS
FURNITURE CATALOGUES
COMPLETE

STEEL STAMPING
FOR STATIONERY

TRADESMAN
BUILDING

GRAND RAPIDS
MICHIGAN

STOVES AND HARDWARE

THE IDEAL DEALER.

Functions Which Any Man in Business May Perform.

"To define the ideal dealer: In my opinion he must be wide awake, ever watching for a chance to help his farmer friends to new ideas and methods—provided the new method is an improvement. His office should be a clearing house for the reporting of successful experiments tried by the farmers in different sections of his territory, this to be supplemented with the bulletins which are issued by our experiment stations, both national and state. The ideal dealer will be instrumental in improving the state of agriculture in his neighborhood, and his efforts will be appreciated, and his business will prosper, in proportion to the effort he puts forth along this line. This will help to check the apparently growing evil of direct or catalogue house buying, and thereby the volume of his own business will be increased. The ideal dealer must be active and aggressive in getting business, for, unless he puts forth an effort to hold trade in its present channel, it will be diverted to direct sales, and the manufacturers and jobbers, who are standing so loyally by the retail trade, will be driven to find other means through which to market the product of the factory."

In these words the President of one of the retail implement dealers' organizations gave expression to what, in his opinion, constituted the chief functions of the dealer who comes the nearest to being what he ought to be as a dealer. It is doubtful if any clearer, or any more definite, statement covering the duties of the good dealer has been made by any speaker before any of the dealers' conventions that have been held during the past year. There is nothing in this definition of the ideal dealer which is beyond the attainment of any man who has sense and ambition enough to keep in the implement business.

"Ever watchful to help his farmer friends to new ideas and methods," says the speaker, "the ideal dealer must be. 'Every new idea in agricultural operations, as embodied in some machine designed to meet that idea, comes to the implement retailer first of all. To him is given the high mission of introduction and instruction. His function is to convert a theoretical idea into a practical fact, and upon his experience and upon his judgement will rest the final determination, both as to method and tool. In the nature of the case, implements

must be designed for a general need, not for a special; and insofar as the horizon of the dealer is wider than is that of the individual farmer, the former is in a better position than the latter to decide upon the merits of any method or tool that may be presented to him. Thus he becomes a monitor for his community; encourages it in the use of new tools and new methods, when they are clearly applicable to present conditions; protects it from the loss that follows the employment of unsuitable or poorly devised tools and methods.

"This same function includes the dissemination of knowledge regarding experiments made by farmers in his own community, and in widening the scope of those experiments by seeing that he is posted upon what is being done elsewhere, and that the results of scientific experimentation are brought into the purview of the farmers in his community. The results of all of the experiments in agriculture, accompanied by the logical conclusions pertaining thereunto, are now so accessible and so gratuitous, that every dealer who shows the slightest inclination to supply himself with the necessary publications and information may have them galore."

Efforts put forth along this line will increase his business, and will have a tendency to check the growing evil of direct and catalogue buying, is the opinion of the speaker quoted. There can be no doubt about this. The appeal of the catalogue is one limited to price. To that dealer who, in the fullness of his knowledge and experience, is able to make the right kind of an argument from the results of his experience, and who knows that quality is a far more potent argument than price, the appeal to parsimony or cupidity presents no terrors. It is a fact, established by the experience of good dealers, that the competition of the catalogue house is a negligible factor wherever the dealer is sufficiently well posted, and where he has the courage of his convictions, and will use his knowledge to the best advantage in his business relations with the farmers.

The speaker concluded with the statement that loyal manufacturers and jobbers would be protected in their legitimate rights as well. This is a direction in which the thoughts of too few dealers run. Insistent upon the maintenance of their own rights, too many dealers forget that they owe something in the way of responsibility to the men from whom they buy their goods, and whom they presume to represent in their respective communities. To merely

allude to this phase of the question should be sufficient. Every fair-minded dealer will recognize the justice of the argument, and will see that the speaker was right in what he said. If no other consideration were apparent, the appeal to the dealer's own selfish interest should be enough. It is to his interest that he be protected in his territory from the direct selling of goods to his possible customers. That dealer who demands this, if he will really and truly represent his manufacturer and his jobber in the representation of the lines he purports to sell, will have very little cause to complain of direct selling. Furthermore, if he takes the interest he should in the exploitation of his line, he will make it so interesting to his clientele of farmer customers that even they will have little, if any, inclination to listen to the alluring strains of the catalogue song.—Implementation Age.

One of the principal objects of special sales should be to make money. No sale is truly resultful unless it accomplishes this object. The secret of successful special sales lies in the presentation of leaders so striking as to compel attention and to draw trade to the store. In the store these leaders should be surrounded by profit paying merchandise not priced so high as to preclude the possibility of its participation in the bargain suggestion created by the leaders. To prolong the interest of a special sale it is necessary to change leaders often.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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



Snap Your Fingers

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

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

Walter Shankland & Co.
Michigan State Agents

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

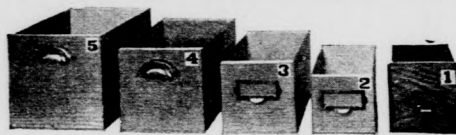
The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

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.

KEEP OUT DUST AND FLIES.

Pennsylvania Warning That Should Apply to Michigan.

Commissioner James Foust of the Pennsylvania dairy and food department has issued a circular letter to the trade, quoting the pure food law and sounding a warning against dust and flies. The circular says: The attention of the food dealers should be called, with especial emphasis, to the fact that the law requires them to take all the precautions necessary for keeping clean and sound, as well as unadulterated and properly labeled, the foods they sell, and that, during the warmer seasons of the year, when flies and other insects are especially numerous and active, and the dust of the streets is most abundant, particular care is necessary to comply with the law.

The attention, not only of grocer-men, but also of all who sell foods and non-alcoholic drinks, fruits, vegetables, meats, and the general marketer, should be called to the legal requirements above mentioned, and all such food vendors should take, during the months of June, July, August, and September, particular care to keep screened from the access of flies and other insects foods whose exterior portions are customarily consumed, or brought into contact with the mouth of the consumer.

It is likewise important that such food materials shall be so kept as not to be exposed to contact with the dust of the streets, for flies and other insects not only contaminate the food directly, as also does street dust, and render it undesirable from the aesthetic point of view, but also scientific investigation has amply proven that flies are extremely dangerous conveyors of disease germs, and that the dust of the streets in all thickly settled places carries millions of living organisms, including many of the most dangerous disease germs, so that food to which flies and street dust have had access becomes unavoidably both contaminated and unwholesome.

Grocers who desire to display on the sidewalk before their stores such commodities as vegetables and fruits should keep them upon stands sufficiently elevated above the level of the walk to make impossible their contamination by passing animals, as in the case of apples, pears and similar fruits, which are sometimes eaten, especially by children, without previous removal of the fruit skin. Such food products should be carefully protected from flies and dust by suitable covers.

Doing a Cheap Man's Work.

Last week I visited an old friend of mine who is in the hardware and implement business in a prosperous city down in the corn belt. When I entered the store and enquired for him, one of his clerks, who was demonstrating the workings of a new corn-planter to a doubtful customer, told me that I would probably find the proprietor out in the warehouse. I went out through the back of the store and finally located my friend

over in one corner of the room setting up a stove. While we were talking, a hardware drummer came in and joined our group. This drummer seemed to be a bright sort of a chap. He watched my friend in silence for a while and after a bit he said to him, with a wink at me, "There is a good chance for a man to get a place as manager of a big hardware store down the state, owned by a stock company who are at present without a store manager. They will pay \$200 a month to the right man. I'd like to find some one I could put them in touch with, for they are good customers of our house." "Say, that looks pretty good to me," replied my friend. "You know I have a pretty hard time here for lack of working capital and I wouldn't mind making a change if I could get a place like that." "Do you consider yourself a \$200 man?" asked the drummer. "I certainly do," replied the hardware man, as he straightened up and threw out his chest. "Well, you wouldn't do at all, then," the drummer said, "for that company wouldn't stand for a manager who would put a \$200 man to setting up stoves while a \$40 clerk was in the store trying to swing a hard customer. Well, I'll have to hustle to catch my train. So long." After he was gone my friend and I just sat and looked at each other until the truth of what he had said began to dawn on us. I remembered then the number of stores I had been in where I had found the boss doing roustabout work to keep his expensive clerks from doing it. If he had been asked why he was doing such work he would probably have said that he could not afford to put clerks to doing such work as that, never stopping to figure what his own time ought to be worth. I am a great believer in advertising and window display and I have often asked friends of mine who are in the hardware business why they did not do more of this. Almost without an exception I got the reply, "I would do more advertising and would fix up my store windows but I just haven't got the time." Probably at that very moment he was sweeping out the store or setting up a cultivator, doing the work he could get a good handy man to do for \$1.50 a day or less. My friend the would-be manager says he is going to follow the advice given by the drummer's "stall."—Sidney Arnold in American Artisan.

Passing of the Truck Horse.

Ten years ago the commercial motor vehicle was an infant of great promise but one that required a great deal of development before it could become of much value to the world at large. The pleasure automobile itself was as yet a very uncertain fledgling, and, as the working out of its destiny marked the line of least resistance for both capital and inventive effort, it was only natural that attention should be devoted to it to the exclusion of something not promising so immediate a financial return. But in every field of endeavor there are always some far-sighted workers who are so confident of the

future that they can not rest content in other pursuits while awaiting the advent of conditions which will make possible the realization of their aims. It was the work of such enthusiasts as these that kept interest in the commercial vehicle alive and hastened its development, despite every discouragement and drawback.

It is safe to say that there is now scarcely any field of importance in which horse haulage has hitherto reigned supreme that has not already been invaded to some extent by the motor-wagon. Sticking everlastingly at it has resulted in the introduction of the gasoline motor into every possible branch of the commercial field, from the light box on three bicycle-wheels, driven by a motor-cycle engine and guided by a boy, up to the ponderous traction train designed to establish an economical outlet for the product of mines at a distance from the railway. Between these two extremes there is apparently nothing that runs on wheels that is intended for the transportation of freight or passengers to which the motor has not been successfully applied.—Charles B. Hayward in Harper's Weekly.

Excessive Profit.

Excessive greed for profit is frequently the cause for a decline in the volume of a business. The big retail merchants and mail order houses learned this lesson long ago. Of course a small profit on a small volume of sales would not be good business, but a small profit on a large volume is good business, provided the volume is occasioned by turning the capital invested many times.

Many of the conditions that are necessary to the frequent turning of invested capital and the discovery of the methods that should be employed to make it turn, constitute a large part of the science of present day merchandising.

Among the essential conditions, a suitable location in which to do business is very important. The business should be located in the most prominent and accessible place available and there should be sufficient population to warrant an investment of the size proposed.

The methods that should be employed involve the modern ideas of buying and selling and all the short

cuts and savings of modern management.

Many of the primitive opinions of former generations will have to be put aside, for instance the idea of keeping merchandise until it can be sold at a certain ratio of profit will have to be abandoned by the merchant of to-day, if he expects to meet competition and make money.

Why throw the samples of different goods you receive from the manufacturer or jobber in the waste basket or under the counter? Give them out or put them in the delivery boxes. They may bring new customers.

The grocer who makes promises and does not fulfill them will lose many a good customer. This is a short sermon, but there is a whole lot of wholesome truth in it.

Do some sort of advertising once a week. Don't expect business to double the first time, though. Be satisfied with a steady increase.

Get your clerks interested in selling out the shelf-worn goods. The longer they stick the less money they will finally bring.

Amer. Sweeping Compound Co.
Detroit, Mich.

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

WOLVERINE ELASTIC
ROOFING PAINT

THE HIGH GRADE ROOFING PAINT

ATTENTION
PAINT USERS.

DON'T BUY COMMON PAINT for your roof.

You want wearing and preserving quality and a paint that will not deteriorate. Wolverine Paint will protect and wear longer than any other paint made. OUR BOWLETT TELLS WHY. ASK FOR IT.

This paint is unequalled for use on felt, composition and prepared roofings of all kinds, metal and shingles; for stopping leaks, for making old, dry and brittle roofings tough and pliable, for patching and repairing leaky built-up gravel roofs and for use on anything requiring a preservative paint.

Owing to its adhesiveness it is the only paint to be relied upon for patching leaky roofs with mastic or cement. Write to-day for full particulars. WFD by E. J. KNAPP & CO. BELDING, MICH.

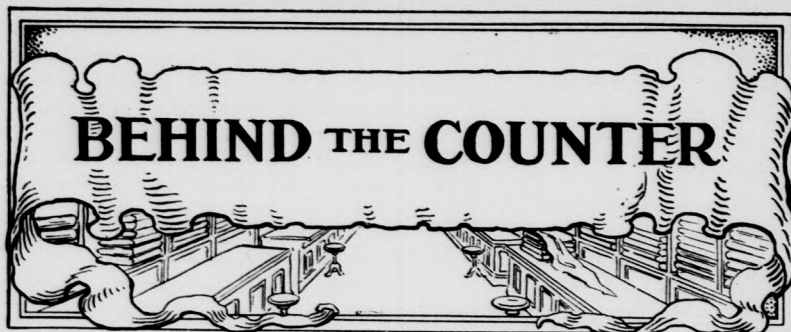
DEALERS' PRICE LIST

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

Corporal Brand Rubber Roofing	
1 ply complete, about 35 lbs. per square	\$ 75
2 ply complete, about 65 lbs. per square	95
3 ply complete, about 95 lbs. per square	1 25
Weatherproof Composition Rubber Roofing	
1 ply complete, about 35 lbs. per square	\$ 85
2 ply complete, about 65 lbs. per square	1 05
3 ply complete, about 95 lbs. per square	1 25
Weatherproof Sand Coated	
1 ply complete, about 35 lbs. per square	\$ 90
2 ply complete, about 65 lbs. per square	1 10
3 ply complete, about 95 lbs. per square	1 30
Acme brand wood fiber sheathing per roll	
12 lbs. 500 square feet	65
Tarred Felts	
No. 1. 22 lbs. per 100 square feet, per cwt.	\$1 40
No. 2. 15 lbs. per 100 square feet, per cwt.	1 40
No. 3. 12 lbs. per 100 square feet, per cwt.	1 40
Stringed felt, 22 lbs. 500 square feet, per roll	64
Stringed felt, 44 lbs. 500 square feet, per roll	87
Slatted felt, 30 lbs. 500 square feet, per roll	90
Tarred sheathing	65
Rosin Sized Sheathing Weatherproof Brand	
Red No. 20, about 20 lbs. per roll 500 square feet	\$ 31
Gray No. 20, about 20 lbs. per roll 500 square feet	31

GRAND RAPIDS BUILDERS SUPPLY CO., Grand Rapids, Mich.

Distributors of the Product of the General Roofing Manufacturing Co.
The Three Largest Prepared Roofing and Building Paper Mills in the World



AFTER THE DAY'S WORK.

Attracting the Attention.

The most of us do not want to be overlooked, even if we have to advertise our modesty.

It is noticeable that modesty is but a relative thing—as are most of life's virtues.

The big man is just as hungry after the recognition of big men as the smaller man is among his kind, as any man who has been in the advertising or the publishing business will tell you.

Modesty is a purely negative virtue.

We should aim not to be so modest as to be careful to win the consideration of those worth while.

Modesty has been of more value to the foolish than to the wise.

As a nation we are not modest—neither by nature nor by performance.

We want to attract attention—get into the limelight—either be Grand High Mixer for the Exalted Order of the Cocktail, the leader of the Coddington or President of the local commercial organization.

We have picked out some spot in the sunshine of publicity where we like to bask, if Fate and the newspapers are kind.

This trait transferred into business and society makes us a nation of advertisers.

"How can we attract attention to our goods?" is the live, persistent question of our business day—we have found that we must put "favorable" before the last word of the question.

Emerson answered it in five lines—which in one word may be given—service.

The doing of a thing better, quicker, more cheaply, honestly—nearly always wins a snug place in the spot light. It does not matter whether it is Roosevelt, the politician; Holden, the corn grower; Edison, the inventor, or the clerk who makes good.

It makes me think of the sun pulling the raindrops up from the sea. They come back to us in the moisture that makes the earth yield its harvest. So a business draws the confidence to it in proportion as it is animated by the warmth of sincere desire to serve and it is returned to the business in orders and patronage.

It does not hurt to be yourself—for you will get where you belong—where you will be happiest, for that will be where you are most effective. Businesses are just like individuals. Advertising is like conversation.

Make the application to suit yourself.

That which attracts is not clever catchlines, weird displays of type—wonderful pictures, but just common, human honesty and sincerity.

It is wonderful what the plain, simple statement, that a man in Florida had sweet oranges, ripened on his own trees, picked and packed under his own eye, brought from people who wanted oranges in this city.

Keep it simple. That's the most startling thing about those who attract the most favorable attention.

E. St. Elmo Lewis,
Advertising Manager
Burroughs Adding Machine Co.

Look After the Lookers.

There are two seasons of the year, in the spring and again in the fall, when many people enter dry goods and clothing stores with the avowed purpose of looking around and seeing the new modes with the intention of buying later. This is surely perfectly legitimate at any time, and particularly so when the departing season's styles are just giving place to the incoming modes and every up-to-date department and clothing store is or should be a school for the instruction of customers in the science of "what to wear."

Yet too often the statement of the customer that he or she is "only looking about to see the new merchandise and find out what is worn" is met by complete indifference and inattention on the part of the clerk, who fails to grasp the fact that here is an opportunity which should not be overlooked.

It pays to give the best and most courteous attention to the man or woman who is "only looking." If you show them the right thing they will decide at once, if you fail to make an immediate sale you have probably paved the way for future business.

The chances for an immediate sale with the class of customers who come merely to look are quite as good, possibly better than with the one who has her mind quite made up for some particular combination of colors or materials, and yet the clerk will cheerfully spend any amount of time going over her stock which she is fully aware does not contain the desired article, while the customer who wishes to see everything is dismissed with a few curt words. It would surely pay to give them both the most courteous attention. Your stock will not sell itself nor will it suffer from the handling necessary to show it to anyone who manifests the slightest inclination to see it. Everybody is from Missouri when it comes to buying merchandise, and those who are not shown will not buy. The

successful salesman or woman is the one who embraces every opportunity to show goods.

Clerks and Customers Match.

The kind of a clerk you need depends entirely upon the kind of a store you are running, and the kind of a patronage you have.

You must pick your clerks with reference to the work they have to do.

A young man who has spent his life working in a "general store" in a small town would hardly be expected to make a success of it clerking in a swell men's furnishing store in New York City—at least not right at first. And it is equally true that the clerk from the city would probably "set" very poorly on the stomachs of the rural customers of the store at Jink's Corners.

Every store to its taste. Here, for example, is a big seven-story, splendidly equipped dry goods store, catering to the highest class of trade. It needs and must have cultivated girls and refined men to meet the customers; the customers are wise enough to know imitation gentility from the real thing. The ten cent store can pick up almost any class of clerks, just so they are able to make change. Not so the quality shop.

The "popular priced" store, which is selling goods which are possibly in some instances a shade below the best, but is selling at low figures and getting "popular" trade, wants men and women in its employ who can talk the "popular language." They don't want the same kind of people who are needed in the swell and exclusive shop.

In picking out a clerk, pick the kind who will match your class of customers. — Topeka Merchant's Journal.

"Selling a Broom."

"You say that broom is 30 cents and this one is 40. Now, what is the difference?" The above, as you know, is a common question, and the clerk that hasn't given brooms a little thought will answer "One is heavier than the other." But that's no answer. The 40-cent one may be the lighter. Here's about the answer you'll give when you critically examine your grades: "You'll notice madam that the corn in this 40-cent broom is of finer quality. It isn't knotty and it isn't bunchy and thin like the other, consequently it will not only do more effective work, but it will last longer. The handle is smoother, not quite so thick and made of lighter, thought better wood than the cheaper one. There are five ties on one and only four on the other. One is reinforced, the other isn't." Will a talk something like that fail to bring 10 cents more from the purse? And won't the use of a broom like that in a home be a good advertisement for you?

W. E. Sweeney.

The failure of genius is largely due to over-confidence in ability with a lack of stability.

A man without ambition is like a busted bank, all building and no assets.

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.



Be a Good Loser; Don't Let Defeat Make You Sour.

Be a good loser!

If there's any one bit of advice into which is compressed the whole gist of manliness, it is that.

When you sit down to a game of cards, or of chess, or of dominoes, in order really to enjoy yourself you want to resolve two things—first, to try your best to win, and, second, to look pleasant, act pleasant and, as near as human frailty will permit, to feel pleasant, if you should lose.

The game of life and love and business needs about the same attitude of mind. Go in to win! Get to the head of the class; sell more goods than any other salesman; make more money than any of your relations; marry the girl you want! A determination to do these things will give you vim and snap. Every man's banner should bear the device, "Excelsior."

But—

Right here is where one needs to call up the reserve moral forces. Suppose you don't win? This, sad to say, happens usually to moral men. Suppose the girl you want does not happen to want you; and suppose that, after you've done your best, Smith and Robinson come out ahead in selling goods, or that, after studying until you've sprung your skull, you find the pale little boy has better marks than you at school?

Right at this point, I say, is where one sees the stuff that is in you. You are discovered. If you sulk and are sore, if you begin to give reasons why you really were the one who should have succeeded, if you decry the winner, why, you are small. That is all—just petty and mean. But if you bob up smiling, bear no malice, wish the best man luck, and do not pout, then, ten to one, you are a better man than the victor.

You have heard how nothing succeeds like success, and how the world loves a winner, and how a successful man finds everybody ready to help him to further triumphs, and it is all true enough; but there is something truer and not so generally known, and that is that the world loves a good loser.

Look about you among your acquaintances and note the ones that are the most popular and the ones you yourself like best. They are, I venture to say, not the fellows who are luckiest nor cleverest nor most capable, nor those who draw the most pay, but they are the boys that do not get grouchy, those that lose and keep good natured, those who when they fall get up and brush off the dust and go at it again as jolly as ever and do not lie in the mud and whine.

The language of the street has a word which compresses all this feeling into one syllable—"sport." When President Roosevelt told the boys in Cheyenne that he liked Western men because they were good sports he meant just what I am trying to express here. Sport, like some other words, has room for a lot of meanings; it may signify a profligate, a drunkard, and a spendthrift, just as

the word love in some base mouths may stand for shameful things; but, rightly understood, a "sport" is just a real man—a man who can take defeat and not get soured.

Some one may say: "Oh, I can stand a licking all right, and I don't mind losing out if it is a square deal. But what makes me hot is injustice. When some miserable shrimp that does not know beans is promoted over me I can not help being disgusted. When trickery and toadying and little meanness sneak in and carry away the prize from fellows who are straight and honest, then is when I grow warm under the collar."

But why? You do not understand. That is not the time to swear. That is the time to smile. Life would not be funny if virtue were always rewarded at once. To see the jackdaw with peacock feathers sticking in his tail, to see the peanut thinking he is a cocoanut, to see the frog swelling up until he thinks he is the size of a cow—all this is the comedy of existence. It is to laugh.

You might as well be a philosopher. You feel much better, and certainly those around you feel much better than if you fume and fret.

There was a heap of sense in the man in the story, who was attacked without reason by a drunken Irishman, who knocked him down and rolled him into the ditch, exclaiming: "There! Lay there, ye dom Swede." The man arose laughing. As the Irishman passed on, wondering and muttering, the man still laughed. Some one who had seen it all asked him what he was laughing about.

"That's a good yoke on that fellow," said the man. "I thought I bin a Swede—and I bin Norwegian!"

As far back as Solomon men who understood knew that the worst thing that could happen to a bad man, a cheat, a sneak or a rogue was to succeed.

It is well to remember that the end of every hog is the slaughter house. Sooner or later the butcher gets him.

The worst kind of an infidel is the man who loses his belief in the value of being straight, clean, true and kind. You may doubt the New Jerusalem and the bad place, you may be a skeptic about Gabriel and Jonah and Mrs. Eddy and Our Lady of Lourdes, and possibly you may worry along and be a tolerably decent sort of man; but if you fall into a belief in the omnipotence of skullduggery, chicanery and bluster you're sure in a bad way.

Put away all this manner of talk. It's bad. It's worse than bad. It's weak. "There's no use being honest; it's the smooth rascal that gets there. If you want to get on in this world you must bluff. The fellows who do good work are not those who get the pjlums; it's the fellows who hand out the con. Life's a confidence game. The bunko man is king."

In a sense there's some truth in that; but success is not everything. A man has his life to live. He has to keep a face that he is not ashamed to look at in the glass while he is shaving. He has to keep a mind and a memory that will let him sleep. He

has to keep a mouth fit to kiss his wife with. Most important of all, he has to keep eyes that are not afraid to look into the eyes of his children.

More than that, he wants to feel glad while he's doing it. The half of honesty is lost if it doesn't make you feel good.

"Godliness with contentment is great gain," says the good book. The fact is that discontented godliness is half rotten.

After all, the only persons who really enjoy living are the "good sports," using the term in the sense of good losers. With them it's heads I win, tails you lose. For if they win they're jolly, of course; and if they lose, at least they don't lose their good nature.—Dr. Frank Crane in Chicago Tribune.

Getting Clerks' Suggestions.

Window displays, the interior of the store and the personal service of clerks all bear on the pulling qualities of advertising. A merchant in Southern Wisconsin who recognizes this has the printer furnish him with a number of proofs to be distributed to every one of his clerks, with instructions to read the advertisement carefully so as to be thoroughly familiar with the special inducements on certain days or weeks. After reading the advertisement each clerk signs his name in the margin of the paper and offers new suggestions that might increase the pulling qualities of the advertisement. By doing this the merchant not only makes salesmen out of his clerks, but he gains new ideas from them; they feel a

personal interest in the business and each one is especially anxious to make a big success of any sale in which any of his suggestions are incorporated.

Adoption of their suggestions intensifies the clerks' interest in the store. It makes them feel that every effort put forward to increase sales is appreciated; they begin to study the reasons for successful sales and learn to back up the printed advertisement with personal efforts. Unconsciously they train themselves to be something more than mere order-takers.

Michigan's Ban on Stamps.

The Michigan Legislature has enacted a drastic anti-trading stamp law. In it is a provision to the effect that it "shall be valid to the fullest extent possible, and its invalidity in any feature is not to render the remainder of it inoperative."

This bill should satisfy the most rabid anti-trading stamp merchants in Michigan. There is no doubt on that score. The only question arising in connection with the new law is, Will the courts sustain it? We say this, because there is no doubt that the trading stamp concerns will attempt to knock it out by appeal to the courts. They have a record as finish fighters, and so a strenuous attack on Michigan's new law may be expected.

The retailers should do their full part in support of their law; doubtless they will. It was enacted in their interest, hence they should be its chief defenders.—Grocer's Criterion.

We never have to apologize
for the quality of

Ceresota Flour



Judson Grocer Co.

Distributors

Grand Rapids, Mich.

MAKING ARTIFICIAL EYES.

History and Methods of Important Germany Industry.

Consul General Frank Dillingham writes from Coburg, Germany, describing the German manufacture of artificial eyes and the history of the industry:

"Probably ever since the beginning of the world civilized people have endeavored to hide or remedy any flaw in their appearance such as the loss of an eye would cause. How this was done by the various nations is difficult to say. Up to the present time no discoveries have been made that would offer enlightenment on this subject, and even the best known archaeologists can only express suppositions. There are, it is true, a few unauthenticated accounts as far back as the Middle Ages, but the first reliable report is given by the French surgeon, Ambroise Pare, in 1560.

"Two kinds of artificial eyes were known to him—the eklepharos and the hypoblepharos. The eklepharos was made by painting the eye and all the surrounding parts as far as the brows on a plate, which was placed in front of the eye socket and held in position by a string tied over the head. The hypoblepharos was used in a manner similar to that of to-day, being put behind the eyelid, in the eye socket itself, and was composed of a metal shell of copper, silver or gold, covered with enamel and glass fusions. It is thought that Augsburg was the source of the enameled shells, whence the art was taken to France, and as German art industries were ruined in the Thirty Years' War, Paris became and remained the center of all cosmetic remedies (among which artificial eyes were reckoned until comparatively recently, when they became recognized as a hygienic remedy). There are still opticians in Germany who advertise their eyes as 'finest Paris eyes,' although they are marked with German stamps, and no less than 80 per cent. of the eyes now sold in Paris and the rest of France are said to come from Germany.

"It was only at the close of the eighteenth century that these artificial eyes really became of practical use, it being then found possible to do away with the metal shell altogether and employ only enamel and glass. The material used was a soft lead glass, easily shaped but also easily destructible, and an eye had to be renewed every three or four months to prevent the socket from becoming affected. The high cost of the eyes added to this fact made their use possible only for rich patients. The French have up to the present day kept on using the same material and technique.

"It is known that in the middle of the nineteenth century eyes were made by enamelers in Dresden, Prague, London and Stockholm, and in Thuringia, in this consular district. The Thuringian makers differed widely from the others in that they were not enamelers but glass blowers working in connection with

the porcelain-painting industry, whose endless and untiring experiments resulted in the discovery of an ideal material, cryolite glass, the use of which led to a new technique in eye manufacture. Moreover, there can now be produced all the characteristics of the human eye which had not been possible in enamel work. As late as 1880 all artificial eyes, no matter where made, showed a pronounced boundary line between the iris and sclerotic, or outer covering of the eye. They touched one another, while in the human organ the sclerotic turns into a transparent coat called the cornea. The sclerotic is lined with a highly pigmented membrane called the choroid, which changes according to the age and state of health of the eye. Attempts to imitate this peculiarity of nature were finally successful, so that now this choroid can be produced to suit every case.

"With this discovery the last link in the chain for producing an imitation of the iris was arrived at, but by far the most important matter, the shaping of the eye, remained defective and needed improvement. The new prosthetic eye received the name, 'reform eye.' To be of value, however, it must be made to exactly fit the eye socket.

"To-day it is possible to give to the 'reform eye' any form desired, and in most cases they can be worn even at night, thereby preventing the lids from sinking into the socket and the lashes from sticking together. Besides their undeniable cosmetic and sanitary value, these 'reform eyes' have the additional advantages of greater resisting and lasting qualities, as regards breakage and wear, and their introduction has at last given the prosthetic eye the place due to it as an indispensable hygienic remedy.

"At times attempts have been made to replace the breakable glass by vulcanite or celluloid, but such efforts have long since been given up as useless. The fragility of artificial glass eyes and their sudden cracking through changes in temperature can be reduced to a minimum by careful work. If eyes crack without apparent cause, it is usually a sign that they are cheap, so-called 'stock' eyes, where quantity rather than quality is aimed at.

"In 1852 the method used in France for making eyes was as follows: On the broadly pressed end of a small, colorless, transparent rod of enamel the pupil was first made, and the iris was then formed on this by means of a small, thin, pointed, colored enamel rod, the designing of the iris being made possible by melting the point of this rod. In Paris the good eyes are now so made. A glass tube, closed at one end and of the color of the sclerotic, is next blown into the form of an oval, and in the middle of this a hole is melted, the edges of which are rounded off evenly and pressed a little outward. The iris is then placed in this opening and well melted in. A thick coating of glass remains behind. The eye is rounded off, the projecting rim of the white coat is smoothed with a metal rod, and this coat is thereby joined

to the sclerotic. By means of a thin, pointed, red rod the blood vessels to be seen on the hard coat of the human eye are then melted in. The superfluous back part of the eyeball is melted off, thereby giving to the eye the desired form. The eye is finally placed on hot sand, where it becomes gradually cooled off.

"Glass eyes are made in a different manner in Lauscha, the center of this industry in Germany, situated in this consular district, about twenty-four miles from Coburg, where their manufacture is altogether a house industry. The eyes are usually made by one member of a family, and the art is handed down from one generation to another. A gas flame is used for melting the glass and the method of manufacture is as follows: A small drop of white glass is put on the white blown ball from which the sclerotic is to be made, and is then blown so as to make a circle about eight millimeters (0.315 inch) in diameter. On this circle the structure of the iris is built by means of thin, variously colored glass rods. A drop of black glass makes the pupil. Over the finished iris, crystal glass is melted in order to imitate the cornea. The further manufacture is similar to that given in the first description."

Changing the Calendar.

That this is a restless age has been demonstrated by many events and developments in recent years, but seemingly people can not content themselves with the existing status of anything, but are constantly seeking for novelty and change. A little while ago some ingenious persons sought to bring about a reform of the clock by the act of the British Parlia-

ment so as to compel people to waste less daylight. It was proposed to put the clock ahead of the actual time in summer, so as to fool people into earlier rising, and put it back to the correct showing of time in winter. Of course, the measure was not

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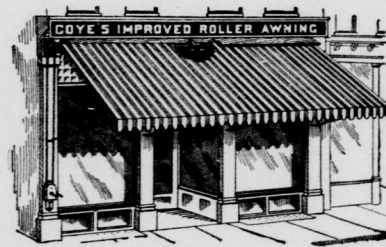
Consumers Lighting Co., Grand Rapids, Mich.

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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.

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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

adopted, but it attracted a good deal of attention.

Now a number of enterprising individuals propose to reform the Gregorian calendar, and this time the movement is not confined to England, but is quite widespread. A German authority, for instance, would divide the year into thirteen months, each of an equal number of days, with an odd day not considered in the calculation. On the other hand, a British reformer would remodel the calendar by making the year exactly fifty-two weeks, by not counting the first day of the year. By such an arrangement every date would always fall on the same day of the week in every year, and would prove convenient for business people, as well as the public generally, by rendering an annual revision of calendars unnecessary.

The difficulty to be encountered in all such proposed reforms is the slowness of human nature to accommodate itself to a change in accustomed habits. The churches, for instance, would object to any arrangement that would interfere with the orderly succession of Sundays, and should the odd day prove to be a Sunday, they would rebel against celebrating two Sundays in succession, or two in a single week.

History shows that the world is very slow about revising its calendar. The Julian calendar endured for the greater part of 2,000 years, and it is yet adhered to in Russia. The Gregorian calendar, which is now the accepted authority almost everywhere, was not immediately adopted, as England held out against it for a long period, and only finally adopted it after long debate and much opposition.

As the present calendar seems to serve all purposes fairly well, and as all scientific observations and data are now based on it, one may be pardoned for questioning the wisdom of the reforms which are being proposed. A new calendar will not change the revolutions of the earth, or the orderly progress of the celestial system, nor lengthen nor shorten days, hence what is the use of creating all the confusion which the adoption of a new calendar would entail? The objects to be gained are no compensation for the worry and trouble that would be involved.

Work for Country Girls.

When we shall come to realize that according to our national census there are only two-thirds of our entire population in the rural districts, while the other third are in towns and cities, and that the two-thirds are expected to grow the food and the cotton and wool for themselves and the other third, we will understand that agriculture is the most important industry in the entire Union.

It is from this point of view that not only must everything possible be done to make life on the farm more agreeable and attractive, so as to stop to some extent the flocking of the country people to town to live, but there must be a great revival and improvement in the methods of farming.

In this connection it is interesting

to know that by the formation of corn clubs the boys of the country districts are developing a zeal and enthusiasm for farming that are most promising, and now comes the news that the girls in the agricultural regions of Mississippi are forming Tomato Clubs.

Possibly these fine country girls will not limit their products to growing tomatoes, but if they should, they will be on the way to accomplishing something extremely profitable.

There are hundreds of millions of cans of tomatoes packed in the United States in a year, and nowhere can this succulent and universally popular vegetable be grown to greater advantage and ripen at an earlier date than in our Gulf States.

Tomatoes will not bear transportation or keeping in their natural state like such vegetables as potatoes, cabbage, lettuce, celery and many others. Therefore, in order not only to put them in market throughout the Northern States and regions of the continent, but to make them available for table use at all seasons, they are packed in air-tight cans. The canning business can be carried on anywhere, but wherever done an abundant supply of the fruit is necessary, and if a cannery is established in any town on a railroad in our states it will take all the tomatoes grown in the country round, and the finer the tomatoes the better they are for canning and for use after they have been canned.

Every tomato club whose location is in easy reach of a canning establishment will find ready market for all its product, and such clubs, if carried on properly, can make money for their members.

Human beings must have food, and the business of growing it for the billion and a half population of our earth is the biggest in the world. Our Southern girls can take a profitable part in that vast industry without compromising their position as ladies, fit to be the wives of the best men in the country.—New Orleans Picayune.

What of the Future?

Will the time come when the country town general store, as known to-day, ceases to exist?

Possibly. There are indications that within ten years the typical country store of to-day may become a real department store.

There are other indications that it may cease to exist almost entirely, due to the general decadence of our country towns as a result of continued and perhaps accelerated concentration of population, commerce and industry in great centers.

There are still other indications that the general store may be replaced by single-line stores—that is to say, instead of a half dozen or more general stores in a country town, each carrying a little bit of everything and not much of anything, there may be exclusive dry goods stores, exclusive clothing stores, exclusive shoe stores, exclusive grocery stores, and so on.

This latter plan is really the ideal arrangement, for its adoption would mean better, cleaner, fresher, larger, more attractive stocks than are pos-

sible under present conditions. It would make every town having them a far better market town.

Nowadays every general store has a grocery department and in most cases it is the least profitable department of all. If the average country town had two clean, up-to-date grocery stores, with well-assorted stocks, constantly turning and therefore always fresh, it would be much better off than with the present half-dozen "departments." And the same is true in other lines.

Most retailers will consider the suggestion too impracticable for serious consideration. But the few who understand the underlying causes of the enormous and growing amount of buying done in the large cities that ought to be done in the home towns will see the point. They may be able to induce their brother merchants to join in a "trading bin" in which Jones takes dry goods, Smith takes clothing, Brown takes shoes, White takes groceries, and so on, each taking from the others their stocks of goods in his chosen line and giving them his stocks in their line, differences in invoice values being settled in cash or by note.

Truly, it does seem much like an iridescent dream—but some time some where a bunch of live-wire retailers will do this very thing with results so satisfactory that others will follow.—Omaha Trade Exhibit

We are not suffering so much from the high cost of living as we are from the high cost of waste.

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GRAND RAPIDS

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The Clover Leaf Sells



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If you wish to locate in Grand Rapids write us before you come. We can sell you property of all kinds. Write for an illustrated book.

Kent State Bank

Main Office Franklin St. Faring House

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - 250,000

Deposits
6 Million Dollars

HERBERT IDEMA - - - - President
J. A. COOPER - - - - Vice President
A. H. BEAUFORT - - - - Asst. Cashier
CARPENTER BEAUFORT - - - - Asst. Cashier

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For cash advances prior to building business with us easily by mail. Write us about it if interested.

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Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2 % if left one year.



Freak Shoes of To-day May Be Styles of To-morrow.

Freaks of to-day are styles of to-morrow.

This is only one way of saying that styles move in cycles, and that the shoe trade is in a state of evolution. Ready examples are found in the high toe shoes, a freak style a year ago and a correct style to-day. Or in fabric shoes, by some denounced as freaks two years ago, but accepted as good style to-day.

With each change comes improvement. In the haste of the day's trade the betterment often is not noticed; but in the long period of years it is very apparent.

For illustration, evolution in apparel has led people to abandon garments of skin, in which they once clothed their entire bodies, and to put on garments of fabric. Boots and shoes and gloves are the sole articles of apparel made from hides and skins, which people now commonly use for clothing their bodies. (There is the exception of furs, of course.)

Footwear is even now yielding to the slow evolution in apparel, for fabrics are taking the place of hides and skins for boots and shoes, and fabric gloves long ago appeared.

The man "clothed all in leather" disappeared centuries ago. It looks as if this century might perhaps see the time of the man "clothed without leather."

Furthermore, in the argument that with each style comes improvement, high toe shoes that were freaks yesterday and are styles to-day, are now frequently praised as a good looking, healthful and economical kind of toe.

They give room for the toes of the feet, and they save on stocking bills, for they do not bear down on the fabric and chafe it away. So, after people got familiar with the style that they once smiled at, they found good in it. Such is human nature.

Yet people are not wholly satisfied with high toe shoes. They seek something different to please the desire of the eye for novelty and something better.

So, some manufacturers are lengthening the vamps of their shoes and others are rounding their toes. The designers keep watch of the situation, wondering if the tendency towards longer vamps will extend even to the six inch long vamps that the French people so admire, and if the tendency to rounder toes will lead to toes as broad as those that the Puritans wore.

As the cycles of style revolve they often bring an old style in a new form, and the public eagerly seizes

upon it as something entirely new. It is not that the people have forgotten that the style once prevailed. It is that the manufacturers have modified and improved the style so that it looks new.

Here are the Colonial slippers, for instance, once again coming into fashion for street wear, as well as for party wear. The tongue and buckle slippers are a near three centuries old style. Yet they are a "new" style to-day.

They are new to-day because the manufacturers make them more finely and adorn them more handsomely, so that they are as far superior to the ancient slippers as an auto is superior to a stage coach.

Another instance of the cycle of fashion bringing up an old style and making it new is found in the "bare-foot sandals," which will be commonly worn this summer.

The Egyptians wore barefooted sandals 4,000 years ago.

Street shoes adorned with brilliants and imitation of precious metals and stones are not new, for the Romans had them in their days of luxury and used real gold and silver and genuine gems.

High top boots were worn in the Middle Ages.

White boots were in fashion among princesses of the Nile in Egypt's ancient civilization, and silk shoes were worn in China 3,000 years ago.

Almost every style has its precedent. Each new style is different from the old. The progressive designer, consciously or unconsciously, takes something old, perhaps something that was fashionable when Methuselah was interested in college styles, and adds to it some improvement, and he gets a new and valuable style according to the improvement that he has made.

It is the workmanship that counts most, the character and the artistic refinement that the maker puts into his shoes, that makes them stylish or otherwise.

So the man who buys shoes and seeks to determine styles accurately chooses not shoes that are merely different from shoes he has hitherto seen, but shoes that contain the standard merit with which he is familiar, plus some improvement.

He bears in mind that styles move in cycles, and that each movement should be a step ahead, not a step backwards. The "freak" shoe of to-day may not be a foolish shoe, even although it is so denounced. If it is an improvement over shoes formerly made it will certainly be the style shoe of to-morrow.—Fred A. Gannon in Boot and Shoe Recorder.

Stealing From Himself.

"Did it ever strike you," said a Philadelphia retailer the other day, "that a man who permits his people to misrepresent his goods is simply stealing, not from his customers but from himself? It is a fact although you may not have been aware of it."

"In the first place the only thing that a merchant has to depend upon for his success is the good will of his trade. Of course, there are exceptions to this rule. There are businesses in which it is only possible to sell one person one time, but I am talking of the shoe store. A shoe retailer who would only look for one purchase from each customer would soon go broke. He could not continue in business for any length of time outside of a very large city, and here only in certain favored localities."

"The ordinary shoeman who conducts a store, say in a residential neighborhood, must depend upon developing a steady trade for his success. To do this he must be willing to take a fair profit, give his customers the best product that the price will yield after this profit is taken out and be prepared at all times to stand back of every word that is said about the shoes themselves."

"It has often been said that the man in the street knows nothing about the shoes he wears, and this is true in one way while it is altogether false in another. He may not know when he sees a shoe whether it is goat or sheep, coltskin or side, calf or split. He may not know the dif-

ference between Goodyear welt or standard screw process; but he does know that a pair of shoes costing him, say, \$4 should look right and should give him a certain amount of wear."

"The shoeman who misrepresents a shoe to such a customer may get away with it, but it is extremely doubtful if he ever sells that man a second pair of shoes, and so he is stealing his own trade from himself and sending it as a present to his competitor."

Have you made any sort of a real effort lately to add some new names to your list of customers? Don't you think that it would be a good idea to make such an effort?

Don't be so foolish as to buy good space and fill it with weak advertising talk. Write strong advertisements.

Detroit Rubber Co.

WHOLESALE OF
RUBBER FOOTWEAR
DETROIT.

Mayer LEADING
LADY

Fine Shoes for Women
Satisfy the Trade



The
K. G.

This shoe is cut from plump kangaroo grain leather. It is a seamless, medium priced, unlined everyday shoe that gives splendid satisfaction for hard everyday wear. Also made in blucher.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

An All Wood Sale.

When trade drops off a little and the shoe dealer wishes to renew the attention of the public in his store a novel idea to utilize as a window puller and as a findings sales' promoter is a special wooden sale. There are many articles of wood which have a direct relationship to the stock in the retail store and which form an addition to its merchandise.

Wooden shoes, trees and forms, wooden sole shoes, dancing clogs, wooden heel slippers, wooden handle buttonhooks, antique bootjacks, pegged shoes, shoe shining brackets, brushes and compact cabinets and even articles of a souvenir nature, can be utilized as profit-making merchandise in special wooden sales.

In preparing such a display an extension sign painted on rough board will first meet the eye of the passer-by; or the invitation to the sale may be printed on paper the color of imitation of wood. The forest reserve problem of a local issue offers an opportunity to make an admirable hit by featuring specimens of wood, together with photographs or window cards dealing with conservation of natural resources. A dealer may even build an attractive window by designing a center piece of a wooden display of an old-fashioned shoemaker's seat or bench of wood. If he has a cobbler in connection with the repair department of his store he can make the exhibit a live one through introducing the cobbler into the window where he can whittle pegs and complete the operation of soling lumbermen's shoes. As an educational exhibit the old-time window would be well worth developing, for few of the younger generation ever witnessed the works of an old-time shoemaker.

Wooden shoes can be merchandised in many communities where the people are employed in damp places, brick yards, breweries or dairy farms. Wooden heel dancing slippers would make an interesting contrast to the heavy wooden sole shoe and additional heels might be obtained through the salesman to show construction of the heel and heel seat and the kind of pyroline finish. A tray of shoe pegs in connection with pegged shoes for workmen may be shown. Shoe shining kits including box, footrest, brushes and dauber should be made a special display.

Possibly the best sales maker of them all is shoe trees. The public is gradually being educated to the fact that the use of shoe trees adds to the life of shoes. The newer shoe trees are adjustable to various sizes and widths. Then there are sales opportunities in ventilated forms.

A number of lasts used in the window will educate and furnish ideas to customers as to their shape and characteristics and they furnish good talking points to the retailer who wishes to make this exhibit an educational one. It is even possible to get at the hands of the last maker a display showing the evolution from the maple block to the finished product. Wooden handled tools, buttonhooks and stretchers could well go

with the display. The window could be made harmonious through the use of wooden display fixtures.

This idea of a wooden sale would find favor in many of the mining, manufacturing and lumbering towns, and if certain of the advertised articles could not be used it is an easy matter to utilize the fundamental idea of a special wooden sale by making a unit display of some such feature as the evolution of the last—the shoemaker of a generation ago or, if it is possible, to borrow from some exhibit a number of Japanese wooden shoes, shoes from Holland or from any part of the globe where shoes of wood are in common use so that an exhibit could be arranged on the footwear of the world.—*Boot and Shoe Recorder.*

The Matter of Profit.

To make money is the object of all business.

Anyone can do business. First, if he has plenty of money. Second, plenty of stock.

But the man who builds successfully with little money and little stock—he deserves great praise.

To increase sales is the great ambition of all merchandise men, but to sacrifice the profits in attempting to do this is a mistake made by many business men. Anyone can increase the sales by continually dumping new goods into the store, and spending great sums to advertise the event. The new goods are sold, naturally.

A profit is made. But how about the old goods that must be sacrificed later, and the merchandise that is carried over by reason of forced increase in sales, thereby offsetting this profit? There are certain times in the year when no attempt should be made to increase sales.

Sell the merchandise on hand—it is a better profit. But new goods, certainly.

Increase your business, if possible—but not at the sacrifice of jeopardizing the department.

Waste no goods.

Waste no equipment.

Waste no opportunities.

Waste not; want not.

Knowing the Goods.

"Knowledge is power," in business as everywhere else. To conspicuously succeed at retailing, a man must have at least a fair knowledge of the goods he sells. The more accurate and complete his knowledge, the better. It can not be said to be always safe to buy on the word of another merely because that person happens to be a friend. However friendly, he may not be supposed to know the exact conditions of your trade or the quantity of goods you would need. Besides, he has a selfish end to gain. He makes his living selling goods, and the more he sells the better living he makes.

A retail merchant even needs knowledge to protect him from the avarice of his friends. You must know something about the merchandise you handle if you expect to be very successful at selling it. How can you be sure of pleasing your customers if you don't know the quality, character and value of your wares?

The "Bertsch" Shoe For Men



Last 36—All Leathers

Is finding more friends every day.

We are now making this line in Vici, Gun Metal, Patent and Tan Leathers, both in the high shoes and oxfords. You can retail these shoes from \$3.00 up. They would be winners at a much higher price.

Send us your orders. We can supply your needs quickly.

They Wear Like Iron

Herold-Bertsch Shoe Co.

Makers of Shoes — Grand Rapids, Mich.



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.

Personal Letters

As Aids To The Building Up A Trade

At the annual meeting of the Federation of Nebraska Retailers, C. E. Johns, of Grand Island, Neb., read a paper on personal letter advertising and some of the things he said may be taken to heart by the hardware dealers as well as general merchants.

The retailer of to-day, he said, who doesn't use personal form letters in his advertising is losing out. There's a lot of alfalfa growing in his front yard that the mail-order houses are harvesting. They are busy at it, too.

You've either got to adopt the letter writing habit or else pass up a lot of good business that should come your way. Between the two, choose the letters—it's the easier way and more profitable.

There's a lot of merchants who are not getting the worth of the money they spend in newspaper advertising because they insist on running the same advertisement week after week in the papers. How long would a newspaper man expect the people to read his paper if he didn't change his news? How many times are the people going to read your same advertisement? Change them. Newspaper advertising is good if you'll do this. But if you would add to the effectiveness of your newspaper advertising—if you would get closer to the man whom you want to read that advertisement—use the personal letters. Supplement your newspaper advertising with real, live, business-getting letters.

Most of us advertise to the farmers because they are the boys with the coin. Their trade is worth going after, so we'll go after it. And now—do you think for a single minute that the farmer is going to open the weekly newspaper and look at your advertisement the first thing when he looks over his mail? Not by a long shot. That personal letter you wrote him is going to attract his attention first. He'll read it all and like it, too. He will appreciate getting it. It will make him feel good to get a letter from you. Now remember, if you wish to get right close to the farmer—the man with the coin—use letters.

In getting up these letters, make them like yourself and like your store. Don't create a wrong impression of your store in the reader's mind. Put good nature into your letters and when the man comes to your store, greet him with that same good nature. The merchant in the front of the store with a smile and a pleasant "Good morning" has a big advantage over the fellow with a frown in the rear of the store. If you've got a frown—go down cellar and get rid of it. Frowniness is catching. Don't let your customers get it.

The letter with a bit of good cheer in it, beats a cold, indifferent one. So put a portion of good fellowship into your letters. Make 'em like your-

self. The fellow that reads your letters and comes to your store wants to meet the you of the letters. The letter that gets the business is the one that looks the reader squarely in the eye and talks to him. It's not formal—it's just good plain horse sense on paper.

Get up a good mailing list. Have your clerks help you. Every farmer on the rural routes out of your town ought to be listed. One of the most successful stores in the world is using a card index system. Every man in the community has his name on a card. If he has a family, that is mentioned—for this store sells children's garments. If he owns his property, that is noted. His rating, good, bad or indifferent, is down on paper. You merchants can see the value of a rating system like this. A whole lot of information can be placed on these cards and although it will require some time to build up such a list, yet the successful business house of to-day is doing it.

Then, with your list, it's an easy matter for a clerk or your stenographer to fill in the names on an imitation typewritten letter which can be produced at your printshop or printed in your store by any one of the various machines now on the market.

Another thing, while I think of it. Most of the houses that you do business with will gladly furnish you with enclosures for these letters, provided you agree to mail them. Enclose these in your letters. Co-operate with the men who sell you goods. It pays.

Personal letters are the most direct—the most forceful way—the best way to reach the farmer. Ask the wide awake fellows if they wouldn't rather talk direct—face to face—to the man they want to reach, than by going at it in a roundabout way through the newspaper, and taking a

chance that the man they want to reach might read it. The opportunities of doing business through the personal letter are great. It will create new business, rejuvenate the old customer and bring in the new ones.

If a Chicago mail-order house can write a man eight or ten letters and induce him to buy a monument from them for the family lot over there in the cemetery and make it pay, you certainly can afford to write a letter or two to the young couple that's just got married and are wondering where they are going to trade, or to the man who just moved in and hasn't found "his" store yet, or the fellow who needs furnishings for his new home. If you want these people's business, go after it in a direct, forceful way—with a straight-from-the-shoulder proposition that it's to their advantage to trade at your store.

If the persistent mailing of personal letters by a Chicago house built up a million dollar business for them—at your expense—why in the world won't the personal letter habit pay you? You're there to back up your letters with personal service. You've got the Chicago bunch on the hip, if you get in the game. Do you expect all the people of your community to come to your store unless you give them an invitation?

There are several things you must consider in getting up your sales letter. It must contain:

First—In the opening, something that will attract the reader's attention, that will hit him in the vital spot and compel him to go farther into your letter. Get away from the cold, formal way to start. Better say right in the first paragraph, "Hello Jones," than to say, "It will give us much pleasure to have you call at our store the first time you are in town."

What in the world does Jones care about your pleasure? He's not going to be interested in this letter if it's all about your business instead of something to his interest. Do not push yourself in too much. Tell Jones you are writing this letter for his good, his benefit, his profit. Jones will sit up and take notice when he sees something coming his way. Make

it his proposition—his letter. Say something different in the start. Get Jones interested then and he'll read the rest of the letter.

Second—Picture your proposition in his mind in a way that will appeal to him—always considering his interests above your own.

Third—Create in his mind a desire to get in on your proposition by showing its values and its advantages to him.

Fourth—Persuade him by showing how he must need what you have to offer.

End your letter with a clincher. Gently impress it on his mind that he must come to your store. Don't leave a loop hole for him to get out at the very end. Insist that he come—that he buy now—to-day—not tomorrow.

Now then—we'll suppose that Jones is a new man who just moved into your community, and you want his business. You've just mailed him a cordial letter to come in and get acquainted. Now get busy on the quiet and look Jones up; find out if you can, what his long suit is. Perhaps it is Poland China hogs, Hereford cattle, corn, wheat or spuds. Maybe he's a crank on politics. Maybe his wife has social aspirations. Find out. Get the facts some way. Usually you can get this from your rural route man in the course of a conversation. Like as not, Jones mentioned to the route man that he was going to have some corkin' good Langshan chickens at the county fair this fall. Make a note of that fact on a card index which you ought to keep. Along comes Jones to your store in response to your invitation. He tells you who he is. You give him the "glad hand." Then lead up to the Langshans—you're interested in that particular brand of chickens, too. You have hit Jones in his weak spot. You have him coming and then if you are the business man you ought to be, you will keep Jones for a steady customer, always keeping in mind that Jones likes Langshans and so do you.

Now then, you wonder how you are going to keep in mind that Smith raises Poland Chinas, Jones likes Langshans and Johnson's hobby is

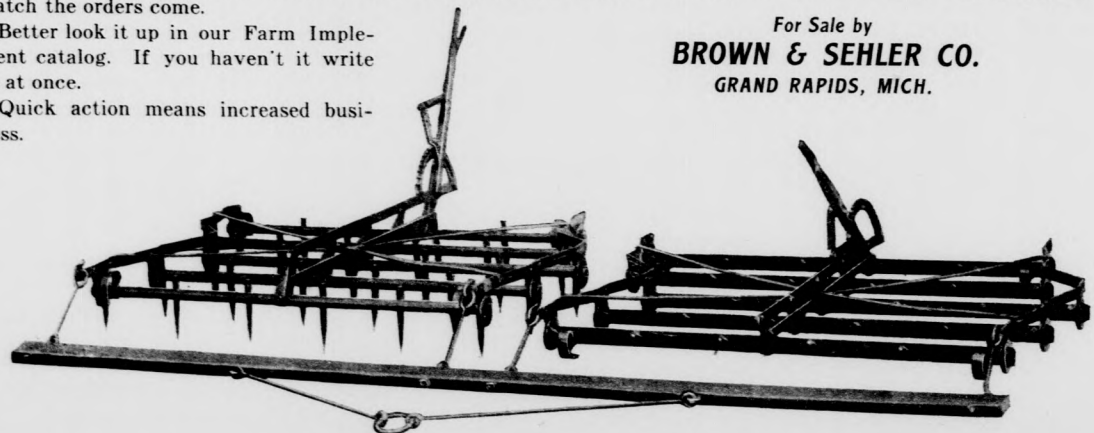
THIS "GRAND RAPIDS" U-BAR HARROW

Opens up new trade for every dealer. Its points of superiority over ordinary harrows are many—its perfection is assured by the strongest kind of guarantee. You can SELL the Grand Rapids U-Bar. Get one "on the job" and watch the orders come.

Better look it up in our Farm Implement catalog. If you haven't it write us at once.

Quick action means increased business.

For Sale by
BROWN & SEHLER CO.
GRAND RAPIDS, MICH.



Reid's Yellow Dent corn. Use the card index. Put the information about the man down on the card, keep the index handy, so that if you forget what the man's particular hobby is when he comes to your store, you can glance over the list and then get busy.

These are merely incidental things which go toward the success of personal letter advertising.

Stick mighty close to the truth in your letters. Study the Bible. Don't make a single statement that you can't back up.

Now, Mr. Merchant, wouldn't it be a great thing for your business if you could make every farmer in your community a visit, jolly them up and give him a personal invitation to call at your store; show him how it is to his interest to come? You can make the little personal letter do this work at a very small expense and get the same results.

Because you have tried a letter or two sometimes in the past and it has failed in getting the results, do not think the personal letter system is a failure. It isn't. The business letter, the good, natural, interesting form letter is the greatest opportunity you merchants have to-day to increase your business. It will bring you new customers, warm up the old ones, bring new business and get you the coin. Its possibilities are great, its scope unlimited. The harvest is ready. The personal letter is the ideal method of bringing the shekels into your store.

Fountain Pens As a Hardware Side Line.

It is a generally accepted theory in business that any profitable merchandise outside of dry goods and groceries can go into the hardware store. This may be putting it a little strong, but in a broad way there is truth in it. There has certainly been a most decided tendency to branch out away from the cut and dried in search of profit-producers that can be added with comparatively little additional selling expense and many dealers have tried fountain pens to find them one of the lines that filled the bill.

Most hardware stores are crowded for room and it sometimes seems as though every available inch of space is working. In most places this is real, but in a few stores it is imaginary.

Pen manufacturers, realizing this condition, have put out all sorts of space economizing little cases that fit into store nooks and corners or on the tops of larger cases. These are generally so made that they will accommodate nothing but the pens for which they were intended and from the mere advantage of a case full of one thing gain selling force. They are a line that can be sold from a visiting standpoint and are often bought by the man who just came in to look around or who visited while waiting for change.

There are a few things quite essential to the successful termination of plans that introduce a new line of this kind. In the first place poor fountain pens are not what the public are clamoring after. A pen, like any

other much used article, must have quality if it is to endure, and a good pen business can not be established on the kind that retails for 95 cents. A new line like this must be given a window display introduction to your customers and should at the same time be liberally advertised in the local paper.

Manufacturers show more than a desire to meet us half way on advertising and some very attractive window displays and signs are yours for the asking.

Drug Clerk and the Law.

At the meeting in February of the National Association of Pharmacologists Vice-President Chas. H. Bowersox, of Columbus, Ohio, read a paper on the law and its observance by the conscientious drug clerk. "Every drug clerk," he said, "should be familiar with that portion of the law that pertains to his vocation, and he should disapprove of, and refuse to do, that which is legally or morally wrong."

"I believe that the majority of the clerks employed in pharmacy are conscientious and law-abiding and would refuse to stoop to 'homely' methods, but I am sorry to say that there are a few of whom we can not say this."

"During an experience covering many years in numerous pharmacies I came in contact with more than one clerk who was inclined to disregard the laws."

"In calling attention to the illegal transactions I was told in each instance that he simply followed instructions that had been given him in the store in which he served his apprenticeship."

"If the clerk happens to fall into the hands of a dishonorable pharmacist will permit himself to follow the illegal practices taught him by his employer, he will go from bad to worse and begin pilfering, in which case he is apt to come to grief in the very same store in which he received his first lesson in dishonesty—being kicked out of the rear door by the very same man who welcomed him in the front way."

"Some years ago, at the solicitation of a friend who thought he was doing me a kindness, I was persuaded to make a change in situation."

"I had been with the new firm but a short time when I discovered that they were notoriously lame in the matter of complying with the laws pertaining to their business."

"The store was quite prominent and the position paid a very good salary; but I left their employ after discovering that all connected with the establishment were expected to ignore the law—I preferred an unsullied reputation to the position and the salary connected therewith."

"I was afterwards told by a relief clerk (who had a similar experience), that he once clerked for a well-known firm who, habitually, persistently and constantly violated the law. The members present may enquire how can we obliterate this limited, although far too much law-violating business?"

"To this I would reply: By doing our duty."

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.

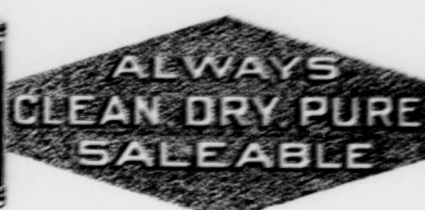
Reynolds Flexible Asphalt Slate Shingles resemble slate in appearance and add much to the looks of a building. They lay as easily as wooden shingles—do not color rain water and are fire resisting. With the use of Reynolds Flexible Asphalt Slate Shingles the most durable part of the building will be the roof.

Send for trade prices and agency proposition.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.



We're Reaching 55,000,000

People with our advertising of

SHAKER SALT

"The Salt That's Always Dry"

You're going to sell more SHAKER SALT this year than you ever sold before, and sell it easier, because we're doing more advertising than ever before. We're also giving your customers valuable premiums in exchange for SHAKER SALT trade marks, in addition to the Library Slips they get with each package. And the dry, loose, free-flowing, PURE salt itself will cause every customer who tries it once to keep on buying it, so the trade you start now will stick to you.



"Co-operate and Co-profit With Us"



Shoe Store Insurance

Mutual Company Under The New Law Will Mean Cheaper Insurance To Shoe Retailers

One of the enactments of the last Legislature was the bill introduced by Senator Cartier to authorize the incorporation of shoe dealers' mutual fire insurance companies. The bill passed both houses and was signed by Governor Osborn and is now a law. The measure was fathered by the Michigan Retail Shoe Dealers' Association, and Geo. Bode, of Fremont, in behalf of the Committee having it in charge, writes explaining the provisions of the law and the plans for putting the law into effect, as follows:

"We are not ready just yet to write insurance, but expect to be able to do so in about sixty or ninety days. It will be our policy to follow along the lines of other mutual fire insurance companies same as the hardware dealers. This is usually called the Minnesota plan, whereby every policy holder pays \$2 for membership fees and 75 per cent. of the Board rate for the first three years, thereby saving 25 per cent. of his insurance the first three years. The fourth year we will insure his stock at 30 per cent. discount, the fifth year at 35 per cent., the sixth year at 40 per cent., the seventh year at 45 per cent. and the eighth year at 50 per cent. of what the Board rates are.

"We can not, however, insure any one stock to exceed \$3,000, nor can we insure a stock unless the party already has at least \$500 insurance, so that we can tell by his old policy what the Board rate is. By insuring at the above rate, each and every policy holder helps to build up a reserve, as we can guarantee by reinsuring that it will not cost us to exceed 50 per cent. of the premiums paid to carry anyone. Figuring that it will cost about 15 per cent. to do business, we can put 10 per cent. of the premiums of the first three years into the reserve fund.

"After three years our company will be large enough so that we will not have to pay to reinsure, and we can then carry the risk for about 25 per cent. of the premiums paid, as the records of the Old Line companies for the last ten years show that it has cost just 27 per cent. on the dollar received to pay for losses on shoe stocks throughout the entire State, and we think that by being careful in regard to moral risks that we can reduce these records.

"I will give you a few figures showing what three of the Michigan Old Line companies have done for the last year: As shown by the Insurance Commission's report they received in premiums \$371,315, and paid in losses \$106,749, making a profit of nearly \$265,000 in one year at regular Board rates.

"There are about 100 mutual companies doing business in this State,

but ours is the first shoe dealers' insurance company that I know of. We, of course, will take policies anywhere at Board rates less the discount above stated. I will herewith answer a few questions that will usually be asked:

"What are we? What are we doing? What will we do for you if given a chance?

"We only write insurance for members of our Association. If not a member you can become one by paying \$2. Our rate is the same as the Old Line rate on your risk with discounts from 25 to 50 per cent., according to the length of time that you are a policy holder. Your saving is your dividend.

"Why can we insure for less?

"1. Because shoe stocks are better risks than livery stables, bakeries, dry goods stores or nearly any other kind of risk.

"2. Because our expense is at the lowest point.

"3. We prefer parties to have at least \$500 insurance with other companies on any risk we write, because we can not inspect, and this would be our guide to their desirability.

"4. All the profits and surplus belong to the policy holder.

"5. Our limit on any one risk is \$3,000; no policy written for less than one year.

"6. We are organized for no other purpose than to furnish fire insurance to shoe dealers at actual cost.

"7. We think that we can do as well by you as the hardware dealers are doing and they are saving 50 per cent.

"8. All insurance is in a sense mutual, as premiums paid must in the end meet the losses and expenses. In no event can either stock company or mutual exist unless premiums paid cover both items, losses and expenses.

"In the instance of stock companies the profits go to the stock holders and in mutual companies the profits are paid to policy holders.

"I inclose you copy of a circular letter sent to the members of the Association. Nearly all of them favor plan No. 1. Of course, you understand that when we organize we can adopt plan No. 2 if policy holders prefer. I wish that you would mention this and if you find anyone interested refer them to me, as we want all the business we can get.

"I have been working for over five years to get this insurance going, and seeing what has been done in other lines, I know that we can save our policy holders 50 per cent. of the present rate."

Circulation Letter To Members.

Dear Sirs—At the regular meeting of the members of our Association, we, the Committee, were instructed to draft a bill, allowing us to carry our

own fire insurance, as a great many other associations are doing, and the Committee finds, after investigating same, that we can safely save you from 25 to 40 per cent. on your fire insurance rate that you are now paying. We trust that you will be interested and read the proposed bill, and request the senator and representative from your district and county to vote for same. If you should have any suggestion to make in regard to by-laws for our Association we would be pleased to have you write any member of our Committee. In fact, we would be pleased to hear from you, anyway.

It is the intention of issuing policies for from one to three years and discounting same 25 per cent. or pay all of it and return unused portion at end of each year, except to set aside 10 per cent. for reserve fund.

Kindly fill our blank and let us know what your opinion is.

Respectfully yours,

Geo. Bode, Fremont,
Albert Murray, Charlotte,
E. J. Dittman, Mt. Pleasant,
Committee.

Mr. Geo. Bode,

Fremont, Michigan.

I think Plan No. 1, as proposed by your Committee, to issue policies at 25 per cent. discount is best. X

I think Plan No. 2, as proposed by your Committee, is best. X

I, the undersigned, feel favorably toward either plan which may be adopted, and after the bill becomes a law, would like to be a member of said Association.

Text of the Law.

The people of the State of Michigan enact:

Section 1. It shall be lawful for any number of shoe dealers, either individuals, partnerships, partnership associations or corporations, not less than twenty-five, who collectively shall have capital invested in the boot and shoe business in the State of Michigan, to the aggregate value of not less than one hundred thousand dollars, to organize a mutual fire insurance association for the purpose of insuring their stocks of boots and shoes against loss or damage by fire or lightning, by complying with the conditions hereinafter set forth.

Sec. 2. They shall sign articles of organization which shall be substantially in the following form:

The undersigned boot and shoe dealers of the State of Michigan and owners of more than one hundred thousand dollars capital invested in the boot and shoe business do hereby associate together to form a mutual insurance association under the name of

with principal office located at, in the State of Michigan, for the purpose of insuring stocks of boots and shoes against loss or damage by fire or lightning. The elective officers of said Association shall be a president and a board of directors of six members to be elected at the first meeting by the signers of the articles of association. Three of said directors shall be elected and hold their office until the first annual meeting

and three until the second annual meeting, or until their successors shall be elected. At the first annual meeting and annually thereafter, three members of said board of directors shall be elected for the term of two years each. The president shall be elected annually and by virtue of his office as president shall be a member of said board of directors and president of said board. The board of directors shall fix the time and place for holding the annual meeting and shall elect the secretary and treasurer and such other officers as may be provided for in the by-laws of the Association. The board of directors with the president shall have general supervisory power of such Association subject to such limitations as may be provided for in the by-laws of this Association.

In witness whereof, we have hereunto signed our names this day of A D., 191....

Sec. 3. Such articles of organization shall be subscribed to by at least twenty-five boot and shoe dealers of the State of Michigan, who are the owners in the aggregate of not less than one hundred thousand dollars worth of stock in the boot and shoe business, which shall be insured by such Association, and when so signed shall be filed in the office of the Commissioner of Insurance of this State. After articles of association have been filed with the Commissioner, with the proof that policies to cover at least one hundred thousand dollars of insurance have been applied for, they shall be examined by the Attorney General of the State, and if found in conformity with law, the Commissioner of Insurance shall issue a certificate that said Association is duly organized and is entitled to do business under the laws of this State.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

There is no risk or speculation in handling

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.



Sec. 4. The general management of the business of said Association shall be vested in a president and six directors, each of whom shall, during his term of office, either be a policy holder in said Association or shall be a member of a firm or association or a stock holder in a corporation which shall be a policy holder in said Association. The officers of such Association shall be elected as follows: The signers of the articles of association shall elect from their number a president and six directors, of whom the president and three directors shall hold office until first annual meeting or until their successors are elected, and three directors until the second annual meeting; and at the first and at each annual meeting thereafter, three members of said board of directors shall be elected for a term of two years each. The president shall be elected annually by the policy holders and, by virtue of his office as president of the Association, shall be a member of the board of directors and president of the same. The board of directors shall fix the time and place for holding the annual meeting and shall elect a secretary, treasurer and such other officers as may be provided for by the by-laws, whose duties and compensation shall be such as may be provided for in the by-laws. The secretary shall notify each member of the company of the time and place of holding annual meeting, at least fifteen days before said meeting is to be held, by mailing written or printed notice of such meeting to each member at his postoffice address of record in the office of the secretary of the company, with postage fully prepaid.

Sec. 5. Such Association before commencing its business shall prepare and adopt by-laws, which shall prescribe the duties of its officers, the manner, place and time of electing them, the place and manner of transacting its business and such other rules and regulations as may be deemed essential for the management of its affairs. Such by-laws shall not be annulled, changed, suspended or repealed, except in the manner therein set forth, and a copy of the same and of any subsequent amendments thereto or changes therein shall be, by the secretary, forthwith filed with the Commissioner of Insurance of this State, and no such by-laws or amendments shall become effective until approved by the Commissioner of Insurance and filed in his office, and he shall furnish to the company certified copies of all by-laws and amendments so approved and filed.

Sec. 6. Such Association is authorized to issue standard policies of insurance signed by the president and secretary, agreeing to pay the person insured thereby all loss or damage to the property insured, by fire or lightning, for a period of not more than three years and not exceeding three thousand dollars in amount, which policies shall have printed in plain type at the head and on the filing thereof the words, "Mutual Policy," and there shall be added to the standard fire policy form prescribed by law, a clause reading as follows:

This policy is subject to the condi-

tions of the charter of this company, and of the act under which the company is organized, as to liability of members to assessment for losses incurred.

Sec. 7. Every holder of a policy of insurance shall be a member of the Association and be entitled to one vote, either in person or by proxy, for each thousand dollars of insurance or major fraction thereof, in meetings of the Association, and in the election of the president and directors, and shall be eligible, or if such member be a partnership, partnership association or corporation, then a member or stockholder thereof shall be eligible, to be elected to any office of such Association. Such members shall be liable to the Association for a share of all losses and damages by fire or lightning sustained by any other member, and shall also be liable for a share of the expense of management of the business of the Association, in proportion to the amount of insurance in the Association, to be paid before the policy is issued, in addition to the premium so paid, and shall also be bound by and subject to the by-laws of the Association.

Sec. 8. The Association shall, in and by its by-laws, provide for the manner in which such insurance shall be effected, and the time and manner and the officers to whom assessments or premiums shall be paid. It shall also, in and by its by-laws, provide for such other regulations, terms and conditions as may be necessary for effectively and fully carrying out its plans of insurance, and the said by-laws in force at the time of the date of any policy of insurance issued by the Association shall have the force and effect of law in the determination of all questions and claims arising under such policy between the holder thereof and such Association. The articles of association and by-laws in force at the time any policy is issued shall be printed on the policy.

Sec. 9. The said Association shall also in its by-laws provide for the manner, terms and conditions upon which any member thereof may withdraw or be suspended or policy cancelled.

Sec. 10. The secretary of the Association shall prepare and submit to the members thereof, at each annual meeting, a detailed statement of the condition of such Association and its transactions for the preceding year, showing the number of policies and to whom issued, the amounts insured thereby, the number of assessments made during the year and the amounts paid in upon each assessment, the losses sustained during the year, and whether the same have been paid, adjusted, unadjusted, disputed or unpaid, and the amount of the assessment unpaid; the number of members of the Association, and the number of new policies issued during the year, and an itemized statement of the receipts and disbursements during the year, and the condition of its funds. Also such secretary shall prepare and file with the Commissioner of Insurance, within the time limited by law therefor, such statement and any further information as may be

required by any general statute of this State.

Sec. 11. All books, papers and files of such Association shall at all times during business hours be open to the examination of any member thereof, his agent or attorney, and any member, agent or attorney shall at all times during business hours have a right to make such copies of such books, papers, files and other things pertaining to the affairs of such Association as may be desired. The books and files of the Association shall at all times be subject to examination by the Commissioner of Insurance or his deputy, or duly appointed examiners.

Sec. 12. The term, "shoe dealers," or, "boot and shoe dealers," within the meaning of this act shall be construed to include all persons, partnerships, partnership associations or corporations engaged wholly or partly in the business of jobbing, wholesaling or retailing (exclusive of manufacturing) of boots, shoes, rubbers, findings, rubber, leather and composition goods usually kept for sale in shoe stores. The term, "boot and shoe stock," or, "boot and shoe business," shall be construed within the meaning of this act, to include, for the purpose of insurance, boots, shoes, rubbers, and findings and rubber, leather and composition goods, office and store furniture and fixtures, usually and generally kept for sale in wholesale, retail or jobbing shoe stores, and also shall include such articles when comprising a part or portion of a general merchandise stock.

Sec. 13. The power of any company organized under this act to hold real estate shall be limited to that necessary to carry on its business and incident to its uses for office purposes.

Vacation Footwear.

"Probably the largest class of consumers of medium and fine grades of vacation footwear," writes a Lynn correspondent, "are the young women who go to the mountains or the seashore for the summer season. These 'summer girls' buy stacks of tennis shoes, yachting shoes, golf shoes, bathing shoes, piazza slippers and comfort slippers.

"Salesmen who visit the fine trade in large cities occasionally tell stories of 'summer girls' who visit shoe stores and buy a dozen or more pairs of shoes for their vacation trunk, and pay from \$50 to \$100 for them. The piazza slippers are the slippers of luxury. They are made to be good looking, because they come into more or less prominence as the summer girl loiters on the club or cottage piazza or swings in the hammock. Many slippers in this 'piazza' class are as elaborate as ball room slippers. They are made of black satin, of silk and of fine leathers in fancy colors, and they are adorned with bows, buckles or brilliants. White slippers, of course, are very much in evidence in the 'piazza' class.

"The popular class of vacation footwear is made up of the light shoes that are worn by young ladies, stenographers, clerks in stores and operatives in factories, who are for-

tunate enough to have an opportunity to go to a summer resort for two or three weeks during the summer season. These shoes are generally priced at about \$3 a pair, and many of them are quite pretty, being made from designs adapted from the luxurious 'piazza' shoes worn by young women of wealthy society.

"In the same class of vacation footwear are the pumps, ties and Oxfords that working girls of big cities wear to nearby summer resorts for an evening dance, or to the summer theater or other attractions of the hot weather. A demand for many thousands of pairs, perhaps millions of pairs, of these vacation shoes has sprung up in the last few years. It is a consequence of the development of the popular summer resorts all over the country.

"There is every probability that the vacation habit will spread among the people of the country, because vacations are beneficial to mind and body, and also because they are pleasant. It is reasonable to predict that the time is coming when shoe manufacturers and shoe retailers will make a specialty of vacation footwear, just as they now make a specialty of 'rainy-day' footwear, party footwear and other kinds of footwear."

G. J. Johnson Cigar Co.

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

Quick Paper Baler

Is Quick, Simple
Compact
Durable and Cheapest

Costs only \$20. Order today.

Quick Paper Baler Co
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Sawyer's CRYSTAL

See that Top Blue.



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

Detroit Produce Market Page

Detroit Butter and Egg Board.
Detroit, May 8—Butter receipts, 159 packages.

The tone is steady.
Extra creamery, 22c.
First creamery, 20c.
Dairy, 16c.

Packing stock, 14c.

Elgin, 21½c.

Eggs—Receipts are 1,039 cases.

The tone is steady.

Current receipts, 16¼c.

Receipts continue heavy and as soon as quality shows heat prices will be lower, as storage men will stop operating.

Butter will be easier by ½c tomorrow as Elgin has declined ½c this week.

New York.

Butter—Receipts are 5,113 packages.

The tone is steady.

Extra creamery, 22c.

Renovated, 17c.

Packing stock, 15@15½c.

Eggs—Receipts are 30,514 cases.

The tone is steady.

Extra fresh, 17¼@18c.

First fresh, 17@17½c.

Refrigerators, 18½@19c.

COLD STORAGE LAWS.

An Oklahoma Opinion of Pending Legislation.

Following is an extract from a letter by R. C. Potts, of Oklahoma, to members of Congress:

"The bill now pending before Congress, which is known as the Lodge bill, calendar No. 1,189, Senate No. 7,649, and which proposes to place a cold storage limit of ninety days on butter, is, I believe, unreasonable and unwarranted and I take the liberty to protest against such a measure, which unquestionably will seriously injure the dairy industry of the United States.

"Butter which is of extra quality and was made under sanitary conditions will, after holding in storage ninety days, be pure and wholesome, and after being in storage 180 days will still be pure and wholesome. Who can say when this butter will not be a pure and wholesome food? It is a fact that some food products when placed in storage deteriorate in quality, and some products faster than others. The keeping quality of a product in cold storage depends much upon its quality when placed in storage. Legislation which protects the consuming public from impure and unwholesome food is just and proper; but to compel millions of pounds of a food product to be put upon the market when it could be

held in storage for several months longer without injury to its quality or the public health, just because it has been in cold storage ninety days, is unreasonable.

"If legislation is needed to protect the consuming public from fraud in the sale of storage goods and to preserve the public health, why not place a limit on the time goods can be carried in storage and sold without inspection? Have competent Federal and state inspectors to pass upon all storage butter and be authorized by law to state into what channel of the market each grade of goods shall go. This is similar to the system of packing house inspection now required in all the large meat packing establishments in the United States. The inspection of all butter taken from cold storage houses seems as feasible as the inspection of all the carcasses slaughtered by the packing plants. By branding the butter according to grade and requiring it to be sold under the brand and in certain channels of marketing, as for renovating, table, pastry, etc., all the objects of legislation on storage butter would be accomplished and the butter market would be left undisturbed and the price would be regulated by the supply offered for sale and the demand of the consuming public.

"Legislation such as this seems reasonable, and to go farther than this will surely do injury to the butter markets and the dairy interests of the United States."

Spencer & Howes,
Members Detroit Butter & Egg Board.

Storage Laws in Jersey.

The New Jersey cold storage law forbids any person to receive food products for cold storage unless they shall be branded, when received, with the day, month and year when received. It is also made unlawful to receive any food products which have been kept in cold storage in another State, unless same come branded with the day, month and year when placed in cold storage in such other State or unless the person storing same shall have obtained the consent of the State Board.

Persons operating cold storage plants are also forbidden to release food products from storage without stamping same with the day, month and year when received.

All cold storage plants are forbidden to keep food products in storage longer than ten months, unless the consent of the State Board of Health is obtained. The State Board is given authority to inspect and supervise all cold storage plants and to adopt rules

L. B. Spencer, Pres.

F. L. Howell, Vice-Pres.

B. L. Howes, Sec'y and Treas.

SPENCER & HOWES

Wholesale and Commission Dealers in Butter, Eggs and Cheese

26-28 Market Street, Eastern Market

Branch Store, 494 18th St., Western Market

TELEPHONES: Main 4922
City 4922

Detroit, Mich.

BUTTER, EGGS,
CHEESE, FRUITS,
PRODUCE OF ALL KINDS

Office and Salesrooms, 34 and 36 Market St.

COLD STORAGE
AND FREEZING
ROOMS

435-437-439 Winder St.

R. HIRT, JR.

WHOLESALE FRUITS AND PRODUCE

PHONES: Main 1218
Main 5826

DETROIT, MICH.

Egg Cases and Fillers

Direct from Manufacturer to Retailers

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

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

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

L. J. SMITH

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Eaton Rapids, Mich

McDonnell Brothers Co.

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

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

DETROIT

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092

347 Russell Street, near Eastern Market—Telephone Main 3762

DETROIT, MICH.

ESTABLISHED 1891

F. J. SCHAFFER & CO.

BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

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

We do printing for produce dealers Tradesman Company
Grand Rapids

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

and regulations regarding the sale of cold storage products.

Persons keeping goods in storage longer than ten months must report the fact to the State Board of Health. After being reported, they can only be taken out of storage with the Board's consent.

All cold storage plants must make reports of foods then in storage to the State Board every quarter.

The penalty for violation of this act is \$500. The act becomes operative at once.

This act directly affects only cold storage plants and those who store food products in them. It does not directly affect the retail dealer at all; that is to say, it does not punish him if he inadvertently sells storage foods which bear no date. It does indirectly affect him, however, in that it stamps the storage food of which he is the sole distributor, with a date which may make it much harder to sell it than it was before.

Egg Notes.

The Government is preparing to appeal the frozen egg case which was decided against it in New Jersey recently.

A special injunction has been granted against the health commissioner of Buffalo, N. Y., restraining him from further interfering with the disposal of the "canned eggs" belonging to a firm in that city and which were seized last December. It is alleged these eggs were "spot" and "rots."

The cold storage bill passed by the California Legislature has been signed by the governor of that state and will become a law May 14. It provides:

Section 1. For the purpose of this act the words "person, firm, company or corporation" shall include wholesalers, retailers, jobbers, and every place where eggs or butter that have been in cold storage for a longer period than three months are sold or offered for sale.

Sec. 2. Every person, firm, company or corporation, who sells or offers for sale any eggs or butter that have been in cold storage for a longer period than three months shall before so doing cause to be stamped, marked or branded upon all sides of each receptacle holding and containing the same in black-faced letters two inches in length the period of time during which the same have been in cold storage.

Sec. 3. That every person, firm, company or corporation selling or offering for sale any cold storage eggs or butter, shall display in a conspicuous place in his or their sales room, a sign bearing the words "Cold storage eggs or butter sold here" in black-faced letters not less than six inches in length, upon a white ground.

Sec. 4. Every person, firm, company or corporation, who shall fail to comply with any of the provisions

of this act is guilty of a misdemeanor and punishable by imprisonment in the county jail for a term not exceeding six months, or fine of \$250.00 or both fine and imprisonment.

Knowing the Goods.

I went into a store the other day and asked to be shown a much-advertised specialty. I knew the store handled it because the manufacturer's representative told me so.

After waiting for ten minutes I was taken to the fourth floor by a salesman who hummed "Annie Laurie" to himself all the way up in the elevator.

"There they are—\$4, \$6, \$8 and \$12, according to size," he said as he waved his hand towards an assortment.

I remarked that I didn't know how they worked—their points of merit—what the differences were between the various sizes, etc.

"Tell you the truth, I don't know much myself," he replied, as he industriously scratched his head with a pencil, "but here's a folder that tells all about them."

I didn't buy.

Customers hear, "I don't know," "I can't say," much too often from behind the counter.

It is but just to say that in many cases it isn't the clerk's fault. He has no time to study the lines he is asked to handle.

The merchant himself sits too close to his accounts—his buyers stay too long in New York trying to catch a "big thing"—the heads of departments are suffering from bargomania—they all forget that the customer in front of the counter is the one who has the last word—and that price is but one part of the service.

There is nothing so hard for the customer to understand as the reason why a clerk should not know all about his stock.

Let us have the clerk taught—let us have him given time to be made familiar with it—pay him for it, if necessary—but let's give him a chance to know what he is trying to sell.

It will mean greater attention—more enthusiasm—more efficiency.

It will take time and patience and it will cost money, but it can hardly be doubted that it will pay.

If you doubt it, listen to what your women customers will tell you is one great fault in retail stores—in yours, if you are looking for a bad quarter hour.

Why do Wanamaker and Field put so much stress on the drilling of salespeople in store policies and stock knowledge?

E. St. Elmo Lewis,
Advertising Manager
Burroughs Adding Machine Co.

Usher—Ladies, the audience wishes you to keep still during this performance. Ladies—Heavens! Is it possible that the audience hasn't heard this old opera before?—Toledo Blade

THE WOMAN'S FIXIN'S.

Points That Aid in Profitable Selling of Dress Accessories.

Although good buying has a lot to do with the successful retailing of the frills that go toward making "miladi" happy, it does not, with these goods, hold true that they are already half sold when that much has been accomplished with them.

After buying right the difficult trick of showing them right puts the price feature into secondary consideration—while still, of course, important.

Good retailing, these days, means creating an appetite quite as much as it does merely feeding one. On staple things, where there is a certain demand, one has but to measure population or outlet and then just shop for enough to "be in right."

But dress accessories are either fadish and temporarily staple before a hurried death or they are an appeal to individual taste. It is this latter phase that offers money-making possibilities to the store having the courage to show a good assortment, where wisdom has prepared a proper setting by means of inviting display and comfortable selection.

A sale on anything that has become a fad will help all the other items, provided the clerks are properly trained to offer the sale item freely enough, but not to neglect calling attention to the pretty neighboring things, some of which should be priced to stand critical comparison.

Taking neckwear for illustration. You've got to sell a fairly attractive jabot or collar at a quarter, but your showing at 50 cents and a dollar must have not only the better materials and workmanship, but a much wider assortment, embracing the many decorative features that will appeal to the customer who was first attracted by the 25-cent value.

If, however, you get a good style at \$3 per dozen you can just as easily get "a half" for it as you can 39 cents, provided you show it up well and maybe box it (at a little additional cost), giving it a tone that makes it attractive as an inexpensive gift or prize. Individualizing your merchandise makes a profit.

With these, as with all fancy goods items, you've got to leave a margin for reductions on left-overs, and he is wisest whose weather-eye on stock puts an early enough markdown on laggards to keep up a live circulation—which is the all-important feature to successful retailing of madam's finery.

Never mind its cost if the item lags. The fact that it stays in stock is all the proof you can ask that something about it does not appeal to your trade. Whether it be the style or the price, your correction is in a cut that will perhaps make it attractive to a larger field.

Bear in mind that your customers who have examined it will in many

cases remember the item, and, if it is shown again the following season, will fear (just what you must dread) that your stock holds on to "lemons" and that their selection must be suspiciously careful.

The store that hopes to win popular confidence must deserve it by having the new things that the feminine heart dotes on, and with this end in view "turnover" must be carefully watched and persistently sought by all those who are concerned.

In these dress accessories departments cleanliness and tidiness must be rigidly enforced, and salespeople must be trained to prevent too rough handling of goods by customers, for while 100 per cent. may be freely added on many items while new, a tumbled or soiled appearance will greatly detract from their value and salability.

An orderly method of arrangement will help to keep goods in proper condition and will make them look far more tempting to the customer.

Dress accessories departments cannot be fully successful unless, as suggested, they have assortments that tell the visitor you have been to market and bought a good pick. She wants to see many of the varieties of goods and to make her choice of the one that seems to her most effective. If she asked for and possibly intended to pick out a "quarter" jabot, and then those shown her at 50 cents are much better material, etc., the proof that a woman's mind is seldom fixed will evidence itself at your counters.

Where your assortment of a certain item embraces a large range of prices you can, before ordering new numbers and keeping up an entire assortment at certain times, group lots so as to let down the investment preparatory to a new season.—Dry Goods Economist.

Preserving Rubber Goods.

All rubber goods should be kept in a dark, cool place.

Do not keep them near heat of any kind.

For display purposes, rubber goods are best kept in a show case inside the store, not in the windows. Sunlight has an injurious effect upon all kinds of rubber goods.

The white deposit, called bloom, on rubber goods can be washed off by using a 5 per cent. solution of caustic potash or soda ash; this should be rinsed off and the goods again washed in a solution composed of 50 per cent. glycerine and 50 per cent. water.

To clean white rubber goods wash them thoroughly with soap and water, and if any dark spots remain they can be readily removed with gasoline.—Red Cross Messenger.

First Centipede—Is he henpecked?
Second Centipede—Mercy, yes! his wife makes him wipe all his feet.—Harper's Bazar.

BOOTH COLD STORAGE

Detroit, Mich.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of ½c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.



DIPLOMACY.

It Maketh the Shrewd Drummer Trim His Sales.

Written for the Tradesman.

"What's the matter with you fellows?" and the portly drummer, from the East, turned upon the village storekeeper with a half grin on his rubicund countenance. "From the city north, every town I visited had the same story, 'Nothing doing. Dull in all lines, particularly gloves.' Why don't you wake up and—"

"Let me tell you something, mister," and Farmer Adams, who was sampling the box of mixed cookies, faced the portly glove drummer. "Your trouble about getting orders can be summed up in one word—reciprocity."

"Eh? Well, now," and the glove man exploded. That was his best hold; he launched off into a splendid argument for reciprocity and freedom of trade: "Three thousand miles of border, with hundreds of custom houses and a vast army of employes, cost the Government a mint of money, with no satisfactory returns. What the manufacturers wanted was free access to the markets of Canada; get that once and business would boom to beat the band; even the farmers could ship their products across the border and get better prices than they were getting now."

The drummer grinned benignly over merchant and farmer. Of course Adams would not stand for that. He rose to the occasion; even the storekeeper mildly protested, citing the fact that by dear experience the American farmer had learned that free trade was not the thing for him.

Mr. Drummer sat down; others came in. The portly seller of gloves saw at a glance that the Detroit idea was not exactly pat with Western Michigan. He stroked his sleek chops, grinned and began to crawl. He had caught on and knew that it wouldn't do to air his views too freely in that crowd. The old protection ideas were still dominant among the people and reciprocity, however sweetened with a Republican President's O. K. mark, would not go down.

Our traveling man began to mildly suggest that it would not be quite right to pass the reciprocity measure without amendment, then gradually turned the conversation into another channel. Adams and others invoked the strike trouble. By the look on surrounding faces the glove man secured his cue and launched out in defense of the manufacturers.

Everybody present agreed that an open shop was the only fair one.

The traveling man, having stopped over night at the hotel, knew that he was in dry territory, consequently remarked on the fact that the smell of stale beer made him sick.

"I don't like beer," he declared, "nor have I any use for a man who drinks it." Again he slid his hand over his chops, which glowed with a suspicious floridness.

"Thunder!" mentally ejaculated Adams, "if that fellow ain't a beer guzzler, get him out once, then I am no reader of signs."

One of the group laughed.

"You are rather hard on the wet element," he said. "You seem to be a teetotaler."

"Well, not quite, but—"

"Just dry enough to suit present company?" brutally suggested Farmer Stiles, a neighbor of Mr. Adams, turning the laugh on the drummer.

"No, boys. Honestly I am a prohibitionist."

The speaker's fat hand slid down the front of his bulging waistcoat carelessly.

From the discussion of the drink habit the conversation turned on the subject of woman suffrage. The drummer was alert and careful. He made no bad break as at the start, rallied his speaking powers to their utmost and waxed eloquent over the foolishness of further extension of the franchise.

"We've enough ballots to count now, the Lord knows," he declared. "If I favored anything it would be the restriction rather than the expansion of the suffrage. What with bribery and graft the country is going to the dogs as fast as it can now."

"And reciprocity would grease the toboggan slide to a nicety," declared Farmer Adams.

The merchant nodded in approval. The drummer was taking mental notes.

"That's a fact," he said. "I live on the border, down near Detroit, where I have my hands full trying to convince my neighbors of the folly of this reciprocity treaty. Can't do it, you know. The fellows there are plumb crazy on that subject, being foolish enough to think if the thing passes they'll just live in clover instead of going to the poor house, as I tell them."

"We've tried it and we know," declared Adams, the storekeeper again nodding his approval.

"Sure," profoundly observed the drummer, noting with what approval the store man was drinking in his words. "Experience is a dear teach-

er; we had the experience in the nineties—went through the portals of the poor house and out again into the clear sunlight of protection and prosperity. Ugh! It makes my flesh creep to think what we are coming to unless the great heart of the American people calls a halt."

"It's fierce," began Farmer Stiles. He was called out before he could go on with his argument. The merchant slid away to wait on customers and the seance was over for the time.

"Come this way," said the merchant an hour later when the driftwood of the social four corners had gone. "I think you said something about gloves, Mr. Stoughton?"

"Did I?" innocently. "Well, perhaps so. I got so interested in the problems of State I forgot all about it."

"I didn't forget, though. To tell the truth I shall need some of your several lines for early fall delivery."

"Thank you, Mr. Merchant," shaking the hand of the storekeeper after receiving a liberal order. "You and I know how necessary it is for the masses to wear gloves even should this iniquitous reciprocity measure become a law. Good day, sir," and the drummer passed on his way chuckling.

J. M. Merrill.

The Traveling Man; He Is the Power That Keeps Trade Moving.

A large number of people have a mistaken notion of the traveling man. They have formed their impression from seeing the traveling man introduced as a character on the stage or in a story. In these mediums he is usually presented as an exceedingly breezy and "smart" individual, a past-master in the latest slang; purveyor of the latest sporting news; dressed in loud clothes; fond of telling racy stories; a rather high liver—a sort of wild, dashing, picturesque and highly amusing fellow who is "clever" enough, but who lacks substantial character and worthy ambitions.

No greater injustice has been done a class of men than the creation of this false characterization of traveling men. Of course, there are traveling men of this kind, but they are not representative of the class. They are the eccentric extremes which have been chosen for the peculiar needs of comic opera, burlesque, or light fiction.

There may be a few gold-brick concerns in the country employing men of this Foxy Quiller type, but they are in such small minority that they are not worth mentioning. The great majority of traveling men are representative American citizens, and the men who are the real leaders—the fellows who are in the top class and to whom the others look up and emulate—are exceptionally fine examples of the best traits in American business life.

Of course, the traveling man can stand a lot of good-natured banter, for it is in his line of work to give and take the railery and jests that are incident to meeting men and selling goods. The traveling men can stand many a laugh at their expense, for as a rule they are the best paid

of any class in the institution with which they are connected. For it is the men who sell things that draw the fattest checks, and most houses who make merchandise have to send men on the road to sell it.

The traveling men are usually the best informed concerning the vital principles of the particular business in which they are engaged. They are posted on a wider variety of subjects than the average man, for travel always has had and always will have a great educational and cultural value.

The routine of road work makes the traveling man methodical; the constant movement makes him alert; the exigencies of business dealings make him diplomatic and resourceful, and out of the continual contact with men of all sorts and conditions is developed a spirit of tolerance, of patience and forbearance—and a deep, abiding, cheery philosophy that views the world in the broad sunlight of true charity.

Unless they possess the sterling qualities of determination, persistence and optimism they can not succeed, for it is a life that soon winnows the wheat from the chaff. It quickly eliminates the incompetent. The conceited, the shallow, the tricky, the insincere, can not long survive. The man who has not learned self-control and temperance is soon called home. The careless and inaccurate man is soon discharged. The slovenly and ill-mannered man can not hold the position. The lazy man is quickly discovered and removed.

The work is measured by tangible results and there is no way for a man to hide his weakness. There are positions where incompetence can secrete itself and avoid detection; but these positions are not "on the road."

For these reasons those traveling men who have "made good," who have won their spurs through long and faithful service are usually men that any of us may be proud to know; men of a rare quality; often of an exceptionally gracious and admirable character—ripened by the years into that mellowness of heart and goodness of soul which are the highest development of human nature.

Against the traveling man of the stage or the flippant story, we will place the other type—the real representative of this great legion of honest, sober toilers—the traveling man, with the emphasis on the man.—Dry Goods Reporter.

If you let others do your boasting for you it will not be overdone.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00 \$2.50 and \$3.00. American plan.

All meals 50c.

Selling Is Hard Work.

There is much in making up your mind; we don't always accomplish what we have determined to do, but the thing is to make the start. Resolve with yourself to do a certain thing, then put the necessary stress and energy behind it. If you never make the resolve to do things, naturally you will never accomplish anything.

No true salesman is ever really satisfied with his work. His ambition is to sell more goods, maintain prices closely and eventually become the topnotch salesman of the house. To head the list means much to him.

To accomplish this requires close application. It means work, early and late. After his trade is established the work becomes much more a pleasure as it is then much easier to sell.

The up-to-date salesman looks beyond his nose. He does not figure only for to-day or to-morrow but looks to the future. He is not constantly figuring to make changes. He knows "a rolling stone gathers no moss." The way to win these days is to stick; to hammer and pound away as hard as he knows how. Work of that character never fails to bring results. It can not possibly fail.

The business of selling must be taken seriously. If he has constantly other things on his mind, it is only a question of time when he will find himself changing from pillar to post, and will finally "peter" out altogether and become a "has-been"—one who will not only be a burden to himself but to others as well.

The salesman who lacks ambition is in the wrong business. Selling goods has long since ceased to be play—it's downright hard work, and don't you forget it.

Popularity of Glass Beads.

"The sudden demand for glass beads, which has recently sprung up, and the increased demand on the different manufacturers for them came unexpectedly even to the bead industry itself, because these colored glass and metal beads, as a material for artistic effects, had been almost completely forgotten for a number of years, and the rich, fantastical, color schemes, which it is possible to carry out with beads, were greatly undervalued," writes United States Consul Dillingham from Coburg, Germany.

"This change is due chiefly to the search for sparkling color effects for decorating modern costumes for women, the designers again resorting to colored beads. Interior decorators, makers of textiles, and manufacturers of gas and electric light fixtures have also recognized the value of colored glass beads for decorative purposes. The glass bead manufacturers have observed this and sought to meet the various requirements, but have had no time to increase the market through their own models and ideas, because current orders must first be filled.

"It is uncertain whether the latest novelty from Paris, 'flowers made of glass beads,' intended for decorating hats, will find a ready market in Ger-

many, although the models on sale are beautiful in color and graceful in form. It is said that one great advantage these have over artificial flowers is that the colors do not fade in the sun, and they are, therefore, especially suitable for summer hats.

"These beads are in great demand this season for decorating women's costumes, which opens a large field to manufacturers in this line. The metal industry is also becoming interested in glass beads as a decorative material. The color of the metal is offset by that of the beads, and the effect produced is excellent and should lead to large sales. The present demand for bead bags is enormous, not only in Europe, but also other countries. I hear from a reliable source that the demand from England especially for this article is so great that it is impossible for manufacturers to fill the orders."

Tickling Customer's Vanity.

A Chicago druggist early in his business career formed the habit of asking for the customer's advice before moving a show case or any other piece of furniture in the store. He was once asked by one of his friends why he persisted in following such an absurd habit.

"Absurd?" the druggist replied. "That is one of my best assets. It shows the buyer that I think something of his judgment—it makes him take an interest in my business. It gives him a reason for spending his money with me when he might as well go elsewhere, often more convenient for his purpose."

"But what about the advice?" his friend asked. "You certainly can't carry out the advice of everyone."

"Why not?" the druggist asked. "When I ask for advice I usually take the time to say what I think of the change, and usually the buyer comes to my way of thinking. But if he has a different opinion he is a man worth while listening to, and can give a reason why he thinks my plans could be improved."

"Whenever you enter business, take my advice and make the buyer take an interest in you and your business, and you will soon find that the buyer is working for you all the time. Of course, it will be up to you to hold his interest and show him that you deserve it. He not only patronizes you himself, but he often advertises you among his friends."

Elgin Board Prices.

Elgin, Ill., May 8.—The market is $\frac{1}{2}$ c lower to-day. The Quotation Committee brought in a price of 22c. Objections were made and sustained and a compromise price of 21 $\frac{1}{2}$ c was made. Five lots were offered on the Call Board and sold at 22c. The output for the Elgin district shows a further slight gain this week.

Detroit.—The Payograph Company has engaged in business to manufacture and sell, at wholesale and retail, payographs, with an authorized capital stock of \$200,000 common and \$100,000 preferred, of which \$100,000 has been subscribed, \$30,000 being paid in in cash and \$120,000 in property.

Michigan Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

Have the Money

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

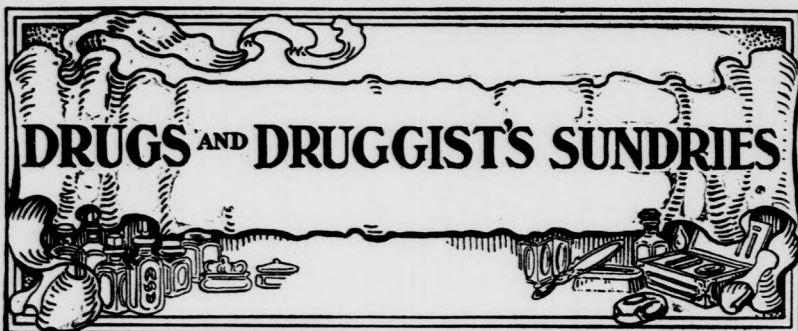
We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

The Tradesman
Grand Rapids



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—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Infusions and Decoctions in the Drug Store Laboratory.

There are several important features in the preparation of infusions and decoctions that merit close attention on the part of the pharmacist and a recent issue of N. A. R. D. Notes gives extended consideration to this subject. "These two classes of official preparation," it says, "are more or less in daily demand in practically all parts of our country, and are not by any means obsolete preparations, as some seem to believe.

"The difference between an infusion and a decoction is that the former is made by pouring boiling water upon the drug and macerating for thirty minutes, while the latter is made by pouring cold water upon the drug and boiling for fifteen minutes, with a few exceptions to the rule in each case.

"Of primary importance in the manufacture of these two preparations is the degree of fineness of the powder. This should never be very fine, and, on the contrary, it should not be too coarse, a No. 20 powder being about right; or the drug may be cut into very thin slices with a suitable knife. A coarser powder as a rule will not yield a preparation of full therapeutic power.

"For infusions a porcelain infusion jar, with a well-fitting cover, should be provided. This jar should be, and usually is, fitted with a strainer, which is intended to contain the drug. By this arrangement circulatory displacement is possible, which has many advantages over other methods.

"In the absence of such a jar, an enameled casserole, provided with a

well-fitting cover, is the next best thing. During the thirty minutes' maceration in the casserole the drug should be frequently stirred.

"While straining only is required after maceration, we would earnestly recommend the filtration of all infusions and decoctions as well. It adds greatly to the appearance of a medicine to have it look as fine as possible, and as a reward for this kind of pharmaceutical work many a pharmacist is able to point with pride to a rapidly growing prescription business. Naturally the filtration of infusions made from drugs containing much mucilaginous matter is out of the question, but all others, even including such dense ones as the official Compound Infusion of Senna, are greatly improved in appearance by filtration.

"Of still greater value than a fine appearance in filtered infusions, is the fact that such an infusion will keep for a much longer period than one that is only strained. Clarification is one of the most potent factors in the preservation of aqueous fluids.

"The indolent pharmacist knows that an infusion needs to be strained, but no one can compel him to filter it. Yet it is the observation of these little precautions in all departments of a druggist's business that makes for success, failure or mediocrity.

"When quantities are not given infusions may be prepared according to the general formula; five parts of drug to 100 parts of finished preparation. This naturally excludes the official preparations and also those made from powerful drugs, the strength of which should be specially indicated by the physician.

"In the case of an infusion containing senna the maceration should not be continued for over ten minutes. This is a sufficient length of time to produce an active preparation; further and longer maceration has a tendency to produce a griping effect when such an infusion is administered.

"In the case of bulky herbs and flowers, expression should also be resorted to before straining and filtering, as these retain a considerable portion of liquid that is not readily displaced by passing water through the dregs on the strainer.

"Frequently infusions are made with cold water. Examples of such are calumba, to avoid the solution of a large amount of mucilaginous matter; wild cherry, to generate the volatile oil and hydrocyanic acid, which is not possible when hot water is used; quassia, the bitterness of which

is extracted by cold water very readily, etc.

"As a general thing whatever applies to the making of infusions may also be said of decoctions. The opposite method of procedure, namely, beginning with cold water, has its reason, and it is this: It insures the complete heating of the water and prevents the immediate coagulation of any albumin which may be present in the drug.

"This coagulation would in a measure interfere with the extraction of valuable principles, which would be 'locked in,' as it were.

"As a rule, decoctions are made from roots, ligneous barks and such vegetable substances as have a firm consistency, while infusions are made from leaves, herbs, flowers, etc., which are of comparatively easy extraction.

"One other precaution is necessary in the making of decoctions, and that is to allow them to cool to about 100 degrees Fahrenheit (104 degrees Fahrenheit, U. S. P.) before straining. Many of the principles that are only soluble in hot water are thus precipitated. This, however, seldom weakens the medicinal effect of the decoction.

"It is not always advisable to filter a decoction, and in such event it should be sent out with a shake label. The pharmacist in these cases should be guided by the intention of the prescriber. At times a prescriber may desire a decoction strained while still very hot. In such cases a very voluminous precipitate will generally form, often unsightly. The shake label must not be omitted in such instances.

"Never, if you value your position as a pharmacist or are interested in active therapeutics, make an infusion or decoction by the addition of a fluid-extract to hot water. The label on the manufacturer's bottle may contain 'easy' directions, but shun them as you would any other obnoxious thing.

"When a physician prescribes an infusion or decoction he wishes to get the therapeutic effects of the water-soluble constituents of the drug. If he wants something different he would prescribe otherwise, as a tincture or fluidextract. Do not defeat the purpose of the medical man by disobeying his orders. It is for him to prescribe, for you to compound correctly."

Moving the Moth Balls.

A druggist saw that his stock of moth balls was going very slowly. He had purchased a consignment of the balls at a very low price, and had marked the packages down to a value which he supposed would attract the bargain counter purchasing public at least. But the packages remained as slow of sale as ever, in spite of the fact that the moth-ball item was referred to in the daily advertisements which were being run in the local press.

Therefore the druggist concluded that he would do a little technical work in connection with the matter. He enquired into the details and the characteristics of the fibre and thread of the woolen and worsted garments that the moth balls would protect.

He found that the wool fibre consists of a serrated strand of cells, covered with corrugations of the order shown in the drawing. He made an enlarged sketch of the wool fibre and added the explanation of its physical composition to the placard, in large plain letters so that all might read from the street through the plate glass front of the show window where the exhibition was made.

A similar showing was arranged for the counter in the store. A woolen thread was taken from a garment and placed where it could be seen on the white card board surface, with the sketch of the fibre. Further explanation demonstrated how the thread could be eaten into by moths and made weak and ragged. A piece of woolen cloth free from the work of moths was used as a sample in connection with the "before and after" exhibition. A sample showing moth holes and moth eaten parts was placed beside the untouched sample.

The druggist placed a number of 25 cent moth ball boxes in the same window. He made some placards advising the public to purchase the moth balls for the preservation of woolen garments and blankets at home. This window exhibit attracted considerable notice. It was the means of keeping one of the salesclerks busy handling the packages of moth balls for several days. In a month the entire lot of packages of moth balls was disposed of and it was necessary for the druggist to place orders for additional stocks.

Castleton—What, old man you are not reading the Bible, are you?
 Sandstone—Yes, I am. Castleton—What for? Sandstone—One of my relatives sent it to me for a wedding present, and I've got to tell them how I like it.—Truth.

"Have you anything to say before we eat you?" said the King of the Cannibal Isles to a Boston missionary. "Yes, I have," was the reply: "I want to talk to you awhile on the advantages of a vegetable diet."—Bazar.



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.

WHOLESALE DRUG PRICE CURRENT[illegible]

Lupulin	91	54	Rubia Tinctorum	150	14	Vanilla	9	500	10	50
Lycopodium	75	8	Sarcobatus La's	180	20	Zinci Sulph		75	20	50
Macle	55	70	Salsola	150	4	Oil		500	gal.	
Magnesia, Sulph.	10	5	Sanguis Draconis	400	50	Lard, extra		85	20	
Magnesia, Sulph.	500	8	Sapo, G		9	Lard, No. 1		85	20	
Manna S. F.	75	85	Sapo, M	100	10	Liquid, pure & S		10	10	
Menthol	5	500	Sapo, W	150	10	Lowest, solid S		5	100	5
Morphia, SP & W	5	500	Sediffis Mixture	250	20	Nail's-foot, w str		50	70	
Morphia, SNTG	5	500	Sinapis		9	Turpentine, M		5	70	
Morphia, Mal	5	500	Sinapis, sp		9	Turpentine, less		5	70	
Monochlo Caston		40	Snuff, Manahoy		9	Whole, winter		50	70	
Myristina, No. 1	150	40	St. Vase		9	Paints		500	1	
Nix Venosa po 15		10	Soda, S's Soda's		14	Green, Paris		10	10	
Ox Sapi	100	10	Soda, Borax	150	10	Green, Peninsular		100	10	
Peppin Saxe, H &			Soda, Borax, po	150	10	Lead, red		100	10	
P & D Co	91	10	Soda, et Pot's Tart	150	10	Lead, white		100	10	
Pileo Lig N N 4			Soda, Carb	150	1	Ochre, pol Ser		10	10	
gal. doz	91	10	Soda, Bi-Carb	150	1	Ochre, pol Marc		10	10	
Pileo Lig qte	91	10	Soda, Ash	150	1	Patty, comm		10	10	
Pileo Lig pints	91	10	Soda, Sulphate		9	Patty, str's		10	10	
Pil Hydrarg po 20		9	Soda, Cologne		9	Red Venation		10	10	
Piper Alba po 15		9	Soda, Ether Oil	150	10	Shaker Prep's		10	10	
Piper Nigra po 15		9	Soda, Myrtle	150	10	Vermillion, Eng.		10	10	
Pix Burgum	150	10	Soda, Vine Root	150	9	Vermillion, Prime		10	10	
Plumbi Acet	150	10	Soda, Viti Root	150	9	American		100	10	
Pulvis Icyat Oculi	10	50	Soda, Viti R't w al	150	9	Whiting, Gliders		10	10	
Pyrethrum, bra. H		9	Soda, Viti R't S al	150	9	Whit'g Paris Am'r		10	10	
P & D Co. doz		9	Syringha Cowl	100	10	Whit'g Paris Eng.		10	10	
Pyrethrum, po	150	10	Sulphur, Red	150	1	Oil		91	40	
Quassia	60	10	Sulphur, Sulf.	150	1	Whiting, white S's		9		
Quina, N. Y.	150	10	Tamarinde	80	10	Vermillion				
Quina, S. Ger	150	10	Tenacith Venice	400	50	Extra Turp		1	500	10
Quil. S P & W	150	10	Thalassias	250	10	No. 1 Turp Coach		100	10	



Our New Home

Corner Oaks and Commerce


Only 300 feet from Union Depot.

Greater Number of Employees
Larger Stock Modern Facilities

We ship orders the day received.

We invite all our customers and friends to make our store their headquarters during Merchants' Week, May 18, June 1 and 2.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.



Who Pays for Our Advertising?

ANSWER:-

Neither the dealer nor his customers

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

LOWNEY'S COCOA

AND
PREMIUM CHOCOLATE for BAKING

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



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

ADVANCED	DECLINED
Flour	Cheese
Corn Syrup	Provisions

Index to Markets		1	2
By Columns			
		ARCTIC AMMONIA	Pears in Syrup
		12 oz. ovals 2 doz. box 75	No. 3 cans, per doz. .1 25
		AXLE GREASE	Peas
		Frazer's	Marrowfat 95@1 25
		1lb. wood boxes, 4 doz. 3 00	Early June 95@1 25
		1lb. tin boxes, 3 doz. 2 35	Early June sifted 1 15@1 80
		3 1/2 lb. tin boxes, 2 doz. 4 25	Peaches
		10lb. pails, per doz. .6 00	Pie 90@1 25
		15lb. pails, per doz. .7 20	No. 10 size can pie @3 00
		25lb. pails, per doz. .12 00	Pineapple
		BAKED BEANS	Grated 1 85@2 50
		Beutel's Michigan Brand	Sliced 95@2 40
		Baked Pork and Beans	Pumpkin
		No. 1, cans, per doz. .45	Fair 85
		No. 2, cans, per doz. .75	Good 90
		No. 3, cans, per doz. .85	Fancy 1 00
		1lb. can, per doz. .90	Gallon 2 50
		2lb. can, per doz. .1 40	Raspberries
		3lb. can, per doz. .1 80	Standard @
		BATH BRICK	Salmon
		English 95	Col'a River, talls 2 25
		BLUING	Col'a River, flats 2 40
		Sawyer's Pepper Box	Red Alaska 1 75@1 85
		Per Gross	Pink Alaska 1 30@1 40
		No. 3, 3 doz. wood bxs 4 00	Sardines
		No. 5, 3 doz. wood bxs 7 00	Domestic, 1/4s 3 75
		Sawyer Crystal Bag	Domestic, 1/4 Mus. 3 50
		Blue 4 00	Domestic, 3/4 Mus. @ 7
		BROOMS	French, 1/4s 7 @14
		No. 1 Carpet 4 sew 4 00	French, 1/2s 18 @23
		No. 2 Carpet 4 sew 3 75	Shrimps
		No. 3 Carpet 3 sew 3 50	Dunbar, 1st, doz. 1 35
		No. 4 Carpet 3 sew 3 25	Dunbar, 1 1/2s, doz. 2 35
		Parlor Gem 4 50	Succotash
		Common Whisk 1 10	Fair 85
		Fancy Whisk 1 35	Good 1 00
		Warehouse 4 50	Fancy 1 25@1 40
		BRUSHES	Strawberries
		Scrub	Standard
		Solid Back, 8 in. 75	Fancy
		Solid Back, 11 in. 95	Tomatoes
		Pointed Ends 85	Good 1 05@1 15
		Stove	Fair 95@1 00
		No. 2 90	Fancy @1 40
		No. 3 1 25	No. 10 @3 25
		No. 1 1 75	CARBON OILS
		Shoe	Barrels
		No. 8 1 00	Perfection @ 9
		No. 7 1 30	D. S. Gasoline @13
		No. 4 1 70	Gas Machine @20
		No. 3 1 90	Deodor'd Nap'a @14 1/2
		BUTTER COLOR	Cylinder 29 @34 1/2
		Dandelion, 25c size 2 00	Engine 16 @22
		CANDLES	Black, winter 8 1/4@10
		Paraffine, 6s 8	CEREALS
		Paraffine, 12s 8 1/2	Breakfast Foods
		Wicking 20	Bear Food Pettijohns 1 90
		CANNED GOODS	Cream of Wheat 36 2lb 4 50
		Apples	Egg-O-See, 36 pkgs. 2 85
		3lb. Standards @1 00	Post Toasties T. No. 2
		Gallon 3 20@3 50	24 pkgs. 2 80
		Blackberries	Post Toasties T. No. 3
		2 lb. 1 50@1 90	36 pkgs. 2 80
		Standards gallons @5 00	Apetiao Biscuit, 24 pk 3 00
		Beans	18 pkgs. 1 95
		Baked 85@1 30	Grape Nuts, 2 doz. 2 70
		Red Kidney 85@95	Malta Vita, 36 1lb. 2 85
		String 70@1 15	Mapl-Flake, 24 1lb. 2 70
		Wax 75@1 25	Pillsbury's Vitos, 3 dz. 4 25
		Blueberries	Ralston Health Food
		Standard 1 30	36 2lb. 4 50
		Gallon 6 50	Saxon Wheat Food,

3	4	5
<p>Largest Gum Made .. 55 Sen Sen .. 55 Sen Sen Breath Perf 1 00 Yucatan .. 55 Spearmint .. 55</p> <p>CHOCOLATE Walter Baker & Co.'s German's Sweet .. 22 Premium .. 31 Caracas .. 31 Walter M. Lowney Co. Premium, 1/4s .. 30 Premium, 1/2s .. 30</p> <p>CIDER, SWEET "Morgan's" Regular barrel 50 gal 10 00 Trade barrel, 28 gals 5 50 1/2 Trade barrel, 14 gal 3 50 Boiled, per gal. .. 60 Hard, per gal. .. 25</p> <p>COCOA Baker's .. 37 Cleveland .. 41 Colonial, 1/4s .. 35 Colonial, 1/2s .. 33 Epps .. 42 Huyler .. 47 Lowney, 1/4s .. 36 Lowney, 1/2s .. 36 Lowney, 1s .. 36 Lowney, 1s .. 40 Van Houten, 1/4s .. 12 Van Houten, 1/2s .. 20 Van Houten, 1s .. 40 Van Houten, 1s .. 72 Webb .. 33 Wilber, 1/4s .. 33 Wilber, 1/2s .. 32</p> <p>COCOANUT Dunham's per lb. 1/4s, 5lb. case .. 29 1/4s, 5lb. case .. 28 1/4s, 15lb. case .. 27 1/4s, 15lb. case .. 26 1s, 15lb. case .. 25 1/4s & 1/2s, 15lb. case .. 26 1/2 Scalloped Gems .. 10 1/4s & 1/2s, pails .. 14 1/2 Bulk, pails .. 13 Bulk, barrels .. 12</p> <p>COFFEES, ROASTED Rio Common .. 16 Fair .. 16 1/2 Choice .. 17 Fancy .. 18 Peaberry .. 19</p> <p>Santos Common .. 17 Fair .. 18 Choice .. 18 Fancy .. 19 Peaberry .. 19</p> <p>Maracalbo Fair .. 19 Choice .. 20</p> <p>Mexican Choice .. 19 Fancy .. 21</p> <p>Guatemala Fair .. 20 Fancy .. 22</p> <p>Java Private Growth .. 24@29 Mandling .. 30@34 Aukola .. 29@31</p> <p>Mocha Short Bean .. 24@26 Long Bean .. 23@24 H. L. O. C. .. 25@27</p> <p>Bogota Fair .. 20 Fancy .. 22 Exchange Market Steady Spot Market, Strong</p> <p>Package New York Basis Arbuckle .. 20 50 Lion .. 20 50</p> <p>McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicag- go.</p> <p>Extract Holland, 1/2 gro boxes 95 Felix, 1/2 gross .. 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43</p> <p>CRACKERS National Biscuit Company Brand Butter N. B. C. Sq. bbl. 6 1/2 bx 6 Seymour, Rd. bbl 6 1/2 bx 6 Soda N. B. C., boxes .. 6 Select .. 8 1/2 Saratoga Flakes .. 13 Zephyrette .. 13</p> <p>Oyster N. B. C. Rd. bbl 6 1/2 bx 6 Gem, bbl, 6 1/2 boxes .. 6 Faust .. 8</p> <p>Sweet Goods Animals .. 10 Apricot Gems .. 12 Atlantics .. 12 Atlantic, Assorted .. 12 Avena Fruit Cake .. 12 Brittle .. 11 Bumble Bee .. 10 Cadets .. 9 Cartwheels Assorted .. 9 Chocolate Drops .. 16 Choc. Honey Fingers .. 16 Chocolate Tokens .. 2 50 Circle Honey Cookies .. 12 Currant Fruit Biscuits .. 12 Cracknels .. 16 Cocoanut Brittle Cake .. 12 Cocoanut Sugar Cake .. 11 Cocoanut Taffy Bar .. 12 Cocoanut Bar .. 10</p>	<p>Cocoanut Drops .. 12 Cocoanut Macaroons .. 18 Cocoanut Hon. Fingers .. 12 Cocoanut Hon. Jumb's .. 12 Coffee Cake .. 10 Coffee Cake, iced .. 11 Crumpets .. 10 Dinner Biscuit .. 25 Dixie Sugar Cookies .. 9 Family Cookie .. 9 Fig Cake Assorted .. 12 Fig Newtons .. 12 Florabel Cake .. 12 1/2 Fluted Cocoanut Bar .. 10 Frosted Creams .. 8 Frosted Ginger Cookie .. 8 Fruit Lunch iced .. 10 Ginger Gems .. 8 Ginger Gems, iced .. 9 Graham Crackers .. 8 Ginger Snaps Family .. 8 Ginger Snaps N. B. C. 7 1/2 Ginger Snaps N. B. C. Square .. 8 Hippodrome Bar .. 12 Honey Cake, N. B. C. .. 12 Honey Fingers As. Ice .. 12 Honey Jumbles, Iced .. 12 Honey Flake .. 12 1/2 Household Cookies .. 8 Household Cookies Iced .. 9 Imperial .. 9 Jersey Lunch .. 8 Jubilee Mixed .. 10 Kream Klips .. 25 Laddle .. 9 Lemon Gems .. 10 Lemon Biscuit Square .. 8 Lemon Wafer .. 16 Lemona .. 9 Mary Ann .. 9 Marshmallow Walnuts .. 16 Molasses Cakes .. 8 Molasses Cakes, Iced .. 9 Molasses Fruit Cookies Iced .. 11 Molasses Sandwich .. 12 Mottled Square .. 10 Oatmeal Crackers .. 8 Orange Gems .. 9 Orbit Cake .. 14 Penny Assorted .. 9 Peanut Gems .. 9 Pretzels, Hand Md. .. 9 Pretzettes, Hand Md. .. 9 Kretzettes, Mac. Md. .. 8 Raisin Cookies .. 10 Taisin Gems .. 11 Tavern, Assorted .. 14 Rittenhouse Fruit Biscuit .. 10 Rube .. 9 Scalloped Gems .. 10 Scotch Cookies .. 10 Spiced Currant Cake .. 10 Sugar Fingers .. 12 Sultana Fruit Biscuit .. 16 Spiced Ginger Cake .. 9 Spiced Ginger Cake Iced .. 10 Sugar Cakes .. 9 Sugar Squares, large or small .. 9 Sunnyside Jumbles .. 10 Superba .. 8 Sponge Lady Fingers .. 25 Sugar Crimp .. 9 Vanilla Wafers .. 16 Waverly .. 10</p> <p>In-er Seal Goods Albert Biscuit .. 1 00 Animals .. 1 00 Arrowroot Biscuit .. 1 00 Baronet Biscuit .. 1 00 Bremmer's Butter Wafers .. 1 00 Cameo Biscuit .. 1 50 Cheese Sandwich .. 1 00 Chocolate Drp Centers .. 16 Chocolate Wafers .. 1 00 Cocoanut Dainties .. 1 00 Dinner Biscuits .. 1 50 Domestic Cakes .. 8 Faust Oyster .. 1 00 Fig Newton .. 1 00 Five O'clock Tea .. 1 00 Frotana .. 1 00 Gala Sugar Cakes .. 8 Ginger Snaps, N. B. C. 1 00 Graham Crackers, Red Label .. 1 00 Jonnie .. 8 Lemon Snaps .. 50 Marshmallow Coffee Cake .. 12 1/2 Oatmeal Crackers .. 1 00 Old Time Sugar Cook. 1 00 Oval Salt Biscuit .. 1 00 Oysterettes .. 1 00 Pretzettes, Hd. Md. 1 00 Royal Toast .. 1 00 Saltine Biscuit .. 1 00 Saratoga Flakes .. 1 50 Social Tea Biscuit .. 1 00 Soda Crackers N. B. C. 1 00 Soda Crackers Select 1 00 S. S. Butter Crackers 1 50 Triumph Cakes .. 16 Uneeda Biscuit .. 50 Uneeda Jinjer Wayfer 1 00 Uneeda Lunch Biscuit 50 Vanilla Wafers .. 1 00 Water Thin Biscuit .. 1 00 Zu Zu Ginger Snaps .. 50 Zwieback .. 1 00</p> <p>In Special Tin Packages. Per doz. Festino .. 2 50 Nabisco, 25c .. 2 50 Nabisco, 10c .. 1 00 Champagne wafer .. 2 50</p> <p>Per tin in bulk Sorbetto .. 1 00 Nabisco .. 1 75 Festino .. 1 50 Bent's Water Crackers 1 40</p>	<p>CREAM TARTAR Barrels or drums .. 33 Boxes .. 34 Square cans .. 36 Fancy caddies .. 41</p> <p>DRIED FRUITS Apples Sundried .. 12@13 Evaporated .. 12@13 California Apricots .. 12 1/2@14 1/2 Corsican Citron .. @15 Currants Imp'd 1 lb. pkg. .. @10 Imported bulk .. @ 9 1/2 Peel Lemon American .. 13 Orange American .. 13</p> <p>Raisins Connoisseur Cluster .. 3 25 Dessert Cluster .. 4 00 Loose Muscatels 3 Cr .. 6 Loose Muscatels 4 Cr .. 7 L. M. Seeded 1 lb. 8 1/2@ 9 California Prunes L. M. Seeded bulk .. 7 1/2 Sultanas Bleached .. 12 100-125 25lb. boxes .. @10 1/2 90-100 25lb. boxes .. @11 80-90 25lb. boxes .. @11 1/2 70-80 25lb. boxes .. @12 60-70 25lb. boxes .. @12 1/2 50-60 25lb. boxes .. @13 40-50 25lb. boxes .. @13 1/2 1/4c less in 50lb. cases</p> <p>FARINACEOUS GOODS Beans Dried Lima .. 8 Med Hand Picked .. 2 25 Brown Holland .. 2 85</p> <p>Farina 25 1 lb. packages .. 1 50 Bulk, per 100 lbs. .. 4 00</p> <p>Original Holland Rusk Packed 12 rolls to container 3 containers (36) rolls 2 85 5 containers (60) rolls 4 75</p> <p>Hominy Pearl, 100 lb. sack .. 1 75 Maccaroni and Vermicelli domestic, 10 lb. box .. 60 Imported, 25 lb. box .. 2 50</p> <p>Pearl Barley Chester .. 3 75 Empire .. 4 75</p> <p>Peas Green, Wisconsin, bu. .. 2 90 Green, Scotch, bu. .. 2 90 Split, lb. .. 04</p> <p>Sage East India .. 5 German, sacks .. 5 German, broken pkg. ..</p> <p>Tapoca Flake, 100 lb. sacks .. 6 Pearl, 130 lb. sacks .. 5 Pearl, 36 pkgs. .. 2 25 Minute, 36 pkgs. .. 2 75</p> <p></p>

6	7	8	9	10	11
Quaker, paper4 75 Quaker, cloth4 75 Wykes & Co. Eclipse4 10 Lemon & Wheeler Co. White Star, 7/8 cloth4 40 White Star, 7/8 cloth4 30 White Star, 7/8 cloth4 20 Worden Grocer Co. American Eagle, 7/8 cl5 50 Grand Rapids Grain Milling Co. Branch Purity, patent4 80 Seal of Minnesota5 50 Wizard flour4 40 Wizard Graham4 40 Wizard Grain, Meal3 40 Wizard Buckwheat4 00 Rye4 40 Spring Wheat Flour Roy Baker's Brand Golden Horn, family5 00 Golden Horn, barrels4 90 Wisconsin Rye4 90 Judson Grocer Co.'s Brand Ceresota, 7/85 90 Ceresota, 7/85 90 Ceresota, 7/85 90 Lemon & Wheeler's Brand wingold, 7/85 80 wingold, 7/85 60 wingold, 7/85 60 Worden Grocer Co.'s Brand Laurel, 7/8 cloth5 70 Laurel, 7/8 cloth5 60 Laurel, 7/8 cloth5 60 Laurel, 7/8 cloth5 60 Voigt Mining Co.'s Brand voigt's Crescent4 90 voigt's Flour4 90 voigt's Hygienic5 00 Graham5 00 Voigt's Royal5 30 Wykes & Co. Sleepy Eye, 7/8 cloth5 55 Sleepy Eye, 7/8 cloth5 45 Sleepy Eye, 7/8 cloth5 35 Sleepy Eye, 7/8 paper5 35 Sleepy Eye, 7/8 paper5 35 Watson-Higgins Milling Co. Perfection Flour4 50 Tip Top Flour4 10 Golden Sheaf Flour3 80 Marshall's Best Flour5 50 Perfection Buckwheat3 00 Tip Top Buckwheat2 80 Badger Dairy Feed24 00 Alfalfa Horse Feed26 00 Kafir Corn1 40 Hoyle Scratch Feed1 45 Meal Bolted3 20 Golden Granulated3 40 St. Car Feed screened24 00 No. 1 Corn and Oats24 00 Corn, cracked23 00 Corn meal, coarse23 00 Winter Wheat Bran27 00 Buffalo Gluten Feed30 00 Dairy Feeds Wykes & Co. O P Linseed Meal35 00 O P Laxo-Cake-Meal33 00 Cottonseed Meal25 00 Gluten Feed26 00 Brewers' Grains25 00 Hammond Dairy Feed22 00 Alfalfa Meal26 00 Oats Michigan carlots36 Less than carlots38 Carlots58 Less than carlots60 Hay Carlots20 00 Less than carlots22 00 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle42 Choice35 Good22 Fair20 Half barrels 2c extra MINCE MEAT Per case2 85 MUSTARD 1/4 lb. 6 lb. box18 OLIVES Bulk, 1 gal. kegs 10@120 Bulk, 2 gal. kegs 95@110 Bulk, 5 gal. kegs 90@100 Stuffed, 5 oz.90 Stuffed, 8 oz.135 Stuffed, 14 oz.225 Pitted (not stuffed) 14 oz.225 Manzanilla, 8 oz.90 Lunch, 10 oz.135 Lunch, 16 oz.225 Queen, Mammoth, 19 oz.375 Queen, Mammoth, 28 oz.525 Olive Chow, 2 doz. cs. per225 PICKLES Beutel's Bottled Pickles 8 oz., per doz.90 10 oz., per doz.95 16 oz., per doz.145 24 oz., per doz.190 32 oz., per doz.235 Medium Barrels, 1,200 count775 Half bbls., 600 count450 5 gallon kegs225 Small Barrels904 Half barrels525 5 gallon kegs190 Gherkins Barrels1100 Half barrels500 5 gallon kegs275	Sweet Small Barrels1350 Half barrels750 5 gallon kegs300 POTASH Babbitt's400 PROVISIONS Barreled Pork Clear Back1650 Short Cut1575 Short Cut Clear1575 Bean1400 Brisket, Clear2300 Pig2300 Clear Family2600 Dry Salt Meats S P Bellies14 Lard Pure in tierces875 Compound lard75 80 lb. tubsadvance 60 lb. tubsadvance 50 lb. tinsadvance 20 lb. pailsadvance 10 lb. pailsadvance 5 lb. pailsadvance 1 lb. pailsadvance Smoked Meats Hams, 12 lb. aver. 130@135 Hams, 14 lb. aver. 135@140 Hams, 16 lb. aver. 140@145 Hams, 18 lb. aver. 145@150 Skinned Hams135@140 Ham, dried beef sets17 California Hams 8 3/4 @ 9 Picnic Boiled Hams15 Boiled Hams20 Berlin Ham, pressed12 Minced Ham12 Bacon14 1/2 @ 15 Sausages Bologna8 Liver7 1/2 @ 8 Frankfort9 1/2 @ 10 Pork11 Acme, 100 cakes11 Veal11 Tongue11 Headcheese9 Beef Boneless1400 Rump, new1400 Pig's Feet 1/2 bbls.110 1/4 bbls., 40 lbs.200 1/2 bbls.400 1 bbl.800 Tripe Kits, 15 lbs.90 1/2 bbls., 40 lbs.160 1/2 bbls., 80 lbs.300 Casings Hogs, per lb.35 Beef, rounds, set18 Beef, middles, set65 Sheep, per bundle80 Uncolored Butterine Solid Dairy10 @ 12 Country Rolls11 @ 18 Canned Meats Corned beef, 2 lb.360 Corned beef, 1 lb.360 Roast beef, 2 lb.360 Roast beef, 1 lb.360 Potted Ham, 1/250 Potted Ham, 1/450 Deviled Ham, 1/250 Deviled Ham, 1/450 Potted tongue, 1/250 Potted tongue, 1/450 RICE Fancy7 @ 7 1/2 Japan5 1/2 @ 6 1/2 Broken2 1/2 @ 3 1/2 SALERATUS Packed 60 lbs. in box Arm and Hammer200 Deland's300 Dwight's Cow200 L. P.200 Standard180 Wyandotte, 100 1/2300 SAL SODA Granulated, bbls.80 Granulated, 100 lbs. cs. 90 Granulated, 25 pkgs.120 SALT Common Grades 100 3 lb. sacks240 60 5 lb. sacks225 28 10 1/2 lb. sacks210 56 lb. sacks32 28 lb. sacks17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks24 Common Granulated, fine95 Medium, fine100 SALT FISH Cod Large whole@ 7 1/2 Small, whole@ 7 Strips or bricks 7 1/2 @ 10 1/2 Pollock@ 5 Halibut Strips15 Chunks15 Holland Herring Y. M. wh. hoop, bbls. 11 00 Y. M. wh. hoop, 1/2 bbl. 6 00 Y. M. wh. hoops, kegs 7 00 Y. M. wh. hoop Milchers kegs85 Queen, bbls.10 50 Queen, 1/2 bbls.5 75 Queen, kegs65 Trout No. 1, 100 lbs.750 No. 1, 40 lbs.325 No. 1, 10 lbs.90 No. 1, 8 lbs.75 Mackerel Mess, 100 lbs.1650 Mess, 40 lbs.700 Mess, 10 lbs.185	Mess, 8 lbs.150 No. 1, 100 lbs.150 No. 1, 40 lbs.60 No. 1, 10 lbs.150 No. 1, 8 lbs.140 Whitefish 100 lbs.375 50 lbs.225 10 lbs.125 8 lbs.125 40 lbs.450 10 lbs.120 8 lbs.120 SHOE BLACKING Handy Box, large 3 dz50 Handy Box, small25 Bixby's Royal Polish85 Miller's Crown Polish85 SNUFF Scotch, in bladders37 Maccaboy, in jars45 French Rattle, in jars45 SOAP Henry Passoit Atlas soap225 J. S. Kirk & Co. American Family400 Dusky Diamond 50 5 oz400 Dusky Diamond 100 5 oz400 Jap Rose, 50 bars300 Savon Imperial300 White Russian300 Lome, oval bars300 Statinet, oval300 Snowberry, 100 cakes400 Proctor & Gamble Co. Lenox225 Ivory, 6 oz400 Ivory, 10 oz400 Star35 Lantz Bros. & Co. Acme, 25 bars, 15 lbs. 400 Acme, 25 bars, 15 lbs. 400 Acme, 25 bars, 15 lbs. 400 Acme, 100 cakes225 Big Master, 70 bars350 German Mottled350 German Mottled, 10 bx400 German Mottled, 25 bx400 Marseilles, 100 cakes400 Marseilles, 100 cks 50 400 Marseilles, 100 cks toll 400 Marseilles, 1/2 bx toilet 210 A. B. Whisley Good Cheer400 Old Country400 Soap Powders Snow Boy, 24s family size275 Snow Boy, 50 5c240 Snow Boy, 30 10c240 Gold Luster, 24 large400 Gold Luster, 100-5c400 Kirkoline, 24 4lb.380 Pearline375 Soapine410 Babbitt's 1774375 Rosaire350 Armour's370 Wisdom380 Soap Compounds Johnson's Fine510 Johnson's XXX425 Nine O'clock330 Rub-No-More335 Scouring Enoch Morgan's Sons Sapolio, gross lots900 Sapolio, half gro. lots 450 Sapolio, single boxes 225 Sapolio, hand225 Scourine Manufacturing Co. Scourine, 50 cakes180 Scourine, 100 cakes180 SODA Boxes54 Kegs, English45 SPICES Whole Spices Allspice, Jamaica12 Allspice, large Garden 11 Cloves, Zanzibar20 Cassia, Canton14 Cassia, 5c pkg. doz. 25 Ginger, African34 Ginger, Cochin14 Mace, Penang70 Mixed, No. 1145 Mixed, No. 2145 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-10030 Nutmegs, 105-11030 Pepper, Black14 Pepper, White14 Pepper, Cayenne22 Paprika, Hungarian45 Pure Ground in Bulk Allspice, Jamaica12 Cloves, Zanzibar20 Cassia, Canton14 Ginger, African34 Mace, Penang70 Nutmegs, 75-10030 Pepper, Black14 Pepper, White14 Pepper, Cayenne22 Paprika, Hungarian45	Half barrels150 20th. cans 5 dz in cs. 1 50 10th. cans 5 dz in cs. 1 50 5th. cans 2 doz. in cs. 1 50 2 1/2 lb. cans 2 dz in cs. 1 50 Pure Case Fair16 Good20 Choice25 Michigan Maple Syrup Co. Brand Kalkaska, per doz. 3 25 TEA Japan Sundried, medium24024 Sundried, choice24024 Sundried, fancy24024 Regular, medium24024 Regular, choice24024 Regular, fancy24024 Basket-fired medium20 Basket-fired choice20 Basket-fired, fancy20 Nibs20 Stiffings20 Fannings20 Gunpowder Moyune, medium20 Moyune, choice20 Moyune, fancy20 Pinguey, medium20 Pinguey, choice20 Pinguey, fancy20 Young Hyson Choice20 Fancy20 Colong Formosa, fancy4000 Amoy, medium20 Amoy, choice20 English Breakfast Choice20 Fancy20 India Ceylon, choice20 Fancy20 TOBACCO Fine Cut Biot10 Hawatha, 16 oz.10 Hawatha, 1 oz.10 No Limit, 14 oz.10 Ojibwa, 16 oz.10 Ojibwa, 5c pkg.10 Ojibwa, 5c10 Petoskey Chief, 7 oz.10 Petoskey Chief, 14 oz.10 Sterling Dark, 5c10 Sweet Cuba, 5c10 Sweet Cuba, 10c10 Sweet Cuba, 15c10 Sweet Cuba, 20c10 Sweet Cuba, 25c10 Sweet Cuba, 30c10 Sweet Cuba, 35c10 Sweet Cuba, 40c10 Sweet Cuba, 45c10 Sweet Cuba, 50c10 Sweet Cuba, 55c10 Sweet Cuba, 60c10 Sweet Cuba, 65c10 Sweet Cuba, 70c10 Sweet Cuba, 75c10 Sweet Cuba, 80c10 Sweet Cuba, 85c10 Sweet Cuba, 90c10 Sweet Cuba, 95c10 Sweet Cuba, 100c10 Am. Navy, 15 oz.10 Drummond, Nat. Leaf, 1 & 5 lb.10 Drummond Nat. Leaf per doz.10 Battle Ax Bracer10 Big Four10 Root Jack10 Bullion, 14 oz.10 Climax Golden Twine Days Work10 Derby10 5 Bros10 Gift Edge10 Gold Rope, 1 to 310 Gold Rope, 1 to 310 G. O. P.10 Granger Twist10 G. T. W.10 Horse Shoe10 Honey Dip Twist10 Jolly Tar10 J. T. & Co.10 Keystone Twist10 Kismet10 Nobby Spun Roll10 Parrot10 Peachey10 Pencil Twist10 Piper Heideick10 Red Lion10 Sherry Coddler, 10 oz.10 Spear Head, 12 oz.10 Spear Head, 14 oz.10 Spear Head, 7 oz.10 Square Deal10 Star10 Standard Navy10 Ten Penny10 Town Talk 14 oz.10 Yankee Girl10 Cotton, 3 ply10 Cotton, 4 ply10 Jute, 3 ply10 Hemp, 4 ply10 Flax, medium10 Wool, 1 lb. balls10 VINEGAR Highland apple cider10 Oakland apple cider10 State Seal10 40 grain pure white10 Barrels free10 WICKING No. 1 per gross10 No. 1 per gross10 No. 2 per gross10 No. 2 per gross10 WOODENWARE Baskets Rushels, wide band10 Green No. 110 Green No. 210 Green No. 310 Green No. 410 Green No. 510 Green No. 610 Green No. 710 Green No. 810 Green No. 910 Green No. 1010 Green No. 1110 Green No. 1210 Green No. 1310 Green No. 1410 Green No. 1510 Green No. 1610 Green No. 1710 Green No. 1810 Green No. 1910 Green No. 2010 Green No. 2110 Green No. 2210 Green No. 2310 Green No. 2410 Green No. 2510 Green No. 2610 Green No. 2710 Green No. 2810 Green No. 2910 Green No. 3010 Green No. 3110 Green No. 3210 Green No. 3310 Green No. 3410 Green No. 3510 Green No. 3610 Green No. 3710 Green No. 3810 Green No. 3910 Green No. 4010 Green No. 4110 Green No. 4210 Green No. 4310 Green No. 4410 Green No. 4510 Green No. 4610 Green No. 4710 Green No. 4810 Green No. 4910 Green No. 5010 Green No. 5110 Green No. 5210 Green No. 5310 Green No. 5410 Green No. 5510 Green No. 5610 Green No. 5710 Green No. 5810 Green No. 5910 Green No. 6010 Green No. 6110 Green No. 6210 Green No. 6310 Green No. 6410 Green No. 6510 Green No. 6610 Green No. 6710 Green No. 6810 Green No. 6910 Green No. 7010 Green No. 7110 Green No. 7210 Green No. 7310 Green No. 7410 Green No. 7510 Green No. 7610 Green No. 7710 Green No. 7810 Green No. 7910 Green No. 8010 Green No. 8110 Green No. 8210 Green No. 8310 Green No. 8410 Green No. 8510 Green No. 8610 Green No. 8710 Green No. 8810 Green No. 8910 Green No. 9010 Green No. 9110 Green No. 9210 Green No. 9310 Green No. 9410 Green No. 9510 Green No. 9610 Green No. 9710 Green No. 9810 Green No. 9910 Green No. 10010	Rushels, wide band15 Market15 Salit, large15 Salit, medium15 Salit, small15 Willow, cloth, large15 Willow, cloth, small15 Willow, cloth, men15 Butter Plates Wire End or Oval 1/2 lb. 25 in crate10 1/2 lb.	

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
1 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

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

CIGARS

Johnson Cigar Co.'s Brand



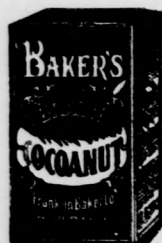
S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32
Worden Grocer Co. Brand

Ben Hur

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

COCOANUT

Baker's Brazil Shredded



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

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 4
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 25

Jute

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

Cotton Victor

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

Cotton Windsor

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

Cotton Braided

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

Galvanized Wire

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

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

FISHING TACKLE

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

Cotton Lines

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

Linen Lines

Small 20
Medium 26
Large 34

Poles

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

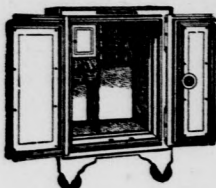


Small size, doz. 40
Large size, doz. 75

GELATINE

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

SAFES



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

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Beaver Soap Co.'s Brand



100 cakes, large size . . . 50
50 cakes, large size . . . 25
100 cakes, small size . . . 35
50 cakes, small size . . . 15

Tradesman Co.'s Brand



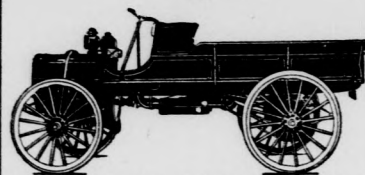
Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Be the Progressive Dealer in
Your Town—Buy This

Motor Delivery Wagon



Model D—1000 Pounds Capacity—\$900 00

The Chase Wagons Are

Simple in Construction
Cheap to Maintain
Easy to Operate
Dependable and Durable

If you are alive to your best interests, write for catalog of the Chase Complete Line to

Adams & Hart

Western Mich. Agents

Grand Rapids, Michigan



Tanglefoot

The Original Fly Paper

For 25 years the Standard
in Quality

All Others Are Imitations

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
Grand Rapids, Mich.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for exchange and the first insertion and each subsequent insertion will be charged at the rate of \$1.00 per line for the first insertion and \$0.50 per line for each subsequent insertion. No charge for the first insertion of a notice of exchange.

BUSINESS CHANCES.

For Sale—Quick repair outfit used one year. Fleming stitcher and Champion finisher, 1½ horsepower motor. Singer sewing machine, complete set tools and stock. Centrally located, big trade established. Reason for selling, failing health. Will sell at a bargain. Address C. O. Swanson, Ypsilanti, Michigan. 406

For Sale—A clean stock of general merchandise in a new, growing town in the Payette-Boise Government irrigation project in Southern Idaho, in the heart of the Idaho fruit belt. Reasonable terms. Invoicing about \$6,000. Reason for selling, death of owner. A. H. Christenson, Administrator, Kuna, Idaho. 405

MERCHANTS—If you wish to sell your stock for cash, write W. D. Hamilton, Galesburg, Ill. 404

For Sale—A shoe store in the best town in Central Nebraska. Clean stock of about \$2,000. Business established 26 years. Good location. Brick building. Will rent building and fixtures or will sell. This is a good place for a good shoe man. Fred W. Hayes, Broken Bow, Neb. 403

Exceptional Chance—Furniture and undertaking business. Good railroad division town. No competition for 25 miles. Can be handled with about \$3,700. Box 55, Waynoka, Okla. 402

For Sale—A first-class grocery and market, doing a business of about \$3,000 a month; good, clean stock, fresh goods. Situated in a manufacturing suburb on south side; will be sold reasonably. Enquire of J. C. Haxel, Sprague, Warner & Co., Chicago, Ill. 401

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

For Sale—Stock of groceries, with fixtures, inventories about \$1,200. Stock of groceries, including building, \$2,500. Stock of groceries and fixtures, inventories about \$2,000. Stock of hardware, a dandy. Inventories about \$8,500. Stock of clothing, shoes, hats, caps, gents' and ladies' furnishing goods. All new stock, inventories about \$8,000. Address Phillips & Wright, Owosso, Michigan. 399

Cash Furnished—We personally conduct big sales in your own store on clothing, dry goods and shoe stocks. Big cash result guaranteed. A. E. Greene Co., 414 Moffatt Bldg., Detroit. 398

Am going West and will sell or trade my stock of drugs. Good location. Clean stock, light expenses. Will take city or town property as part. Get particulars. Address Drug Store, care Tradesman. 397

Wanted—Premium users to send for our catalogue. Our chairs are some of the best for premiums ever offered. Thousands sold for this purpose. Tickets furnished free with chairs. E. B. Ellis Chair Co., 2nd and Main streets, Williamsburg, Ohio. 396

For Sale—Splendid merchandise business of three departments, groceries, drugs, gents' furnishings and shoes. All clean and up-to-date. Business established thirty-five years. Finest location in city, county seat of one of the best counties in Michigan for farming. Fifty miles from Grand Rapids. Will furnish all information to anyone interested. Reason for selling, must go to warmer climate. Address E., care Tradesman. 395

For Sale—Stock of merchandise, consisting of staple dry goods, boots and shoes and groceries, entire stock less than two years' old. Only general stock in town of 800 in very best farmers' section in Northern Indiana. This store has shown a profit of \$3,400, besides owner's living expenses in the past 18 months. A good proposition for anyone wanting a good business. Invoices about \$6,500, can reduce, but must be a cash deal. Write me at once. Address No. 394, care Tradesman. 394

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

Good Bargains For Sale and Exchange

Illinois—Meat market and cold storage plant including buildings and lot in Ogle county. This is a well established and money-making business, about \$4,000 required. 386

Indiana—Furniture and undertaking business in Noble county, city of 6,000 population. Stock and fixtures invoice about \$8,500; profits average \$400 per month; rent reasonable. 385

Michigan—Here is a hummer. Grocery and meat market in Berrien county; sales average \$2,500 per month in summer time and from \$1,200 to \$1,500 per month in the winter time; business well established; easy competition; about \$2,000 required. 384

Michigan—Two-story brick store building, furniture, undertaking and coal business and large lot in Livingston county; business established and same corner for past 33 years; about \$3,000 required. 383

Michigan—Stock of general merchandise in Cass county; invoice about \$4,500; sales average \$1,800 per month. 382

Michigan—Here is another good one. Grocery, bakery and meat market in Eaton county; sales average \$1,500 per month; same owner for past 12 years; stock and fixtures invoice about \$6,500; this is a well selected stock and a money-maker. 381

Michigan—Store building and stock of general merchandise in Barry county; stock and fixtures invoice about \$3,000; real estate valued at \$3,250; price and terms right. If you are looking for a going business, investigate. 380

Montana—Stock of general merchandise in Chouteau county; here is a place where prices are good and profits big; stock and fixtures invoice about \$4,500; look into this. 379

Nebraska—Millinery and ladies' furnishing store in Cherry county; invoice about \$1,150; good opening for a business woman. 378

Wisconsin—Stock of general merchandise in Outagamie county; sales average about \$2,250 per month; reasonable rent; invoice about \$9,000. Price right. 377

Wanted—Have cash customer who wants to buy a stock of general merchandise, located in Northern Michigan; can invest \$10,000 spot cash; send me full description in first letter. 376

If you want to buy any kind of business or property, let me know your requirements. If you want to sell or exchange your business or real estate, send me price and description. I bring buyers and sellers together. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago. 375

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. 374

For Sale—Clean stock of general merchandise in live Northern Michigan town. Good farm and lumber trade. Good reasons for selling. Address No. 373, care Tradesman. 373

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. 372

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. 371

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. 370

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 part 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. 369

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. 368

For Sale—Confectionery and ice cream parlors. Doing a good business. Good reason for selling. Address 112 So. Lafayette St., Greenville, Michigan. 377

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 Michigan county. Established 25 years. A money-maker for some young man. Retiring from business reason for selling. Address G. T. Clapp, Glenn, Michigan. 365

General store for sale. Stock inventories \$12,000. Sales last year \$26,000. Store building 12x120 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. E. Onkes, Mio, Michigan. 373

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. 374, care Tradesman. 374

Wanted—Real estate men to write D. A. Klothe, Piper City, Ill. If you have bona fide bargain to offer in stock general merchandise for cash. 375

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. Gotschewant, Forrest, Ill. 376

For Sale—Best cash business in Western Michigan. Dry goods, shoes, furnishings, notions. Successful and fine opportunity. Must be cash deal. About \$6,000. Can reduce. No salesman wanted. Address L. H. Phelps & Co., Fremont, Mich. 378

General bakery for sale at Newaygo, Mich. Only one in town. Excellent business. Box 191, Newaygo, Michigan. 374

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. \$15,000 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. 364, care Michigan Tradesman. 364

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. 363

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. Shoom, safe expert and locksmith. 52 Ottawa street, Grand Rapids, Mich. 364

Dry goods store for sale. Iowa county seat, 1,000 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. 366, care Michigan Tradesman. 366

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 1¼x1¾ to 1¼x4¼. 1c; 4x5 to 1¼x1¼, 1c. J. M. Manning, 1043 Third Ave., New York City. 364

For Sale—Restaurant and rooming business, paying from one to three hundred dollars per month above expenses, fine location, up-to-date furniture and fixtures. On account of poor health will sell cheap. Price \$1,800. Address Adin P. McBride, Durand, Mich. 347

For Sale—Beautiful National Cash Register, in first-class condition. At great sacrifice. Terms easy, monthly payments. If interested write Lock Box 30, Lake Odessa, Mich. 345

For Sale—Up-to-date grocery business, good county seat town 3,500. Cash deal, \$2,500 to \$3,000 stock and fixtures. Address No. 381, care Tradesman. 381

For Sale—Soda fountain complete, including two tanks, counters, marble slabs, stools, bowls and work board. Good condition. A bargain for cash. Address Bellairs Drug Co., Grand Rapids, Mich. 364

For Sale—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$10,000. Produce business connected, 60 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 362, care Tradesman. 362

For Sale—One 300 account McCaskey register cheap. Address A. E., care Michigan Tradesman. 368

Will pay cash for stock of shoes and rubbers. Address M. J. G., care Tradesman. 372

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. 370, care Tradesman. 370

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kander, Milwaukee, Wis. 372

For Sale—Drug stock and fixtures worth \$1,500. Will sell for \$1,000 if sold quick. Address W. C. P., care Tradesman. 364

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 375

HELP WANTED.

Wanted—Salesmen with established trade in Michigan, Indiana and Northwestern 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-Alkins Co., 522 Broadway, New York. 361

Wanted—Clark for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 361

SITUATIONS WANTED.

Position Wanted—As manager or buyer for general store or any department, by man, age thirty-three, with eleven years' experience, dry goods, shoes, etc. Last eight years in trade for self. Recently sold out. Address 409, care Tradesman. 369

Want ads. continued on next page.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company, Grand Rapids.

Some Reminiscences of a Bay City Miller.

(Continued from page 7.)

make as good spring wheat flour as we could buy, and at present we are running the mill at least one-third of the time on spring wheat.

"The general trade of this mill has had its ups and downs for the past twenty-nine years. I think it was in the year 1888 that the men in the sawmills struck for a ten-hour day, and owing to the fact that my partner was a lumberman a boycott of our flour was resorted to, which seriously crippled the business for a time.

"Many changes have taken place in the personnel of the millers of Michigan since I started in 1882. The old familiar figures of Mr. Jenks, of Sand Beach, Mr. Merrill, of Kalamazoo, Mr. Coombs, of Coldwater, Mr. Voigt and Mr. Rowe, of Grand Rapids, Mr. Burroughs and Mr. Pierson, of Flint, and Mr. McDonald, of Bay City, are among those who have passed out of this life and all of whom were my good friends.

"Bay City has also had its ups and downs. When the lumber business began to dwindle many pessimists expected to see Bay City wiped off the map, forgetting the favorable location of our city and that it was in the heart of one of the most fertile spots in America.

"The development of the agricultural resources of this county in the past twenty-five years has been marvelous. In the days of my being engaged in the retail grocery business we bought our supplies of vegetables and fruits largely in Detroit. To-day Bay county supplies Northern Michigan with its early vegetables and fruits. I brought the first consignment of choice early Crawford peaches from South Haven to Bay City in 1879. I never have seen finer peaches since. No diseased nor blighted fruit in those days. I remember bringing into Bay City the first creamery butter—bought it from Mr. Wilson, who invented the Wilson creamery.

"Everyone knows what an important factor the beet sugar industry has become in the prosperity of Bay county. The coal industry is and will be of greater value to this community than the lumber business.

"I could fill columns with details of the many changes that have taken place in our city and in the business community, but I think that I have already said too much.

"Nothing makes me realize more keenly the flight of time than when I find myself buying grain from a prosperous farmer who in my early milling days rode to the mill as a small boy on a load of grain with his father, but who now has children of his own who are helping him bear the burdens of life."

Mt. Clemens—The Mt. Clemens Milling Co. has engaged in business with an authorized capital stock of \$30,000, of which \$15,040 has been subscribed and \$12,190 paid in in cash.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 8—The spot coffee market is dull; so dull, in fact, that it really ought to be spelled with a big D. Buyers from the interior are holding off in spite of the big efforts which are being made to throw some activity into the situation. It is thought that some holders of coffee are getting rather weary, but the Government of Brazil shows no anxiety over the outlook, and if a break should come from there it would make things hum here. No one looks for this and perhaps matters are working out all for the best. In an invoice way Rio No. 7 is quoted at 11 $\frac{1}{8}$ @13c. In store and afloat there are 2,321,039 bags, against 3,123,959 bags a year ago. Milds are selling only in small lots and quotations show no perceptible change. Good Cucuta, 13 $\frac{1}{4}$ c.

The tea trade is slowly but surely showing improvement and day by day the outlook grows rather brighter. The supply of teas here—in the United States—is not overabundant, and with some time to elapse before we have new goods the statistical position would certainly seem to be in favor of the buyer. Quotations show no change in any respect.

The demand for sugar remains rather quiet, but with the weather much warmer there is a good chance for a "break," and it will come with a bang. At present 4.90c less 2 per cent. cash seems to be the prevailing rate.

Rice moves in the same old rut, where it has been for a long time. Sales are made of the smallest possible amounts and the general opinion seems to be that present conditions will prevail for some time to come. Prime to choice domestic, 4 $\frac{5}{8}$ @5 $\frac{1}{2}$ c.

Spices are quiet. Quotations are well sustained and this is the best that can be said. Future sales have not been recorded. Stocks are not large, but there seems to be sufficient to meet all requirements.

The weather is not conducive to much activity in molasses. The season is practically ended and only a routine trade can now be hoped for. Previous quotations prevail—good to prime centrifugal, 25@32c. Syrups are quiet. Offerings are very light and prices are without change.

It seems strange to record a firmer market in canned goods, but there really seems to be a better outlook and holders smile. Spot tomatoes are now in strong hands and some packers hold for 82 $\frac{1}{2}$ @85c for standard 3's tomatoes. However, 80c seems to be about the "going" rate. Corn is firm and this by reason of rather light stocks. Other goods are moving in a fairly satisfactory manner.

Cheese is in more liberal supply of new make. The market is well held at 14c for whole milk; old, fancy, colored, 13 $\frac{1}{2}$ c.

Eggs are doing better and top grades of Western are quoted at 19 $\frac{1}{2}$ @20c; from this the range is down to 15@16c.

Butter is steady, but the volume of

business is moderate. Creamery specials, 23c; extras, 22c; firsts, 20 $\frac{1}{2}$ @21c; imitation creamery, 17@17 $\frac{1}{2}$ c; factory, current make, 16 $\frac{1}{2}$ c; seconds, 16c.

Business News From the Hoosier State.

La Grange—G. F. Avis has purchased the Ontario water power plant and will at once install new water wheels and generators. This will mean that La Grange and other small towns in the county will have continuous electric light and power.

South Bend—Arthur Huff, of Mishawaka, has purchased an interest in the Kiisel pharmacy. He has taken R. P. Milton as a partner.

Elkhart—Retail merchants here are organizing to fight the trading stamp evil.

South Bend—The Ad-Sell League held a banquet last week at the Oliver Hotel. Different kinds of advertising were discussed at length.

Corunna—M. J. Thomas has purchased a hardware stock at Waterloo. The business will be in charge of his son, H. K. Thomas.

Hartford City—The Merchants' Association has begun a movement to list the deadbeats of the city. Each merchant will have a complete list of those who "forget" to pay their bills.

Indianapolis — Leroy E. Snyder, Secretary of the Park Board, has been chosen Secretary of the Indianapolis Trade Association.

Indianapolis—The annual meeting

of the National Wholesale Grocers' Association will be held here May 23-24-25.

National Wholesale Grocers.

The annual convention of the Wholesale Grocers' National Association will be held in Indianapolis May 23-25, and it promises to be the greatest and most interesting convention the organization has held. The Indianapolis Grocers' Association is active and preparing a warm welcome and unusually generous entertainment. The chairman of the Publicity Committee, Paul Fishback, is a host in himself. A day or two after the convention the automobile race of the year will take place at the famous motor speedway.

The J. T. Polk Company has arranged an after-day excursion to the great plant at Greenwood, Ind., where, besides an opportunity to see one of the finest canning factories in the United States, the guests will be entertained at a luncheon on their return to Indianapolis. Fred Mason will be there and Walter H. Lipe, President of the American Specialty Manufacturers' Association, and scores of the representative men who believe in co-operation with the National Wholesale Grocers' Association to advance trade interests.

Vicksburg Clothing Mfg. Co.

Vicksburg, Mich.

Manufacturers of

"The Richardson Garments"

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



It Pleases Your Trade

When you please your trade you are building success, commercially.

The easiest way is to let your customers know just what they pay for goods, what they owe after each purchase and to have your accounts in such shape that you can, without making another figure, tell them the total of their indebtedness.

With The McCaskey Gravity Account Register System every account is posted and totalled with each purchase and each customer has the same record of the account as the merchant and in the same handwriting. Giving the customer a statement in full with each purchase inspires him with confidence in his dealer. He wants to trade where he knows how his account stands at all times, where his account is ready for settlement at the same figures he has whenever he is ready to settle.

Is in use in 70,000 retail stores in the United States. Seventy thousand merchants find that The McCaskey System cuts out useless bookkeeping (posting and copying from one book to another), prevents errors in keeping accounts.

Only
One Writing

The McCASKEY SYSTEM

Without Any
Book-keeping

prevents loss of customers through disputes over accounts, prevents forgetting to charge, acts as an automatic collector, as an automatic credit limit and puts them in position to prove their loss in case of fire.

Do you want to know who in your locality is using The McCaskey System? We have thousands of testimonials, some from merchants you know in your state, county and town.

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

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

The McCaskey Register Company

Alliance, Ohio

Agencies in all principal cities

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



WORDS OF
The Wise Merchants

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

Building Business for Keeps

E. ST. ELMO LEWIS

In the "Commercial Travel"

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

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

"Won its FAVOR
through its FLAVOR"

Kellogg's





“Get a Receipt”

How it Benefits the Customer

(And everyone in the world is a customer)

It prevents disputes

Prevents overcharging

Prevents mistakes in change

Stops mistakes in charge accounts

Insures a proper record of money paid on account

Protects children and servants by giving them a printed receipt to take home

Shows which clerk waited on each customer

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

How it Benefits the Merchant

(And every merchant in the world will have one)

It stops mistakes

Stops losses

Removes temptation

Increases trade

Increases profit

Because—

It enforces a correct record of

All cash sales

All credit sales

All money received on account

All money paid out

It wins the confidence of the public

Makes every sale advertise your business

Makes each clerk responsible for the way he serves customers.

National Cash Register Receipts protect hundreds of thousands of merchants daily.

The National Cash Register Co., Dayton, Ohio

Salesrooms: 16 N. Division St., Grand Rapids
79 Woodward Ave., Detroit