

# MICHIGAN TRADESMAN

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Volume XIV.

GRAND RAPIDS, WEDNESDAY, NOVEMBER 11, 1896.

Number 686

## "HOW TO MAKE MONEY"

### Sell "Old Country Soap"

It is a big, pure, full weight, solid one pound bar (16 oz.) which retails for only 5 cents. Get the price you can buy it at from your Wholesale Grocer or his Agent. One trial and you will always keep it in stock.

#### DOLL SOAP

100 Bars in Box, \$2.50. This is a Cracker Jack to make a run on, and it will be a winner for you both ways.

Manufactured only by

ALLEN B. WRISLEY CO.,  
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5 AND 7 PEARL STREET.



We can sell you  
ANY KIND QUANTITY PRICE  
LIME OR CEMENT.  
S. A. MORMAN & CO.,  
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should be made of the best flour  
—flour that embodies the great-  
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strength-giving properties. If

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could not expect to enjoy a  
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Considering the number of  
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we know our brand is all we  
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MALT  
SUBSTITUTE  
FOR  
COFFEE  
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KNEIPP MALT Food Co.

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DRIVING SHOES,  
MEN'S AND BOYS' GRAIN SHOES.  
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Invested in Tradesman Company's  
COUPON BOOKS will yield hand-  
some returns in saving book-keeping,  
besides the assurance that no charge  
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## DON'T INVEST

a dollar in China Dolls or Holiday Goods without  
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the State, at the lowest prices. Catalogue free.

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our brand of vinegar to be an absolutely pure apple juice vinegar. To any  
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not produced from the apple we will forfeit

## ONE HUNDRED DOLLARS

We also guarantee it to be of not less than 40 grains strength.

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## FINE FULL CREAM CHEESE

Suitable for winter trade, if ordered at once, at 9c lb. □

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Goods which are sure to please. Once used always used. Sold by  
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100 PER CENT.  
PROFIT TO DEALERS

## "RED STAR"

Satisfaction guaranteed to consumer.

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## LARGEST BROOM FACTORY

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CHAS. MANZELMANN'S, at Detroit.

His variety of brooms and whisks commands attention.

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We carry a stock of cake tallow for mill use.  
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PROVISIONS

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**SAVE 300 PER CENT.**

There are 113 poisonous drugs sold which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail for less than one third the money.

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**POISONOUS DRUGS**

ARRANGED IN FOURTEEN GROUPS WITH AN ANTIDOTE FOR EACH GROUP.

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|                |                |                |              |
|----------------|----------------|----------------|--------------|
| 1. Aconite     | 15. Digitalis  | 29. Strychnine | 43. Veratrum |
| 2. Arsenic     | 16. Euphorbia  | 30. Tobacco    | 44. Yew      |
| 3. Belladonna  | 17. Foxglove   | 31. Zinc       | 45. Zinc     |
| 4. Camphor     | 18. Hemlock    | 32. Zinc       | 46. Zinc     |
| 5. Cantharides | 19. Hyoscyamus | 33. Zinc       | 47. Zinc     |
| 6. Castor Oil  | 20. Nuxvomica  | 34. Zinc       | 48. Zinc     |
| 7. Colic       | 21. Opium      | 35. Zinc       | 49. Zinc     |
| 8. Croton      | 22. Scilla     | 36. Zinc       | 50. Zinc     |
| 9. Emetics     | 23. Squill     | 37. Zinc       | 51. Zinc     |
| 10. Ergot      | 24. Tansy      | 38. Zinc       | 52. Zinc     |
| 11. Foxglove   | 25. Thapsia    | 39. Zinc       | 53. Zinc     |
| 12. Hemlock    | 26. Urtica     | 40. Zinc       | 54. Zinc     |
| 13. Hyoscyamus | 27. Veratrum   | 41. Zinc       | 55. Zinc     |
| 14. Nuxvomica  | 28. Yew        | 42. Zinc       | 56. Zinc     |

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See also our Handbook  
Additional Information  
No one else can give you all the facts  
about this most important work.

2,800 LABELS all in convenient form for immediate use, as illustrated, with instructions for using. Sent postpaid to any address on receipt of \$4.

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THEY NEVER GET MIXED UP.

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**OILS**

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BULK WORKS at Grand Rapids, Muskegon, Manistee, Cadillac,  
Big Rapids, Grand Haven, Traverse City, Ludington,  
Allegan, Howard City, Petoskev, Reed City.

Highest Price paid for Empty Carbon and Gasoline Barrels

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**Everything New in Holiday Goods**

NEW DOLLS  
NEW TOYS  
NEW GAMES  
NEW BOOKS

NEW CHINA  
NEW GLASS  
NEW ALBUMS  
NEW TOILET CASES

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Catalogue sent on request. Correspondence invited.

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Parisian Flour

**Parisian Flour**

**Lemon & Wheeler Company,**

SOLE AGENTS.

**Parisian Flour**

Parisian Flour

# MICHIGAN TRADESMAN

Volume XIV.

GRAND RAPIDS, WEDNESDAY, NOVEMBER 11, 1896.

Number 686

The.....

## PREFERRED BANKERS LIFE ASSURANCE COMPANY

.....of MICHIGAN

Incorporated by 100 Michigan Bankers. Pays all death claims promptly and in full. This Company sold Two and One-half Millions of Insurance in Michigan in 1895, and is being admitted into seven of the Northwestern States at this time. The most desirable plan before the people. Sound and Cheap.

Home office, DETROIT, Michigan.

## William Connor

will be at Sweet's Hotel, Grand Rapids, Mich., on Wednesday, Thursday, Friday and Saturday, Nov. 11 to Nov. 14, for last time, with his Fall and Winter line of MICHAEL KOLB & SON'S, of Rochester, N. Y., Ready Made Clothing, and will offer lines of Ulsters and Overcoats at 25 per cent below manufacturers' price. Those wanting anything right away drop a line to Mr. Connor, Box 346, Marshall, Mich., and he will soon be with you.

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Acts as Executor, Administrator, Guardian, Trustee.

Send for copy of our pamphlet, "Laws of the State of Michigan on Descent and Distribution of Property."

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CARRIAGES, BAGGAGE AND FREIGHT WAGONS

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Telephone 381-1

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## Commercial Credit Co.,

(Limited)

ESTABLISHED 1886.

Reports and Collections.

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**THE Grand Rapids FIRE INS. CO.**  
Prompt, Conservative, Safe.  
J. W. CHAMPLIN, Pres. W. FRED McBAIN, Sec.

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CASH PAID for round and racked hoops at shipping stations on D., L. & N., C. & W. M., G. R. & L. T. S. & M., M. C. & A. A., D., G. H. & M., M. & N. E., L. S. & M. S. railroads.

ROUND & RACKED HOOP CO.,

423 Widdicomb Bldg., Grand Rapids, Mich.

## Every Dollar

Invested in Tradesman Company's COUPON BOOKS will yield hand some returns in saving book-keeping besides the assurance that no charge is forgotten. Write

TRADESMAN COMPANY, Grand Rapids

## WORK

AT GOOD PAY. For particulars address the CLASP COMPANY, BUCHANAN, MICH.

## THE INDUSTRIAL REVIVAL.

Nothing could have emphasized the fact of the adverse influence of political campaigns on industries more than the reports from all localities of the immediate resumption of work in the idle factories, increase of hours, and additions to working force. While much of the recent stagnation may have been attributed to the monetary issues involved, as indicated by the great number of orders conditioned on the result, there is yet enough of it to be charged to the general engrossment of interest in political matters to justify the assertion that industry has been held down largely by this influence.

When the incubus was removed the rebound was instantaneous and universal. Some intimations have been made that in some instances the starting up of new works has been for political effect. It is the opinion of the Tradesman that such instances are few. There may be some cases in which there is manifested too great a confidence in immediate effects, and works are started without sufficient warrant, to be followed by renewed suspension, but there are not many foolish enough to start operations for the sake of the "I told you so" alone.

Every appearance seems to indicate that a decided boom of industry and business has already begun. That there should be such a revival under the universally favorable conditions seemed inevitable, and the delay could only be accounted for by the hindering influences of the political situation. The reports seem to include every branch of finance and industry. From a condition of intense stringency the money market has changed to normal ease and activity. Stocks have improved in the markets of the world and prices are advancing in all lines. Bonds, especially municipal, are finding market at better rates, and the industries depending on the selling of such bonds are resuming. The effects in general industries are no less marked; iron and steel works are starting up everywhere or planning for enlargement of operations; car works that have long been idle have gone into operation; the lumber interest has come up with a bound; furniture factories are resuming or increasing force; ship building is being urged, on account of the heavy demands of foreign trade, and clothing industries are taking their place in the line of rapid recovery.

That there is to be a corresponding increase in prices may be a matter of question, although there is a decided improvement in this direction nearly all along the line, as well as in activity. There is no doubt that improvements in manufacture are responsible for declines in many lines, which will not be recovered by trade improvement. But a boom in activity is of more importance than a boom in prices.

As to the permanence of the recovery there is no reason to believe that any of the conditions upon which it is based are transient. No doubt there will be reactions in many directions, that some things will be overdone, but there is no

apparent reason why the new era may not continue indefinitely, at least if the lessons learned from the past "lean" years are sufficiently heeded.

## THE CASTLE CASE.

It may or may not be true that the wealthy Mrs. Castle, who was recently convicted of shoplifting in London, is a kleptomaniac and hardly responsible for her thefts. Notwithstanding the fact that she was released a few days after her sentence, her conviction is another evidence of the swiftness and certainty of British justice, whether the rich or the poor are concerned.

In spite of the most powerful influences of wealth, learned counsel, and interference even by the State Department of the United States through the American Ambassador to Great Britain, Mrs. Castle was promptly arraigned, tried and convicted. It is probably true, also, that her position and influences had less to do in securing a light sentence than recognition by the court that in her case, her humiliation and terrible fall were the greatest punishment. British justice may be harsh and rarely tempered with mercy, but it is generally impartial and always certain. It falls alike upon the great and the small. The courts, at least, do their duty.

A matter of more than passing interest connected with this case is the unusual activity of the American diplomatic forces in behalf of the prominent defendants. The State Department cabled to Mr. Bayard to interfere and secure, if possible, the release of the prisoners before trial. Then again, secretaries of the American embassy were constantly in attendance upon the prisoners and no case of recent years has seemingly more fully enlisted the active sympathy of our diplomatic officers than this case. All this means that, while wealth and position failed of securing official interference in England, they were powerful enough to gain American official activity. In the meantime, poor Americans by the score or hundred are left to the merciless brutalities of the Spaniards in Cuba, and the State Department at Washington remains as cold, apparently, as an icicle. Cases like this of the Castles never fail to exhibit official toadyism at its worst in this country. And at last, while Mrs. Castle may be a kleptomaniac and entitled to some sympathy, she certainly is capable, as her actions now show, of appreciating the moral obliquity of her offense—after its discovery. She certainly is no more entitled to special efforts in her behalf by Mr. Bayard and Mr. Olney than are the poor unfortunate Americans rotting slowly in Spanish prisons.

## SPEEDIER TRIALS DEMANDED.

Governor Atkinson, of Georgia, recently re-elected, is very properly suggesting some excellent reforms in the criminal practice and statutes of his State with a view to securing speedier trials and a prompt administration of justice generally.

The law's delay is a fruitful source of

the miscarriage of justice in all our American States. Continuances are easily obtained and the process for securing the attendance of witnesses is either clumsy and inadequate, or else the courts are too lenient in imposing and enforcing penalties for contempt of the court's process or the executive officers negligent in serving it. From various causes prosecutions rock along leisurely for months or years and new trials and changes of venue prolong the agony and weaken the State's case until at last, when the crime has been forgotten, the criminal steps out a free man again. Under the English law a person accused of crime must have a preliminary hearing within twenty-four hours after arrest. If sent up to the assizes his case must be disposed of within three months thereafter. The law is swift and the crime is investigated while it is yet fresh in the public mind. The delays so common here, all in the interest of the defendant, are unknown there. If the authorities cannot within three months prepare a strong case against the prisoner he must be turned loose, except in some extraordinary emergency.

The American people could address themselves to no greater question than the one suggested. Not only would justice come nearer getting its own by such expedition, but the counties would be relieved of large expense occasioned now in the maintenance of a jail full of prisoners for months and years at a time. The criminals would be deterred, too, from offenses if they knew that their apprehension would mean swift justice. It is confidently felt under the present order of things, that the strongest case can be fought successfully through the delays and technical advantages that can be invoked in aid of the prisoner, who, in the meantime, if not out on a ridiculously small or weak bond, is maintained at the public's expense. Governor Atkinson's suggestions apply with equal force in all the states.

The days of glass bottles are numbered. They are to be superseded by unbreakable paper bottles. Paper bottles can be manufactured for about half the cost of glass bottles and can be made watertight as well as airtight. As brewers well know, it is no easy matter to make a glass bottle that is airtight when beer is the liquid it contains. All kinds of experiments have been made to accomplish this result, but none have succeeded. With paper bottles the matter will be comparatively easy, as the paper will give when the cork is driven into the neck of the bottle, and will be sealed perfectly. Glass bottles, too, will freeze and their contents spoil. In the paper bottles the liquid can defy the efforts of the frost king. This will mean a saving in more ways than one. There is no occasion for the laborious packing in straw that has to be done in the case of glass bottles. The paper bottles being practically unbreakable, there is no need for straw as a safeguard against rough treatment while in transit, and as the papier-mache will keep the contents warm, there need be no packing to keep the cold out.

## STARTING IN BUSINESS.

## How to Fit up a Store—Difficulties That Beset Young Merchants

From N. Y. Dry Goods Chronicle.

The clerk contemplating going into business is staggered at the outset by the cost of fitting up the store. The trade journals give him accounts of "openings" in various cities, all agreeing that the last mentioned is the "richest, most ornate and expensive store in the country." And when he reads the incidentals of "tiles, plate glass and mural decorations" his dismay is complete.

We think the young man is unduly frightened. Go back to first principles and reflect that a store is primarily a place for the arrangement and disposal of goods. Admit, then, if you please, that in the transformation of the years it has lost somewhat its character of a shopful of merchandise and taken on the attributes of a showcase; a showcase abutting on the sidewalk. When the question is asked, "How much further can the work of decoration go on?" nice distinctions arise. No doubt expensive boxing and rich casing enhance your stock, but not beyond a certain limit. Remember this: Your decorations of floor, walls and ceiling should be nothing more nor less than a background for your stock. A rich, retiring background lends value to your goods and throws them forward; a gaudy background comes forward itself and usurps their prominence, destroying color and texture. Beware, in giving vent to your artistic nature, lest you succeed in creating at last, not a market for outittings, where people come freely asking prices, but a temple of fashion, where they enter timidly and gaze in awe and say: "How beautiful!" Where their cautious footfalls start marble echoes; where scrolls and figures stare from walls, and even the ceilings call down for applause; where the clerks have rather the aspect of museum attendants, and where nothing is wanting save the word of the proprietor, framed, as to how many thousand a year it costs to run it.

No. Money is desirable at all times and in every sense of the word, but the display of money is vulgar. There is no objection to your spending a fortune in fitting up the store—if your backer does not object—so long as you keep the end in view, a rich, simple setting for your wares, and a place where people will gather and do business, and not stop and peep and say, "How beautiful!"

You can easily recall an episode like this: You stopped one night at the house of a friend, anticipating pleasure from the view of a valuable painting just acquired. And you remember how chagrined you were at your want of enthusiasm. And how you felt sure the picture was not to blame. And how at last you discovered that the first thing to fill your eye was the carpet with its ultra color and pattern, albeit rich and deep; and that the furniture against which you stumbled, though assuredly expensive, was too numerous; likewise the bric-a-brac; and that the walls were a work of art in themselves; and that by the time you reached the picture the eye was surfeited with color and wealth and unable to see in it anything but the commonplace, and how it occurred to you that a man who could furnish a house in that way had no genuine feeling for art.

And it must occur to you now that a man who can fit up a store in the way we have described has not the proper feeling for his stock or his customers. And the penalty is that the customer, having feasted his eyes on the magnificence of the store, at last discovers the neckwear for which he sought, with the result that the dollar and a half scarfs appear to him to be worth exactly fifty cents.

## Buy in Good Season.

From the N. Y. Dry Goods Economist.

At this date the retailer who means to enjoy a good holiday trade should have already actively begun making his first

purchases of novelties and fancy goods for the season of present-buying and present-giving. Not that Christmas trade is likely to open up unusually early this year, nor for the sole purpose of tempting customers to purchase Christmas presents before the usual time, although some trade of this kind will undoubtedly be done by the merchant who is prepared for it. When goods have to be sold before a certain date it is a good deal better to have them in the store too early than too late. A retailer who intends to largely increase his sales during the coming holiday season must take care that he has all such goods in his store before December 1st. He will not lose by his forehandedness. The minds of a community are fixed on holiday buying some time before the actual period commences, and if they see that a certain store is well supplied with new lines and attractive novelties they will be very apt to make a mental note to the effect that when they are looking for holiday goods they will not forget to call at So-and-So's.

Then, too, there is no reason why some of these goods should not be sold even before the holiday season commences. The lengthening of a season by showing some of the goods early will be found a profitable move. During the last few days of the holiday period, when buying is heaviest, merchants who have been selling fancy goods for six, eight and perhaps ten weeks previously can afford to begin reducing prices so as to make sure of not carrying over any stock. The merchant who has been more tardy and only put his goods on sale a week or two previously is obliged to follow suit, and the small quantity of goods he has been able to sell in the brief time referred to is not sufficient to make a decent profit which will allow him to cut prices.

It often happens in dry goods stores which are not exactly department stores that new departments are put in for the holiday season. In such cases early getting into shape is still more important, in order that the public shall know of the new department's existence and become acquainted with its contents. Plenty of advertising good displays and some special sales should be employed to force this holiday goods department upon the attention of buyers. This can be profitably done, inasmuch as there are always opportunities for selling birthday and anniversary gifts, children's goods, toys and dolls, while as the winter opens there is a special demand for goods suitable for use at evening parties, card parties and so on. There is money in such departments during the last three months of the year, but they must be properly managed and bought for. The goods must be new and of good value, useful as well as ornamental, and of such character that they will not only sell themselves but bring customers to other departments in the store.

## Thoughtless Requests.

From the Chicago Dry Goods Reporter.

The countless annoyances incident to the dry goods business have been multiplied ten fold by the indiscriminate requests for favors which come, on the one hand, to the retailer from his customers, and on the other, from the merchant to the jobber or manufacturer. The lax methods of doing business in years past, when profits were large and expenses small, are fatal to merchandising in the present day. Competition is so great and prices are so close that favors which in the past might have been granted with little inconvenience are now vital points, to be weighed carefully.

In no department of the dry goods business do the lines need to be more closely drawn than in the ready-made garments. The wear and tear of handling and trying on these goods soon leaves its mark, and retailers can poorly afford to make exchanges or send garments out on approval. Yet the granting of such favors has been the common custom of the majority of retailers and a refusal to do either sometimes threatens the loss of a customer. However, after a series of exchanges

and errands of approval, the merchant finds his department stocked with shop-worn garments, upon which there must be a sacrifice to sell at all. The expenses of showing and delivering the garments must be deducted also, and the retailer finds the transaction anything but a profitable one for himself.

The wholesale dealer also has voice in this complaint. As the granting of favors to his customers entails loss upon the retailer, so does the same privilege given the retailer, by the jobber and manufacturer, mean loss to him. The innumerable requests the average manufacturer has for assortments to be sent subject to approval would require an investment of thousands of dollars to meet their demand, and yet such requests are thoughtlessly made every season.

The most successful merchant of today conducts his business upon purely business principles. He neither asks for nor grants favors inconsistent with business methods. Realizing that more is lost than gained by the abuse of privileges, he firmly but courteously declines to be made a convenience of by his customers, and applies the same principles in his dealings with the jobber or manufacturer.

## The Pharmacist's Capital.

The real pharmacist's capital is his scientific-technical training, knowledge, and skill. The merchant-druggist's capital must consist of thousands of dollars if he is to be a successful man; but he might succeed very well as a merchant without the least scientific-technical training for the practice of the profession of the true pharmacist, if he only possesses that kind of ability and industry which makes the successful merchant. But he who tries to practice pharmacy without sufficient pharmaceutical education is simply trying to do business without capital. As between the cash capital really needed to practice legitimate pharmacy without miscellaneous merchandising, and that required to carry on the miscellaneous

merchandising of the average drug store without pharmacy, the conglomerate business of selling patent medicines, tobacco, soda-water, toilet goods, candies, etc., requires ten times as large a capital as would be required for really pharmaceutical practice.

The furniture, fixtures, apparatus, stock, rent, and pay-roll of a paying corner drug store doing the usual miscellaneous trade of the merchant-druggist call for large capital, great financial ability, the closest attention to business, and no "let up." But the professional pharmacist who is content to let patent medicines, tobacco and soda-water alone, who will serve the physicians and the public in all matters legitimately belonging to scientific pharmacy and medical and sanitary chemistry, who has the thorough training necessary for that purpose, can get along very well without a corner store, and, in fact, without any store whatever; without expensive and showy furniture and fixtures; without a heavy, treacherous, shifting stock; without "slaving" day in and day out for the benefit of his landlord; without a force of clerks and salesmen wholly out of all reasonable proportion to the net profits of the business, and without being on duty eighteen hours a day, Sunday included.

Revolve this in your mind.

## Sells Best

Because it salts best, tastes best, keeps best—is best. DIAMOND CRYSTAL SALT.

See Price Current.

Diamond Crystal Salt Co., St. Clair, Mich.

## OF COURSE WE'RE BUSY

But not so busy that we cannot give prompt attention to every letter of inquiry, every letter asking for quotations, and every order that is received, whether for one barrel of flour or ten carloads of mixed goods.

We have a Western Union operator in our office and direct line to Chicago. We are posted on the markets and we will be glad to keep you posted. We will advise you to the best of our ability if you write or wire. We have a long distance "Phone." We have every modern appliance for doing business quick. We are constantly improving all along the line. We have competent men watching every detail. We buy and grind only No. 1 wheat. We are selling more

## "LILY WHITE FLOUR"

than ever before. Is it any wonder?

VALLEY CITY MILLING CO.,

GRAND RAPIDS, MICH.

### Getting Hold the Parents Through the Children.

Stroller in Grocery World.

I met a retail grocer the other day who has the most unique advertising ideas I ever heard of. It's not for me to say, however, that they are not good ones. I'm not an advertising expert, and I form my opinion of an advertisement by whether it pays or not. This particular grocer says he never found anything to pay him half as well, so, judging by that, he's on the right track.

This fellow's whole scheme is to catch the children. I've noticed several articles dwelling on the value of winning the good-will of children, but I've never heard anybody advocate advertising to them direct. Yet that is exactly what this fellow does.

I was first led to know about his methods by reading his advertisement in a local paper. I brought this away with me so I could reproduce the advertisement. Here it is:

#### TO THE CHILDREN!

Boys and girls, come to the new store next Wednesday afternoon, at 5 o'clock. I want to see whether you're for McKinley or Bryan. Every boy and girl who will come and tell me this on the day and hour specified will receive a package of the new Crackerjack. **GEORGE EASTBURN,**  
Front and Myrtle.

"Well," I said, as I read this, "he'll have lots of children, but how will he sell any goods by it?" Finally, I made up my mind to go and see this man—see what sort of a dub he was, anyhow.

He was a young fellow, hardly thirty years old—just started in the grocery business about a year ago. There are nineteen other stores in that town, by the way, three of them radical cutters. So he had a hard row to hoe.

I introduced myself. He said he took the Grocery World and read it through every week. He showed me some goods he'd just bought from one of our advertisers. Then I tackled him on his advertising.

"That's a rather funny advertisement you had in the Beacon to-day," I said. "Why?"

"Well, I can't see how you can sell much groceries through it."

He laughed. "Well, I will," he said. "I'll sell lots of goods by that advertisement. I always do."

"Always?" I repeated. "You don't mean that's your regular style of advertising?"

"I do," he said. "I've never advertised a distinctly grocery advertisement in my life."

I looked at him a moment. "You certainly upset all the preconceived ideas of advertising," I said.

"That's all right," was the reply, "I've made this business from nothing on this way of advertising alone. I came here a stranger. Last month I sold \$2,000 worth of goods. Look here."

He got out a scrap book, in which he'd pasted his advertisements every week as they appeared. There was no more groceries about them than there was about an undertaker's advertisement. They were all aimed at children, and, more than that, all offering to give something away. I say none of them talked about groceries; one or two, perhaps, did in a way. For example, he had one advertisement there offering a nickel to every child who would repeat to both his parents the words "George Eastburn's prepared buckwheat makes the best cakes in the world."

He had little slips printed which read something like this: "This is to certify that my son, —, has repeated to me the following words: 'George Eastburn's prepared buckwheat makes the best cakes in the world.'" Then the parents' names were signed. Every parent, in order to let his boy or girl get the nickel, would willingly sign the slip. At least that's what the grocer said, and he showed me a pile of them that seemed to bear out his assertion.

"Now, tell me just how this scheme works," I said.

"It's simple enough," he said. "I've got the liking of every child in this place. They all know me, all speak to me and all do me a good turn whenever they can. Now, when a child's mother tells Johnny or Susie to go out and get

a can of baking powder or something like that, ten chances to ten that child will come straight here, for I have a way of giving them a cake or something like that. That's one way it works. Another way is because I get the good-will of the mother through getting that of the child. Every mother likes to see her child treated well. When the little girl goes home with her package of Cracker-jack next Wednesday and tells her mother and father all about it, both those parents will feel kindly toward me because I treated their child well. See? I simply take advantage of an universal tendency. You take any mother wheeling her child in a coach in the street; why that woman will lend money to the man who'll stop that coach and go into ecstasies over the child. Don't you see?"

I did see and I was immensely struck with the cleverness of the idea.

"The result of this is," went on the grocer, "that little by little, as these fathers and mothers get to hear more and more about my store, they bring their trade here. Why, I've gotten some of the best trade in this place in this way. Never even asked 'em to trade with me. The children brought 'em.'"

"Of course, you can't trace direct returns from this sort of advertising?" I observed.

"Not in the way you mean," he said; "for instance, nobody comes in and buys a slice of ham on the strength of seeing my advertisement in the paper. But the results I do get are far better and more lasting than that, for when these people once get here, they usually stay by me. If I'd tried the usual method of advertising, I simply wouldn't have been in business at all. There's too much competition."

Are there any children in your town, you grocers who read this?

#### The Decline in Cocaine.

From the New York Shipping List.

The first of the month brought a decline of 25 cents an ounce in the price of cocaine. Domestic and foreign brands continue to be quoted at uniform prices, which is an indication that competition is not a source of annoyance in this market. Quotations are regulated by the supply of coca leaves and crude cocaine from South American ports. For some time the receipts of raw material have exceeded the requirements of consumption here and abroad, and prices had to give way. There is no evidence that the market will improve in the near future, but, on the contrary, the weak symptoms are rather pronounced. The course of values, however, is likely to be steady for some time, and at the ruling price of \$3.75 per ounce in bulk, as the changes are made by concerted action. Last August there was an advance from \$3.75 to \$4, and the current prices are merely a return to the previous schedule. Consumption has made good progress since the time that cocaine was quoted at \$1.25 per grain, and the outlook for the article was so full of promise that more attention was given to coca leaves in Peru and elsewhere. Liberal offerings are the result, but it is claimed that the bulk of the stock is inferior, and that, in comparison with previous years, the crops of coca leaves have deteriorated in quality. A small amount of crude cocaine is imported by firms who prefer to prepare it for market, rather than to manufacture from the leaves.

#### Letters from Farmers

In South and North Dakota, relating their own personal experience in those States, have been published in pamphlet form by the Chicago, Milwaukee & St. Paul Railway, and as these letters are extremely interesting, and the pamphlet is finely illustrated, one copy will be sent to any address, on receipt of two-cent postage stamp. Apply to Harry Mercer, Michigan Passenger Agent, 7 Fort street, W., Detroit, Mich.

A pocket cash register has just been invented which is shaped like a watch and is operated by a gear wheel, a small portion of which is exposed at the edge of the case.

#### An Easy One in Arithmetic.

Teacher—

As an example in fractions, suppose a man kept a butcher shop and a customer called for five pounds of meat and he had only four to sell. What would he do?

Johnny (a butcher's bright son)—Keep his hand on the meat while he was weighing it.

Germans Rigidly Examining American Beef.

The new rule formulated by the German government providing for the inspection of canned beef will, it is thought, deprive the Western packers of a portion of their export outlet. The Chicago packers seem to hold the opinion that the movement is practically intended to exclude American canned goods from Germany. The extent of our exports of canned beef to Germany is not as large as is generally supposed.



#### To Exclude American Glucose.

United States Consul Hurst, at Prague, reports to the State Department that the Austrian government is about to treble the duty on glucose, to effectually bar out the better and cheaper article from America. Within five months the United States shipped 2,640,000 pounds of this commodity into Austria, paying a duty of \$2.90 for every 220 pounds.

Industry and frugality are the roads to wealth. If a plodder dies before he gets there it is not the fault of the roads.

# Silver Leaf Flour

Manufactured by MUSKEGON MILLING CO., Muskegon, Mich.

## SALTY OYSTER CRACKERS

Finest on the market.

CHRISTENSON BAKING CO.,

GRAND RAPIDS.

# DO YOU WANT A PERFECT FLOUR?



One that you can depend on giving your trade the best possible satisfaction?

It's a strictly high grade Minnesota Patent Flour and we guarantee every sack or barrel to be unsurpassed. Drop us a line for delivered prices.

We will make high grade goods and low prices an inducement to buy your flour and millstuffs here.

JOHN H. EBELING,

GREEN BAY, WIS.

## Around the State

### Movements of Merchants.

Republic—E. Ericson & Co., general dealers, have assigned.

Marquette—E. R. Hixson is closing out his stock of groceries.

Alpena—Michael O'Brien has sold his boot and shoe stock to George Masters & Son.

Menominee—F. C. Norcross (Dunning Bros. & Co.) has been elected County Treasurer.

Greenville—Kemp & Cole, dealers in bicycles, have dissolved, E. A. Kemp succeeding.

Shepherd—The dry goods and grocery store of Sidney Clark has been closed by his creditors.

Saginaw (E. S.)—J. W. Higgs has purchased the drug stock of C. Maynard at 700 Genesee avenue.

Au Sable—Jos. M. Marienthal succeeds Marienthal Bros. in the dry goods, clothing and boot and shoe business.

Marquette—The express companies in the Upper Peninsula are moving large numbers of deer, even at this early date.

Wayland—F. A. Coville has purchased the store building owned by J. H. Tanner and will occupy it with his jewelry stock.

Kalamazoo—Minnie (Mrs. A.) Zunder, of the West End grocery, 741 West Main street, has sold her stock and retired from business.

South Arm—John Williams has purchased the general stock of Mrs. H. B. Stohlman and will continue the business at the same locality.

Cheboygan—Miles E. Riggs has purchased the interest of the late D. J. Gahan in the drug firm of Sangster & Gahan. The new firm will be known as Sangster & Riggs.

Muskegon—Mrs. Laura Peltier has opened a grocery store in the building on the corner of Seventh street and Clay avenue, formerly occupied by the G. W. Nelles grocery.

Detroit—Janet and Katherine Templeton have given a \$2,000 mortgage on their stock of dry goods, notions, millinery, etc., at 359 Woodward avenue, to Burnham, Stoepel & Co.

Kalamazoo—H. Van Hoften has moved his grocery stock from the corner of Frank and Church streets to a much larger and better store at the corner of Park and Ransom streets.

Albion—E. A. Robinson, who has clerked for J. C. Perrine for the past ten years, has embarked in the grocery business on his own account. Phelps, Brace & Co. furnished the stock.

Cheboygan—The firm of Cobb & Freeman, newsdealers and stationers, has been dissolved. Mr. Cobb has purchased Mr. Freeman's interest and will continue the business at the old stand.

Kalamazoo—John T. Leadston, who has been manager of the Foster, Post & Co. department store since its establishment here, has tendered his resignation. He is succeeded by W. W. Wilson, of Saginaw.

Kalamazoo—Charles Young, at one time a druggist on North Burdick street, and recently traveling for Attwood & Steele, of Chicago, has opened a grocery store at the corner of Douglas avenue and North street.

Kalamazoo—Harry Woodard, recently with Selig Stern, is remodeling and putting a new front in the store at 741 West Main street, which he will occupy with a new stock of groceries, purchased of Reid, Murdock & Co.

Olivet—J. M. Taggart has opened a new drug store.

Newberry—The M. R. Manhard Co., L't'd, is moving into its new store. It now has one of the finest hardware stores in Michigan. All this brushing up is in keeping with the domestic affairs of the two active members of the firm, J. C. Foster, Sec'y, and R. A. Manhard, Treas., who recently got married and have settled down and will soon settle up (election bets).

Sault Ste. Marie—The Soo Hardware Co. has purchased the stock of McArthur Bros. & Co., at St. Ignace. A. F. Wixson (Fletcher Hardware Co.) priced the stock. The new concern is composed of A. L. Ferguson, Adam Ferguson, W. F. Ferguson, Frank Carroll and John Zeeland, some of whom were connected with the Ferguson Hardware Co., which sold out a year ago.

Detroit—William E. and Frederick W. Canfield have a grocery and meat market on Merrick avenue, or, rather, had one until quite recently; just at present they don't know what they have got. They had become indebted to Georgie Canfield to the extent of about \$900, and gave her a bill of sale. They were also indebted to W. J. Gould & Co., and on September 22 a constable swooped down with a writ of attachment, issued from a justice court upon the application of Gould & Co., and served it. Georgie Canfield has commenced a suit by declaration against the wholesale firm for \$1,500 damages, alleging trespass on the case.

### Manufacturing Matters.

Albion—The Elms Buggy Co. has been reorganized and will begin operations at once with a good force of men. The officers are L. J. Wolcott, President; F. L. Elms, Vice-President; James Johnson, Secretary and Treasurer.

Detroit—The Globe Brass Works, with a capitalized stock of \$11,000, all of which has been paid in, has filed articles of association with the county clerk. The shareholders are Nicholas Hardin, 500 shares; John Trix, 500 and Ralph Phelps, Jr., 100.

### The Tradesman Accepts the Offer.

Dayton, Ohio, Nov. 9.—We believe that the one subject which is of more interest than any other to your readers is that of the proper method of conducting a general store. We believe it would be of great advantage if the ideas of successful merchants in different parts of the country on this subject could be generally circulated among the trade. With this object in view, will you allow us to offer a prize in your journal, of, say, \$25 in gold, for the best essay written by a general store merchant on "The Best Methods of Conducting a General Store?" We would not insist that this prize should be called the National Cash Register Prize, although, of course, we should not object to it. We should prefer, in case the prize were offered, that the decision be left to judges chosen among your readers by yourself, or in some other way, if something better should develop.

Very truly yours,

H. M. HYDE,  
Advertising Manager National Cash Register Co.

### Excellent Oyster Weather

Now and those Anchor Brand oysters were never better or cheaper in price. F. J. Dettenthaler is distributing large quantities of them, in response to orders by mail and telegraph.

Satisfied customers are good advertisers. Such are the customers who use Robinson Cider Vinegar, manufactured at Bontor Harbor, Mich. You can buy Robinson's Cider Vinegar from the I. M. Clark Grocery Co., Grand Rapids.

### Awaiting the Action of the Central Freight Association.

At the suggestion of a number of shippers and on the advice of a prominent railway representative, the editor of the Tradesman recently sent the following appeal to Geo. R. Blanchard, Commissioner of the Joint Traffic Association, at New York:

Grand Rapids, Nov. 4.—As you are probably aware, last year was a very unfortunate season for potato growers in general, and Michigan potato growers in particular, conservative estimators agreeing in the statement that over seven million bushels rotted in the pits and cellars or were permitted to rot without digging. The reason for this unusual condition of things was the enormous yield in all parts of the country where potatoes could possibly be grown, resulting in the growers of Michigan receiving only 8 to 12 cents per bushel for that portion of the crop they were able to market. Urgent appeals were made by both shippers and growers for a reduction in freight rates, but not until the shipping season was too near the end was any concession granted. Although it came late, it was of enormous advantage to all concerned, as it stimulated shipments greatly during the brief time the concession was in force.

The growers and shippers of Michigan now find themselves in a similar predicament, the last crop report estimating that the total crop of the country is only about 17 per cent. less than that of last year, so that, unless help comes soon, Michigan growers must again endure a season of serious loss and the shippers of Michigan do business on such close margins that the loss of a small percentage of their shipments would deprive them of any margin on the season's business. Realizing the situation, handlers at both ends of the line have cut their commissions in two, being content to do business at half the usual compensation, rather than see the growers become so discouraged over repeated failure that they cease growing potatoes for shipment.

Believing it to be within your province or the province of your Association to assist us in this emergency, and feeling sure that we would have the co-operation of the roads in Michigan, I discussed the situation with Mr. Chas. M. Heald, General Manager of the Chicago & West Michigan and Detroit, Lansing & Northern roads, and, finding him favorable to some movement looking to the application of rates to fit the condition of the potato crops year by year, I therefore bespeak your kindly offices in our behalf, and beg to ask that, if you desire confirmation of the facts above presented, you communicate with the representatives of the Michigan roads traversing the potato districts.

I note that the subject of potato rates is to come up at the next meeting of the Central Freight Association, to be held at Chicago, Nov. 10, and respectfully request that you lay this communication before the meeting.

I send you, under separate cover, marked copies of the Michigan Tradesman, containing numerous pertinent communications from shippers on this subject.

E. A. STOWE.

The reply was prompt and satisfactory, as follows:

New York, Nov. 6.—Your letter of Nov. 4, relative to rating on potatoes, is received, and has been referred to Mr. J. F. Tucker, Chairman of the Central Freight Association, for presentation to that Association at its meeting on the 10 inst.

You will be duly advised of the conclusions arrived at.

G. R. BLANCHARD,  
Commissioner Joint Traffic Association.

### Additional Facts Relative to the Beet Sugar Industry.

Muskegon, Nov. 10.—According to the Shipping List, of New York, sugar to the value of a hundred millions of dollars is imported every year from abroad. The consumption, per capita, in the United States amounts to fifty-five

pounds per year. Sugar is obtained from four different sources—cane, maple, sorghum and beets. The sugar produced from cane, beets or maple is absolutely identical in its composition and cannot be defined in any other way than "fine sugar," or cane sugar, when compared with glucose, whose qualities are very much different, being not so sweet as cane sugar.

The United States, up to the present time, has imported nearly all the sugar consumed, as the production of sugar from maple trees has become more or less impossible on account of the devastation of our woods; and sugar made from sorghum will never become of commercial value, as it is not possible to produce a raw sugar sweet enough to compete with cane sugar. The only plant in the United States with a future is the sugar beet, for the following reasons:

1. We can produce to-day, with the experience and means of our times, a white and refined cane sugar in any shape or form.

2. The percentage of sugar in the sugar beet is enhanced by culture from 12 to 18 per cent.

3. The sugar beet will always yield a good crop, as it can be produced in nearly every part of the Union, and there will never be a bad yield on a calciferous clay soil.

4. The sugar beet, by its cultivation, is well adapted to improve our farms, as it gives a good fodder for dairy purposes and helps a great deal in improving the manure production and in making the dairy profitable to the farmer.

5. The profit a beet sugar refinery will yield in the United States is very great. The establishment of the industry in the State of Michigan alone will require fifteen large factories to produce all the sugar consumed in the State. Beets from 60,000 acres of land (one acre of land will produce fifteen tons of beets, on an average), will be required to supply the factories, and the farmer would find a ready market for his product at \$4 per ton, or \$60 per acre, estimating at the very lowest market price. Thus it would require \$3,600,000 worth of the plant to supply the factories referred to. This industry would furnish labor for 4,000 people nearly the whole year and would be of great advantage to every business within a radius of twenty-five miles of the factory.

ROBT. ZIESKE.

### Fewer Potatoes than Were Expected.

From the Grocery World.  
While the potato crop this year is enormous, it is nowhere near so large as we expected. The acreage is smaller, and this is making some difference in the value of the crop. The amount available for market is by no means as burdensome as was the crushing crop of 1895. The crop now being harvested is placed at 245,480,000 bushels, a decrease of more than 50,000,000 bushels, or 17½ per cent. compared with a year ago. The total area harvested approximates 2,865,000 acres, which, in turn, is 10½ per cent. short of last year.

Unequally distributed rainfall is given as the chief cause for the shorter rate of yield of merchantable potatoes. The crop in some states was hurt by drought, while there was very general complaint of damage late in the summer through excessive moisture. In some of the most important potato sections, notably New York and New England, this cut in the rate of yield materially. Rains have delayed digging in many states, and rot is developing in some sections among potatoes already stored. The acreage in some of the Northwestern States was 20 to 25 per cent. smaller than a year ago, and the average yield per acre for the whole country is placed at 86 bushels per acre, against 93 last year.

This report makes the Canadian crop 55,300,000 bushels, a decrease of nearly 13,000,000 bushels compared with 1895. In view of the shortage on this side of the ocean and the smaller crop in Germany and England, the outlook for prices to farmers is certainly better than a year ago. While still low nearly everywhere, many markets report an advancing tendency.

## Grand Rapids Gossip

Jas. Boffee is succeeded in the meat business at 203 Plainfield avenue by John Newett.

John H. Myers & Co. (J. H. Myers and John Waidelich) have opened a meat market at the corner of Lagrave and Fulton streets.

Alexander Quinnan & Co. have opened a grocery store at Harrietta. The Olney & Judson Grocer Co. furnished the stock.

L. V. Hudson & Son, formerly engaged in the grocery business at 263 South East street, have sold out their stock and retired from trade.

H. C. Wendorf and Henry Heesen announce that their grocery partnership at 32 West Leonard street is dissolved and that Mr. Wendorf will continue the business.

Clement & Dykema, who opened a grocery store at 207 East Bridge street about three months ago, have turned their stock over to the Worden Grocer Co. and discontinued business.

The Michiagn Spice Co. has closed out its stock and will retire from business as soon as its assets can be converted into cash. The tea, vinegar, syrup and molasses stock has been purchased by the Olney & Judson Grocer Co., the coffee agency has been acquired by the Musselman Grocer Co. and the spice and baking powder department will be continued by Moses Dark, who will meet the demands of the trade through the medium of local grocery jobbers.

### The Grocery Market.

Sugar—Refined has been advanced  $\frac{3}{8}$ c during the past five days— $\frac{1}{8}$ c on the 7th,  $\frac{1}{8}$ c on the 9th and  $\frac{1}{8}$ c on the 11th. The higher range of values is due to a stronger market on raws abroad, and the fact that refiners are sold ahead on some grades may have something to do with it. Reports received this week regarding the European beet crop are not very encouraging. The consumptive demand for sugar keeps up very well, and is being greatly helped by the fact that it is unprofitable at present Trust prices to import foreign refined sugar.

Coffee—Actual coffees are very firm, without material change of value. Now that the great National question is settled beyond a doubt and the confidence of merchants and dealers restored, there should be a healthy tone to trade and an active demand for coffee. This will, no doubt, have a beneficial effect on the market generally and add to the already strong feeling that exists. East India grades show more firmness and much higher prices are looked for. The next Padang sale will offer a very small quantity. Maracaibos are strong and in good demand, desirable sorts bringing full prices.

Rice—Advices from the South are of similar character to those previously received. In New Orleans there is a resolute holding, worthy of higher prices, with the result, however, of causing the general trade to turn to the Carolina and foreign sorts, either of which is obtainable on better terms. Foreign sorts are moving in enlarged volume, the best selections only obtainable by engagement in advance of arrival. Advices from abroad note markets as strong. There are those who fear sharp reactions in the future, but it is difficult to see how such can occur in view of

the great shortage in the European supply, together with the news about the crop failure in Italy and the official confirmation of famine in India.

Canned Goods—A Baltimore correspondent writes: "The demand for goods in the market during the past week has been lively enough to please the most sanguine, and the tendency on almost every article packed here is towards higher prices. The price of tomatoes continues to advance, and the week closes very strong at the highest figures reached this season. The character of the buying during the next week or two should determine whether tomatoes will go higher or not. If the West, Northwest and South continue to buy as liberally as they have during the past two weeks, the prices will go higher; if they stop buying it is a problem that time alone can solve. Up to date there has been an increasing demand from those sections. Peaches, pears, pineapples and other fruits; corn, string beans, lima beans, etc., are all improving, in sympathy with the good feeling prevailing throughout the canned goods market. Canned goods were the first line to feel the effects of hard times; it is the first to lead the way in the general recovery of trade and return of prosperous times."

Provisions—The Western marketing of hogs has been somewhat reduced the past week, the killings showing a total of 280,000, compared with 320,000 the preceding week, and about 365,000 for the corresponding time last year. Prices have strengthened, and the average of the prominent markets is about 15c per 100 pounds higher than a week ago. The quality of current marketings is generally fair. The notable feature of the season's record in the packing industry is the enormous distribution of product. The situation of supplies on hand at this time makes it apparent that the meat product of this unequaled production has not only been disposed of, but also the product of fully 1,500,000 hogs additionally, for the Western stocks are smaller than on March 1 to this extent, and more. It is, therefore, apparent that the meat product of fully 10,000,000 hogs of Western killings has been absorbed by domestic consumption and exported abroad during the eight months now ended, exclusive of what the Eastern markets have contributed to such supplies. For the year ending Oct. 31 the exports of meats (bacon, hams and pork) aggregated 655,000,000 pounds, compared with 600,000,000 the preceding year. In the past twenty years there have been six instances of larger exports of meats than shown for the year now closed. The annual average for this period, however, is 100,000,000 pounds less than the record for the past year. For lard the year's total exports have reached about 535,000,000 pounds, which exceeds any previous record, and largely exceeds the annual average for twenty years prior to this season, which was 345,000,000 pounds. There are no important features to be noted in the market conditions of the past week, the close showing an easier market for lard, and slightly better prices for meats and pork, compared with a week ago. The week's export clearances were liberal of meats, and notably large of lard. The reports of stocks of product indicate considerable reduction compared with a month ago, but the remaining visible supply of lard continues excessive.

Ask about Gillies' New York Spice Contest. Phone 1589. J. P. Visner.

### The Produce Market.

Apples—The market is still depressed, on account of the oversupply of fruit, and the indications are far from encouraging. Geo. H. Remington, who has attended to the shipping of apples for Moseley Bros. this fall, asserts that over half the apples raised in Michigan this year are now in the farmers' cellars and lying on the ground under the trees. The enormous crop in Western New York is still partially unmarketed, although Eastern shippers have had more favorable freight rates than Michigan dealers, so that they have found outlets in Southern markets, from which Michigan fruit has been shut out. Shippers still pay 40@50c for choice fruit, but are not very anxious to purchase except to bill actual orders, as the keeping quality of the fruit this year is unusually poor.

Bananas—The demand continues moderate and prices remain unchanged, although an increase in prices is anticipated with the approach of cold weather.

Beans—Without material change. Butter—The tendency of prices is upward. The make of choice dairy butter is light, and but for the competition of the substitutes, prices would advance rapidly. Fancy dairy readily commands 14c, while factory creamery is strong and in good demand at 18c.

Cabbage—40@50c per doz., according to size and quality. In carlots dealers are quoting \$10 per ton.

Celery—12@15c per bunch. Cranberries—On account of the amount of soft fruit, the market has advanced, choice Cape Cods readily commanding \$2 per bu. and \$5.50 per bbl. Local dealers expect to be compelled to advance their quotations to \$2.25 and \$6, respectively, before the end of the week.

Cheese—The market has ruled about steady during the week at unchanged prices. The market is in very good shape. Stocks of held cheese are being rapidly reduced and buyers are forced from day to day to pay higher prices and buy later-made cheese. All fine summer-made cheese is well sold up and the demand for the remainder of the year, and until the beginning of the new season, must be supplied from fall-made cheese. This is not very plenty and prices may be advanced somewhat over those at present ruling.

Eggs—Fresh are exceedingly scarce, the hens having apparently taken a fortnight off to celebrate McKinley's election. Dealers ask 18c for strictly fresh, 16c for cold storage and 15c for pickled stock.

Grapes—Home grown Niagaras command 12c for 9 lb. basket.

Honey—Arrivals have fallen off considerably, the receipts being unequal to the demand, which has been greatly stimulated by the low range of values. Prices the same—12c for white clover and 10c for dark buckwheat.

Nuts—Ohio hickory, \$1.50 per bu.

Onions—Spanish are in fair demand, commanding \$1.50 per bu. crate. Home grown are in fairly good demand at 30@35c per bu.

Potatoes—The market is at a standstill, pending the outcome of the proposition to reduce the classification.

Squash—Hubbard brings \$1 per 100 lbs. or \$15 per ton.

Sweet Potatoes—The price has taken an upward turn, due to the fact that most of the stock will be kiln dried from now on. Genuine Jerseys will sell this week at \$2.25@2.50, while Baltimore and Virginia stock has been advanced to \$1.50.

### The Grain Market.

Wheat made the phenomenal advance of 10c per bushel during the week. This surprised the bulls as well as the bears. The longs sold their holdings, thinking they could replace them at lower prices; but when they wanted to buy back, there was none for sale and they were compelled to bid a good price in order to get it, and the shorts also wanted to buy wheat to cover their sales, thus causing the advance in

prices. The visible increased only 1,243,000 bushels, against about 4,000,000 the corresponding week last year. The receipts show a preceptible falling off, while the exports are about the same as they have been. We think the wheat market has seen the top for some time to come, but as confidence has been restored in financial circles and the banks are getting more liberal in making loans, with the present speculative spirit, we may see higher prices.

Corn receded about  $1\frac{1}{2}$ c per bushel, while oats remain about the same. Both cereals have had spasmodic advances, only to drop back a little below the point whence they started. Rye is up about 1c.

The receipts were rather moderate here this week, being only 32 cars of wheat, 4 cars of corn and 5 cars of oats. The mills are paying 85c for wheat.

C. G. A. VOIGT.

### Flour and Feed.

The past week has been an unusually active one in flour, the price going up by leaps and bounds, in sympathy with wheat. The chief difficulty the winter wheat mills experience at the present time is to find enough good milling wheat to grind and to fill the orders which have been coming in from all quarters. Winter wheat is bringing a large premium over spring wheat and the situation is such that the premium, doubtless, will continue until the surplus of spring wheat is greatly reduced. The foreign demand is not quite so brisk since the rapid advance of the past week, but as we have only about 20,000,000 bushels more for export of this crop—and much more will eventually be needed—present or even higher values can easily be maintained until another crop is harvested.

Mill stuffs are in good demand and at prices ranging from 50c@51c per ton higher. Feed is in better demand, at 50c per ton higher price than last week.

WM. N. ROWE.

### Sixteen Certificates Issued.

At the last examination session of the State Board of Pharmacy, sixteen certificates were issued to three times as many applicants, as follows:

Registered pharmacists—George L. Calkins, Bronson; Roy C. French, Clarksville; Charles A. Gampy, Bay City; Joseph M. Hackett, Detroit; C. W. Johnson, Ann Arbor; M. F. Lount, Detroit; William McGregor, Birch Run; Leonard W. Pennock, Allegan; David T. Paulson, Grand Rapids; George W. Palmer, Owosso; Philip Schaufner, Ann Arbor; Arthur C. Sample, Jackson; Harry H. Tucker, Hillsdale.

Assistant pharmacists—Charles W. Fallas, Cedar Springs; Edward C. Rumer, Mason; J. Frank Spinning, Lansing.

### Purely Personal.

Clarence C. Cumings is now recovering from a long siege with typhoid fever at the home of his sister, Mrs. Reuben Bloomer, near Sparta.

Fred B. McKay, reporting clerk for the Commercial Credit Co., and Miss Cora Headley were married Tuesday evening at her home, 450 Lake avenue. They will take up their residence at 11 Packard street.

Ira D. Birdsall, for the past four years book-keeper for the Musselman Grocer Co., has embarked in the furniture, undertaking and carpet business at Shelby. Mr. Birdsall is succeeded by Frank Idema, who has been identified with the Michigan Spice Co. for the past half dozen years.

### The Hardware Market.

General trade during the past week has been very quiet, owing, we presume, to the excitement attending the election. Dealers have not manifested any desire to make purchases, as they have been too much interested in watching the returns and trying to find out who is to be our next President. While we have no changes to note this week, manufacturers in nearly all lines are withdrawing the extremely low prices which they have been making, and are soliciting orders subject to quotations ruling at date of shipment. We presume in a few days things will get settled and manufacturers will then be able to quote prices which will hold for several weeks to come.

**Wire Nails**—Wire nails continue in the same condition as reported last week. The volume of business has been fair, owing to the low stocks in the hands of all dealers, and they have been compelled to purchase whether they desired to or not. There is no doubt of an early decline in the price of nails and all retailers, as well as jobbers, are pursuing the hand-to-mouth system of purchasing. The extreme competition among outside nail mills and also the deviation of some of the large jobbing houses who refuse to maintain the Association price indicate an early decline in nails. The next meeting of the Nail Association will be looked forward to with much interest, as it will unquestionably be a very important one. The nail card will receive further consideration, and, with a revision in prices, we may look for a new card of extras more in accordance with the desires of the trade.

**Barbed Wire**—While there is no demand for barbed wire among the retail trade, manufacturers have withdrawn all prices and we look for advances when dealers commence to place orders for spring shipment.

**Window Glass**—The demand for window glass is quite large and stocks are broken in the hands of all dealers, as well as with all factories. It is impossible to get a well-assorted car from any one factory or a small box order filled complete from any one glass jobber. Owing to this condition, the price is being advanced by all jobbers, who in some cases ask 60 and 20 per cent., but 70 per cent. seems to be the regular discount.

**Rope**—Both manilla and sisal rope during the last week have advanced  $\frac{1}{2}$ c per pound, making the present price on sisal  $5\frac{1}{4}$ c at factory and 6c from stock. Further advances in this article are predicted.

Conditions of trade, as reported from other jobbing centers, are as follows:

**Omaha**—The demand for goods is very light, but a revival is expected after election.

**Philadelphia**—There has been but little change in the business condition during the interim since our last letter. Everyone, like Micawber, is waiting for something to turn up.

**St. Paul**—October has closed with medium trade in nearly all kinds of goods usually in demand at this time of the season. The volume of sales is a little less than in October last year.

**Louisville**—Business has not been dull. Collections are fair.

**San Francisco**—The advance in wheat has helped to stimulate business and improve collections.

**St. Louis**—While trade is not as good as previous years for this season, it has yet been very satisfactory.

**Cleveland**—Business for October has been better in proportion than during any month since July.

### Winter Care of Tires.

From St. Louis Stoves and Hardware Reporter.

A great deal of contradictory advice regarding the care of pneumatic tires has been going the rounds of the press. For instance, instructions to keep the tires well inflated while the wheels are stored for the winter are opposed to all laws of preservation. A pneumatic tire, whether single or double tube, is but a combination of rubber and a woven fabric, which will in time give out under the strain of pressure from the inside and wear from the outside; hence, why shorten the life of the tire, when not in use, by keeping it inflated to a riding pressure. A wheel, when stored or laid aside for a time, should have just enough air in the tires to make them assume their proper shape or form. This pressure, whether the wheel be suspended or standing, need not in any case exceed five pounds to the square inch, whereas the riding pressure would be anywhere from twenty to thirty pounds to the square inch, depending upon the weight of the rider. Tires, when not in use and not inflated, especially when the wheel is left standing for any length of time, show a crease on two sides, caused by the weight of the wheel resting at that point, and weakening the tires, which will give way or blow out there sooner or later when they are in use under riding pressure. Another advantage in keeping tires partially inflated is the assurance of no damage being done them by being struck accidentally when the wheel is moved from one part of the house to another, they being liable to receive fractures or bruises, which weaken them, causing a leak which is unaccountable to one who does not understand the liability of tires to bruises when not inflated. The tire, being under no pressure, has no life whatever, the small amount of rubber in it being distributed over such a large surface in combination with the strengthening fabric, that the rubber is not intended in any way to give life to the tire excepting when used on the shoe or tread, and then only imparting life through keeping dampness from the inside lining, which is the strength of the tire.

### The Era of Prosperity at Hand.

Business has been dull long enough. Business revival is not coming—it is here.

Business can't help being good.

Business is ready to jump—help it jump.

Meet your trade—don't drive it away.

Don't be out of anything.

Reach out both hands in trade-welcome.

Look cheerful—be cheerful—spread cheerfulness.

Have plenty of goods and sufficient assortment.

It's our business to attend to our own business, and to help create general business.

Don't talk hard times any more—forget all about the hard times—live in the present, and in the future.

### Knew His Business.

"Woman come in and asked for consummated lye," said the grocer's new boy, with a grin.

"You didn't try to correct her, did you?" asked the grocer.

"Me? Naw. I'm onto my job better than that. I just handed her a can of concentrated lye and didn't say a word."

### A Family Heirloom.

Clothier—Were you pleased with the overcoat I sold you?

Customer—Oh, yes; all my boys have worn it.

Clothier—Well, think of that!

Customer—Every time after a rain the next smaller one had to take it.

A large number of hardware dealers handle

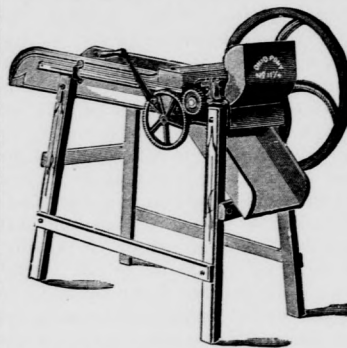
## THE OHIO LINE FEED CUTTERS

### OHIO PONY CUTTER

Fig. 783. No. 11 $\frac{1}{4}$ .

Made by SILVER MAN'G CO.,

Salem, Ohio.



This cutter is for hand use only, and is a strong, light-running machine. It is adapted to cutting Hay, Straw and Corn-fodder, and is suitable for parties keeping from one to four or five animals.

There is only one size, and is made so it can be knocked down and packed for shipment, thus securing lower freight rate. Has one 11 $\frac{1}{4}$  inch knife, and by very simple changes makes four lengths of cut.

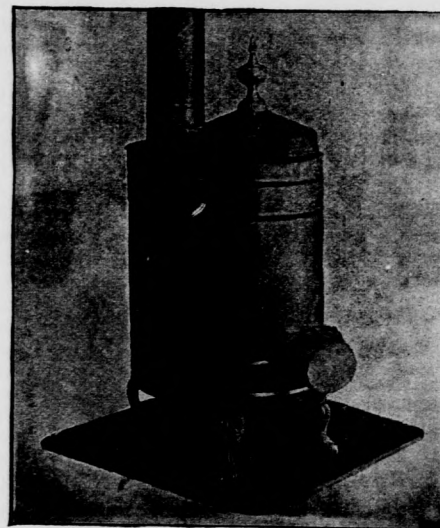
We also have a full line of larger machines, both for hand or power. Write for catalogue and prices.

ADAMS & HART, General Agents, Grand Rapids.

## AIR TIGHT HEATERS



FROM \$3.50 TO \$9.00 EACH.



Send for Catalogue.

FOSTER, STEVENS & CO.,

GRAND RAPIDS.

## Election and the Money Market.

Written for the TRADESMAN.

Among the most significant and interesting features of the closing days of the campaign and the election were the condition of the New York money market and the instantaneous effects of the announcement of the result. The hoarding movement continued to increase until the last. The premium of  $\frac{1}{4}$  per cent. on gold, which had been maintained for a considerable time, afforded large profits to the brokers, one firm having sold over its counters no less than \$2,000,000 in a single day. This hoarding absorbed all the gold in the market, all the heavy gold imports for several weeks and, in addition, large amounts of sterling exchange were purchased, not for the purpose of remittances abroad, but to provide the holders with gold values. Then, in addition to all this, other forms of currency than gold were taken from the banks, aggregating a large amount, by those who had confidence in the maintenance of their values, but were afraid of the effect of a general panic on the banks.

Of course, this vast amount of hoarding could not fail to produce a decided financial stringency. This might have been serious in its consequences had it not been for the general paralyzing effect of the political interest, which kept most transactions in abeyance. As it was, the last three or four days the legal interest and commission amounted to from 35 to 50 per cent., and it was only made possible to get money at these rates by the action of a syndicate of New York banks.

The effect of the election was instantaneous. On Wednesday morning, the premium on gold had disappeared. It was no more valuable than any other form of currency and the holders proceeded to employ it for that purpose, and even showed their preference for other forms by rushing so rapidly to the Sub Treasury to exchange it for legal tenders that the Treasury authorities had to refuse to receive it in exchange for greenbacks. This resulted in a great outpour upon the banks, which either furnished currency or received the gold on deposit. Those who had hoarded by means of sterling exchange were as prompt in unloading, and there was an immediate break to \$4.83 before the improvement in the foreign feeling as to American securities consequent upon the election could make itself manifest.

Such a sudden recovery from extreme financial stringency to an overabundance is without parallel. It was complete in a day. And the revival in mercantile demand has already given assurance that it is not a transient recovery.

RADIX.

## Beware of Speculative Purchases.

Written for the TRADESMAN.

In carrying on any line of trade judicious buying forms one of the elements of success. Wholesalers make this an important part of their business, even to the extent of locating an agent or partner in the immediate center of supply, so that advantage can be taken of every favorable turn of the market. Most retail dealers who depend on the jobber for their supplies are not so keen to watch the fluctuations of prices in distant markets, and, by force of habit, replenish their stocks only as they are reduced by sales. In so doing they may be pursuing a wise, conservative policy, especially if the capital invested be barely sufficient for the amount of business transacted.

Once in a while, a dealer is solicited by some transient agent to stock up on a certain article in excess of his needs, with the tempting inducement of low price, large discount and freight prepaid. It is possible, occasionally, to make a profit by accepting such offer; but more often the bargain produces regret, rather than satisfaction, before the goods are all disposed of.

The careful tradesman, however, is little inclined towards speculative purchases in times like the present, more particularly when his custom is limited to a small village and a rural community addicted to the virtue of close economy. As a rule, this is the wiser course, since the change in values in most lines of goods is so small, and his base of supplies so near, that there is seldom a chance of securing reasonable profit by enlarging orders beyond the usual quantity.

Yet there are times when a shrewd dealer may safely take advantage of a favorable change in market values, if he will use the information furnished by a reliable trade journal, to which every one in business should be a constant subscriber. In all lines of merchandising there are staples that, from many causes, vary considerably in price. By sharply watching the indications it is possible to make purchases at the minimum, and in amounts that will make the investment profitable. I have in mind a dealer who makes his surplus capital earn enough in this way to cover the expense of at least one clerk. By timely orders in liberal quantity for linseed oil, Paris green, and such other goods as seek a market at a low figure when out of season, he finds profitable use for a portion of floating capital.

But, unless free of debt and provided with sufficient surplus cash, it is not prudent to forestall even the reasonable contingencies of a variable market. Many have taken the first step toward business failure by too much optimism and too little cash to support it. A few fortunate purchases at first led to larger speculative investments beyond the line that denotes a safe margin of profit. The hustling propensities of this Golden Age are stimulated by close competition to a degree that tempts one to every possible expedient promising to secure increase of profitable trade. While small barks should not venture too far from shore, favoring conditions may justify occasional longer voyages, whenever a careful reading of weather signals gives assurance of fair winds and a safe return to harbor. If, as often stated, the wisdom of many good business rules lies in the exceptions, it is for each struggler in the world of traffic to discover those exceptions and prove their value by actual experience.

S. P. WHITMARSH.

Curiously enough, the United States Government has its bank notes printed on paper made by a private firm, the pulp being a mixture of linen, cotton and silk, the silk threads coming into prominence after passing through the printing machine. There are some nine kinds of Bank of England notes, all of them printed on somewhat similar paper, but they are now always in two or three colors in Scotland. French notes are of paper that has hair in its pulp, the hairs coming out so strongly when photographed as to render any attempt at forgery on that line impossible. While some nations use colored inks, the only ink used by the United States is black, characterized as a wonderfully hard and dry preparation and said to be manufactured in a special manner from naphtha smoke.

## Hardware Price Current.

| AUGURS AND BITS                                   |                    |
|---|--------------------|
| Snell's.....                                      | 70                 |
| Jennings' genuine.....                            | 25&10              |
| Jennings' imitation.....                          | 60&10              |
| AXES  |                    |
| First Quality, S. B. Bronze.....                  | 5 00               |
| First Quality, D. B. Bronze.....                  | 9 50               |
| First Quality, S. B. S. Steel.....                | 5 50               |
| First Quality, D. B. Steel.....                   | 10 50              |
| BARROWS   |                    |
| Railroad.....                                     | \$12 00 14 00      |
| Garden.....                                       | net 30 00          |
| BOLTS   |                    |
| Stove.....  | 60                 |
| Carriage new list.....                            | 65 to 65-10        |
| Plow.....   | 40&10              |
| BUCKETS   |                    |
| Well, plain.....                                  | \$ 3 25            |
| BUTTS, CAST                                       |                    |
| Cast Loose Pin, figured.....                      | 70                 |
| Wrought Narrow.....                               | 75&10              |
| BLOCKS  |                    |
| Ordinary Tackle.....                              | 70                 |
| CROW BARS   |                    |
| Cast Steel.....                                   | per lb 4           |
| CAPS  |                    |
| Ely's 1-10.....                                   | per m 65           |
| Hick's C. F.....                                  | per m 55           |
| G. D.....   | per m 35           |
| Musket.....                                       | per m 60           |
| CARTRIDGES  |                    |
| Rim Fire.....                                     | 50& 5              |
| Central Fire.....                                 | 25& 5              |
| CHISELS   |                    |
| Socket Firmer.....                                | 80                 |
| Socket Framing.....                               | 80                 |
| Socket Corner.....                                | 80                 |
| Socket Slicks.....                                | 80                 |
| DRILLS  |                    |
| Morse's Bit Stocks.....                           | 60                 |
| Taper and Straight Shank.....                     | 50& 5              |
| Morse's Taper Shank.....                          | 50& 5              |
| ELBOWS  |                    |
| Com. 4 piece, 6 in.....                           | doz. net 55        |
| Corrugated.....                                   | 1 25               |
| Adjustable.....                                   | dis 40&10          |
| EXPANSIVE BITS                                    |                    |
| Clark's small, \$18; large, \$26.....             | 30&10              |
| Ives', 1, \$18; 2, \$24; 3, \$30.....             | 25                 |
| FILES—New List                                    |                    |
| New American.....                                 | 70&10              |
| Nicholson's.....                                  | 70                 |
| Heller's Horse Rasps.....                         | 60&10              |
| GALVANIZED IRON                                   |                    |
| Nos. 16 to 20; 22 and 24; 25 and 26; 27.....      | 28                 |
| List 12 13 14 15 16.....                          | 17                 |
| Discount, 75.....                                 |                    |
| GAUGES  |                    |
| Stanley Rule and Level Co.'s.....                 | 60&16              |
| KNOBS—New List                                    |                    |
| Door, mineral, jap. trimmings.....                | 70                 |
| Door, porcelain, jap. trimmings.....              | 80                 |
| MATTOCKS  |                    |
| Adze Eye.....                                     | \$16 00, dis 60&10 |
| Hunt Eye.....                                     | \$15 00, dis 60&10 |
| Hunt's.....                                       | \$18 50, dis 20&10 |
| MILLS   |                    |
| Coffee, Parkers Co.'s.....                        | 40                 |
| Coffee, P. S. & W. Mfg. Co.'s Malleables.....     | 40                 |
| Coffee, Landers, Ferry & Clark.....               | 40                 |
| Coffee, Enterprise.....                           | 30                 |
| MOLASSES GATES                                    |                    |
| Stebbin's Pattern.....                            | 60&10              |
| Stebbin's Genuine.....                            | 60&10              |
| Enterprise, self-measuring.....                   | 30                 |
| NAILS   |                    |
| Advance over base, on both Steel and Wire.....    |                    |
| Steel nails, base.....                            | 2 80               |
| Wire nails, base.....                             | 2 85               |
| 10 to 60 advance.....                             | 50                 |
| 8.....  | 60                 |
| 7 and 6.....                                      | 75                 |
| 4.....  | 90                 |
| 3.....  | 1 20               |
| 2.....  | 1 60               |
| Fine 3.....                                       | 1 60               |
| Case 10.....                                      | 65                 |
| Case 8.....                                       | 75                 |
| Case 6.....                                       | 90                 |
| Finish 10.....                                    | 75                 |
| Finish 8.....                                     | 90                 |
| Finish 6.....                                     | 10                 |
| Clinch 10.....                                    | 70                 |
| Clinch 8.....                                     | 80                 |
| Clinch 6.....                                     | 80                 |
| Barrel %.....                                     | 1 75               |
| PLANES  |                    |
| Ohio Tool Co.'s, fancy.....                       | @50                |
| Sciota Bench.....                                 | 60                 |
| Sandusky Tool Co.'s, fancy.....                   | @50                |
| Bench, first quality.....                         | @50                |
| Stanley Rule and Level Co.'s wood.....            | 60                 |
| PANS  |                    |
| Fry, Acme.....                                    | 60&10&10           |
| Common, polished.....                             | 70& 5              |
| RIVETS  |                    |
| Iron and Tinned.....                              | 60                 |
| Copper Rivets and Burs.....                       | 60                 |
| PATENT PLANISHED IRON                             |                    |
| "A" Wood's patent planished, Nos. 24 to 27 10 20  |                    |
| "B" Wood's patent planished, Nos. 25 to 27 9 20   |                    |
| Broken packages $\frac{1}{2}$ ¢ per pound extra.  |                    |
| HAMMERS   |                    |
| Maydole & Co.'s, new list.....                    | dis 33½            |
| Kip's.....  | dis 25             |
| Yerkes & Plumb's.....                             | dis 40&10          |
| Mason's Solid Cast Steel.....                     | 30¢ list 70        |
| Blacksmith's Solid Cast Steel Hand 30¢ list 40&10 |                    |

## HOUSE FURNISHING GOODS

| Stamped Tin Ware.....   | new list 75&10                  |
|---|---------------------------------|
| Japanned Tin Ware.....  | 20&10                           |
| Granite Iron Ware.....  | new list 40&10                  |
| HOLLOW WARE   |                                 |
| Pots.....   | 60&10                           |
| Kettles.....  | 60&10                           |
| Spiders.....  | 60&10                           |
| HINGES  |                                 |
| Gate, Clark's, 1, 2, 3.....   | dis 60&10                       |
| State.....  | per doz. net 2 50               |
| WIRE GOODS  |                                 |
| Bright.....   | 80                              |
| Screw Eyes.....   | 80                              |
| Hook's.....   | 80                              |
| Gate Hooks and Eyes.....  | 80                              |
| LEVELS  |                                 |
| Stanley Rule and Level Co.'s.....   | dis 70                          |
| ROPES   |                                 |
| Sisal, $\frac{1}{4}$ inch and larger.....   | 6                               |
| Manilla.....  | 9                               |
| SQUARES   |                                 |
| Steel and Iron.....   | 80                              |
| Try and Beware.....   |                                 |
| Mitre.....  |                                 |
| SHEET IRON  |                                 |
| Nos. 10 to 14.....  | com. smooth. com. \$3 30 \$2 40 |
| Nos. 15 to 17.....  | 3 30 2 40                       |
| Nos. 18 to 21.....  | 3 45 2 60                       |
| Nos. 22 to 24.....  | 3 55 2 70                       |
| Nos. 25 to 26.....  | 3 70 2 80                       |
| No. 27.....   | 3 80 2 90                       |
| All sheets No. 18 and lighter, over 30 inches wide not less than 2-10 extra.  |                                 |
| SAND PAPER  |                                 |
| List acct. 19, '86.....   | dis 50                          |
| SASH WEIGHTS  |                                 |
| Solid Eyes.....   | per ton 20 00                   |
| TRAPS   |                                 |
| Steel, Game.....  | 60&10                           |
| Oneida Community, Newhouse's.....   | 50                              |
| Oneida Community, Hawley & Norton's 70&10&10  |                                 |
| Mouse, choker.....  | per doz 15                      |
| Mouse, delusion.....  | per doz 1 25                    |
| WIRE  |                                 |
| Bright Market.....  | 75                              |
| Annealed Market.....  | 75                              |
| Coppered Market.....  | 70&10                           |
| Tinned Market.....  | 62½                             |
| Coppered Spring Steel.....  | 50                              |
| Barbed Fence, galvanized.....   | 2 10                            |
| Barbed Fence, painted.....  | 1 75                            |
| HORSE NAILS   |                                 |
| Au Sable.....   | dis 40&10                       |
| Putnam.....   | dis 5                           |
| Northwestern.....   | dis 10&10                       |
| WRENCHES  |                                 |
| Baxter's Adjustable, nicked.....  | 30                              |
| Coe's Genuine.....  | 50                              |
| Coe's Patent Agricultural, wrought.....   | 80                              |
| Coe's Patent, malleable.....  | 80                              |
| MISCELLANEOUS   |                                 |
| Bird Cages.....   | 50                              |
| Pumps, Clister.....   | 80                              |
| Screws, New List.....   | 85                              |
| Casters, Bed and Plate.....   | 50&10&10                        |
| Dampers, American.....  | 50                              |
| METALS—Zinc   |                                 |
| 600 pound casks.....  | 6¼                              |
| Per pound.....  | 6¾                              |
| SOLDER  |                                 |
| $\frac{1}{2}$ @ $\frac{1}{2}$ .....   | 12½                             |
| The prices of the many other qualities of solder in the market indicated by private brands vary according to composition. |                                 |
| TIN—Melyn Grade   |                                 |
| 10x14 IC, Charcoal.....   | \$ 5 75                         |
| 14x20 IC, Charcoal.....   | 5 75                            |
| 20x14 IX, Charcoal.....   | 7 00                            |
| Each additional X on this grade, \$1.25.  |                                 |
| TIN—Allaway Grade   |                                 |
| 10x14 IC, Charcoal.....   | 5 00                            |
| 14x20 IC, Charcoal.....   | 5 00                            |
| 10x14 IX, Charcoal.....   | 6 00                            |
| 14x20 IX, Charcoal.....   | 6 00                            |
| Each additional X on this grade, \$1.50.  |                                 |
| ROOFING PLATES  |                                 |
| 14x20 IC, Charcoal, Dean.....   | 5 00                            |
| 14x20 IX, Charcoal, Dean.....   | 6 00                            |
| 20x28 IC, Charcoal, Dean.....   | 10 00                           |
| 14x20 IC, Charcoal, Allaway Grade.....  | 4 50                            |
| 14x20 IX, Charcoal, Allaway Grade.....  | 5 50                            |
| 20x28 IC, Charcoal, Allaway Grade.....  | 9 00                            |
| 20x28 IX, Charcoal, Allaway Grade.....  | 11 00                           |
| BOILER SIZE TIN PLATE   |                                 |
| 14x56 IX, for No. 8 Boilers, per pound.....   | 9                               |
| 14x56 IX, for No. 9 Boilers, per pound.....   |                                 |

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LEDGERS

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E. A. STOWE, EDITOR.

WEDNESDAY, - - - NOVEMBER 11, 1896.

#### CHANGES IN BUSINESS METHODS

The remark has been repeatedly made by the Tradesman, in discussing the immense influence exerted upon the commerce and industries of the nations of the earth by the enormous development in railways and steamships, giving the most intimate intercommunication between distant countries, that "the world is not nearly so big as it once was," referring, of course, to the readiness and speed with which the products of all countries can be exchanged compared with the lack of such facilities which existed a few decades ago.

Some interesting facts in this connection are given in the Engineering Magazine for November. It is shown that in 1860 the railways in the world aggregated 66,290 miles, while in 1893 they had increased in extent to 390,000 miles. In 1860 the railway mileage in the United States was 30,626 miles, or nearly one-half of the whole. In 1893 it was 178,000 miles, this country having fully maintained its relative proportion of railway development.

In 1860 the steamship tonnage of the world was 764,000; to-day it is estimated as over 8,000,000. As a consequence of these advances, and the enormous facilities for verbal communication afforded by quick passages of mail steamers, by the telegraph, and by the telephone, international traffic has more than doubled within the period selected for comparison.

From this it is plain that this multiplication of facilities for transportation and communication has had tremendous influence in cheapening products. Think of the difference in the situation when grain, cotton and other such articles of international commerce had to be wagoned hundreds of miles over wretched country roads to navigable rivers, by which these products could be moved to market or to points of export. Even at the seaports, in old times, no such facilities for handling merchandise existed as are now the rule. There were no grain elevators. There was no close connection between the river steamboats and the sea-going ships. There were no railroad cars at the river side delivering cargoes to the ships or taking freights from them.

All these improvements in transportation are matters of recent adoption. Then there is a most marked reduction in the interest charged on time bills

for merchandise. With the old and slow methods of communication, goods were sold on four and six months' credit, with corresponding charges for interest. Now thirty and sixty days' credits are the rule, because in that time goods can be transported to almost any part of the world.

The vast improvements in transportation facilities have had a wonderful effect in cheapening commodities of all sorts, and these, added to the influence of improved machinery and scientific methods of production, have brought down prices of all the products of labor. Fortunately, however, this has been done without cheapening wages, which are vastly higher in every industry than they were in 1860, and thus, with his higher pay, the wage-earner enjoys the benefit of the low prices of all articles of common use, and, being relieved of the very considerable cost of educating his children, he is able to live better and to support his family in better style than ever before in the history of the world.

The present is the age or era of the working people. Scientific methods and machinery have relieved them from the most laborious drudgery, while almost universal education and organization have made them realize their power. It will be their own fault if, by habits of industry, thrift and economy, they fail to acquire the independence that is in the reach of those who are qualified for it.

#### GROWTH OF A GREAT INDUSTRY.

It is little more than a decade since an American shipyard constructed the first modern warship ever built in this country, and the first modern battleship constructed has scarcely been in commission a year. Ten years ago American ship-builders bid for the construction of warships with fear and trembling, not having had any experience in that line. Now, whenever a contract is given out, there are half a dozen bidders or more, while some of the more enterprising firms are looking abroad for customers in the warship line.

Heretofore, Great Britain, France and Germany have constructed all the warships needed by countries unable to construct such vessels themselves or which needed more ships than could be built at home within a given time. Competition with such old and successful rivals was difficult, and yet it was attempted by American ship-builders, and, according to recent advices, with some success.

It appears that the Japanese government has ordered the construction of two armored cruisers in the United States, the Union Iron Works of San Francisco being the successful bidder for one boat and the Cramps Ship-building Company, of Philadelphia, getting the other.

So discriminating naval experts as the Japanese authorities would not have given contracts to American firms merely on the score of relative cheapness, hence it may safely be assumed that they have concluded that the ships turned out by the American yards are the equals of any in the world.

This is a gratifying development of the American ship building industry during so short a period as a decade. It was thought, a few years ago, that the country was fortunate in being able to build its own ships. Now it appears that we can build warships in competition with the great naval countries of the Old World. This is a showing to be proud of.

#### A COMPARISON OF STRENGTH.

There have been many critics who have recently written upon the naval strength of the country and have based their theories on entirely false estimates of the naval strength of possible antagonists. Next to leaving possible antagonists out of the calculation altogether is the folly of underestimating their strength. It would be manifestly absurd to fix a limit to our naval strength without reference to the work the navy might reasonably be expected to perform in time of war, and it would be unwise to fix a standard of efficiency short of that required to protect the country against possible antagonists.

In a recent issue the San Francisco Chronicle publishes an article upon the force of warships maintained by the British government in the North Atlantic Ocean. The conclusion is drawn that the British force in American waters is greatly inferior to the fleet of the United States now maintained on the home station, and the inference is that our contemporary believes that our fleet is now sufficiently strong for all purposes.

It is further claimed that the British government has been induced, by the rapid increase in the number of heavy ships in the United States navy, to add the first-class battle-ship Renown to the North Atlantic fleet. Assuming that it is true that the Renown is to be added to the British fleet in these waters, the aggregate British force along our coast will be one first-class battle-ship, one second-class battle-ship, one first-class cruiser and three third-class cruisers, besides half a dozen of vessels of less importance. This force is supposed to look after British commercial interests in American waters extending from the extreme northern limits to and including the West Indies.

During times of peace this British force is amply sufficient for all needs. No one will pretend that the British fleet maintained in American waters is intended for attack. It is, therefore, manifestly absurd to make comparisons of the strength of the United States fleet with the service squadron maintained by Great Britain in our waters. The proper comparison would be with the force the English could probably send from their various stations to operate against us.

Our present naval strength, serving both at home and in foreign waters, consists of four first-class battle-ships, two second-class battle-ships, one armored ram, two armored cruisers and six armored coast defense vessels. This shows a total of fifteen modern armored vessels, equal to any in the world in their respective classes. This force is supplemented by thirty protected and unprotected cruisers and gunboats, not including torpedo boats nor vessels of obsolete type.

This entire force would be available for defensive purposes, and against all other powers but England and France it would probably prove sufficient to defend any given point, although inadequate to protect our entire coast line. As against our force Great Britain has seventy-three armored ships and 115 modern unarmored vessels, of course not including torpedo boats, while France possesses forty-eight armored and thirty-six unarmored ships. These powers, and especially Great Britain, if not attacked in Europe, could spare fleets sufficiently large to successfully attack us.

In order, therefore, to render our

coasts safe against attack, we must make such additions to our fleet as to enable it to cope successfully, while on the defensive, with Great Britain or France. That accomplished, it is to be expected that an enterprising and high-spirited people like ours should also desire a sufficient force to attempt something on our part in the way of attack as well as defense. To be limited solely to the defensive would scarcely satisfy the self-respect and pride of the American people. Considerable navy building must therefore be done yet before we can compare our fleet with those of some of the European powers with complacency.

#### GENERAL TRADE CONDITIONS.

The burden of reports on the business situation during the past week has been the universal revival in trade and industry. The confirmation of conditional orders was enough to make a considerable showing and, in addition to these, many new ones were placed which had been held pending the result. During the week of election actual business was almost suspended throughout the country. The suspension was almost complete prior to Wednesday and it required a considerable part of the rest of the week for the business world to get its breath and get started in actual work. Most travelers had gone home to vote and, while these were mostly waiting for the verdict as the word "Go," they could do but little more than get into the traces prepared for effective work this week. The tendency of prices in nearly all lines has been toward increased strength or actual advance.

The materialization of orders contingent on the result of the election was sufficient to make a positive advance in pig iron to \$12 per ton at Pittsburg. Considerable anxiety is manifested as to the action the various combinations on finished products may take, as this will have great influence on an early recovery in many lines.

Wheat continues its advance by considerable jumps, to be followed by speculative reactions, though generally holding on the higher levels. This week quotations have reached 82 1/4 cents for December in Chicago, while cash red No. 2 touched 91 1/4 in Detroit. Other grains and provisions are strong and active, in sympathy with wheat.

Cotton made an advance last week, to be followed by another this week. There is also an advance in prints, owing to increased demand. Wool speculation has been very active, sales aggregating three or four times those of the same period last year, with a strengthening tendency in price. While woolsens are slow to respond to the revival, there is some improvement noted in the better class of goods.

Bank clearings for the week showed an increase of 3 per cent. over last week, in spite of the interference of election, amounting to \$995,000,000. Failures were 223, or 23 less than preceding.

The arrivals of wheat at Calcutta from San Francisco have already had effect on the famine situation. Prices have been reduced and the government is doing everything to alleviate the situation. It has already employed 53,800 persons on public works.

The result of the election has touched a button that will start the machinery in hundreds of factories that have kept dark waiting for an election judgment day.

## ASSESSMENT INSURANCE.

The winding up of the affairs of the Michigan Masonic Mutual Aid Association recently, in this city, was an incident in the general overhauling that such societies are receiving in all parts of the country. The failures, re-organizations and general raising of rates would seem to indicate that there have been some radical defects in the manner in which this kind of insurance has been organized and conducted.

Although mutual insurance on the assessment plan has been in operation in this country for a considerable time, the popular growth of the system may be said to have commenced about twenty-five years ago. During the succeeding fifteen years the growth was very rapid. During the early days the rates of mortality were so low that the insurance appeared alluringly cheap. Great numbers of new societies were organized and the membership of all grew apace. Everything went swimmingly until the fact began to manifest itself that the theories of growth of such societies as a means of securing and making permanent the low rates of the assessments were at fault. It began to be apparent that the membership was growing old in spite of every effort to secure young members. A consequence of this was the abandonment of the level assessment plan and the introduction of a graded scale bearing more heavily on the older members. But this plan was not popular. The older membership was discouraged by the increasing cost and, with this example before them, the younger element was inclined to stand aloof. As a result, the popularity of assessment insurance has been declining for the past ten years.

Many of these organizations, like the one referred to having its headquarters in this city, are quite local in character. Naturally, the lives of such are shorter than the more extensive societies, like the Royal Arcanum, Ancient Order of United Workmen, etc., whose growth is not so liable to interruption from local causes. These larger societies seem likely to go on for a considerable time without the inherent weakness in the principle of such insurance becoming manifest. Many of the readers of the Tradesman will recall the attempt to turn the Michigan Masonic Aid Association over to a New York assessment society six or seven years ago. At that time it had become manifest that the life of the organization must be short, and, no doubt, the promoters of the scheme were actuated by that conviction. But the membership did not take kindly to such a transfer and the struggle for existence was continued until it ended in failure, as noted, a few weeks ago.

During recent years, there has been a rapidly growing mortality of assessment societies. One of the first of the large ones to go to the wall was the Iron Hall, whose ruin and death were brought about by gross mismanagement. This failure occurred some three or four years ago and the work of the receiver was wound up with heavy loss to all the membership.

For some months past, the troubles of these organizations have been rapidly increasing. Discontent on account of increasing assessments has been rapidly growing. Litigation has been resorted to in many cases, not only in the short-lived local ones, but in some of those with large membership and carrying immense lines of insurance. Among the societies which may be named as

having troubles which have become public are The United Brethren Mutual Aid Association, of Lebanon, Pa., in hands of receiver; The United States Mutual Accident, failed; Class "E" of the Equitable Aid Union, of Columbus, in hands of receiver; The Mutual Reserve Fund Life Association, threatened with a receiver, which it has tried to avoid by raising its assessments 37 per cent. And, besides these, The Northwestern Masonic Aid Association, Chicago, Royal Arcanum, Modern Woodmen of America, Knights of Honor, American Legion of Honor, Ancient Order of United Workmen and others are all in more or less of turmoil over increasing assessments, plans for re-organization and other indications of inherent weakness.

Among the interesting developments attending the winding up of the affairs of some of these organizations, it has been found that the liabilities of the members extend beyond the amounts they may have paid into the treasuries before the failure. They may be called upon for whatever obligations may be outstanding, as their relation to the societies is the same as an unlimited partnership. Thus members of the United States Mutual Accident Association have been ordered by the New York Supreme Court to pay an assessment of \$46.65, though the concern had gone out of business and they were not insured. The Equitable Aid Union, of Pennsylvania, in the same manner assesses 2,700 of its members from \$9.75 to \$78 each.

On the whole, it would seem that the assessment societies have fallen upon evil days. It is probable that the manner of conducting such enterprises will have to be radically changed, and that all the legal safeguards thrown around other kinds of insurance will have to be extended to apply to these as well.

## THE FAMINE IN INDIA.

There now appears to be no doubt whatever that there has been a crop failure in India and that during the coming season that country will not only have no wheat to export but will actually not have sufficient to feed its own people, and will have to import from abroad. It is probable enough that the situation is not as serious as has been represented in some quarters by people desirous of manipulating the markets, but the Indian government has officially notified the London authorities that there has been a crop failure and that there will, in all probability, be some suffering. Measures have already been adopted to furnish relief.

India cannot, therefore, be counted on to furnish Europe a single bushel of wheat, which fact is of the greatest importance to American producers, even if the expected shipments from San Francisco to India do not go forward. It is not surprising, therefore, that wheat has continued to improve and promises to go even higher. Russia has not had an abundant crop and will not be able to ship much, if any, wheat. Thus a combination of circumstances has put it in the power of American producers to materially advance the value of their product and to dispose of it promptly at the enhanced value. Of course, such a state of things will not, in all likelihood, endure for more than a single season, but while it lasts good profits will be made.

The only satisfaction about borrowing trouble is the fact that you do not have to pay it back.

## The Campaign as a Lesson in Advertising.

Written for the TRADESMAN.

The recent political campaign was the most stupendous enterprise in the way of advertising ever undertaken in this country, if not in the world. As an object lesson in publicity it is worthy of the attention of those interested in Getting the People for other than political purposes.

It is a common idea that the principal work of a political campaign is the convincing of as many voters as possible that the doctrines enunciated by each of the platforms are the correct ones. In a general way this may be true; and in a general way the work of the mercantile advertiser is similar—his object is the convincing of as many as possible that it is to their advantage to buy his wares. But in both cases the object is gained largely by indirect methods.

It may be said that the work of political advertising differs from the best methods of Getting the People in that it is the object of each principal concerned to tear down the other. But it is at least a question whether the best element in a political campaign, even, is the tearing-down portion. Much of the ridicule and humorous denunciation serves the purpose of giving piquancy and interest, and so attracting the attention; but it has been demonstrated that personal abuse and vituperation in this campaign have served no good purpose, and these elements have been less prominent, in proportion to the interest, than ever before.

The campaign was a gigantic competition in advertising. The managers of both contestants evidently realized that the principal factor of success was the getting the attention of the people. Thus, much effort was expended in what the merchant would call sensational advertising. As a means to this end one of the principals made a sort of a triumphal tour of the country, not with any particular idea that converts would be made by the force of the logic expended so much as that the attention would be gained by the exhibition of a great personality to the vast crowds that could be attracted along the way. Not only was the candidate thus used as an advertisement, but the crowds themselves were made, unconsciously, to serve the same purpose, even to greater effect.

The managers of the other side saw that they could gain the more attention by keeping their principal at home and sending the people to see him. This gave the impression that he was of even greater importance than one who was carried around to be shown to the people. This was shrewd advertising, which recognized the element of reserve which should be a factor in all the best work of publicity. To show all the best goods without any appearance of having a reserve is not the most artistic or effective way.

But, while the candidate was thus made the object of pilgrimage and a center of attraction, the element of display and parade was not lacking in his cause, the most eminent speakers, as well as those of the highest military prestige, being brought before the people for the same general object of winning their attention.

All the vast numbers of speakers on both sides who have discussed the questions at issue have, doubtless, considered that the good they were doing their cause depended upon their skill in advocating its principles. To a cer-

tain degree this was probably the case, but there was really more potency in the enthusiasm aroused, the attention gained, than in the force of argument employed.

In this campaign, as never before, the managers on both sides recognized and employed scientific advertising as the principal means of winning the contest. It was a grand competition of advertising. The campaign documents were skillfully prepared advertisements, which, in setting forth the merits of the principles involved, kept the thought of the candidate as prominent as possible. This is the correct way to advertise anything—keep the seller as frequently in the thought as possible.

But the use of campaign literature was but a part of the work. It is probable that more real attention was gained by the vast quantities of portraits, among the less intelligent classes at least, than by all the essays on political economy that were circulated.

But, of course, the principal effort was put forth in the press, which must be auxiliary to all effective advertising. While the major part of this was not paid for at inch rates, there was a vast amount that received compensation in some manner. And, in addition to this general advertising which is the usual work of the reading columns, in this campaign there was the innovation of buying regular display space in many papers and occupying the columns as any merchant would do. Thus, many of the farm journals especially whose editorial utterances favored Bryan would have several columns or a page devoted to the work of gaining attention to the Republican candidate, which were paid for by the Republican managers at regular advertising rates.

It was a magnificent work of advertising. The names of the two candidates were upon the tongue and in the thought of every individual in the Nation. This fact called out much the greatest vote ever polled, even in proportion to the increase of population. This was a tribute to the effectiveness of the work.

To the student of advertising this campaign is a great object lesson. It is instructive in that it employed so many auxiliaries in gaining publicity. There is the suggestion to the merchant that, to secure the same end—the widest admission to the thought of his clientage—there must be employed every reasonable and practicable means. There must be system, perseverance and sufficient outlay of time, thought and money to accomplish the purpose. F.

Ex-President Harrison does not take much stock in the sentiment about the wards of the nation. He says that the Government now is giving the Indian a white man's chance, and that he must either take it or perish. "The efforts of the Government to promote the civilization of the Indians have been constant and costly, but not always wise," he says. "We have bought our peace by promises not always kept; have recognized and even dignified the chiefs, and so perpetuated the tribal relation and land ownership when the deposition of the chiefs, the breaking up of the tribes, and the allotment of lands in severalty offered the only permanent solution of the vexed Indian question. This policy has now been adopted; the Indian has citizenship and 'a white man's chance' offered him, and must take it or perish. The schools at Hampton and Carlisle have done a great work for the Indian children, but if the education there received and the decent habits of life there acquired are to be saved and made effective, the pupils must not be returned to the tepee and to a nomadic life, but to households and to farms, or village trades."

## Getting the People

### Side Lights on Advertising.

The advertiser should consider his advertisements as contracts with the public, and as binding upon him as any written and legally sealed contract. Advertisements shouldn't tell a stronger story about the goods advertised than the goods merit. People take advertisements at their word, and expect just as good goods as the advertisements lead them to expect. Nobody likes to be deceived, and everybody wants what he is promised, with no nonsense about it. It doesn't pay to say one thing and mean another in any phase of life, and this holds true in advertising. The good advertisement is the one that is backed by as good goods as the advertisement says. An advertiser can overestimate and exaggerate his goods just once to each customer, but no more, so that it's merely a matter of mathematics how long advertisements built on that idea will bring people to the store.

If you can't sell the goods as good and cheap as you advertise, don't advertise them that way, and don't claim they are a bit better than they really are. Honest advertisements, honest in their adjectives, honest in their promises and prices, honest in every particular, are the ones that make money. No matter what it costs, when once you promise anything in your advertisements—no matter what—live up to it, to the letter. If you say so, do so, and if you don't mean to do so, don't say so. The old saying, "A satisfied customer is the best advertisement," has lots of truth in it, but the other side of the question is truth itself—"A dissatisfied customer is the worst advertisement." And the only way to make a customer satisfied is to do as your advertisements say you will. That's good advertising.

If you have not the artistic training or ability to make an attractive display of goods in your windows or on your counters, find some clever young man or woman who can do it, and encourage him or her to become an expert. Study the effects and the methods of large city houses, and apply them, with modifications, to your own business. A cheerful holiday aspect all the year around—that is the end to be attained. The dealer who has the knack of making his goods advertise themselves is the one who makes sales. The man who piles his goods in promiscuous heaps is putting a muzzle on his best salesman. Whatever is worth displaying at all is worth displaying well. Don't grudge a little expense to do it. If you have an employee who can make the most attractive window in town, don't let a rival take him from you by offering a few dollars more for his services.

Mixing charity with advertising is very poor business. But there is a great deal of it done. Only people in a position to dispense advertising have any appreciation of the number of societies, brotherhoods, sisterhoods, and heaven only knows what, whose representatives are out with space to sell in some sort of publication—the publication not infrequently being more in the line of a private venture and a pocket-filler for two or three individuals than a source of revenue to the organization. If you want to give something to some society, send the treasurer a check, but don't let some irresponsible solicitor wheedle you

into paying \$10 a page for advertising which is not advertising at all. There are some men who do only this sort of advertising, and, because it does not pay, cry out on all advertising as unprofitable and vain.

The writer remembers of once asking the manager of a great baking powder house, expending half a million dollars annually in advertising, why the company did not curtail its expenditures in that channel for a single season, and place the amount to their credit in the bank. "To do that," came the quick response, "would be ruinous. Advertising is one of our stocks in trade. To be sure, we have a necessary commodity, but to impress this fact upon the public means that the wheels of advertising must revolve everlastingly to bring success and profit."

Advertising is a tremendous waterfall. But it won't turn the wheels unless you turn it into the right channels, and unless you have the water wheels so that they can be turned when the great power strikes them.

A list of your customers and people whose trade you would like to cultivate is a very valuable thing to have for sending out circulars, circular letters, etc. A good list requires time to compile, but it is time well spent and should be made up under the direction of some one who is thoroughly competent. After it is compiled it should be carefully gone over each time before using—to keep the changes of addresses up to date.

Following are a few sample advertisements, clipped from Michigan newspapers, which exhibit excellent taste and possess strong drawing qualities:

### CLOSE YOUR EYES

to quality and the world is full of cheap things. But with your eyes well open the real good things are few and far between. When we buy our goods we look sharp for quality and workmanship. If they are right we see about the price; if not, 10 cents on the dollar won't tempt us to buy, for we have a reputation at stake. If you buy jewelry here, it's right; no matter how little you pay for it, it's right.

### THAT HACKING COUGH

may be the forerunner of consumption. Laugh at it if you will, but remember that an ounce of prevention is better far than a pound of cure—and perhaps cure may be impossible later. Our cough cure is a certain remedy and preventive.

### "YOUR CREDIT IS GOOD"

You needn't have any doubts about it, and you needn't hesitate to buy all you want. What's the use of having credit if you can't make it bridge over your necessities? Promise to pay what you can at such times as you can, and keep your promise—that's all. We're at the new store now—but what stock was left when we moved is at the old store. Go up and pick it over. Big bargains in it. If it isn't sold in a few days we shall auction it off. We'll let you know about it.

### THERE'S A WELL-BEATEN PATH

It leads directly to our doors. Throngs of buyers traverse it day after day. Shows that we are strengthening the friendly business relation between the store and public, without which there can be no success. Want you to keep coming. Want you to tell your friends and neighbors about the new store. Confidence once established between us, the rest will be easy.

### YOUR MONEY BACK

If your purchase proves unsatisfactory return it and get your money; you shall have it without a word of argument. If what you buy here does not wear well we are ready to pay you for your loss at any time. We want you to feel that we are as anxious as you that you shall be perfectly pleased. We are not sentimental about it; we know it will pay us to treat you well.

### CRUELTY TO FEET

is entirely done away with by our shoes. In fact, they are a regular "Society for the Prevention of Cruelty to Feet." What are their methods? Perfect fit, prompted by respect to the shape of the human foot. A simple creed, but doesn't it cover the whole field? Then a shoe may treat a foot "shabbily" without being exactly cruel to it. That is to say, the shoe may lack style and wearing capacity. But ours have the wearing capacity and style along with the fit, and that should be enough to make you buy them.

Wanted a Clock and a Timepiece. From the Washington Evening Star.

"I want something handsome in the way of a clock," he said to the jeweler. "We have a very fine line of goods," was the response, "and the prices are very moderate."

"I don't care anything about the price. I want something that will show at a glance that it cost a whole lot of money."

"Certainly. We have some beautiful imported goods."

"That's the idea, something that came from abroad. I want an onyx pedestal and ormolu trimmings and a statue on the top of it."

"Here's a veritable work of art."

"That's pretty well; but I'd like something more attractive than that. It's to be a birthday present to my wife. We haven't been keeping house very long and she's been worried for fear people would think we were going without a clock because we couldn't afford one. I'm going to see that she has something so handsome that it'll dazzle everybody who comes into the parlor, and so precious that it has to be kept under glass like a specimen in the museum."

"How is this one?" the jeweler inquired, as he lifted a massively ornate article from a shelf.

"That's the very thing. That'll please her almost to death. Pack it up and ship it out to my house and send the bill to my office."

"It'll cost \$125," the jeweler mildly suggested.

"That's all right. It looks as if it was worth it."

He started for the door, but came back and said: "By the way, you'd better give me another clock—one of those small nickel-plated affairs that cost about a dollar and a half, so that we can stick it off in an obscure corner to look at when we want to know what time it is."



## SEYMOUR BUTTER CRACKERS

which have achieved fame throughout the country wholly on their merits and have a stable foundation firm as the rock of Gibraltar.

WHY!

Because—They are made from the finest ingredients procurable and are the result of years of careful study and experience.  
Because—They are an all-around family cracker.  
Because—They have a crowning flavor emphatically their own.  
Because—They are superior in hundreds of ways to other crackers which are claimed to be just as good.

ON EVERYBODY'S TABLE—who values a wholesome and nutritious cracker. ARE YOU SELLING THEM?

THE NEW YORK BISCUIT CO.,

GRAND RAPIDS, MICH.

## UNIQUE MERCHANDISING.

## Effect of Yankee Enterprise on a Southern Merchant.

From the New York Sun.

It was a drummer who was talking, and when a drummer talks it is the province and privilege of everybody to keep quiet and to listen: First, because nobody else has a chance to get a word in edgewise; and, second, because the drummer oftenest has a better thing to tell than anybody else has.

"You may talk all you please about Yankee ingenuity and enterprise," this drummer was saying, "but when I was down in Tennessee in May last I ran across an example of Southern business enterprise that laid over anything I ever saw in New England, and I've traveled through nearly every county of that section from the Connecticut River to Mount Katahdin. One day, as I was driving from one town to another because I could make the distance better that way than to wait six hours for a train, I noticed on the fence along the turnpike a show bill of some kind and, when I got close enough, I could read across its top, in bright red and green letters, the words, 'The Circus Is Coming.' Of course, everybody knows what that means to the rural population, and I was not surprised, as I rode along further, to see men and boys stopping to read what was on the bills. They were smaller than the circus bills I had been accustomed to and they didn't show great variety, but a big tent was shown and there were a great lot of people and a balloon was floating above the canvas. About two-thirds of the way between the towns I came to a blacksmith shop and I stopped to have a bolt tightened, and, as I waited, I stepped over to the side of the shop where one of the circus bills was posted to read it. The first line read plain enough, but the next two or three surprised me, and in a minute I discovered that, instead of a circus, it was a store on wheels, containing everything like one of these big department stores in the city, and at prices to suit every purse. The reading matter on the bills was of the most lurid description, and prospective customers could not help but stop and read and then prepare to wait until the circus came. Nobody could tell me anything about it, for this was the first appearance and such a store had never been seen in that country. It was that much more of a novelty, and the result was that every man and woman who read the bills was anxious to see what was coming. Well, for two weeks after that I chased those bills along every road I drove over, and all along the lines of railroad I took, and at last, one day, I was gratified to see a tent rising over a big piece of common in one of the towns I struck. I had reached 'The Circus!' Of course, it wasn't as fine and fancy as the bills—no circus ever is—but it was the biggest thing in that line I ever saw, and it was making the merchants of the town fighting mad, for the peripatetic was selling goods at startlingly low prices, and the people were buying them right and left, though they were not standard stuff like the merchants sold.

"I was so interested in the new departure that I went around to the tent. I found the proprietor sharp enough to have been a Yankee, though he wasn't.

"Well," he said, in response to my inquiry as to how he ever got such a start, "I had been merchandising in East Tennessee and had made six or seven thousand dollars in addition to a farm I inherited, and it struck me that a traveling department store ought to be a good thing if it could be moved at a fairly small expense. I knew peddlers sold things cheap and I thought I could do it, too, and do it in quantity. The first idea was to sell my stuff in a store-room for a week or so in each place, but I knew that had been tried and had not been successful. One day, I was beating around trying to think up something new and I happened into a gospel tent in Knoxville, which was just about big enough for my business. That was last fall and they wanted to sell out and I

got it cheap. Then I fixed up a couple of wagons to haul it on and got me a couple of pairs of good horses. I got another wagon for extra stuff, and a light wagon for myself and clerks to ride in, and which I could use as a delivery wagon when I set up my tent. I hired horses to haul these from place to place, taking care of only four, to keep the expenses down, and I used these four for my delivery wagon and also to haul my goods from the depot to the tent. All my goods I ship from place to place by rail and I stock up whenever I want a new supply. Myself and my help sleep in the tent, and do our cooking, one of the men being a first-rate dandy cook. I'm a great believer in advertising, and the first thing I did when I got ready to start out on the road with my caravan was to put up bills everywhere. They are not the finest, maybe, but I'll have great ones next year if I have luck."

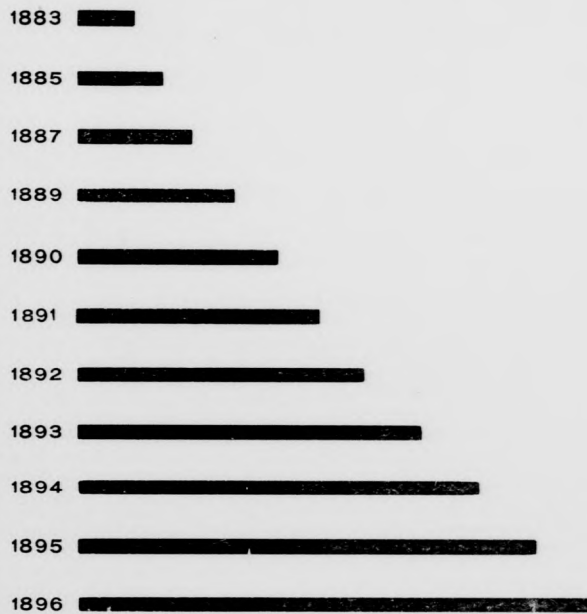
"After I had got these pointers," proceeded the drummer, "I continued my investigation, and the more I saw of the tent store the more it struck me as being a good thing. The tent was larger than any storeroom in town, and it was filled with temporary counters, on which all manner of cheap and pretty things were displayed. Dry goods, handkerchiefs, shoes, notions of all kinds, hats, clothing, table linen, household hardware and tinware, cheap pottery—in fact, everything that the rural population would be pleased with, and which, as a rule, was not to be found in the regular stores of the town. The display was made most attractive and the tent was gayly decorated with flags all over, making a show like a genuine circus. As the proprietor told me, he had called it 'The Circus,' because there were 'fairs,' and 'bazaars,' and such, and too many of that kind, and, besides, the country people always like to go to a circus. On rainy days he shut up shop, so as to keep his tent in better condition, and he said he found that he always made up for it by larger crowds on bright days. He never sold less than two weeks in any town, and to those of 5,000 and upward he gave a month or more—at least, he had so billed them, though, as yet, he had not been on the road long enough to stay that long in any place. When I called on him he had hired two extra clerks and the tent had at least a hundred people in it, mostly walking around looking at the things and enjoying it as much as they would a show. He said he was going to have more fall goods meet him at the next town and also ten cheap bicycles and that he had sold two dozen bicycles since he started out.

"As to the success of the undertaking," concluded the drummer, "he very frankly told me that for the six weeks he had been out he had paid all his expenses, owed nothing for goods and had \$300 to his credit in his home bank, besides a hundred or so dollars he carried along for emergencies. He closed his tent at 6 o'clock, and I sat up with him until 9 o'clock that night, after taking a tiptop supper with him, and when I told him good-bye I did so with the firm conviction that he had hit on a new idea and was working it right to make money out of it. I'll see him next month and will find out then how he stands."

## Study It from All Sides.

One of the great evils merchants at present have to contend with is the demand for cheap goods. Dealers who at one time would not carry stock which they could not guarantee will order low-priced goods simply because a competitor is apparently securing success by selling this class of footwear, forgetting meanwhile that he is lowering his standard and that customers will before long become aware of the fact that his goods are not as reliable as they once were. The clerks, too, become inoculated with the disease of low prices and will thrust forward cheap stock, to the detriment of that which can be guaranteed. Study the question from all sides before venturing into new fields. Permanent success is the kind to be aimed at.

## HOW IT HAS GROWN



## SUMMARIZED HISTORY:

|      |   |   |   |  |
|------|---|---|---|--|
| 1883 | = | = | = | Business Established                   |
| 1885 | = |   |   | Special Machinery Introduced           |
| 1888 | = | = |   | Removal to Larger Quarters             |
| 1895 | = |   |   | Removal to Still Larger Quarters       |
| 1896 |   |   |   | Largest Coupon Book Plant in the World |

In which we produce more Coupon Books than all the other manufacturers in the country combined. These facts speak louder than words and conclusively prove that our books must have been the best in the market for the past thirteen years in order to have secured this demand.

TRADESMAN COMPANY,  
GRAND RAPIDS.

## JANE CRAGIN.

## A Bit of Correspondence—Jane to Lilian.

Written for the TRADESMAN.

"Auntie," said the charming young Mrs. Willowby, as she entered the sitting-room, where her aunt sat cutting the leaves of the last magazine, "I have just received a letter from Jane Cragin at Colorado Springs and I'd like to read it to you. It's a pleasant letter, and it shows that we are not the only people in the world who have trials. This is what she says:

The Alta Vista,  
Colorado Springs, June 10, 18—.

My dear Lilian,

When I heard that you had at last fulfilled your promise to summer in Mill town, I was almost sorry that I had left the place during the warm weather. I say "almost," for, as I think of it now, I wonder that I have so long endured the confinement and the exacting care of that busy office; and I feel this all the more when I find myself so perfectly free from care, in a climate that challenges complaint, in a house nearer like home than I have any right to expect, and without a single soul to look me all over whenever I make my appearance in the morning. Even when the "looking over" is done with everlasting kindness, one gets tired of it and it becomes, as Mrs. Bettis says, "mighty wearin' a' ter ye git good an' tired on't."

I do not know whether your travels on this side of the sea have included Colorado. If so, I need not tell you that the State is one great sanitarium, with the health capital located at "the Springs." Every "male man" you meet has lung trouble written on his face, and every "male woman" who has brought him out here to be cured sees to it that the slightest direction of the doctor is exactly carried out. She buttons up his coat, she pulls up his collar, she puts a shawl around him, she looks out for draughts, she mustn't do this's him and mustn't do that's him until everybody in the neighborhood is raving distracted. The result of it is, anybody who isn't "ailing" is a phenomenon.

I'm a phenomenon! I can eat and sleep and grow fat. I can walk by the hour and not get tired. I can sit in a draught all day and enjoy it, and not feel the least ill effects from it.

And I'm never sick! So I'm constantly called on to give comfort and consolation to the weak and disconsolate. Captain Walker likes to have me play backgammon with him and to tell me about the dear wife and the sweet little children at home—one of those rare instances where the woman knows what her overanxiety would do for the invalid. Young Mr. Smith isn't troubled about a wife just yet so much as he wants to be; and he likes to have me tell him he's going to get well and that "everything is coming his way." I can see he's getting better every day; and I am going to send in my bill! Everybody out here who does anything sends in a bill—and a big one. Then there is a certain Doctor Day I know. I'm really concerned about that man—that is, so far as I have any right to be concerned about him. He's about 40 years old, I should say; not so very sick, but he seems so always by himself, somehow. I really think all he needs is somebody to draw him out of himself, and I've been trying to see what I could do in that direction. He likes reading—especially to have somebody read to him. I have humored him along that line once or twice—well, perhaps oftener—and he likes the kind of reading I do, so that isn't very much of a trial. Then there is a Colonel Van Nostrand from the Blue Grass Country. And there's where the fun comes in! Every woman he meets is in love with him right straight off and wants to marry him just as soon as she can get ready! Conceit! You couldn't imagine a person more "struck on himself" than that man is! I saw how the ground lay the minute I set eyes on him. He's all of 55 and he thinks he's just turned

37! A week ago last Tuesday evening, when I went down to the hop, Lilian, I didn't look my worst; at all events, the doctor—that is, Dr. Day—said I didn't; and, when I saw that Colonel Van Nostrand didn't take his eyes off me from the time I entered the room, I asked Mrs. Vivian Grey—don't be shocked—to introduce him to me the first chance she had. Well, I will state that I did my best to make an impression, and candor compels me to say that I succeeded. You never saw anything like it. He has a new necktie every time he comes from his room, and a fine white affair for the evening. His collars and cuffs are changed so often that I'm afraid his laundry bill will bankrupt him; and I heard my Lizzie giggling with the maid from the next hall because that "Blue Grass man was having so many shirts in the wash that they had to get a new clothesline!" I don't know how you feel about it, but I think it is incumbent upon us girls—ahem! you know I've just passed my eighteenth birthday—to teach these fellows a lesson. It's our bounden duty, and I think we do wrong if we fail to make the most of every advantage of this kind which kind Fate may see fit to put in our way, don't you?

You're ready to ask me when I'm coming home. Don't, for I can't tell. I'm having "a awful good time;" everybody likes me and I like everybody; the weather and the climate are simply delightful; the mineral water where the doctor—Dr. Day, I mean; there's something less'n twenty of 'em here in the hotel—and I go now every day, when he is equal to the long walk to Manitou, is fine; the drives through this magnificent scenery are indescribable, and, take it all in all, I have been wondering whether I ever want to come back, and whether, if I do, I want to go on with my place in the store. My work there has been a success; but, after all, I sometimes wonder if real womanliness doesn't suffer when brought into daily contact with the dollar-for-dollar and the cent-for-cent spirit which is the foundation of the world of barter and trade. I know that it isn't good for me; and I know, too, that there are better things, especially for women, to live for. So I can't tell. I have not seen very much of the world and, now that I have had this taste of travel, I've half a mind, in September, to start for Europe. Dr. Day says that a party of his friends are going, and that there is a bare possibility of his being one of the party. In that case I should be sure of being thrown in the best of company. So I can't say what I shall do, except this: that I am determined to enjoy thoroughly all that there is to enjoy—and make this Colonel Van Nostrand admit that there is one woman in the world who doesn't want to marry him, and wouldn't marry him for all the blue grass country in "Old Kentucky!"

Goodbye, my dear girl. Give my love to dear Mrs. Walker and believe me, as ever,

Devotedly yours,

JANE CRAGIN.

"What do you think, auntie?"

"I can tell better, Lilian, after you've read the postscript."

"Oh, she only says this: 'When Colonel Van Nostrand goes home, I have a fancy he'll take to reading "The Merry Wives of Windsor"'"

"M-hm! I met a Colonel Van Nostrand at Saratoga one summer, years ago, and, if it's the same one—well, it won't be his first reading of that play."

Then, as something like a smile from the long ago brightened the face once fair as that of her lovely niece, she said, and with something of the old-time mischief in voice and eye, "I think, Lilian, we'll have Mr. Huxley to tea to-morrow afternoon."

RICHARD MALCOLM STRONG.

According to a German chemist, rubber can be hardened by mixing powdered aluminum with the rubber before vulcanization.

## The Sting of Competition.

From the N. Y. Dry Goods Economist.

At the annual convention of the retail grocers, to be held next week in New York, the question of department store competition will be brought up and efforts will be made to agree upon some action in regard to this form of competition. The retail grocers wish the wholesalers to boycott the department store people, while the wholesalers argue that such a course would be fatal, because, if the grocers refuse to sell to them, the stores can readily buy at first hands, which would result in a loss of business to the wholesalers.

Our esteemed contemporary, the Journal of Commerce, has interviewed some of the leading wholesale grocers in this city on the subject of department store competition. The chief complaints expressed against the department stores are that they do not do business "in a legitimate way;" that they appeal to cupidity and the love of bargains; that they advertise to sell an article much below wholesale cost, and, after disposing of a few packages, tell their customers that they are out of that line; that they sell an article at a special price for a limited time or in a limited quantity, and that they make "runs" on special lines, selling them at very little or no profit. Some of the wholesale grocers stated that they endeavored to combat these proceedings by refusing to sell to department stores.

These statements, it seems to us, put the retail grocer in a far from complimentary light. The methods of the department store which he so severely criticizes are equally within his reach and could probably be employed just as effectively by him as by the universal providers. We see no reason why the grocery department should be in a position to sell goods any cheaper than the grocery store. If it does, and if it gives its customers better satisfaction, it is because its methods are more approved and more adapted to the ideas and necessities of the public. Apart from its

own attractions, the grocery department can offer no other incentive to shoppers than its proximity to a number of other departments, while against this must be set the inconvenience caused by its distance from the purchaser's residence, which entails on her an expenditure of time and money, and on the department itself considerable expense in the delivery of goods. We see no reason, therefore, why, if the grocery store were made equally attractive with the grocery department and were conducted on lines equally businesslike and up to date, it could not readily "keep its trade at home."

Far more to the point than the remarks we have quoted are some other opinions expressed to our contemporary by wholesale grocers. One of the most prominent among them boldly says that, if the retail grocer would study his business and learn the wants of his customers, he need have no fear of the competition of department stores, since he has the advantage of coming nearer to his customers than can such competition. Another says that, if the retail grocer will sell only goods of standard quality and explain their characteristics, he will have no difficulty in counteracting the efforts of his department rivals. Another wholesaler makes the very pertinent remark that, while the retailers are very anxious that the wholesalers should give them their aid, the former have very little regard for the interests of the latter, buying direct from manufacturers wherever possible and in some instances forming combinations to attain that end.

The sooner the grocers recognize the fact that there is no basis for their claim of illegitimate competition, that what the department store can do they themselves can accomplish, the sooner they give up talking about boycotts and such unenlightened methods and resolve to beat their competitors by their own ability and watchfulness, the better it will be for them and for the public, who are always ready to appreciate good service.

# GREAT VALUE SANCAIBO COFFEE



## I. M. Clark Grocery Co.

## Clerks' Corner

### Relation of the Clerk to His Chums and Friends.

From the Shoe and Leather Gazette.

Most, if not quite all, clerks have friends. Many of these friends, too, drop into the store to see the clerks on personal matters; things of no importance—just to see them and talk with them a few minutes. And sometimes those few minutes lengthen out into something like an hour or an hour and a half. Sometimes a clerk gets "chummy" with one of his friends to such an extent that the friend spends most of his evenings in the store, talking and laughing with the clerk and other clerks and enjoying himself generally.

Most proprietors don't like this sort of thing. They may like the clerk's friend and may not mind his coming in occasionally for a few minutes' chat but when it gets to be a habit with the friend to "kill time" in the store the "old man" usually begins to consider the friend a nuisance and, while oftentimes he won't say anything to the clerk about it, still he keeps up a lot of thinking and little by little he finds fault with the clerk. He thinks the clerk ought to tell his friend not to come so often and stay so long. He is likely to suspect that the clerk is not looking after the employer's interest as he should. He becomes disgruntled, in fact, whenever the friend appears in the store.

There is frequently good cause for this. An instance occurred the other day which was witnessed by Clerks' Corner Man. The Man was in a store of medium size talking with the proprietor when a young man came in and began talking with one of the clerks. The proprietor frowned a little and kept glancing at the pair from time to time. Pretty soon a customer came in and the clerk started to wait on him. The shoes the customer wanted were some little distance from where he was seated and as the clerk passed back and forth he would exchange a word or two with his friend. When he had put a shoe onto the customer's foot he would leave him to inspect it and move over toward his friend for a minute. The proprietor took in the proceeding and it was easy to see that he didn't like it. Finally he burst out and to the Man said, in a way that showed that he meant what he said, "This is getting too blamed thin. That fellow comes in here every day and talks with that clerk until it's got to be a nuisance. I can stand it once in a while, but every day is too much of a good thing and I'm going to put a stop to it right now. I'll fire Harris if he doesn't tell that fellow to keep out. He's a confounded nuisance and I won't have him loafing around here any longer."

This employer was thoroughly indignant and he had a right to be. He hired the clerk to assist him in his business and he believed that he was entitled to the clerk's best efforts in that direction. Not only that, but the hanging around of the clerk's friend had grown to be offensive. The employer had become heartily tired of it and he laid the blame all to the clerk and was really embittered against him. That clerk stood no chance of a raise in salary. He only had a fair chance of retaining his position. He was being held down by his friend's fondness for his society.

Clerks who have chums who spend their evenings in the store should look well to the way in which the "boss" takes these visits. If there is the least evidence that the employer looks with disfavor on the frequent visits, a quiet hint should be given to the friend to the effect that it would be better if he did not come so often. The friend can take no offense and the clerk should not take offense either if the employer speaks to him about the matter. The chances are

that, were the clerk in the proprietor's place, he would do likewise. This is the way to look at it, not to blame the employer and kick to everybody or anybody that the "boss" is grinding him down and treating him like a slave. He should look at it in a business way and he will doubtless find that the employer is only doing what is natural after all.

Under any and all circumstances the clerk should never allow the presence of a friend to play any part in his attention to a customer. The presence of the friend should be wholly forgotten and ignored. It may seem a small thing to step one side every minute or two, leaving the customer to look at a shoe, while the clerk exchanges a word or two with a friend, but it isn't a small thing to the customer or to the proprietor. When a customer is in hand every thought and every action should be in the strict line of business. No matter if the customer is an inveterate looker and is a recognized nuisance with a record for purchasing nothing until she or he has looked through every store in town seven times—no matter who or what the customer the clerk should devote every attention to that customer until she or he buys or leaves the store. If there is any one thing more exasperating than another to a customer it is to have the clerk divide his attention. No good clerk will do this when it can possibly be avoided.

### Ingenious Compromise with Employees.

In a foreign weaving mill, where the ventilation was bad, the proprietor had a fan apparatus mounted. The consequence soon manifested itself in a peculiar manner. The employees, instead of thanking the proprietor for this attention to their comfort and health, made a formal complaint to him that the ventilator had increased their appetites, and therefore entitled them to a corresponding increase of wages. As the weekly pay of these people was already larger than that received by employees of most other mills, the desired increase could not be given, but the proprietor made an ingenious compromise by agreeing to stop the fan for part of each day, so that the appetites of his people could be reduced to such moderate dimensions as to enable them to get along without an increase of wages.

## Learn to Draw the Line.

If people only knew when to draw the line in conversation how much trouble might be avoided. In comes a pleasant, chatty person who proves very interesting and would continue so were it not for the fact that they do not know when to stop talking. The stream of conversation is kept up, with the result that engagements are delayed and those whose wants should be attended to are kept waiting, and perhaps lose time that is valuable. On the other hand, more than one customer may be lost through too much verbosity. It arouses a suspicion that things "are not all they seem." The happy medium in this, as in many other matters, is the right course to pursue, and experience, in conjunction with judgment, ought to show the safe path.

Be Well Dressed.

Always present a good appearance, even though you have to go hungry occasionally to do so. Shabbily attired salesmen are blots upon the appearance of a store. By using good judgment, buying judiciously and being careful, it need not be such an expensive matter to invariably present a good appearance. If the choice must be between good living and good dressing, choose the latter by all means. The clerk who does not believe that his business warrants him in making some present sacrifices for the sake of being well appareled should choose some other business. Seedily dressed salespeople give customers a bad impression of the financial standing of the establishment, and from other points of view are undesirable also.

The next issue should be good roads. They will benefit the farmers.



No matter where you go, you'll find the

**S. C. W.**

ahead of you and far ahead of anything on the market in nickel Cigars. **\$35.** Ask your jobber, or send \$1.75 for sample box of 50, postpaid, to

**G. J. JOHNSON CIGAR CO., Grand Rapids, Mich.**

# JESS

# JESS

## PLUG AND FINE CUT

# TOBACCO

"Everybody wants them." "You should carry them in stock." For sale only by

MUSSELMAN GROCER CO.,  
GRAND RAPIDS, MICH.

# JESS

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# DON'T GET WET

When in want of a new roof or repairs you can save money by employing skilled mechanics in this line. We have representatives covering the State of Michigan regularly - and if you have a defective roof, top, or gird, and we will call on you, examine your roof and give you an estimate of the cost of necessary repairs or putting on new roof. **Remember that we guarantee all our work and our guarantee is good.**

**H. M. REYNOLDS & SON,**  
PRACTICAL ROOFERS.                      GRAND RAPIDS, MICH.

ESTABLISHED 1868.

# Warren's Liquid ASPHALT ROOF COATING

Contains over 90 per cent. pure Trinidad Asphalt when dry. You can get full information in regard to this material by writing

WARREN CHEMICAL AND MANUFACTURING CO.,  
81 Fulton street. NEW YORK. 1120 Chamber of Commerce. DETROIT.

# Weatherly & Pulte,

**99 Pearl St.,  
GRAND RAPIDS.**

Plumbing and Steam Heating; Gas and Electric Fixtures; Galvanized Iron Cornice and Slate Roofing. Every kind of **Sheet Metal Work.**

**Pumps and Well Supplies.  
Hot Air Furnaces.**

**Best equipped and largest concern in the State.**

## Shoes and Leather

### Casual Observations of Interest to the Trade.

A new bicycle shoe that is of German origin is low cut and is provided with two straps over the instep. A strip of goring is inserted in these straps so that they stretch as the foot bends. Buckle fastening permits adjustment to suit the wearer, so that after the right tension is secured the foot may be thrust in without unfastening. These are for women's wear.

During the past season a noticeable tendency among feminine cyclists to wear low cut shoes for wheeling has existed. Next season it will be advisable for manufacturers to turn out an Oxford, with somewhat extended sole, that is neat and light, adapted to both walking and bicycling. The heel should not be too low and the toe should be pointed or medium round.

It seems odd these days to refer back little more than a quarter century and find people arguing against rights and lefts in shoes, condemning the scheme as a plan of manufacturers for shortening the wear. Yet such was the condition. The old habit of wearing "straight" shoes and wearing them interchangeably, thus wearing down soles and heels evenly, made the innovation appear a most extravagant one. In those days, however, shoes cost money and economy in footwear amounted to some more than to-day, when people will not even go to the trouble of oiling their shoes for preservative purposes.

For an odd window a dealer used green cheese cloth, with which he covered the floor, ceiling, back and sides. The cloth was puffed and on the floor a number of pairs were arranged, one of each pair on its side and the other standing up, with the heel on its mate and toe on the floor toward the glass. In the center was placed a small stand having a deep red cover. Directly over this table four long green threads were fastened to the ceiling so as to hang down to the stand in a semicircle. These were fastened to the backs of four shoes so that just the tips of the toes rested on the table top, the appearance being that the shoes had no support, but were balanced there.

New Jersey has an organization composed of fifty-five young women who are opposed to the style of dress now worn by women, which sweeps the street and is especially objectionable on wet days. They want shorter dresses and are agi-

tating the subject with energy. A recent meeting was unique in the fact that each of the fifty-five members came to the gathering prepared to exhibit her feet to the critical observation of her fellow members. The purpose of this new departure was to get a consensus of feminine opinion upon the important subject of what was the most sensible form of walking shoe for a woman to wear who wanted to combine dressy appearance with perfect comfort. All of the women present wore lace or button shoes, with low flat heels and ample soles. Many wore high-topped bicycle shoes, with the same style of low flat heel. After a lively discussion the members all agreed never again to wear a shoe with a high heel, no matter whether fashion should favor it or not. It was voted that the high heel made walking disagreeable and often painful and that it was liable to bring about deformity of the foot and especially to destroy the artistic formation of the toes.—Shoe and Leather Gazette.

### Advantages of City over Country for Shoe Manufacturing.

From Shoe and Leather Facts.

In the present depressed times there are numerous offers being extended to firms in the larger shoe-centers to take up their abode in some country town. Inducements are offered in the way of free rent, no taxes, and the investment of local capital in the enterprise. I know of several manufacturers who have accepted those generous terms and who have removed from shoemaking communities that had all the advantages for the successful manufacturing of shoes. Of course, in the cities the manufacturers do not secure free rents, or any exemption from taxes, and they have to pay more for labor. But, notwithstanding these drawbacks, there are things to be met with in the country that are not encountered in the city, and which in many cases work to the disadvantage, both in a financial and business way, of the manufacturer's success. In the first place, the country manufacturer's express account is an expensive item. If a machine breaks down or gets out of order, a machinist has to be called from the city; the labor is not desirable, and thousands of dollars in goods are destroyed through incompetent operatives. Other items, which I do not readily recall, could be mentioned which go to eat up the money saved through free rents and taxes. In the city the labor commands its price, but the manufacturer is benefited by reason of having a large force to select from and by obtaining men and women who are skilled in their respective branches. In the cutting department alone a manufacturer can save thousands of dollars over his country competitor simply because the help that he secures understands the business and works for the manufacturer's interest. In most large shop-cen-

ters the cutters are given so many feet of stock from which to cut a certain number of vamps, quarters, etc. If a cutter cannot gauge his skins so as to secure the results required of him, he is quickly discharged and somebody else takes his place. This is not possible in a country town, because there is a scarcity of help, and the manufacturer must suffer from this great disadvantage. It is also the same in other departments. No doubt the offers made to manufacturers are very alluring; but, if they will stop and give the matter consideration, they will readily see that there are no advantages to be obtained when both sides are carefully examined.

### Whittling for Business.

A shoe dealer on Grand street, New York, has on exhibition two exceedingly skillful soft-wood whittlers in his show windows. The knife experts are a man and woman, each young and clad in the

fantastic sailor garb of the Bowery drama.

The labors of the two consist of whittling those gay and puzzling spruce-wood fans most often used in decorating shelves in barrooms and cheap restaurants. The man sits before a tub of steaming water, in which are soaking half a dozen billets of spruce. With swift and dexterous strokes he curiously shapes the wood with a keen, thin-bladed knife, and in incredibly short time whittles it into form. The operation takes only a few minutes and during it all a dense crowd gazes on in open-mouthed wonder, and not until the last light has been turned out in the shop does the crowd disperse. Even then a few loiter before the plate-glass window, gazing in deep curiosity at the samples of the sailors' handiwork hung up to view. A sign posted prominently upon the glass tells prospective buyers that a fan will be given every purchaser of more than a dollar's worth of goods.

## Rindge, Kalmbach & Co.,

12, 14, 16 Pearl Street,  
Grand Rapids, Mich.

### Our Factory Lines are the Best Wearing Shoes on Earth.

We carry the neatest, nobbiest and best lines of jobbing goods, all the latest styles, everything up to date.

We are agents for the best and most perfect line of rubbers made—the Boston Rubber Shoe Co.'s goods. They are stars in fit and finish. You should see their New Century Toe—it is a beauty.

If you want the best goods of all kinds—best service and best treatment, place your orders with us. Our references are our customers of the last thirty years.

When you are Looking for Reliable

## BOOTS AND SHOES

at Prices that fit the times as well as the Feet

SEE that your account is with the "winners." They are

## THE HEROLD-BERTSCH SHOE CO.,

State Agents for Wales-Goodyear Rubbers,

5 and 7 Pearl Street,

Grand Rapids, Mich.

## HIRTH, KRAUSE & CO., Grand Rapids.



Profits to the Retailer.  
At following prices to the consumer.

|                                 |        |
|---------------------------------|--------|
| Bijou, 7 Button,...             | \$0.20 |
| Josephine, 7 Button,...         | 0.50   |
| Paris, 7 Button,...             | 0.75   |
| Felt, 10 Button,...             | 0.50   |
| Victoria, 10 Button,...         | 0.75   |
| Leggings, all Wool, extra long, | 1.50   |
| Legging, part Wool,...          | 1.00   |

Lambs' Wool Soles, Etc.  
Write for prices.



THE BEST  
WEARING

GOODYEAR GLOVE RUBBERS.

THE BEST  
FITTING

## SMART SAYINGS.

## Short Catch Phrases and Pointed Paragraphs.

Spondulix—that's the stuff. How to get it—that's the question. Make prices—that's the answer.

Yours was a right royal response to our invitation. You came, you saw, you conquered your prejudices and voted unanimously to come again.

Daniel Webster's hat might fit the head of the most ignorant man—but that wouldn't make a Daniel Webster of him. It is so with clothes. Not one suit in five fits the advertisement.

Real rubber rubbers. Not made of little rubber and cheap mixture, but rubbers that wear and possess a stylish appearance. Rubbers don't need to be heavy and clumsy to wear well.

Dead men tell no tales, but a dead business tells a sad and mournful lack of 19th Century methods, the principal of which is intelligent advertising. Advertising will keep your business alive.

It's the same way with our hats as with everything else we sell. They have a certain style and "chic" appearance about them that point them out as coming from this store. The kind you don't regret buying.

Changes come to all. Some are pleasant, some otherwise. A pleasant change for you would be to get some of our nice warm undergarments to protect you from weather changes. You will be sure to be pleased if you look through our stock for old and young.

What a clever word "best" is, anyway. So short and conveys so much meaning. What meaning does it convey to you when applied to furniture? Whatever it is, you'll find it exemplified in our stock—and perhaps some "best" point that you didn't think of besides.

A protector of the home—the rubber mat. Always on duty and always doing its duty of keeping mud where it belongs—in the street. There are other good mats—wire, steel, rope and brush. They all have good points; but rubber combines all those good points.

And the lady came back—she'd been all over town—she'd been here—she'd looked around—she'd said she'd come back—maybe—and she did—she couldn't help it. If she wanted up-to-date—the very latest—the lowest priced—she had to come back. Try it yourself.

There may be choicer novelty dress goods sold elsewhere at 75c than this illuminated counterful that we sell at 50c. Yes, there may be, but the samples of 75c novelties that customers show us are far behind these fifties. Velvety nubs woven on contrasting color grounds, peppered and salted, with still other complementary tints.

Look everywhere. When you go shopping, look everywhere and get the best. Don't be persuaded by plausible arguments. Don't buy for friendship's sake. Don't pay out a penny until you are sure. It's far better to spend a little time in finding the best than to spend days regretting that you hadn't bought at the best dry goods store in the city.

A well-dressed woman is an impossible climax without a well-fitting coat. Remember, your cloak makes or mars a graceful outfit. Some cloaks are made to pass muster until sold—after that? Our cloaks are custom made. We stand back of every one of them. There is a style and sturdiness to them that sweat shop garments cannot have.

A good scheme for a bank account, or, how to save money for next summer's vacation trip. Get a good sized cheap bank, lock it, then throw away the key. Now to the point You need sugar. We sell the finest granulated at 5c per pound, or 20 pounds for \$1. The next cheapest grocer will give you 16 or 18 pounds. Well, we'll say 18. You buy the 18 pounds from us for 90c and put the other 10c in your bank.

Autumnal richness never shone with more attractiveness in silks, silk goods and ladies' ready-to-wear goods than here in this great October sale. Money never went so far, stocks never were so extensive, so full of fresh, new, beautiful and dependable merchandise. Our

output of silk merchandise is the largest in America, because our styles are superior, our merchandise most dependable and our prices always the lowest.

One hundred and twenty-seven per cent. increase in our sales over the month of October last year is a handsome, most powerful and convincing proof that we are making the greatest and most tremendous headway of any mercantile institution in the country. Our whole heart and energy are devoted to developing our business and minding our business, and this gives us opportunities that enable us to sell merchandise at such sensational prices that competitors must wonder, incapable of "seeing how we do it." The people are with us—we'll keep them, too.

## The Fever of Unrest.

Americanitis as a word or term has no dictionary honors. It was not known to Webster, nor to those whose coming to a new world was the foothill of a coming nation. They had no such itch in their skin or fever in their bones. They wrought and toiled by spongy swamp and stony hill. The beaver made way for the mill dam and the savage for the ploughman. They peopled the solitudes where the wolf suckled her cubs; and where nature in her sterner forms of ruggedness was the haunt of the bear and the nest of the eagle, the spire of the temple, the court of justice and the chimney of the factory have now their place. They slept without opiates, ate without bitters, and were able to think and talk, read and write, without sitting on a nail or gyrating like a grasshopper. Whether they prayed like Methodists or swore like troopers, sang psalms or made political speeches, they were as innocent of hysteria as a potato is of getting a fever. On such a sturdy stock we built a nation, and what is now known to medical men as Americanitis was unknown to the pioneer.

We are not so tranquil nowadays. Repose is also a lost luxury. We swim in a mill race and rotate on a spindle. We open our mail as we open oysters, and get through with books and newspapers as we would with a dose of calomel, or sever friendship with a hornet too anxious to go into business. We cannot travel too fast on bicycle, street car or train. To get wealth or to get up a pair of stairs we would rather break a leg than lose a minute. In making shoes or in making love, in advertising soap or announcing sermons, in our literature, our dramas and even in our baseball games we bubble and spume in nervous disorder, and are as rapid and erratic as popcorn on a stove. The string of the violin is tuned to the highest key. We rush labor and production with the remorseless velocity of a circular saw, and in workshops and congresses, in camp meetings and in shooting the chutes, the same nervous hysteria is menacingly apparent. The same erratic conditions are apparent in a large class of our citizens who change their vocations as frequently as a canary sheds his feathers. They dabble in law and handle putty, sell groceries and cut ice, study physic and fire engines, get into legislatures and wind up in porkpacking establishments. They are only settled down by the want of a supper, or by rheumatics on the wrong side of their socks. Otherwise they are as restless and homeless as a tadpole would be in a teapot. The same spirit insinuates itself into our social relationships and our homes. "Getting acquainted" is the ideal of friendship. It may not make a Damon and a Pythias, or leave a man as many true friends in the long run as he has fingers on one

hand, but, if it pays, friendship is but a doughnut, so long as it makes a meal. To the same cause is largely due the fact that a house is not a home but a commercial commodity. Neither birth nor death, the giving in marriage nor any other event that gives sacredness to a hearthstone or endearments to a home, is not known to the multitude, who are as eager to trade a house as a horse if a dollar can be gained in the exchange. What Hawthorne realized at Concord or Howard Payne missed in Algeria; what Burns found in a daisy or Wordsworth in a primrose, is as impossible to many of us as motion is in a dead man or volition in a marling spike. We are missing the happiness of life by making it a sprinting match, and its true nobleness by mistaking the things that perish for those that live forever.

Until we are rid of this fever of unrest and know more of the virtue of repose we shall have our spells of political lunacy, and in body, soul and spirit we shall wither as the gourd of Jonah in the sun and fall as the temple of Solomon from the torch of Titus. We may scratch the word "Rest" on the pages of Webster, but we cannot deny what it signifies in our business and bones without overdoing the one and making an hospital of the other.

FRED WOODROW.

## To Succeed the Tack Hammer.

An invention has been perfected that does away with the necessity of the housewife leaving the saucer or paper of tacks eternally standing around in unexpected places when carpets are being put down. It is a repeating tack hammer, which consists of a reservoir designed to feed tacks through the throat of the instrument, combined with a small electric motor, which, upon releasing the lever, strikes the tack a blow, driving it into whatever material the instrument may be held against. The current for the operation of the motor is supplied by means of flexible cords connected to any source of current that may be available. All that is necessary for the operator to do is to place the throat of the instrument at whatever point it is desired to place a tack or other small nail, pull the lever, and the operation is completed.

## Abolish the Custom.

A few words in regard to packages. A parcel containing shoes is not apt to present a very uniform appearance, but the aim of every merchant should be to see that all packages leaving his store are wrapped as neatly as possible. Then do not have the name and address of your establishment stamped so conspicuously upon the wrapping paper that "He who runs may read." People do not care to play the part of walking advertisements, and many are the expressions of annoyance made by those

who are obliging enough to carry their own parcels, when they are embellished with a print large enough for a poster. There are abundant opportunities for a merchant to advertise his business without resorting to this method.

## Home Seekers' Excursions.

On November 17 and December 1 and 15, 1896, the Chicago, Milwaukee & St. Paul railway will sell round trip excursion tickets from Chicago to a great many points in the Western and South-western States, both on its own line and elsewhere, at greatly reduced rates. Details as to rates, routes, etc., may be obtained on application to any coupon ticket agent, or by addressing Harry Mercer, Michigan Passenger Agent, Detroit, Mich.

The work of the next four years will lie largely in the direction of taking the business interests of the country out of politics.



This stamp appears on the Rubber of all our "Neverslip" Bicycle and Winter Shoes.

## DO YOUR FEET SLIP?

The "Neverslip" gives elasticity and ease to every step taken by the wearer. It breaks the shock or jarring of the body when walking, and is particularly adapted to all who are obliged to be on their feet. None but the best of material used in their makeup. Every walking man should have at least a pair.



PINGREE &amp; SMITH, Manufacturers.

GEO. H. REEDER &amp; CO.

successors to

REEDER BROS. SHOE CO.

Michigan Agents for

Lycoming and Keystone Rubbers

and Jobbers of specialties in Men's and Women's Shoes, Felt Boots, Lumbermen's Socks.

Lycoming Rubbers Lead all other Brands in Fit, Style and Wearing Qualities. Try them.



Send for.

SAMPLES OF CLOTH.  
PRICE LISTS AND DISCOUNTS.

Remember

The largest stock of Ladies' and Gentlemen's

Mackintoshes

In Michigan is with

Studley &amp; Barclay,

Grand Rapids.

## TRANSPORTATION.

## Some Highways in the Oceana Fruit Region.

Written for the TRADESMAN.

It has been the fortune of the writer, while on a wheeling trip recently, to demonstrate the practicability of many of the country roads in Oceana and adjoining counties, and some suggestions may be worthy of note. This region is one of the richest in natural productions in the northern portion of the Peninsula, but much of the best fruit land, especially, is decidedly hilly. Although the development of the country is comparatively recent, it reached the stage some time ago when attention began to be given to the improvement of roads.

The better class of farmers have become comparatively wealthy and have been quite liberal in many localities in the expenditure of effort on the highways. Indeed, the traveler cannot fail to be impressed with the magnitude of the work done. The most of this which is apparent is in the way of grading down the hills and transporting the material to fill up the valleys. Sometimes, for a considerable distance, the road will be a constant succession of "cuts and fills," which have necessitated the removal of vast quantities of earth. And yet, while the result is undoubtedly a great improvement over the original condition, the road remains very hilly.

To one who was not acquainted with the cast-iron requirements of the American system of section lines, the question might be suggested as to whether this great expenditure, with its paucity of practical results, was made in the wisest direction. To see such an engineering work as is required to carry the highway through the point of a hill, which might be so easily avoided by a detour of a few rods, would suggest that the interests involved in fixing the direct line must be very valuable and inflexible.

As a matter of fact, much of the work expended in thus digging across the hills is worse than wasted. In many localities the interests involved are comparatively slight in laying out the roads so as to avoid, in a great degree, both high hills and deep valleys. But it seems never to have occurred to the good people of Oceana that it would be admissible to have horizontal curves in their roads; but, as Nature has fixed perpendicular ones, they must put forth the most heroic effort to reduce these as much as possible.

There is no earthly reason—or earthy, for that matter—why a road in the country should go over or through a hill

when it could just as well go around it. In the hilly regions of Europe where the highways have been marvels of perfection for many centuries, the primitive engineers showed enough "horse sense" to seek a route that should naturally give as level a course as possible regardless of the fact that it involved many curves and turns. It may be suggested that in such early times there were no section lines to interfere. But I repeat that the interests of section lines are not such as should prevent the proper construction of the roads, which give the land its greatest value. The increased length of a road laid with curves is a matter of no material consequence, and in the Old World countries much of the beauty and interest of the scenery is dependent on these very curves. Over the hills of Oceana the roads are a sad disfigurement to much of the natural beauty of the scenery. The narrow unsightly cuts and embankments are in the way of the observer in noting the surroundings, which are generally attractive.

A road made of such cuts and fills, with all the expenditure at command, in most localities cannot be a good road. It would be too expensive to make either the cuts or the embankments wide enough for the best roadway, and the consequence is that they are subject to the washing of rains, and the surface presents constant irregularity.

On some of the roads thus leading through the hills to Hart and Shelby, the principal towns, the work of digging and carrying has progressed so far that attention is beginning to be given to the subject of road surface. The effort in this direction seems to be mainly for the confinement of the sand by a surface of clay. Thus far, these improvements serve principally to point a lesson as to the proper width of wagon tires, as they consist of a central path about two and a half feet wide of hard clay, with the roughest broken margin on each side that the wheels can make in cutting through and breaking up the material.

The present highways over and through these hills are not ideal ones. The passer can hardly fail to contrast what might have been the results of the same degree of effort expended in the construction of roadways on the most practical natural lines, and imagination pictures gracefully curving surfaces of sufficient breadth and hardness to resist the heaviest traffic, with easy declivities—roads which would have given greatly increased value to both towns and country.

\* \* \*

The natural obstacles to be overcome

in Newaygo county are not so great, and the improvement of road surfaces is beginning to receive attention without so much expenditure in hill digging. The large areas of non-resident lands of low value are an obstacle to the rapid work of improving a complete system, but the work is progressing in some degree notwithstanding.

\* \* \*

In Muskegon county are seen some of the results of the county system of road improvement. One line leading easterly from Muskegon toward Cedar Springs has been improved about seventeen miles and there is a considerable mileage in other localities. I was informed that the average cost of these improvements is about \$3,000 per mile, an unusually high figure, occasioned by the scarcity of suitable gravel and other material in the county. It is about

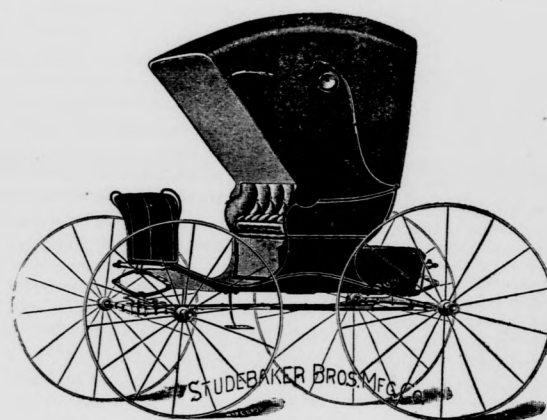
three years since the plan was first put into operation. W. N. F.

## A Stepping-Stone to Success.

Gladstone is a student every day, and he is 85 years old. It is because he has been a student practically every day of his life that he is now able to tower above his fellows as a thoughtful man. Study makes a man great and powerful—not birth or accident. And so I would impress on the smallest retailer to whom I talk the importance of study. This does not mean the reading of a text book. Too many people get confused on this point. One can study and never look in a book. When you visit an apparently successful merchant, ask him what his policy is along certain lines. Take his ideas home with you and go over the ground. Are his ideas better than your own? If so, apply them at once in your business. Then repeat the operation when you visit another merchant. In the meantime keep thinking yourself.

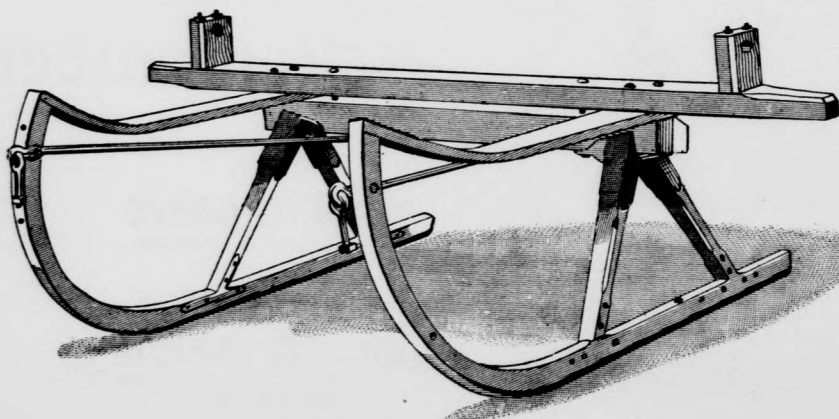
## ADAMS & HART,

### WHOLESALE BICYCLES



## CARRIAGES, FARM IMPLEMENTS

12 W. BRIDGE ST., GRAND RAPIDS.



Our New Hub Runner.

## In Time of Peace Prepare for War

Winter is coming and sleighs will be needed.  
We make a full line of

Patent Delivery and  
Pleasure Sleighs.

WRITE FOR PRICE LIST.

## The Belknap Wagon Co.,

GRAND RAPIDS, MICH.

## Commercial Travelers

### Michigan Knights of the Grip.

President, S. E. SYMONS, Saginaw; Secretary, Geo. F. OWEN, Grand Rapids; Treasurer, J. J. Frost, Lansing.

### Michigan Commercial Travelers' Association.

President, J. F. COOPER, Detroit; Secretary and Treasurer, D. MORRIS, Detroit.

### United Commercial Travelers of Michigan.

Chancellor, H. U. MARKS, Detroit; Secretary, EDWIN HUDSON, Flint; Treasurer, GEO. A. REYNOLDS, Saginaw.

### Michigan Division, T. P. A.

President, Geo. F. OWEN, Grand Rapids; Secretary and Treasurer, JAS. B. MCINNES, Grand Rapids.

### Michigan Commercial Travelers' Mutual Accident Association.

President, A. F. PEAKE, Jackson; Secretary and Treasurer, J. H. McKELVEY. Board of Directors—F. M. TYLER, H. B. FAIRCHILD, GEO. F. OWEN, J. HENRY DAWLEY, GEO. J. HEINZELMAN, CHAS. S. ROBINSON.

### Lake Superior Commercial Travelers' Club.

President, W. C. BROWN, Marquette; Secretary and Treasurer, A. F. WIXSON, Marquette.

### Gripsack Brigade.

Now that the election is over, let's work for good business.

Wm. Connor (Michael Kolb & Son) is spending a few days in the city, with headquarters at Sweet's Hotel, as usual.

The traveling salesman, or, in fact, any other man, who is afraid to kick doesn't get half what belongs to him in this ungrateful world.

Henry R. Putnam (G. J. Johnson Cigar Co.) spent last week at Coral, killing wild game and giving the factory time to catch up with its orders.

Politeness is one of the cheapest commodities in the world! The merchant who dispenses it with a lavish hand is always sure to make friends among the traveling men.

A Milwaukee traveler recently left Menominee sooner than he expected. He went out hunting and shot a deer (so he says), but the next day an old settler came in town to find the man who shot his cow.

At a meeting of Post B (Jackson), held at the Hotel Ruhl last Saturday evening, J. B. Heydlauff was endorsed as the candidate of the Post for the position of Secretary of the Michigan Knights of the Grip.

The Gale Manufacturing Co., at Albion, is increasing its road force by adding several new men. J. D. Mapes, formerly in the clothing business at Albion, takes New York State, with headquarters at Rochester.

Cranky buyers, as a rule, are men of very little experience outside of their own office and have no road experience whatever. This is the class of buyers who do not consider the time of a commercial traveler worth anything, while, in fact, it is just as valuable as theirs.

Successful men in every walk of life are the men who can take in any situation and grasp the salient or essential features. The great lawyer is the man who can see the vital turning point in the case. The successful traveling salesman is the man who can see every essential feature in selling goods at a fair profit and to reliable trade.

The commercial traveler does nothing by halves. He pursues business with all the vigor there is in him, with the grim determination to beat the other fellow, or die in the attempt. He is progressive in everything, even to spinning yarns. Every time he comes around he tells a story that eclipses, in scope, flavor and miraculous conception, any previous effort. May he be with us always!

R. Dave McGann, who covered the trade of Western Michigan ten years for Kortlander & Murphy, and who subsequently traveled a year for Hulman & Beggs, of Terre Haute, has embarked in the wholesale liquor business on his own account at 22 South Ionia street. Dave has many friends among the trade who will be rejoiced to see him succeed in his new undertaking.

The Michigan Commercial Travelers' Association has decided to secure rooms somewhere near the center of the city (Detroit) and fit them up in club style for use as a social headquarters for members of the Association. The office of the Secretary will be in the new quarters and there will be a billiard and reading room. The matter is now in the hands of a committee.

"Bluffing the trade" should not be practiced by the knight of the pencil and order book who has nice appreciation of all proprieties of human conduct. Such a method is sooner or later discovered by those with whom he deals and he eventually pays the price. "His sin will find him out." It requires genius to know just when to handle the two-edged sword of bluffing. The great majority, which is not composed of geniuses, had better stop short of the practice.

Fred Blake had a good many things to be thankful for, not the least of which was a trio of young daughters who were as interesting and well behaved as any family of children in the country. The daily papers announce the advent of a fourth daughter, who put in an appearance Tuesday, and who will probably do her share in trying to find a fourth son-in-law for Fred twenty years hence. There are no fancy frills on the names of Fred's daughters, who answer to the good old-fashioned names of Ethel, Dorothy and Barbara.

At the meeting of the directors of the Michigan Commercial Travelers' Mutual Accident Association, held last Saturday, J. Harry McKelvey handed in his resignation, on account of pressing business interests in another direction, which was accepted. The vacancy was filled by the election of Geo. F. Owen, who will remove the office of the organization from the Michigan Trust building to his residence as soon as the lease of the present quarters expires. Mr. Owen has a way of systematizing everything connected with the Secretary's office and will, undoubtedly, make his mark in his new position.

Peter Lankester, for the past ten years with the Michigan Spice Co., has taken the position of city salesman for the Olney & Judson Grocer Co., succeeding Jas. A. Morrison, who left Nov. 4 for Colorado Springs, Colo., where he takes a responsible position with the Shields-Morley Grocer Co. Mr. Morrison has been identified with the grocery trade of Kalamazoo for about fifteen years and found it an exceedingly trying ordeal to part company with the friends he had made among the city trade. His only reason for abandoning the field at this time is the condition of his wife's health, which precludes her remaining in Michigan any longer. Mr. Morrison met many evidences of the esteem in which he is held by the trade on the occasion of his final visits, not the least of which was a gold-headed cane presented to him by his associates in the Olney & Judson Grocer Co.

R. N. Hull in Ohio Merchant: The echoes of election are fading away. "The sand lot" is deserted. We know for a certainty who, of all our distin-

guished statesmen, will preside over the destinies of the republic for the next four years. Now is a good time to pass resolutions with ourselves, both individually and collectively, whether it suits us or not, to go to work for the public weal. Let him who has a position or a job cling to it and hustle. It would be an exercise of a noble impulse to help some other fellow who is out of employment in finding a place where he can earn an honest living. There is work for all if a small amount of energy is brought to bear to get all into line. With everyone engaged in useful occupation the wheels of commerce will move the commercial interests on to prosperity. Help your brother man to find his sphere of usefulness, and the satisfaction it gives will bring its own reward.

### Not the Simon Pure Eaton.

Petoskey, Nov. 7.—An item in your last issue, headed "Will Bear Investigation," does gross injustice, though unintentionally, to an honorable and highly esteemed citizen of Harbor Springs, C. H. Eaton.

To my personal knowledge no other man of that name has lived in Harbor Springs in the last sixteen years than Charles H. Eaton, formerly in the hardware business, lately employed by Foster & Burke in the same business, and who has assisted his wife, summers, in conducting a private hotel or boarding house adjoining Wequetonsing resort.

Mr. Eaton is a perfectly honest and honorable man, and is now and for several years has been Supervisor of Little Traverse township. He is at present in the Upper Peninsula on a hunting trip and has not recently taken a trip through Michigan for the purpose of purchasing woodenware and grocers' sundries, nor has he claimed that he has or intends to embark in jobbing those or any other lines. Whoever the man may be that is making those claims, it is not C. H. Eaton, of Harbor Springs.

WADE B. SMITH.

The man referred to by the Tradesman last week asserts that his name is C. H. Eaton and that he formerly clerked in a hotel at Harbor Springs. As some other statements made by him have been found to be untrue, it is not unlikely that these claims may, also, be without foundation. Why he should assume the name of a reputable citizen—if his real name is not Eaton—is more than the Tradesman is able to explain.

The Tradesman is glad to publish the above letter, in justice to the man who is seeking large game, while his namesake is hunting for suckers.

### How the Lake Superior Boys Received the Returns.

Marquette, Nov. 9.—The Lake Superior Commercial Travelers' Club received election returns at their club rooms Tuesday night. A few merchants and visiting travelers were invited to attend. Everything went well until 10 o'clock, when an enthusiastic crowd of friends came in with tin horns, and from that hour pandemonium reigned supreme. For genuine noisemaking, the Lake Superior travelers challenge the world, baseball rooters and tough ward kids not barred. Refreshments of a various nature were served continuously during the evening. The party was a howling success and broke up about 3 a. m.

The next session will be Feb. 22, at which date there will be a banquet given.

It was a Bangor, Me., philosopher who summed up a church fair in these terms: "A church fair is a place where we spend more money than we can afford for things we do not want, in order to please people whom we do not like, and to help heathens who are happier than we are."

### Everlasting Paste.

Dissolve a teaspoonful of alum in a quart of water; when cold, stir in as much flour as will give it the consistency of cream, carefully beating up all lumps. Stir in half a teaspoonful of powdered rosin, and pour on this mixture a teacupful of boiling water, stirring well. When it becomes thick pour into an earthen jar, cover and keep in a cool place. When needed for use, take some from the stock and soften with warm water. Paste thus made has been known to keep in good condition for at least twelve months, and can be made more pleasant by adding oil of cloves.

### This Year's Enormous Corn Crop.

The Secretary of Agriculture estimates that this year's corn crop will reach the enormous amount of 2,235,600,000 bushels. The figures are incomprehensible. They mean that for every man, woman and child in the United States there will be gathered into barns this fall a fraction less than thirty-two bushels of the grain. This is but one product of our soil and, as we have a large surplus, corn will be exported by the shipload, and millions of needed dollars will thus be brought into the country.

## FREE CHECK ROOM

*Wellsington*

EUROPEAN HOTEL. Entirely New.  
J. T. CONNOLLY, Proprietor, Grand Rapids,  
52 S. Ionia St., Opposite Union Depot.

### Cutler House in New Hands.

H. D. and F. H. Irish, formerly landlords at the New Livingston Hotel, at Grand Rapids, have leased the Cutler House, at Grand Haven, where they bespeak the cordial co-operation and support of the traveling public. They will conduct the Cutler House as a strictly first-class house, giving every detail painstaking attention.

## COMMERCIAL HOUSE

Iron Mountain, Mich.  
Lighted by Electricity. Heated by Steam.  
All modern conveniences.  
\$2 PER DAY.  
IRA A. BEAN, Prop.

## THE WIERENGO

E. T. PENNOYER, Manager,  
MUSKEGON, MICHIGAN.  
Steam Heat, Electric light and bath rooms.  
Rates, \$1.50 and \$2.00 per day.

## HOTEL BURKE

G. R. & I. Eating House.  
CADILLAC, MICH.  
All modern conveniences.  
C. BURKE, Prop. W. O. HOLDEN, Mgr.

*Loss or Gain?*

Young men and women attain greatest financial gain by securing a course in the Business, Shorthand, English or Mechanical Drawing Departments of the Detroit Business University, 11-19 Wilcox St., Detroit, Mich. Send for catalogue. W. F. Jewell, P. R. Spencer.



## Drugs==Chemicals

### STATE BOARD OF PHARMACY.

One Year—C. A. BUGBEE, Traverse City  
Two Years—S. E. PARKILL, Owosso  
Three Years—F. W. R. PERRY, Detroit  
Four Years—A. C. SCHUMACHER, Ann Arbor  
Five Years—GEO. GUNDRUM, Ionia  
President, C. A. BUGBEE, Traverse City.  
Secretary, F. W. R. PERRY, Detroit.  
Treasurer, GEO. GUNDRUM, Ionia.

Coming Meetings—Lansing, November 4 and 5.

### MICHIGAN STATE PHARMACEUTICAL ASSOCIATION.

President, G. C. PHILLIPS, Armada.  
Secretary, B. SCHRÖDER, Grand Rapids.  
Treasurer, CHAS. MANN, Detroit.  
Executive Committee—A. H. WEBBER, Cadillac;  
H. G. COLMAN, Kalamazoo; GEO. J. WARD, St. Clair; A. B. STEVENS, Detroit; F. W. R. PERRY, Detroit.

### Profit in Rubber Sundries.

Does it pay druggists to make a special effort to sell rubber sundries? In answer to this query the manager of a store on the west side of New York replied: "As for our own experience, I can say that, since we separated our rubber goods from our general stock, four years ago, and devoted a special floor to them, our average daily sales in that department have increased just twelve-fold. Our whole business has also increased meanwhile, but at no such rate as in our rubber line. One advantage of having rubber sundries in stock separately is that the ladies—who lead by a large majority in the buying of such goods—may make their selections with less publicity than in the general store. Here we have the advantage of more privacy and a good arrangement of goods with a view to their display; a lady assistant is kept on the floor; and we make it a point to carry no goods that we cannot recommend. It should be mentioned, also, that our store is in the center of an important shopping district. After we have become satisfied with a line of goods for which we have a considerable demand, we order them marked with our name, and many orders come to us through the advertising thus gained by the house. Not long ago an exporting firm in this city received an order from Japan for water-bottles from our house, which we can explain only on the supposition that goods bearing our trade-mark must have been carried by a traveler to that country."

The articles in most general demand in druggists' sundries are fountain syringes and hot-water bottles. While it would seem, to a druggist constantly making sales of such goods, that every individual in the land must have been supplied by this time with a fountain syringe and a hot-water bottle, now and then a person wanders into a New York drug store who never before heard of them. One retail druggist reports having sold a weekly average, for three years past, of one gross of one-quart fountain syringes of a single make. This would make a total in a year of 7,488 quart syringes, besides the other sizes and makes sold from the same store. The house referred to sells about fifty fountain syringes to one bulb syringe for the same purposes. In hot-water bottles, one-quart and two-quart sizes are most in demand, though they are also made in sizes up to six quarts, and in smaller numbers down to "ooo," which holds about two ounces. The latter is for the application of hot water to the eye or ear. Lately there has been introduced a crescent-shaped "bottle," for the application of hot water to the throat, which has been well received.

Doubtless the influence of the medical profession has greatly promoted the sale

of druggists' sundries. Many articles of this line are sold on physicians' prescriptions, and probably many more are bought upon the recommendation of a physician, without the formality of a prescription. When the advantages from the use of a given rubber article once become known in a household, not only will a future demand exist for it there, but a knowledge of the facts is likely to spread among the friends of the family. In this way the people are rapidly becoming educated in the use of rubber sundries from the drug store. It could not be learned that any New York druggist systematically distributes advertising matter in relation to rubber goods.

### Don't All Speak at Once.

How many of the druggists, wholesale and retail, the world over, throw away their stock of drugs or preparations as soon as they find them to be no longer in a perfect condition?

Several pharmacopoeias declare that any plant drug found to be worm-eaten, moldy, or otherwise damaged, or to have lost in any degree its proper color, odor, or taste, must be thrown away. Do you do it? If not, why not?

Although our Pharmacopoeia is silent on this subject, there can be no doubt as to the necessity of respect for this principle in every case. We do know of several pharmacists who throw away all damaged or otherwise unfit medicines they may discover; but we think we have seen a few druggists who do not know a spurious or damaged drug when they see it.

Who deserves the greater degree of confidence in this respect—the bona fide pharmacist, or the general dealer who includes drugs among his miscellaneous stock of calico, groceries, and paints? And he who practices medicine and at the same time furnishes from his own shop the medicines he prescribes—is he ever tempted to furnish whatever is most convenient and least costly, without a strict reference to the best good of the patient?

Once upon a time there was in England a class of mixed prescribers and dispensers called apothecaries. They are not so named to-day, but their race is far from extinct. The "apothecaries" charged the "druggists" (merchants who sold but did not prescribe drugs) with the crime of adulteration, etc., whereupon the druggists replied in their own defense and by way of recrimination: "It is almost impossible for men to be more diligent and careful, or take more pains than we do. How often may you see us with a saron of bark, first sifting away the dust, then separating the small sort, dividing the large and woody from the more delicate and curious quill! While we are thus engaged sorting and dividing our drugs, one or other of the most eminent apothecaries alights from his chariot at the door, and buys up all the raspings of the rhubarb, the siftings of the bark, and the sweepings of the shop. Does he buy it to burn, think you, or conscientiously to destroy it for the good of mankind (as they would make you believe in their petition)? No, he says he only wants it for powder, or it will do well enough for the tincture or the syrup. Or if, perchance, he purchases four ounces of the better sort only to keep in a glass or show his customers, has he not four pounds of the worst sort with it? \* \* \* If the druggist beats in the dross with the drug, where has he the dross to beat in by itself? You know the apothecary bought that, and

could the druggist be supposed to beat the dross by itself, what the devil becomes of the drug?"

To-day the "druggist" who supplies the apothecary would not admit selling "the sweepings of the shop" to any body, but it is no uncommon thing to find several different grades of the same drug (by name) quoted at widely different prices to suit the wants and consciences of different customers. What are these differences, think you?

### Camphor Prospects.

From the New York Shipping List.

The advance abroad in refined camphor at a time when demand is the duller is accepted here as the beginning of a movement to higher prices. It is reported that the syndicate in crude is in better trim for aggressive operations, and that another campaign of speculation and concentration of supplies will be conducted in the hope of recovering lost ground. The two members of the syndicate who were left to regulate the market after the death of Col. North have had sufficient experience to disgust them with the market, but they cannot release hold of the stock of crude in warehouse except on regular demand, unless they have no objection to making additional losses. The trade would like to know how much crude camphor is stored in London. The official figures on Oct. 1 were 11,496 packages, against 16,202 at the same date last year, but no reliance is placed in warehouse statistics of London. It is understood that they are manipulated to suit the occasion. The extent of supply controlled by the combination in other markets is unknown, but it is believed to be large.

The attempted corner is on Formosa camphor, and the trade may expect to hear many reports which tell of scarcity, insurrection, cutting down of camphor trees, the imposition of additional taxes by Japan, etc. If the market cannot advance naturally, some method will

be found to make artificial values. Success of the temporary efforts depends partly on the expenditure of a larger fund than the syndicate originally desired to invest in the hazardous undertaking. The supposition is that other capitalists have been brought into the scheme, and that the new victims of a forlorn hope are willing to pay well for the experience.

The business revival now due is to be taken advantage of by the London camphor promoters. Long contracts which the combination made with certain Continental refiners, with the view of handling the refined, have been terminated by mutual agreement. The syndicate, it is understood, will give exclusive attention to the crude article, and will make refiners pay well for it, provided the scheme meets with no serious obstacles. There is no indication that the plans will work smoother during the next few months than they did before and since the death of Col. North, whose estate is still identified with camphor because it cannot get out whole at present prices.

### CINSENG ROOT

Highest price paid by

Write us.

PECK BROS.

## Every Dollar

Invested in Tradesman Company's **COUPON BOOKS** will yield handsome returns in saving book-keeping, besides the assurance that no charge is forgotten. Write

**Tradesman Company,**  
GRAND RAPIDS.



THE JIM HAMMELL  
HAMMELL'S LITTLE DRUMMER AND  
HAMMELL'S CAPITAL CIGARS

are made of the best imported stock.

## A BRUSH HEAP

is very different from A. W. SMITH'S Brooms.  
Your competitors' customers say so.  
They are made at Jackson, Mich.

New Clippers New Clippers New Clippers New Clippers



## About Now

YOU may be wishing that you had let the "other fellow" do the experimenting and had invested in a bicycle of known grade, price and quality. You may have a wheel that cost you twice what you can now buy it for. Experiments are usually expensive. It took us nearly 5 years to begin to know how to make good bicycles. Over 65% of the '96 makers began where we left off just three years ago. New Clippers are the product of an "old maker," as compared with most bicycles. We have not been obliged to cut prices in two to sell them. If you've been a victim of misplaced confidence, investigate Clipper quality and Clipper methods before buying your '97 mount.

MADE BY THE **GRAND RAPIDS CYCLE CO.**  
GRAND RAPIDS, MICH.

Pratt 216.

New Clippers New Clippers New Clippers

**Advanced—**  
**Declined—**Borax, Cocaine.

|                        |            |                            |             |                        |              |              |
|------------------------|------------|----------------------------|-------------|------------------------|--------------|--------------|
| Morphia, S.P. & W.     | 1 75@ 2 00 | Sinapls.                   | @ 18        | Linseed, pure raw.     | 32           | 38           |
| Morphia, S.N.Y.Q. & C. |            | Sinapls, opt.              | @ 30        | Linseed, boiled.       | 34           | 37           |
| Mosch, Canton.         | 1 65@ 1 90 | Snuff, Maccaboy, De        |             | Neatsfoot, winter st   | 65           | 70           |
| Mysticla, No. 1.       | @ 40       | Voes.                      | @ 34        | Spirits Turpentine.    | 34           | 38           |
| Nux Vomica.            | 65@ 80     | Snuff, Scotch, De Vo's     | @ 34        |                        |              |              |
| Os Sepia.              | po. 30     | Soda Boras.                | 6 @ 8       |                        |              |              |
| Pepsin Saac, H. & P.   | 15@ 18     | Soda et Potass.            | 6 @ 8       |                        |              |              |
| D. Co.                 | @ 1 00     | Soda et Potass Tart.       | 26@ 28      | <b>Paints</b>          | BBL.         | LB           |
| Pieis Liq. N.Y. gal.   |            | Soda, Carb.                | 1 9@ 2      | Red Venetian.          | 1 1@ 2       | 2 @ 2        |
| doz.                   | @ 2 00     | Soda, Bi-Carb.             | 3@ 5        | Ochre, yellow Mars.    | 1 3@ 2       | 4 @ 2        |
| Pieis Liq., quarts.    | @ 1 00     | Soda, Ash.                 | 3 1/2@ 4    | Ochre, yellow Ber.     | 1 1/2@ 2     | 2 @ 2        |
| Pieis Liq., pints.     | @ 85       | Soda, Sulphas.             | @ 2         | Putty, commercial.     | 2 1/2@ 2 1/2 | 2 1/2@ 2 1/2 |
| Pil Hydrag.            | po. 80     | Spts. Cologne.             | @ 2 60      | Putty, strictly pure.  | 2 1/2@ 2 1/2 | 2 1/2@ 2 1/2 |
| Piper Nigra.           | po. 22     | Spts. Ether Co.            | 50@ 55      | Vermillon, Prime       |              |              |
| Piper Alba.            | po. 35     | Spts. Myrela Dom.          | @ 2 00      | American.              | 13@ 15       | 15 @ 15      |
| Pil Burgun.            | @ 10       | Spts. Vini Rect. bbl.      | @ 2 37      | Vermillon, English.    | 70@ 75       | 75 @ 75      |
| Plumbi                 | @ 12       | Spts. Vini Rect. 1/2 gal   | @ 2 42      | Green, Paris Eng.      | 15 @ 24      | 24 @ 24      |
| Pulvis, pect. Opil     | 1 10@ 12   | Spts. Vini Rect. 10gal     | @ 2 45      | Green, Peninsular.     | 13@ 16       | 16 @ 16      |
| Pyrethrum, boxes H     | 1 10@ 12   | Spts. Vini Rect. 5gal      | @ 2 47      | Lead, Red.             | 5 1/4@ 5 1/4 | 5 1/4@ 5 1/4 |
| P. & D. Co., doz.      | @ 1 25     | Less 5c gal. cash 10 days. |             | Lead, white.           | 5 1/4@ 5 1/4 | 5 1/4@ 5 1/4 |
| Pyrethrum, pv.         | 30@ 33     | Strychnia, Crystal.        | 1 40@ 1 45  | Whiting, white Span    | @ 70         | 70 @ 70      |
| Quassia.               | @ 10       | Sulphur, Subl.             | 2 1/2@ 3    | Whiting, gliders.      | @ 90         | 90 @ 90      |
| Quinia, S. P. & W.     | 2 7@ 32    | Sulphur, Roll.             | 3@ 2 1/2    | White, Paris Amer.     | @ 1 00       | 1 00 @ 1 00  |
| Quinia, S. German.     | 2 3@ 28    | Tamarinds                  | @ 10        | Whiting, Paris Eng.    |              |              |
| Quinia, N.Y.           | 2 5@ 30    | Terebinth Venice.          | 2 8@ 30     | cliff.                 | @ 1 40       | 1 40 @ 1 40  |
| Rubia Tinctorum.       | 12@ 14     | Theobroma.                 | 42@ 45      | Universal Prepared.    | 1 00@ 1 15   | 1 15 @ 1 15  |
| Saccharum Lactis pv    | 2 4@ 26    | Vanilla.                   | 9 00@ 16 00 |                        |              |              |
| Salacln.               | 3 00@ 3 10 | Zinci Sulph.               | @ 7 8       |                        |              |              |
| Sanguis Draconis.      | 40@ 50     |                            |             | <b>Varnishes</b>       |              |              |
| Sapo, W.               | 12@ 14     |                            |             | No. 1 Turp Coach.      | 1 10@ 1 20   | 1 20 @ 1 20  |
| Sapo, M.               | 10@ 12     | <b>Oils</b>                |             | Extra Turp.            | 1 00@ 1 10   | 1 10 @ 1 10  |
| Sapo, G. Mixed.        | @ 15       | Whale, winter.             | 70 70       | Coach Body.            | 2 75@ 3 00   | 3 00 @ 3 00  |
| Siedltz Mixture.       | 20 @ 22    | Lard, extra.               | 40 45       | No. 1 Turp Furn.       | 1 00@ 1 10   | 1 10 @ 1 10  |
|                        |            | Lard, No. 1.               | 35 40       | Extra Turp Damar.      | 1 55@ 1 60   | 1 60 @ 1 60  |
|                        |            |                            |             | Jap. Dryer, No. 1 Turp | 70@ 75       | 75 @ 75      |

# Hazeltine & Perkins Drug Co.

## Importers and Jobbers of

# DRUGS

# Patent Medicines Chemicals and Dealers in

# PAINTS, OILS AND VARNISHES

Full line of staple druggists' sundries.

**We are sole proprietors of Weatherly's Michigan Catarrh Remedy.**

We have in stock and offer a full line of **WHISKIES, BRANDIES, GINS, WINES AND RUMS.**

We sell liquors for medicinal purposes only.

We give our personal attention to mail orders and guarantee satisfaction.

All orders shipped and invoiced the same day we receive them.  
Send a trial order.

**Hazeltine & Perkins Drug Co.,**  
Grand Rapids.

# GROCERY PRICE CURRENT.

The prices quoted in this list are for the trade only, in such quantities as are usually purchased by retail dealers. They are prepared just before going to press and are an accurate index of the local market. It is impossible to give quotations suitable for all conditions of purchase, and those below are given as representing average prices for average conditions of purchase. Cash buyers or those of strong credit usually buy closer than those who have poor credit. Subscribers are earnestly requested to point out any errors or omissions, as it is our aim to make this feature of the greatest possible use to dealers.

## AXLE GREASE.

|                       | doz. | gross |
|-----------------------|------|-------|
| Aurora                | 55   | 6 00  |
| Castor Oil            | 60   | 7 00  |
| Diamond               | 50   | 5 50  |
| Frazer's              | 75   | 9 00  |
| IXL Golden, tin boxes | 75   | 9 00  |
| Mica                  | 70   | 8 00  |
| Paragon               | 55   | 6 00  |

## BAKING POWDER.

| Absolute.            |      |  |
|----------------------|------|--|
| 1 lb cans doz        | 45   |  |
| 1 lb cans doz        | 1 55 |  |
| Acme.                |      |  |
| 1 lb cans 3 doz.     | 45   |  |
| 1 lb cans 3 doz.     | 75   |  |
| 1 lb cans 1 doz.     | 1 00 |  |
| Bulk                 | 10   |  |
| El Purity.           |      |  |
| 1 lb cans per doz.   | 75   |  |
| 1 lb cans per doz.   | 1 20 |  |
| 1 lb cans per doz.   | 2 00 |  |
| JaXon                |      |  |
| 1 lb cans 4 doz case | 45   |  |
| 1 lb cans 4 doz case | 85   |  |
| 1 lb cans 2 doz case | 1 60 |  |
| Home.                |      |  |
| 1 lb cans 4 doz case | 35   |  |
| 1 lb cans 4 doz case | 55   |  |
| 1 lb cans 2 doz case | 90   |  |
| Our Leader.          |      |  |
| 1 lb cans.           | 45   |  |
| 1 lb cans.           | 75   |  |
| 1 lb cans.           | 1 50 |  |

## BATH BRICK.

|          |    |
|----------|----|
| American | 70 |
| English  | 80 |

## BLUING.

| CONDENSED PEARL BLUING  |      |
|-------------------------|------|
| 1 doz. Counter Boxes    | 40   |
| 12 doz. Cases, per gro. | 4 50 |

## BROOMS.

|              |      |
|--------------|------|
| No. 1 Carpet | 1 90 |
| No. 2 Carpet | 1 75 |
| No. 3 Carpet | 1 50 |
| No. 4 Carpet | 1 15 |
| Parlor Gem   | 2 00 |
| Common Whisk | 70   |
| Fancy Whisk  | 80   |
| Warehouse    | 2 25 |

## CANDLES.

|                   |    |
|-------------------|----|
| Hotel 40 lb boxes | 94 |
| Star 40 lb boxes  | 84 |
| Paraffine         | 9  |

## CANNED GOODS.

| Manitowoc Peas.           |      |
|---------------------------|------|
| Lakeside Marrowfat        | 1 00 |
| Lakeside E. J.            | 1 30 |
| Lakeside, Cham. of Eng.   | 1 40 |
| Lakeside, Gem, Ex. Sifted | 1 65 |

## CATSUP.

|                     |      |
|---------------------|------|
| Columbia, pints     | 4 25 |
| Columbia, 1/2 pints | 2 50 |

## CHEESE.

|                |        |
|----------------|--------|
| Acme           | 10 1/2 |
| Amboy          | 9 1/2  |
| Butternut      | 10     |
| Byron          | 9      |
| Carson City    | 10     |
| Gold Medal     | 9 1/2  |
| Ideal          | 10 1/2 |
| Jersey         | 10     |
| Lenawee        | 9 1/2  |
| Oakland County | 9      |
| Riverside      | 10 1/2 |
| Sparta         | 10     |
| Springdale     | 10     |
| Brick          | 9      |
| Edam           | 7 1/2  |
| Leiden         | 19     |
| Limburger      | 15     |
| Pineapple      | 60     |
| Sap Sago       | 20     |

## CHOCOLATE.

| Walter Baker & Co.'s. |    |
|-----------------------|----|
| German Sweet          | 22 |
| Premium               | 31 |
| Breakfast Cocos       | 42 |

## CLOTHES LINES.

|                         |      |
|-------------------------|------|
| Cotton, 40 ft, per doz. | 1 00 |
| Cotton, 50 ft, per doz. | 1 20 |
| Cotton, 60 ft, per doz. | 1 40 |
| Cotton, 70 ft, per doz. | 1 60 |
| Cotton, 80 ft, per doz. | 1 80 |
| Jute, 60 ft, per doz.   | 80   |
| Jute, 72 ft, per doz.   | 95   |

## CLOTHES PINS.

|                |       |
|----------------|-------|
| 5 gross boxes  | 45    |
| 20 lb bags     | 2 1/2 |
| Less quantity  | 3     |
| Pound packages | 4     |

## CREAM TARTAR.

|                             |    |
|-----------------------------|----|
| Strictly Pure, wooden boxes | 35 |
| Strictly Pure, tin boxes    | 37 |
| Tartarine                   | 25 |

## COFFEE.

| Green.   |    |
|----------|----|
| Rio.     |    |
| Fair     | 17 |
| Good     | 18 |
| Prime    | 19 |
| Golden   | 20 |
| Peaberry | 22 |

## Santos.

|          |    |
|----------|----|
| Fair     | 19 |
| Good     | 20 |
| Prime    | 22 |
| Peaberry | 23 |

## Mexican and Guatamala.

|       |    |
|-------|----|
| Fair  | 21 |
| Good  | 22 |
| Fancy | 24 |

## Maracaibo.

|        |    |
|--------|----|
| Prime  | 23 |
| Milled | 24 |

## Java.

|                |    |
|----------------|----|
| Interior       | 25 |
| Private Growth | 27 |
| Mandehling     | 28 |

## Mocha.

|           |    |
|-----------|----|
| Imitation | 25 |
| Arabian   | 28 |

## Roasted.

|                       |    |
|-----------------------|----|
| Quaker Mocha and Java | 29 |
| Toko Mocha and Java   | 30 |
| State House Blend     | 23 |

## Package.

|  |       |
|--|-------|
| Below are given New York prices on package coffees, to which the wholesale dealer adds the local freight from New York to your shipping point, giving you credit on the invoice for the amount of freight buyer pays from the market in which he purchases to his shipping point, including weight of package. In 60 lb. cases the list is 10c per 100 lbs. above the price in full cases. |       |
| Arbuckle   | 17 50 |
| Jersey   | 17 50 |
| McLaughlin's XXXX  | 17 50 |

## Extract.

|                         |      |
|-------------------------|------|
| Valley City 1/4 gross   | 75   |
| Felix 1/4 gross         | 1 15 |
| Hummel's full 1/4 gross | 85   |
| Hummel's tin 1/4 gross  | 1 43 |

## Knipp Malt Coffee.

|                               |   |
|-------------------------------|---|
| 1 lb. packages, 50 lb. cases  | 9 |
| 1 lb. packages, 100 lb. cases | 9 |

## CONDENSED MILK.

|                 |  |
|-----------------|--|
| 4 doz. in case. |  |
|-----------------|--|

## N. Y. Condensed Milk Co.'s brands.

|                   |      |
|-------------------|------|
| Gall Borden Eagle | 7 40 |
| Crown             | 6 25 |
| Daisy             | 5 75 |
| Champion          | 4 50 |
| Magnum            | 4 25 |
| Dime              | 3 35 |

## FOREIGN.

|                      |       |
|----------------------|-------|
| Patras bbls.         | 5 1/2 |
| Vostizas 50 lb cases | 5 1/2 |
| Cleaned, bulk        | 6     |
| Cleaned, packages    | 7     |

## Peel.

|                          |    |
|--------------------------|----|
| Citron American 10 lb bx | 14 |
| Lemon American 10 lb bx  | 11 |
| Orange American 10 lb bx | 11 |

## Raisins.

|                    |       |
|--------------------|-------|
| Ondura 20 lb boxes | 7 1/2 |
| Sultana 1 Crown    | 5 1/2 |
| Sultana 2 Crown    | 9     |
| Sultana 3 Crown    | 9 1/2 |
| Sultana 4 Crown    | 10    |
| Sultana 5 Crown    | 11    |

## Peerless evaporated cream.

|      |  |
|------|--|
| 5 75 |  |
|------|--|

## COUPON BOOKS.



## Tradesman Grade.

|                         |       |
|-------------------------|-------|
| 50 books, any denom.    | 1 50  |
| 100 books, any denom.   | 2 50  |
| 500 books, any denom.   | 11 50 |
| 1,000 books, any denom. | 20 00 |

## Economic Grade.

|                         |       |
|-------------------------|-------|
| 50 books, any denom.    | 1 50  |
| 100 books, any denom.   | 2 50  |
| 500 books, any denom.   | 11 50 |
| 1,000 books, any denom. | 20 00 |

## Universal Grade.

|                         |       |
|-------------------------|-------|
| 50 books, any denom.    | 1 50  |
| 100 books, any denom.   | 2 50  |
| 500 books, any denom.   | 11 50 |
| 1,000 books, any denom. | 20 00 |

## Superior Grade.

|                         |       |
|-------------------------|-------|
| 50 books, any denom.    | 1 50  |
| 100 books, any denom.   | 2 50  |
| 500 books, any denom.   | 11 50 |
| 1,000 books, any denom. | 20 00 |

## Coupon Pass Books.

|   |       |
|---|-------|
| Can be made to represent any denomination from \$10 down. |       |
| 20 books  | 1 00  |
| 50 books  | 2 00  |
| 100 books   | 3 00  |
| 500 books   | 15 00 |
| 1,000 books   | 30 00 |

## Credit Checks.

|                         |      |
|-------------------------|------|
| 500, any one denom'n.   | 3 00 |
| 1,000, any one denom'n. | 5 00 |
| 5,000, any one denom'n. | 8 00 |
| Steel punch.            | 75   |

## DRIED FRUITS—DOMESTIC.

| Apples.                |       |
|------------------------|-------|
| Sundried               | 3 1/2 |
| Evaporated 50 lb boxes | 4 1/2 |

## California Fruits.

|                 |        |
|-----------------|--------|
| Apricots        | 10 1/2 |
| Blackberries    | 6      |
| Nectarines      | 6      |
| Peaches         | 5      |
| Pears           | 6      |
| Pitted Cherries | 6      |
| Prunelles       | 6      |
| Raspberries     | 6      |

## California Prunes.

|                       |       |
|-----------------------|-------|
| 100-120 25 lb boxes   | 5 1/2 |
| 90-100 25 lb boxes    | 5 1/2 |
| 80-90 25 lb boxes     | 5 1/2 |
| 70-80 25 lb boxes     | 5 1/2 |
| 60-70 25 lb boxes     | 5 1/2 |
| 50-60 25 lb boxes     | 5 1/2 |
| 40-50 25 lb boxes     | 5 1/2 |
| 30-40 25 lb boxes     | 5 1/2 |
| 1/4 cent less in bags |       |

## Raisins.

|                         |       |
|-------------------------|-------|
| London Layers 3 Crown   | 1 60  |
| London Layers 5 Crown   | 2 50  |
| Dehesis                 | 3 50  |
| Loose Muscatels 2 Crown | 5 1/2 |
| Loose Muscatels 3 Crown | 6     |
| Loose Muscatels 4 Crown | 7     |

## FOREIGN.

|                      |       |
|----------------------|-------|
| Patras bbls.         | 5 1/2 |
| Vostizas 50 lb cases | 5 1/2 |
| Cleaned, bulk        | 6     |
| Cleaned, packages    | 7     |

## Peel.

|                          |    |
|--------------------------|----|
| Citron American 10 lb bx | 14 |
| Lemon American 10 lb bx  | 11 |
| Orange American 10 lb bx | 11 |

## Raisins.

|                    |       |
|--------------------|-------|
| Ondura 20 lb boxes | 7 1/2 |
| Sultana 1 Crown    | 5 1/2 |
| Sultana 2 Crown    | 9     |
| Sultana 3 Crown    | 9 1/2 |
| Sultana 4 Crown    | 10    |
| Sultana 5 Crown    | 11    |

## FARINACEOUS GOODS.

### Biscuitine.

|                          |      |
|--------------------------|------|
| 3 doz. in case, per doz. | 1 00 |
|--------------------------|------|

### Farina.

|      |   |
|------|---|
| Bulk | 3 |
|------|---|

### Grits.

|                   |      |
|-------------------|------|
| Walsh-DeRoo Co.'s | 2 00 |
|-------------------|------|

### Hominy.

|                     |      |
|---------------------|------|
| Barrels             | 3 25 |
| Flake, 50 lb. drums | 1 50 |

### Lima Beans.

|       |       |
|-------|-------|
| Dried | 3 1/2 |
|-------|-------|

### Macaroni and Vermicelli.

|                      |      |
|----------------------|------|
| Domestic, 10 lb. box | 60   |
| Imported, 25 lb. box | 2 50 |

### Pearl Barley.

|         |       |
|---------|-------|
| Common  | 1 1/2 |
| Chester | 2     |
| Empire  | 2 1/2 |

### Peas.

|                |       |
|----------------|-------|
| Green, bu.     | 90    |
| Split, per lb. | 2 1/2 |

### Rolled Oats.

|                          |      |
|--------------------------|------|
| Rolled Avena, bbl.       | 5 01 |
| Monarch, bbl.            | 4 50 |
| Monarch, 1/2 bbl.        | 2 50 |
| Private brands, bbl.     | 4 35 |
| Private brands, 1/2 bbl. | 2 30 |
| Quaker, cases            | 3 20 |
| Oven Baked               | 3 25 |

### Sago.

|            |       |
|------------|-------|
| German     | 4     |
| East India | 3 1/2 |

### Wheat.

|                  |      |
|------------------|------|
| Cracked, bulk    | 3    |
| 24 2 lb packages | 2 40 |

## Fish.

| Cod.             |       |
|------------------|-------|
| Georges cured    | 3 1/2 |
| Georges genuine  | 4 1/2 |
| Georges selected | 5     |
| Strips or bricks | 5 @ 8 |

### Halibut.

|        |    |
|--------|----|
| Chunks | 12 |
| Strips | 10 |

### Herring.

|                          |      |
|--------------------------|------|
| Holland white hoops keg  | 60   |
| Holland white hoops bbl. | 8 00 |
| Norwegian                | 2 50 |
| Round 100 lbs            | 1 30 |
| Round 40 lbs             | 1 30 |
| Scaled                   | 10   |

### Flackerel.

|               |       |
|---------------|-------|
| No. 1 100 lbs | 11 75 |
| No. 1 40 lbs  | 5 25  |
| No. 1 10 lbs  | 3 25  |
| No. 2 100 lbs | 7 50  |
| No. 2 40 lbs  | 3 50  |
| No. 2 10 lbs  | 90    |
| Family 90 lbs |       |
| Family 10 lbs |       |

### Sardines.

|              |    |
|--------------|----|
| Russian kegs | 55 |
|--------------|----|

### Stockfish.

|                      |        |
|----------------------|--------|
| No. 1, 100 lb. bales | 10 1/2 |
| No. 2, 100 lb. bales | 8 1/2  |

### Trout.

|               |      |
|---------------|------|
| No. 1 100 lbs | 4 75 |
| No. 1 40 lbs  | 2 20 |
| No. 1 10 lbs  | 63   |
| No. 1 8 lbs   | 53   |

### Whitefish.

|               |      |
|---------------|------|
| No. 1 100 lbs | 6 50 |
| No. 1 40 lbs  | 5 75 |
| No. 1 10 lbs  | 2 90 |
| 10 lbs        | 80   |
| 8 lbs         | 67   |
| 6 lbs         | 61   |
| 4 lbs         | 31   |

## FLAVORING EXTRACTS.

|                            |    |    |
|----------------------------|----|----|
| 51                         | 51 | 51 |
| <b>FLAVORING EXTRACTS.</b> |    |    |

## SALT.

## Diamond Crystal.

|                             |      |
|-----------------------------|------|
| Cases, 24 3-lb boxes.....   | 1 60 |
| Barrels, 100 3-lb bags..... | 2 75 |
| Barrels, 40 7-lb bags.....  | 2 50 |
| Butter, 56 lb bags.....     | 65   |
| Butter, 20 14 lb bags.....  | 3 00 |
| Butter, 280 lb bbls.....    | 2 50 |

## Common Grades.

|                     |      |
|---------------------|------|
| 100 3-lb sacks..... | 2 60 |
| 60 5-lb sacks.....  | 1 85 |
| 28 11-lb sacks..... | 1 70 |

## Worcester.

|                          |      |
|--------------------------|------|
| 50 4 lb. cartons.....    | 3 25 |
| 115 2 1/2 lb. sacks..... | 4 00 |
| 60 5 lb. sacks.....      | 3 75 |
| 22 14 lb. sacks.....     | 3 50 |
| 30 10 lb. sacks.....     | 3 50 |
| 28 lb. linen sacks.....  | 32   |
| 56 lb. linen sacks.....  | 60   |
| Bulk in barrels.....     | 2 50 |

## Warsaw.

|                                |    |
|--------------------------------|----|
| 56-lb dairy in drill bags..... | 30 |
| 28-lb dairy in drill bags..... | 15 |

## Ashton.

|                                 |    |
|---------------------------------|----|
| 56-lb dairy in linen sacks..... | 60 |
|---------------------------------|----|

## Higgins.

|                                 |    |
|---------------------------------|----|
| 56-lb dairy in linen sacks..... | 60 |
|---------------------------------|----|

## Solar Rock.

|                  |    |
|------------------|----|
| 56-lb sacks..... | 21 |
|------------------|----|

## Common Fine.

|               |    |
|---------------|----|
| Saginaw.....  | 60 |
| Manistee..... | 60 |

## SODA.

|                    |       |
|--------------------|-------|
| Boxes.....         | 5 1/2 |
| Kegs, English..... | 4 1/2 |

## STARCH.

## Diamond.

|                                |      |
|--------------------------------|------|
| 64 10c packages.....           | 5 00 |
| 128 5c packages.....           | 5 00 |
| 32 10c and 64 5c packages..... | 5 00 |

## Kingsford's Corn.

|                       |       |
|-----------------------|-------|
| 20 1-lb packages..... | 1 1/4 |
| 40 1-lb packages..... | 6     |

## Kingsford's Silver Gloss.

|                       |       |
|-----------------------|-------|
| 40 1-lb packages..... | 6 1/2 |
| 6-lb boxes.....       | 7     |

## Common Corn.

|                  |       |
|------------------|-------|
| 20-lb boxes..... | 5     |
| 40-lb boxes..... | 4 1/2 |

## Common Gloss.

|                         |       |
|-------------------------|-------|
| 1-lb packages.....      | 4 1/2 |
| 3-lb packages.....      | 4 1/2 |
| 6-lb packages.....      | 5 1/2 |
| 40 and 50 lb boxes..... | 2 1/2 |
| Barrels.....            | 2 1/2 |

## SOAP.

## Laundry.

|                            |      |
|----------------------------|------|
| Gowans & Sons' Brands..... | 3 10 |
| Crow.....                  | 2 15 |
| German Family.....         | 2 15 |
| American Grocer 100s.....  | 3 30 |
| American Grocer 60s.....   | 2 75 |
| Mystic White.....          | 3 80 |
| Lotus.....                 | 3 90 |
| Oak Leaf.....              | 2 85 |
| Old Style.....             | 3 20 |
| Happy Day.....             | 3 10 |

## JAXON

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

|                                  |      |
|----------------------------------|------|
| Jas. S. Kirk & Co.'s brands..... | 3 30 |
| American Family, wrp'd.....      | 3 33 |
| American Family, plain.....      | 3 27 |

|                                 |      |
|---------------------------------|------|
| Lautz Bros. & Co.'s brands..... | 3 20 |
| Acme.....                       | 2 85 |
| Cotton Oil.....                 | 5 75 |
| Marseilles.....                 | 4 00 |
| Master.....                     | 3 70 |

## Henry Passolt's brand.

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

|                               |      |
|-------------------------------|------|
| Thompson & Chute's Brand..... | 2 65 |
|-------------------------------|------|

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

|                               |      |
|-------------------------------|------|
| Thompson & Chute's Brand..... | 2 65 |
|-------------------------------|------|

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

|                               |      |
|-------------------------------|------|
| Thompson & Chute's Brand..... | 2 65 |
|-------------------------------|------|

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

|                               |      |
|-------------------------------|------|
| Thompson & Chute's Brand..... | 2 65 |
|-------------------------------|------|

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

|                               |      |
|-------------------------------|------|
| Thompson & Chute's Brand..... | 2 65 |
|-------------------------------|------|

|                             |      |
|-----------------------------|------|
| Single box.....             | 2 85 |
| 5 box lots, delivered.....  | 2 80 |
| 10 box lots, delivered..... | 2 75 |

## Allen B. Wrisley's brands.

|                                 |      |
|---------------------------------|------|
| Old Country, 80 1-lb. bars..... | 3 00 |
| Good Cheer, 60 1-lb. bars.....  | 3 90 |
| Uno, 100 3-lb. bars.....        | 2 80 |
| Doll, 100 10-lb. bars.....      | 2 25 |

## Scouring.

|                              |      |
|------------------------------|------|
| Sapolio, kitchen, 3 doz..... | 2 40 |
| Sapolio, hand, 3 doz.....    | 2 40 |

## SUGAR.

|  |  |
|--|--|
| Below are given New York prices on sugars, to which the wholesale dealer adds the local freight from New York to your shipping point, giving you credit on the invoice for the amount of freight buyer pays from the market in which he purchases to his shipping point, including 20 pounds for the weight of the barrel. |  |
|--|--|

|                              |      |
|------------------------------|------|
| Cut Leaf.....                | 5 25 |
| Domino.....                  | 5 12 |
| Cubes.....                   | 4 87 |
| Powdered.....                | 4 87 |
| XXXX Powdered.....           | 5 00 |
| Mould A.....                 | 4 87 |
| Granulated in bbls.....      | 4 62 |
| Granulated in bags.....      | 4 62 |
| Fine Granulated.....         | 4 62 |
| Extra Fine Granulated.....   | 4 75 |
| Extra Coarse Granulated..... | 4 75 |
| Diamond Confee. A.....       | 4 62 |
| Confee. Standard A.....      | 4 50 |
| No. 1.....                   | 4 37 |
| No. 2.....                   | 4 37 |
| No. 3.....                   | 4 37 |
| No. 4.....                   | 4 31 |
| No. 5.....                   | 4 25 |
| No. 6.....                   | 4 18 |
| No. 7.....                   | 4 12 |
| No. 8.....                   | 4 06 |
| No. 9.....                   | 4 00 |
| No. 10.....                  | 3 94 |
| No. 11.....                  | 3 87 |
| No. 12.....                  | 3 81 |
| No. 13.....                  | 3 75 |
| No. 14.....                  | 3 69 |
| No. 15.....                  | 3 62 |

## TABLE SAUCES.

|                            |      |
|----------------------------|------|
| Lea & Perrin's, large..... | 4 75 |
| Lea & Perrin's, small..... | 2 75 |
| Halford, large.....        | 3 75 |
| Halford small.....         | 2 25 |
| Salad Dressing, large..... | 4 55 |
| Salad Dressing, small..... | 2 65 |

## TOBACCO.

## Cigars.

|                                 |       |
|---------------------------------|-------|
| G. J. Johnson's brand.....      | 35 00 |
| H. & P. Drug Co.'s brand.....   | 35 00 |
| Quintette.....                  | 35 00 |
| Clark Grocery Co.'s brand.....  | 35 00 |
| New Brick.....                  | 35 00 |
| Michigan Spice Co.'s brand..... | 35 00 |
| Absolute.....                   | 35 00 |

## VINEGAR.

|                                 |    |
|---------------------------------|----|
| Leroux Cider.....               | 10 |
| Robinson's Cider, 40 grain..... | 10 |
| Robinson's Cider, 50 grain..... | 12 |

## WICKING.

|                       |    |
|-----------------------|----|
| No. 0, per gross..... | 25 |
| No. 1, per gross..... | 30 |
| No. 2, per gross..... | 40 |
| No. 3, per gross..... | 75 |

## Fruits.

## Oranges.

|                           |       |
|---------------------------|-------|
| Fancy Seedlings.....      | 30    |
| Mexicans 150-175-200..... | 30 50 |
| Jamaicas bbls.....        | 50 50 |

## Lemons.

|                           |       |
|---------------------------|-------|
| Strictly choice 300s..... | 30 50 |
| Strictly choice 300s..... | 40 00 |
| Fancy 300s.....           | 40 00 |
| Fancy 300s.....           | 40 50 |

## Bananas.

|   |             |
|---|-------------|
| A definite price is hard to name, as it varies according to size of bunch and quality of fruit. |             |
| Medium bunches.....   | 1 25 @ 1 50 |
| Large bunches.....  | 1 75 @ 2 00 |

## Foreign Dried Fruits.

|   |            |
|---|------------|
| Figs, Choice Layers.....                    | 10 lb @ 11 |
| Figs, New Smyrna.....                       | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

|   |            |
|---|------------|
| Fig, New Smyrna.....                        | 20 lb @ 14 |
| Figs, Natural in bags.....                  | @ 5        |
| Dates, Fards in 10 lb boxes.....            | @ 7        |
| Dates, Fards in 60 lb cases.....            | @ 6        |
| Dates, Persians, C. M. K., 60 lb cases..... | @ 5        |
| Dates, Sairs 60 lb cases.....               | @          |

## Candies.

## Stick Candy.

|                     |               |
|---------------------|---------------|
| Standard.....       | 5 1/2 @ 7     |
| Standard H. H.....  | 5 1/2 @ 7     |
| Standard Twist..... | 6 @ 7         |
| Cut Leaf.....       | 7 1/2 @ 8 1/2 |

|                 |               |
|-----------------|---------------|
| Extra H. H..... | 8 1/2 @ 8 1/2 |
| Boston.....     | 8 1/2 @ 8 1/2 |

## Mixed Candy.

|                   |         |
|-------------------|---------|
| Competition.....  | @ 6     |
| Standard.....     | @ 6 1/2 |
| Leader.....       | @ 7     |
| Conservé.....     | @ 7     |
| Royal.....        | @ 7 1/2 |
| Ribbon.....       | @ 8     |
| Broken.....       | @ 8     |
| Cut Leaf.....     | @ 8     |
| English Rock..... | @ 8     |
| Kindergarten..... | @ 8 1/2 |
| French Cream..... | @ 9     |
| Dandy Pan.....    | @ 10    |
| Valley Cream..... | @ 13    |

## Fancy In Bulk.

|                        |          |
|------------------------|----------|
| Lozenges, plain.....   | @ 8 1/2  |
| Lozenges, printed..... | @ 8 1/2  |
| Choc. Drops.....       | @ 11     |
| Choc. Monumentals..... | @ 12 1/2 |
| Gum Drops.....         | @ 5      |
| Moss Drops.....        | @ 7 1/2  |
| Sour Drops.....        | @ 8 1/2  |
| Imperial.....          | @ 8 1/2  |

## Fancy In 5 lb. Boxes.

|                      |         |
|----------------------|---------|
| Lozenges, plain..... | @ 8½    |
| Lozenges, printed..  | @ 8½    |
| Choc. Drops.....     | 11 @ 14 |
| Choc. Monumentals    | @ 12½   |
| Gum Drops.....       | @ 5     |
| Moss Drops.....      | @ 7½    |
| Sour Drops.....      | @ 8½    |
| Imperials.....       | @ 8½    |

## Fruits and Produce.

The Young Man as a Produce Commission Merchant.

John Jamison in Philadelphia Grocery World.

The produce commission business has engaged the attention of a large number of men in all of the principal cities of this country and also in towns of over 25,000 persons. The business is a development from the general store, where produce is taken in exchange for groceries. The general storekeeper either markets his produce to his customers in his own town or ships his produce to the commission merchant in larger towns, and the latter, very often not having a market for his consignments, is compelled to ship to a still larger town or city to be finally disposed of.

It is usually the general storekeeper or the small commission merchant in a town of medium size who eventually finds himself in a larger city with greater possibilities. He has in the meanwhile become acquainted with producers in certain sections who are apt to send him his first consignment in whatever market he decides to establish his business. His future success depends on his ability, the number of good shippers he secures and the amount of capital he has to accommodate his customers; also the watchfulness he keeps in regard to his operating expenses, which must at all times be kept below the commissions he receives from the handling of all goods consigned to his care.

Probably no business of equal importance or quantity of sales is generally conducted with less capital than the produce commission business. Of course, the larger the city and the longer established has been the trade, the greater the competition and the greater the accommodation in the way of time in favor of the customer. There is a wide difference at present in the manner in which the business is conducted in different cities. In New York, the best city for the handling of general shipments, such as butter, eggs, cheese and other products, the time allowed buyers has not generally reached more than ten days. In Chicago, the next best market, the time allowed buyers is still more limited, ranging from spot cash to one week's time, while in this city competition has been greater, and the average time allowed buyers is from ten to thirty days. For this reason this city is probably the poorest market for a young man who intends to engage in the business, as he would have to possess a larger capital than would be required in any other market of the same size.

The best way for a beginner is to engage himself with a reputable house with good shipping connections and trade. He must become familiar with the quality of the produce received and also the buyers for the same. After educating himself as to the quality of the different kinds of produce, his next best step towards advancement is to become familiar with the selling and secure a large personal acquaintance among buyers. The acquaintance with shippers can only be obtained by traveling through the sections from which shipments are received and becoming acquainted with the quality of the goods of each section. The beginner then will be in a position to solicit shipments intelligently.

The produce commission business offers as a means of employment as fair wages as can be obtained in any other business where general merchandise is handled.

It is hardly possible in this market to obtain a good start in business without having at least \$10,000 capital. Competition to obtain shipments, and also to sell the shipments after being received, as well as offering accommodations to both buyers and shippers, makes it impossible to keep going without a reserve fund of at least the amount stated. Formerly a larger amount of money was made in a business half the size that is necessary to make the same amount of money at present. The pres-

ent drawback to a profitable produce commission business is the competition, first, to obtain shipments, which requires either a large expenditure in the way of letters and market reports by wire or mail, or the personal efforts of the merchant himself or some one in his employ, who makes it his business to travel through the different producing sections at certain seasons of the year. The expense of soliciting shipments figures very prominently in the percentage of operating expenses. The next trouble is to find satisfactory buyers at the market prices; and in order to find buyers willing to pay prices which will be satisfactory to shippers it is necessary to have salesmen to visit the buyers personally and obtain their orders for their wants. The next factor which figures against big profits in the business is the giving of extended credits, which is one result of competition, and which absorbs not only a large amount of capital, but the interest on the same, and the risk of failures, etc. These three factors have absorbed so much of the profits of the business during the last few years that it has been a serious problem to all those engaged in the business to manage to meet their operating expenses.

An energetic man with proper training and business ability would have no trouble to sell from \$100,000 to \$200,000 worth of produce during a year. It is not especially hard to reach that quantity of sales, but from that amount upward the sales are much slower, and the million-dollar mark is considered a large business to-day in this line.

The average commission on sales in wholesale lots has been generally accepted both by shippers and by commission merchants on a basis of 5 per cent. Small selections are generally jobbed out at prices giving from 5 to 10 per cent. more profits. This extra commission, or premium over market rates, is generally absorbed by the extra expense of finding a customer, also in the delivery and extended time of payments. The wholesale part of the business is more apt to be done on a smaller percentage of operating expenses, and less capital is required, as payments are never on a cash basis.

The tendency of the business seems to be towards a specialty, each firm eventually drifting in one particular line to the exclusion of the others. The cheese business has its specialist, as also have butter, eggs, fruits, vegetables, etc. Butter, eggs and cheese are always in demand at all seasons of the year, and are apt to make a more stable business than fruits or vegetables, which depend more on weather conditions.

In summing up the possibilities of the business, not wishing to encourage or discourage those about to engage in this line of business, I think the possibilities are as great as in any other business, although no fortunes, according to modern standards, have ever been made in it. The average amount of money made by the men in the produce commission business compares favorably with any other line for the same amount of goods sold.

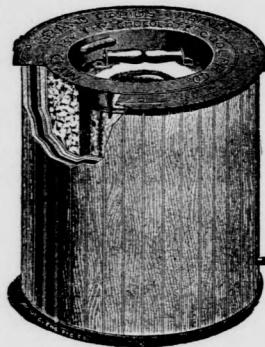
### To Grow Coffee in Kentucky.

Another man has been found who claims to successfully grow coffee in this country. This time it is in Garrard County, Ky. The first attempt was made last year, and what appears to be the most remarkable feature of the crop is that 160 grains were planted, from which he has already grown five pecks of coffee. The beans do not grow on trees, as in coffee-producing countries the world over, but on stalks one or two inches in diameter.

### French Fruit Men Turning to Apples.

It is stated that, with the decline of the grape crop in France, increased attention has been paid to the cultivation of apples and the production of cider, which has, in a measure, superseded wine as the national drink. Official statistics just published show that there were 678,000,000 gallons of cider produced in France in 1895, being an increase of 197,000,000 gallons over the preceding year.

## The Oyster Season Is Here



Are you ready for it? Not unless you have one of our **Oyster Cabinets**. Will pay for itself several times in a single season. They are neat, durable, economical and cheap. No dealer who handles oysters can afford to be without one. Made in sizes from 8 to 40 quarts. Write for information.

**Chocolate Cooler Co.,**

Grand Rapids, Mich.



**Allerton & Haggstrom,**

127 Louis St., Grand Rapids.

ONLY EXCLUSIVELY WHOLESALE OYSTER HOUSE  
IN GRAND RAPIDS.

PROMPT ATTENTION TO MAIL OR WIRE ORDERS.  
OYSTERS RECEIVED DAILY DIRECT FROM BALTIMORE.

Fruits, Vegetables, Produce, Poultry and Game.

## Maynard & Coop

**"F" Brand  
Oysters**

FINE

**ORANGES**

MEXICAN.

Telephone 1348.

54 S. Ionia St., Grand Rapids, Mich.

**H. M. BLIVEN,**  
WHOLESALE AND RETAIL FISH, POULTRY AND GAME.

**OYSTERS**

Sole agents for Farren's "F" brand oysters.

16 CANAL STREET,

GRAND RAPIDS, MICH.

**ANCHOR BRAND**

**OYSTERS**

Prompt attention given telegraph and mail orders. See quotations in price current.

**F. J. DETTENTHALER, Grand Rapids, Mich.**

**We are the People SWEET POTATOES**  
to supply

Cranberries, Grapes, Spanish Onions, Oranges, etc.

**STILES & PHILLIPS,**  
GRAND RAPIDS.

**Michigan  
White Clover**

**Honey**

**Virginia  
and  
Jersey  
Sweet  
Potatoes**

Lemons, Oranges, Cape Cod Cranberries, Spanish Onions.

**BUNTING & CO.,**

20 & 22 OTTAWA STREET,

GRAND RAPIDS, MICH.

## GOTHAM GOSSIP.

## News from the Metropolis---Index to the Market.

Special Correspondence.

New York, Nov. 7.—It has been rather a broken week. The jubilee after election lasted pretty much all the rest of the time, and, besides this, we have had some very stormy days, which have interfered, to a greater or a less extent, with the local business; but a visit among the leading concerns shows a feeling of confidence which has long been absent. With scarcely any exception, the markets may be called firm and, while there has been no great change in quotations, it is a fact that some lines are higher and the tendency is still fully appreciated. People are so sick of hearing about gold and silver "16 to 1," and "free coinage," that it is a positive relief to have all those things tipped overboard and to once more talk about "Coffee and spice and all things nice." Indications of a large holiday trade are numerous and Christmas this year is very likely to be a very profitable holiday all around.

Trading in coffee during the week has been hardly up to the average, owing, probably, to the holiday and to the absence from town of many buyers who stayed home to vote. Quite a number of orders have been received by mail—none of them very large—but constituting a very respectable total. Holders profess confidence in the outlook and claim that the stock in the hands of the interior buyers must by this time be quite light. Rio No. 7 is quotable at 11c, which is a fraction higher than last week. There are afloat 673,903 bags, against 572,111 bags at the same time last year. For mild sorts, the situation remains the same—unchanged. Business is active in a jobbing way and the recent advances seem to be well sustained. Sellers anticipate no immediate decline and those who wish to buy cannot better themselves by "shopping around."

The refined sugar market is practically unchanged. Orders have been about the usual amount and granulated closes at 4½c. The refineries are reported to be still considerably behind in deliveries, but are making progress and within a few days all orders can be filled without any loss of time. Raw sugars continue in about the same channel, the volume of business not being very extensive.

The recent small advances in tea appear to be well maintained, as there is a little better demand all around, yet the market is about as "flat, stale, and unprofitable" as it ever was. The impression prevails among dealers that stocks in the country are generally pretty light and, if this proves to be the case, we may see still further advances; but this cannot be determined for some time yet. The demand is chiefly for low-priced goods, although there has been something done in the better sorts. The demand is about the same for Oolong, Japan and Green, both country and Pingsuey. Choice Japan, new crop, is selling at 24@25c and choicest at 28@32c.

The demand for spices is about the same and hardly up to expectations. There is rather more doing in a jobbing way and quite a respectable number of orders have been received by mail. In some lines prices are higher and the advance is very well held. Foreign advances are generally favorable and it is thought that stocks in the interior will soon need replenishing, as the trading from this source has been rather light recently. Merchants confidently anticipate a favorable market from this time forward, especially for the spices mostly used in holiday trade.

Holders of rice are happy, the market being strong, the demand good and the outlook for a strong market right along. Prices show no particular advances, but it is probably as good a time to buy as we shall see this year. Choice to fancy rice is worth from 5¼@6c. Japan, 3¾@4½c.

The molasses market is steady. Receipts here are increasing, but are not yet large enough to make a substantial quo-

tation. Some lots are held at 37c, but this is probably an extreme price and even 35c is the top. New crop open kettle is quotable at from 30@35c.

The syrup market is quiet. The demand is very moderate and the orders that come are small and have a very low character. Still prices show no decline and may be called steady. Choice to fancy sugar syrup is worth 30@32c.

There has been quite a demand for nearly all lines of canned goods and the market continues firm, with prices appreciably higher for California fruits, tomatoes and corn, and with an upward tendency for peaches and pineapples. These are in better request and it seems altogether that there will be a "buying fever" if this continues. There will certainly be a scarcity in some lines before the next year's supplies are ready. New Jamaica standard tomatoes, No. 3, are held at 80c and handlers do not like to part with them at that price. Hartford county is demanding 70c for ordinary standards. Gallon tomatoes in this city are worth \$2.10. Full standard N. Y. corn is very difficult to find at less than 65c and the range is from that up to 75c.

Lemons are in light demand. Supplies of Sicily are not large.

Jamaica oranges are steady and orders are numerous, although not large in any one instance. Jamaicas are about the only sort of oranges to be found here at present. The fruit is very fine and much better than a fortnight ago.

The bean trade is dull and the market is weaker. Pea beans are selling freely at \$1.25, medium at \$1.35 and new marrow at \$1.60, although the latter is certainly an outside price.

During the week the butter market has been rather flat, but, as the arrivals have not been very large, the range of values is about as last week. Very little is doing in an export way. Extra Western creamery is worth 20c and the market is pretty well cleaned up on this grade. Other sorts are moving slowly.

The cheese market is dull, even for the best sorts of fancy. Receipts of fancy September goods are not large and handlers do not care to consider less than 10¼c for white and 10½c for colored. The quality of late-made cheese is hardly up to the standard. Small size September full-cream are worth 10¼c.

The egg market is very firm and there is a decided scarcity of fine fresh stock, which is well held from 24@25c. Of course, only those with long purses can use them when they attain such a point. Western fresh gathered are from 10@21c.

The dried fruit market is in rather better condition. There is said to be a fair jobbing demand for evaporated apples. Peaches are scarce and nominal.

## Oversupply of Bananas.

From the New York Shipping List.

The banana trade is at a very low ebb, so far as present or prospective business is concerned, while supplies are quite the contrary. Dealers attribute the dullness largely to heavy receipts, and also to the fact that the immense crop of domestic fruits and their relative cheapness have absorbed attention of consumers. It is stated that during the past month more than twice as many bananas were placed on the New York market as in the same period last year, and that the New Orleans, Boston, Philadelphia and Baltimore markets were in the same overcrowded condition. The liberal arrivals continue and buyers are indifferent.

The receipts consist principally of Jamaicas, but large quantities of Aspinwall and Port Limon come to hand, and the fruit is in exceptionally fine condition. The recent experience of a combination of importers at New Orleans illustrates the condition of the trade and shows the uncertainty of the market. Believing that the supplies from Cuba would be cut off, owing to the order of Gen. Weyler prohibiting exports from that island, the members of the combination thought they could control the supply of bananas coming to these markets. Some Cuban bananas, however, continued to arrive and, with the

large receipts from other sources, the market was oversupplied and prices dropped. The combination was formed in April, and operated until compelled to dissolve, several weeks ago, on account of heavy losses.

The banana market is a difficult one to control, owing to the perishable nature of the fruit, the fluctuations in demand and the irregularity of receipts. The weather affects bananas materially, and the consumption is much less on rainy days. In the matter of receipts, one week may record arrivals of only 20,000 to 30,000 bunches, while the week following 120,000 bunches may come to hand. This is due somewhat to the action of coastwise shippers. Importers in this city complain that, when they have succeeded in building up a good market, the Boston and New Orleans dealers send here every available bunch, thus demoralizing prices.

## Where the Increase in Flour Exports Is.

Millers who are puzzled by the continued increase in our flour exports will find an explanation of it in the growth of the foreign trade of the Pacific Coast millers, says American Miller, for the increase of their trade with Japan, China, Australia and South Africa is responsible for a good portion of the increase in the country's flour exports.

The report of the bureau of statistics shows that, during the eight months ending with August, 9,951,118 barrels of wheat flour were exported, which is an increase of 1,117,495 barrels over the same period of 1895. The flour exports from the Pacific Coast custom districts during the first eight months of the year were 1,365,800 barrels, against 1,084,847 barrels for the same months of 1895.

## Important German Sugar Combination.

It is reported that a sugar ring is in process of formation, whose membership will consist of four hundred German sugar manufacturers. This organization proposes to establish a central point for the sale of the products of German sugar manufacturers, and negotiations are in progress with a view of connecting the organization with the Austrian and Russian sugar trusts. A portion of the scheme is said to be a more determined attempt to capture the American market.

Good market in Detroit. Write  
**OATS HAY F. J. ROHRIG, Jr., FEED**  
693 Mack Ave.

## APPLES, ONIONS

CABBAGE, ETC., in car lots or less.  
QUINCES, SWEET APPLES, GREEN PEPPERS, GRAPES.

Correspondence with me will save you money.

**HENRY J. VINKEMULDER,**  
GRAND RAPIDS.

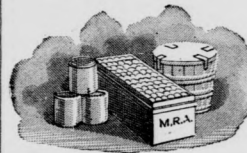
Telephone 1091.

## HEN FRUIT

Is always seasonable. Eggs "just laid" get the very highest market price with me.

Write me

**R. HIRT, JR.,** Market St., Detroit.



**M. R. ALDEN**  
COMMISSION **BUTTER and EGGS** EXCLUSIVELY  
98 S. DIVISION ST., GRAND RAPIDS.

## THE EGG KING OF MICHIGAN IS

**F. W. BROWN,**  
OF ITHACA.

## BEANS

We are in the market daily for Beans, carlots or less. Send large sample with quantity and best price f. o. b. or delivered Grand Rapids.

**MOSELEY BROS.,**

26-28-30-32 OTTAWA ST.,

GRAND RAPIDS, MICH.

**USE  
ATLAS  
SOAP**

Is what you should  
advise your customers.  
People who have  
used it say it is the BEST.

## EXPERIENCE OF THE DEPRESSION

There has been no time in many years when the promises of business prosperity were so universal as the present. The more manifest factors, such as abundance of natural productions, favorable situation in foreign trade, settled finance and restored business confidence, have been frequently enumerated. Others which the Tradesman wishes to note have had less attention.

The experience of the past years of depression has been an excellent preparation for the reaping of the fruits of prosperity. At the beginning of the depression, had the average merchant known the degree of the decline he was destined to encounter, the knowledge would have been sufficiently discouraging that many would have hastened to withdraw from the contest. Yet the unprecedented conditions have been met and the great majority have continued to make money through the discouraging years; and, while the ratio of profits may have diminished in many cases, the lesson has been taught that money can be made under extremely adverse circumstances. To be sure, there are many who were not able to learn the lesson, many who succumbed to the severe conditions and went out of business through failure or otherwise, leaving the stronger and better equipped to continue the contest.

As in all lines of American enterprise, the merchant is no exception to the criticisms of Old World observers for the wasteful methods of conducting business. In the plenty of our bountiful years this did not seem to be of so much importance. The experience of the three years of panic has made material changes in the methods of business in this regard. There were a general lessening of wasteful credits and more care in all details, which will be valuable training for the years to come.

The beginning of an era of prosperity should be the opportunity of the merchant who has had the experience of successfully meeting and overriding adversity. According to the consensus of the best opinion, such an era is just before us. It may not mean the restoration of former high prices in every line, but it will mean an era of fair profits for such as are prepared to claim them.

## THE NEW GUNBOATS.

Within a very short time six new gunboats will be added to the naval strength of the United States. These little vessels will not represent a very formidable fighting force, but they will be extremely serviceable vessels, whether in peace or in war. They are to be of composite construction and copper sheathed, so as to enable them to keep the sea for long periods without being docked.

Four of the six vessels are to be single-screw ships, with large sail power, being able to cruise under sail alone. The remaining two will be double-screw vessels, with only auxiliary sail power. The four single-screw boats are intended for distant foreign stations, where coaling is expensive and where small, light-draft vessels, which can be maintained at small cost, are of more service than larger ships. These vessels will be of 1,000 tons displacement, and their engines alone are expected to drive them at a rate of 12 knots per hour. The screw and shafting can be uncoupled, so that sail power alone can be depended upon, with which it is expected that the vessels will make quite as good time, under favorable circumstances, as when under steam.

All six of the new gunboats will be equipped with batteries which may be considered formidable for vessels of their type. They will mount six 4-inch rapid-fire guns, four 6-pounder rapid-fire and several 1-pounder guns. The battery is to be well protected by the decks, so that the little ships will be admirably adapted for operations in rivers.

## Coffee in Honduras.

A woman correspondent writing from Honduras speaks of a former business man of Syracuse, N. Y., who went into bankruptcy and finally settled in Honduras, where he is now engaged in coffee cultivation and has millions of trees, which yield twenty-five pounds of coffee each per year. The correspondent says: "Most planters find it best to raise bananas between their rows of coffee trees, because those rapidly growing plants not only afford the dense shade that young coffee trees require, but their falling shards make an excellent fertilizer, while their roots absorb and retain the moisture so much needed in this soil. Besides, the bananas can be made profitable before the coffee trees begin to bear. The harvest time varies greatly between Mexico and the Isthmus of Panama. In some places two crops are gathered every year, but one crop is the rule, to be gathered at the close of the dry season. The fruit should never be picked until fully ripe, as even a slight admixture of green or partially ripe berries injures the flavor of all the rest. Each day's picking is left piled up on the drying floor long enough to permit the necessary fermentation to take place, before the beans are spread out to dry. If the drying is done by the sun alone the coffee must be covered every night, to protect it from the dew. In a cafetal of consequence the sweating and drying floors cover large areas, and are the most important part of the whole concern. Usually they are simple tracts of hard beaten clay or cement; sometimes cowhides or straw mats spread out upon the ground; but in the better plantations are covered with the large home-made tiles.

"Hulling coffee—the work of taking two of the beans, as we see them in market, out of the pulp and skin that envelops each pair—is accomplished in many places by rubbing the pods under huge wheels revolving around a stone ring, much as gold and silver ores are amalgamated by arrastres. If one is rich enough, he has a modern hulling machine, which looks like a portion of our roller flour mills, but is yet very imperfect (another chance for Yankee invention); and the most primitive way of all, but yet largely practiced, is to pound the beans by hand in mortars—great cedar stumps hollowed out—with pestles like a paver's hammer. Then follow the washing, winnowing, cleaning, sacking and shipping. Women are employed to sort over the coffee, picking up the berries kernel by kernel, putting the plump ones by themselves and the smaller and imperfect ones into other receptacles. This sorting determines the name, quality and price of the coffee, and for it the women are paid at the rate of 30 cents for 100 pounds.

"The fact cannot be too strongly impressed upon foreigners who aspire to become coffee planters in Central America that it is folly to come here without sufficient capital. While coffee lands (in name) can be secured for \$1.50 per acre and government land for almost nothing, it will be found on investigation that all the best land is already preempted under some 'concession,' and that wild lands suitable for coffee raising cannot be fully prepared for less than \$10 per acre. An American gentleman who recently made a careful study of the subject, said that it cost \$2,700 to bring to maturity 50,000 coffee trees on Honduras government land, the title of which is as perfect as it could be in the United States. In the estimate he calculated on 170 acres of land in its wild state, eighty-five acres for coffee and the rest for pasturage, gardens, buildings, etc., and also included the living expenses of a family for three years."

## Firm Debts When a Partner Sells Out.

Where two or more persons are associated together in business, occasions are likely to arise when one or more of them must sell out, either to a stranger or to one of the old firm, and there is usually, under such circumstances, existing indebtedness to creditors of the firm which must be looked after in view of dissolution. The rules of equity which control partnership relations should be known of all men, so that they may be aware of the liabilities assumed, whether they sell or buy an interest in a going concern. We give below the principles of equity jurisprudence which may be applied, under various circumstances.

In the administration of the affairs of a partnership and of the individual members thereof, the fixed rule must be applied that a joint estate goes first to joint creditors, with the exception that, where there are no partnership assets, and there is no living solvent partner, partnership creditors may prove with the separate creditors of a partner in the settlement of his estate *pari passu*, equally.

The word "assets," as used above, is not confined to assets at law, but includes all assets applicable to the payment of the partnership debts, under the well-defined principles for the administration of insolvent partnerships under the directions of a court of equity.

Partnership creditors have no "lien," strictly so called, on partnership assets, but must work out their preferences over the creditors of the individual members of the partnership, through the equities of such members.

If one of the partnership sells out, bona fide, his interest to his co-partner or to another, without in any way retaining his equity to have the partnership creditors paid out of the assets, the property is converted into the individual property of the purchaser, free from all the equities of the seller, even if the purchaser, as the consideration for such purchase, agrees to pay the firm debts; otherwise, if the purchaser agrees expressly or impliedly to apply the assets to such purchase.

Those who deal with persons representing themselves to creditors generally as partners in a certain business are entitled to have the property used in such business applied to the payment of the debts incurred in such business, in preference to the individual debts of the members of the partnership, and the ostensible member of such partnership is likewise entitled to have the assets of the ostensible firm so applied.

If a member of an insolvent firm sells out with the understanding that the business is to be continued with the same assets, and the purchaser or purchasers, as consideration for the sale, are to assume and pay the old debts, and the circumstances are such as to evidence the fact that the purpose of the transaction is to pay the old firm debts, and to wind up the old partnership concern, by the payment of the debts of such concern out of the partnership assets and a continuation of the business, the court is warranted in concluding that the equity of the outgoing partner to have the assets of firm applied to the payment of the firm debts is not changed, and that the right of the creditor to enforce it continues.

If one of the members of an insolvent firm sells out his interest to an outside party or to his associates, and thereby a new firm is created which assumes the debts of the old firm, the intention of all the parties being that the new firm shall continue the business in substantially the same way, with substantially the same assets, and that the old debts shall be paid out of such business, and such new firm subsequently makes an assignment for the benefit of creditors, in the administration of the assignment the creditors of the old and new firm may prove their claims *pari passu*, and be preferred over individual creditors of the members of such new firm.

One of the courts recently said: We might go to great length in reviewing discussions on this subject, and cite numerous authorities where outgoing partners have been held to retain their

equity to have the firm debts paid, and the rights of the creditors to the assets which have come under the control of equity of such partners. Probably there are few questions upon which there is such a conflict of authority as this; but nearly all are in harmony with the principle that, if the bona fides of the transaction is impeached, or if the equity is retained by agreement, expressed or implied, then the creditors can enforce such equity. The conflict chiefly arises in regard to what circumstances or facts are sufficient to impeach the good faith of the transaction, and in respect to what is sufficient to show a contract that the partnership debts shall be paid out of the partnership assets, and impress a trust upon such assets for that purpose. In making contracts either of sale or purchase care should be taken to see that no such question shall arise in their construction.

## Available Supply of Tea.

The tea-trade figures from the latest cable advices show that the supply of all kinds for the season of 1896 and 1897 is about 81,500,000 pounds, against 98,000,000 pounds to 99,000,000 last year.

The Jewish Sabbath Observance Association has issued an appeal for "spontaneous contributions." It seems that many Jewish employers neither keep the Sabbath themselves nor give those in their service an opportunity for keeping it.

## WANTS COLUMN.

Advertisements will be inserted under this head for two cents a word the first insertion and one cent a word for each subsequent insertion. No advertisements taken for less than 25 cents. Advance payment.

## BUSINESS CHANCES.

**FOR SALE—WELL-ESTABLISHED GOOD-** paying business in Grand Rapids; capital required from \$5,000 to 10,000. No brokers need apply. Address Business, care Michigan Tradesman. 134

**WHAT YOU WANT—IN CITY OF 2,500,** opposition light, rent reasonable, location good, trade established, bakery, candy kitchen, restaurant, lunch counter, soda and ice cream, everything made in building. Other lines can be added at a profit. Will sell at a bargain. If interested, write for particulars to No. 133, care Michigan Tradesman. 133

**FOR SALE—\$25.00 STOCK OF GROCERIES** in a hustling town of 2,000 inhabitants in Southern Michigan; best stock and location in the town, rents reasonable, trade established. The place is bound to grow. Good reason for selling. Address No. 132, care Michigan Tradesman, for full particulars. 132

**FOR SALE OR RENT—A FINE NEW GRO-** cery store, with dwelling attached for rooming and boarding students and others, in the best locality in city of Ann Arbor for doing an exclusively cash grocery business. Meat business may be combined; better than any other place in the State for that business. For terms address H. Mason T. Morton, 46 South University Avenue, Ann Arbor, Mich. 131

**FOR SALE—\$5,000 STOCK OF CLOTHING,** hats, caps and furnishings—only clothing stock in one of the best towns of 2,200 inhabitants in Southern Michigan. Sales are strictly cash. Reason for selling, other business. Address No. 30, care Michigan Tradesman, for full particulars. 130

**WANTED—A FEW HUNDRED CORDS OF** first-class, thoroughly seasoned 16-inch beech and maple wood, in exchange for flour, feed, meal, grain, hay or anything else in our line. State price f. o. b. your station. Thos. E. Wykes & Co., Grand Rapids, Mich. 129

**EXCELLENT OPPORTUNITY FOR DRY** goods in Cadillac. Best location in the city to rent. Possession by December 1. Address immediately Lock Box 188, Cadillac, Mich. 135

**FOR SALE—DRUG STOCK AND FIXTURES** with double soda fountain. Doing good business in good city. Good reasons for selling. Address No. 120, care Michigan Tradesman. 120

**FOR SALE—IMPROVED 80 ACRE FARM IN** Oceana county; or would exchange for merchandise. Address 380 Jefferson Avenue, Muskegon. 110

**FOR EXCHANGE—TWO FINE IMPROVED** farms for stock of merchandise; splendid location. Address No. 73, care Michigan Tradesman. 73

## MISCELLANEOUS.

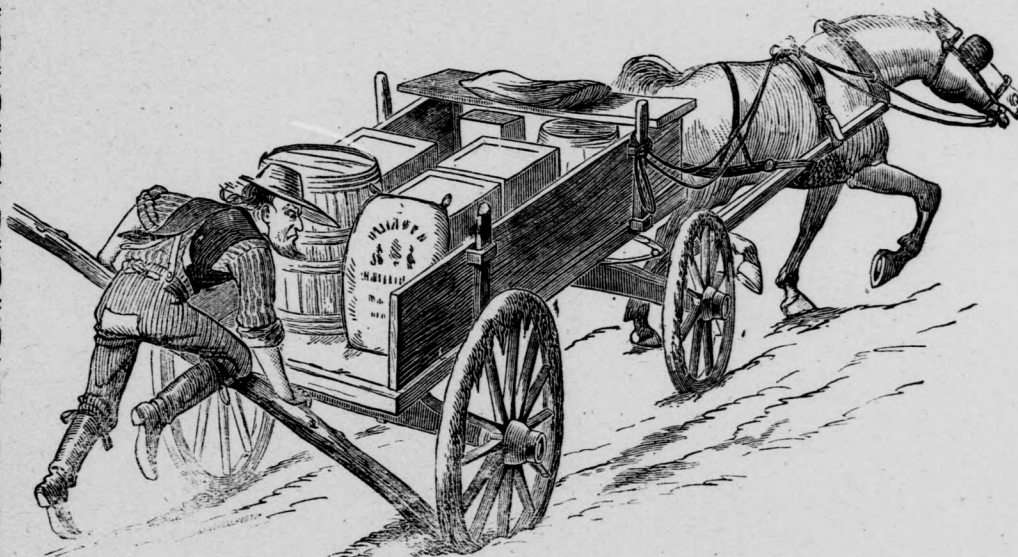
**WANTED—POSITION BY DRUGGIST. EX-** perience in both wholesale and retail business. Can furnish best references. R. F. Graves, 297 Clancy street, Grand Rapids. 127

**WANTED—REGISTERED PHARMACIST** (single man preferred). Wages nominal. Address No. 122, care Michigan Tradesman. 122

**WANTED TO CORRESPOND WITH SHIP-** pers of butter and eggs and other seasonable produce. R. Hirt, 36 Market street, Detroit. 951

**WANTED—SEVERAL MICHIGAN CEN-** tral mileage books. Address, stating price, Vindex, care Michigan Tradesman. 869

# Get Out of the Old Rut



By discarding antiquated business methods and adopting those in keeping with the progressive spirit of the age. If you are still using the pass book, you should lose no time in abandoning that system, supplying its place with a system which enables the merchant to avoid all the losses and annoyances incident to **moss grown methods**. We refer, of course, to the coupon book system, of which we were the originators and have always been the largest manufacturers, our output being larger than that of all other coupon book makers combined. We make four different grades of coupon books, carrying six denominations (\$1, \$2, \$3, \$5, \$10 and \$20 books) of each in stock at all times, and, when required, furnish specially printed books, or books made from specially designed and engraved plates.

Briefly stated, the coupon system is preferable to the pass book method because it (1) saves the time consumed in recording the sales on the pass book and copying same on blotter, day book and ledger; (2) prevents the disputing of accounts; (3) puts the obligation in the form of a note, which is **PRIMA FACIE** evidence of indebtedness; (4) enables the merchant to collect interest on overdue notes, which he is unable to do with ledger accounts; (5) holds the customer down to the limit of credit established by the merchant, as it is almost impossible to do with the pass book.

If you are not using the coupon book system, or are dissatisfied with the inferior books put out by our imitators, you are invited to write for samples of our several styles of books and illustrated price list.

## TRADESMAN COMPANY,

GRAND RAPIDS, MICH.

### Travelers' Time Tables.

#### CHICAGO and West Michigan R'y

Sept. 7, 1896

**Going to Chicago.**  
Lv. G'd. Rapids ..... 8:30am 1:25pm +11:00pm  
Ar. Chicago ..... 3:00pm 6:50pm + 6:30am

**Returning from Chicago.**  
Lv. Chicago ..... 7:20am 5:00pm +11:30pm  
Ar. G'd. Rapids ..... 1:25pm 10:30pm + 6:10am

**Muskegon via Waverly.**  
Lv. G'd. Rapids ..... 8:30am 1:25pm 6:25pm  
Ar. G'd. Rapids ..... 10:15am ..... 10:30pm

**Manistee, Traverse City and Petoskey.**  
Lv. G'd. Rapids ..... 7:20am 5:30pm .....  
Ar. Manistee ..... 12:05pm 10:25pm .....  
Ar. Traverse City ..... 12:40pm 11:10pm .....  
Ar. Charlevoix ..... 3:15pm .....  
Ar. Petoskey ..... 4:55pm .....  
Trains arrive from north at 1:00p.m. and 9:50 p.m.

**PARLOR AND SLEEPING CARS.**  
Chicago. Parlor cars on afternoon trains and sleepers on night trains.  
North. Parlor car for Traverse City leaves Grand Rapids 7:30am.  
†Every day. Others week days only.

#### DETROIT, Lansing & Northern R. R.

June 28, 1896

**Going to Detroit.**  
Lv. Grand Rapids ..... 7:00am 1:30pm 5:25pm  
Ar. Detroit ..... 11:40am 5:40pm 10:10pm

**Returning from Detroit.**  
Lv. Detroit ..... 7:40am 1:10pm 6:00pm  
Ar. Grand Rapids ..... 12:30pm 5:20pm 10:45pm

**Saginaw, Alma and St. Louis.**  
Lv. G R 7:00am 4:20pm Ar. G R 11:55am 9:15pm

**To and from Lowell.**  
Lv. Grand Rapids ..... 7:00am 1:30pm 5:25pm  
Ar. from Lowell ..... 12:30pm 5:20pm

**TELEPHONE CAR SERVICE.**  
Parlor cars on all trains between Grand Rapids and Detroit and between Grand Rapids and Saginaw. Trains run week days only.  
GEO. DEHAVEN, General Pass. Agent.

#### GRAND Trunk Railway System

Detroit and Milwaukee Div.

**Eastward.**  
+No. 14 +No. 16 +No. 18 +No. 82  
Lv. G'd. Rapids 6:45am 10:20am 3:25pm 11:00pm  
Ar. Ionia ..... 7:40am 11:35am 1:27pm 12:35am  
Ar. St. Johns ..... 8:25am 12:17pm 2:07pm 1:55am  
Ar. Owosso ..... 9:00am 1:20pm 3:05pm 3:00am  
Ar. E. Saginaw 10:50am 3:45pm 8:00pm 6:40am  
Ar. Bay City ..... 11:30am 4:35pm 8:37pm 7:15am  
Ar. Flint ..... 10:05am 3:45pm 7:05pm 5:40am  
Ar. Pt. Huron 12:05pm 5:50pm 8:50pm 7:30am  
Ar. Pontiac ..... 10:53am 3:05pm 8:25pm 5:37am  
Ar. Detroit ..... 11:50am 4:05pm 9:25pm 7:05am

**Westward.**  
For G'd. Haven and Intermediate Pts. .... 7:00am  
For G'd. Haven and Muskegon ..... 7:10pm  
For G'd. Haven and Intermediate Pts. .... 4:05pm  
For G'd. Haven and Milwaukee ..... 10:05pm  
\*Daily except Sunday. \*Daily. Trains arrive from the east, 6:35a.m., 12:50p.m., 4:48p.m., 10:00 p.m. Trains arrive from the west, 6:40a.m., 10:10a.m., 3:15p.m., 9:55p.m.  
Eastward—No. 14 has Wagner Parlor Buffet car. No. 8 Parlor car. No. 82 Wagner sleeper.  
Westward—No. 11 Parlor car. No. 15 Wagner Parlor Buffet car. No. 81 Wagner sleeper.  
JAS. CAMPBELL, City Pass. Agent.

#### GRAND Rapids & Indiana Railroad

Sept. 27, 1896.

**Northern Div.** Leave Arrive  
Trav. C'y, Petoskey & Mack ..... 7:45am + 5:15pm  
Trav. C'y, Petoskey & Mack ..... 2:15pm + 6:30am  
Cadillac ..... 5:25pm +11:10am  
Train leaving at 7:45 a.m. has parlor car to Petoskey and Mackinaw.  
Train leaving at 2:15 p.m. has sleeping car to Petoskey and Mackinaw.

**Southern Div.** Leave Arrive  
Cincinnati ..... 7:10am + 8:25pm  
Ft. Wayne ..... 2:00pm + 1:55pm  
Cincinnati ..... 7:00pm + 7:25am  
7:10a.m. train has parlor car to Cincinnati.  
7:00p.m. train has sleeping car to Cincinnati.

**Muskegon Trains.**  
**GOING WEST.**  
Lv. G'd. Rapids ..... 7:35am +1:00pm +5:40pm  
Ar. Muskegon ..... 9:00am 2:10pm 7:05pm  
**GOING EAST.**  
Lv. Muskegon ..... 7:10am +11:45am +4:00pm  
Ar. G'd. Rapids ..... 9:30am 12:55pm 5:20pm  
†Except Sunday. \*Daily.  
A. ALQUIST, C. L. LOCKWOOD,  
Ticket Agt. Un. Sta. Gen. Pass. & Tkt. Agt.

### Every Merchant

Who uses the Tradesman Company's COUPON BOOKS, does so with a sense of security and profit, for he knows he is avoiding loss and annoyance. Write

TRADESMAN COMPANY, Grand Rapids

## Job in Prints

We have 5 cases of standard calicos, good medium and dark styles, including Hamilton, Garners, Pacific, Allens, Cocheco and Merrimacks, formerly jobbed at 5c, to close at 4½c. These goods will certainly be higher for the spring trade; if in need order at once as these goods will not last long at so low a price.

**P. STEKETEE & SONS,**  
GRAND RAPIDS.

We have an immense line of



**DUCK, MACKINAW AND KERSEY  
COATS, KERSEY PANTS, LUM-  
BERMAN'S SOCKS, MITTENS,  
BLANKETS AND COMFORTABLES.**

**VOIGT HERPOLSHEIMER & CO.,**  
WHOLESALE DRY GOODS,  
GRAND RAPIDS, MICH.

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The GAIL BORDEN EAGLE BRAND

**HAS NO EQUAL.**

Sold by all wide-awake and conscientious dealers.

ALL OF THE BRANDS

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are guaranteed in quality and sold at the lowest possible prices consistent with proper maintenance of our usual high standard.

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MILK,**

... AND ...

**Borden's Peerless  
and ...**

**Columbian**

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**EVAPORATED  
CREAM.**

An Accurate,  
Sleepless

**Salesman**



A Strict,  
Watchful

**Accountant**

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**Computing Scale System**

It saves its cost in less time  
than we ask you to pay for it.

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Dayton, Ohio, U. S. A.