

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. \$1 PER YEAR

Volume XIV.

GRAND RAPIDS, WEDNESDAY, FEBRUARY 24, 1897.

Number 701

We are showing a fine line of

SHIRT WAISTS

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

Vivette Batiste (papered) Prints	3 3/4
25 cases American and Central Park Shirting Prints (full standard)	4
Lodi Shirting Prints	3 1/2
Merrimack Shirting Prints	4 1/4
3/4 American Indigo Prints	4 1/2
Hamilton medium and dark Prints (fancies)	4 1/2
Great American, Unbleached Cotton 4-4	4
32 inch double fold Cashmere (colors and black)	10 1/2
Best Percales, 36 inch, new work	9 1/2
Cretonne Percales, 36 inch, new work	6 1/2
28 inch Percales, new work	5 1/2

P. STEKETEE & SONS,
GRAND RAPIDS, MICH.

J. A. MURPHY, General Manager.

FLOWERS, MAY & MOLONEY, Counsel

The Michigan Mercantile Agency

SPECIAL REPORTS.

LAW AND COLLECTIONS.

Represented in every city and county in the United States and Canada.

Main Office: Room 1102, Majestic Building, Detroit, Mich.

N. B.—Promptness guaranteed in every way. All claims systematically and persistently handled until collected. Our facilities are unsurpassed for prompt and efficient service. Terms and references furnished on application.

We solicit correspondence in

... MIXED CARS ...

FLOUR, FEED and MILL STUFFS

GUARD, FAIRFIELD & CO., Allegan, Mich.

PERKINS & HESS, Dealers in **Hides, Furs, Wool and Tallow**

We carry a stock of cake tallow for mill use.

Nos. 122 and 124 Louis St.,

Grand Rapids.

STANDARD OIL CO.

DEALERS IN
ILLUMINATING AND LUBRICATING

OILS

NAPHTHA AND GASOLINES

Office and Works, BUTTERWORTH AVE.,
GRAND RAPIDS, MICH.

Bulk works at Grand Rapids, Muskegon, Manistee, Cadillac, Big Rapids, Grand Haven, Traverse City, Ludington, Allegan, Howard City, Petoskey, Reed City, Fremont, Hart, Whitehall, Holland and Pennville.

Highest Price Paid for Empty Carbon and Gasoline Barrels.

YOUR FORTUNE TOLD

Not by lines of Palmistry but by Profitable Lines of Goods upon your counters. Attractive lines of confections from the

Hanselman Candy Co.

of Kalamazoo,
are getting onto new counters every day.

THE FAMOUS

S.C.W

5 CENT CIGAR.
Sold by all jobbers. Manufactured by
G. J. JOHNSON CIGAR CO., Grand Rapids.
ENTIRE BUILDING, 15 CANAL STREET.

CHARLES MANZELMANN
MANUFACTURER OF
BROOMS AND WHISKS
DETROIT, MICH.

**FOR
1897**

Our celebrated
Thin Butter Crackers

will be trade winners for the
merchants who know them.

Christenson Baking Co.,
Grand Rapids.

IN OUR 24 YEARS How much you have lost by not sending or-
ders to us for our superior quality

S A W S

BARCUS BROTHERS, Manufacturers and Repairers, Muskegon.

Naccetoin

CAKE FROSTING.

Ready for immediate use. Simply requires beating. Always reliable and absolutely pure.
Manufactured by

TORGFSON-HAWKINS CO., KALAMAZOO, MICH.

JESS

JESS

PLUG AND FINE CUT
TOBACCO

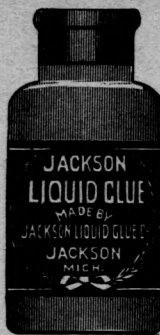
"Everybody wants them." "You should carry them in stock." For sale
only by

MUSSELMAN GROCER CO.,
GRAND RAPIDS, MICH.

JESS

JESS

**SELL THE PEOPLE
WHAT THEY WANT**



A liquid glue
or cement al-
ways ready for
use.

Does not dry
down.

Does not
mould or spoil.

IT STICKS

**Strike while the
Iron Is Hot**

and send us your order for
OLD COUNTRY SOAP while
you can secure one box free
with every order for 10 boxes.



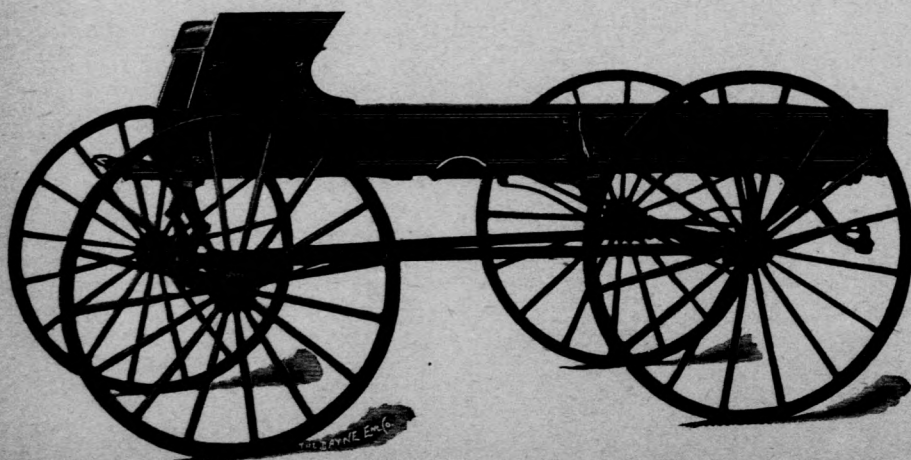
has stood the test of time and is everywhere
recognized as one of the leading brands on the
market. This offer holds good for a short time
only, being subject to withdrawal at any time.

ALLEN B. WRISLEY CO., Chicago.

**GENERAL STAMPEDE
FROM THE CURSE OF CREDIT**

Hundreds of merchants are now aban-
doning the old-time credit system and
discarding the pass book for the cash
and coupon book system, which en-
ables the dealer to avoid all the losses
and annoyances inseparably con-
nected with the credit business. If
you are a victim of the credit business
and desire to place your business on
a cash basis, send to us for a cata-
logue and samples of our several
kinds of coupon books, which will be
forwarded free on application.

TRADESMAN COMPANY,
GRAND RAPIDS.



**TIME IS MONEY
LIFE IS SHORT**

**And Rapid Transportation is
a Necessity**

To secure the most prompt delivery of goods at the least ex-
penditure of time and money it is essential that the mer-
chant have a delivery wagon of the right sort. We make
just that kind of a wagon and sell it as cheaply as is consist-
ent with good work. For catalogue and quotations address

BELKNAP WAGON CO.,
GRAND RAPIDS, MICH.

MICHIGAN TRADESMAN

Volume XIV.

GRAND RAPIDS, WEDNESDAY, FEBRUARY 24, 1897.

Number 701

The Michigan Trust Co.,

Grand Rapids, Mich.

Acts as Executor, Administrator,
Guardian, Trustee.

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

Commercial Credit Co.,

(Limited)

ESTABLISHED 1886.

Reports and Collections.

411-412-413 Widdicombe Bldg., Grand Rapids.

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

Snedicor & Hathaway

80 to 89 W. Woodbridge St., Detroit,
Manufacturers for Michigan Trade.

**DRIVING SHOES,
MEN'S AND BOYS' GRAIN SHOES.**
Smith Shoe Co., Agts. for Mich., O. and Ind.

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.

ARLOW BROTHERS
BOOK INDERS
LANC BOOKS
5 AND 7 PEARL STREET.

MICHAEL KOLB & SON,

Established nearly one-half a century.

**Wholesale Clothing Mfrs.,
Rochester, N. Y.**

All mail orders promptly attended to, or write our Michigan Agent, William Connor, Box 346, Marshall, Mich., who will show you our entire line of samples. Mr. Connor will be at Sweet's Hotel Thursday and Friday, Feb. 25 and 26, and at the Palmer House, Chicago, from Wednesday, March 3, until Thursday, March 11, inclusive.

Save Trouble
Save Losses
Save Dollars

Tradesman Coupons

GENERAL TRADE SITUATION.

The general tendency of trade in most lines during the week has been toward improvement, and in some the movement has been rapid, notably in the iron and steel industry. Since the break in the price of steel rails, the sales, which began heavy, have continued active, until it is reported that over 1,000,000 tons of contracts has been placed. This activity has stimulated other lines and prices of billets have advanced, but quotations in most finished products remain the same. An important development in the steel industry is the continued placing of large orders for the English market. Two English railways have each taken 25,000 tons and it is reported that 50,000 more has been sold in foreign markets. Of course, such a radical change in prices has affected the wage scales of the rail mill operatives pretty generally, but the necessity seems to be recognized and there is little disturbance as yet on this account.

The tendency of the wheat market has not been so favorable. The seesaw movement of speculation continues, with the downward movements exceeding the rising. At the close of last week prices had regained a considerable of the preceding decline, but the gain has about disappeared again.

The movement of dry goods and general merchandise has improved in most localities. Boston boot and shoe shipments continue unusually heavy. Cotton manufacturers are getting rid of their surplus, although demand continues slow. The heavy sales of wool during the past month seem to be about over, the manufacturers having supplied themselves for a considerable time to come.

The warlike attitude of some of the Eastern nations has had little influence on speculative markets, as the probable stimulation of demand would offset any depressing tendency. Exchange rates with England continue favorable to this country and the money situation continues easy in the New York markets. Bank clearings were lower, amounting to only \$892,014,000, while failures increased to 325.

Winter Meeting of the Michigan Retail Grocers' Association.

Grand Rapids, Feb. 15—The semi-annual convention of the Michigan Retail Grocers' Association will be held in Pythian Temple, Grand Rapids, Wednesday and Thursday, March 3 and 4, convening at 9 o'clock on the day first named. Every grocer doing business in Michigan is invited to attend the meeting and participate in the proceedings of the convention, as matters of great importance to the trade will come up for discussion and action.

Owing to the convention occurring at the same time as the Democratic State Convention, those who desire to attend can obtain half-fare tickets at any railway station in Michigan, good going Tuesday and Wednesday, and good returning Wednesday and Thursday.

It is proposed to hold business sessions Wednesday forenoon and afternoon and Thursday forenoon. An entertainment feature will be provided for Wednesday evening in the shape of a com-

plimentary banquet, tendered by the Michigan Tradesman, to which representatives of the wholesale grocery and allied interests of the State will also be invited.

Among the special topics already assigned for presentation at the convention are the following:

"How the food laws should be enforced"—Hon. E. N. Bates, Moline.

"The exemption laws again"—Robert Johnson, Cadillac.

"Co-operative buying among grocers"—N. H. Beebe, Big Rapids.

"My experience in shipping produce outside of Michigan"—E. E. Hewitt, Rockford.

"Is the basket branding law enacted by the Legislature a desirable one?"—John W. Densmore, Reed City.

"What effect has the sale of butterine on the price of dairy butter?"—J. Mason, Clare.

"Retail grocers' associations; their objects and benefits"—W. H. Porter, Jackson.

"Reasons for the January slump in eggs"—M. R. Alden, Grand Rapids.

"The peddling manufacturers"—E. Marks, Secretary Detroit Retail Grocers and Butchers' Protective Association.

"The retail grocer"—W. H. Porter, Jackson.

"Relation of wholesale and retail grocers"—Wm. Judson, Grand Rapids.

"Value of Equality to the Retail Grocer"—H. P. Sanger, Secretary Michigan Wholesale Grocers' Association.

"Where Are We At?"—P. F. Treanor, Saginaw, E. S.

"Attitude of the New Administration Relative to the Food Laws"—E. O. Grosvenor, Monroe.

"Thirty Years a Grocer"—Julius Schuster, Kalamazoo.

"Some Requisites to Success as a Grocer"—O. P. DeWitt, St. Johns.

"Should a grocer advise his son to be a grocer?"—Nicholas L. Koenig, Detroit.

"Effect of City Competition on Country Towns"—W. H. Whitmarsh, Milan.

Believing that our Association is destined to accomplish much good for the grocers of Michigan, and confident that you will feel like doing your share to assist in the good work, we earnestly invite you to be present on the occasion of our midwinter convention. Come one; come all!

JESS WISLER (Mancelona), Pres.
E. A. STOWE (Grand Rapids), Sec'y.

Business Ninety-Six Years Ago.

From the Atlantic Monthly.

Not only was the field of business enterprise thus restricted, but the transaction of business within that field was slow and difficult. The merchant kept his own books, or, as he would have said, his own accounts, wrote all his letters with a quill, and when they were written, let the ink dry or sprinkled it with sand. There were then no envelopes, no postage stamps, no letter boxes in the street, no collection of the mail. The letter written, the paper was carefully folded, sealed with wax or a wafer, addressed and carried to the postoffice, where postage was prepaid at rates which would now seem extortionate. To send a letter, which was a single sheet of paper, large or small, from Boston to New York or Philadelphia cost 18½ cents, and to Washington 25 cents, and this at a time when the purchasing power of a cent was five times what it is at present. To carry a letter from Philadelphia, then the capital of the United States, to Boston and bring back an answer by return mail would have consumed from twelve to eighteen days, according to the season of the year and the weather.

The Produce Market.

Apples—Local dealers hold carefully selected Spys and Steel's Red at \$1.50 per bbl. and other varieties at \$1.25.

Butter—Fancy dairy is scarce and higher, on account of the falling off in receipts, commanding 12½¢@14¢ per lb. Factory creamery has declined to 19¢.

Cranberries—Cape Cods have advanced to \$2 per bu. and \$5.25 per bbl.

Cabbage—50¢@55¢ per doz., according to size and quality.

Celery—15¢ per bunch.

Cider—\$4 per bbl., including bbl.

Eggs—The cool weather has curtailed shipments to that extent that arrivals are not equal to the demand. Strictly fresh has advanced from 13¢ to 14¢ for fancy candled and from 12¢ to 13¢ for ordinary stock. Pickled and cold storage are practically out of market.

Honey—White clover is in fair demand at 12¾¢@13¢. Buckwheat is not so salable, bringing 8¢@10¢, according to quality and condition.

Lettuce—15¢ per lb.

Onions—The market is weak and the demand is slack. Dealers still hold their stocks at \$1 per bu.

Potatoes—Dealers hold carlots at 11¢ for white eating varieties and 15¢ for Rose suitable for seeding purposes. In a small way dealers find no difficulty in obtaining 18¢ per bu.

Squash—In light demand and ample supply at 3¢ per lb.

Sweet Potatoes—Kiln-dried Illinois are in only fair demand, commanding \$2.25 per bbl.

A Case of Discounts.

From the Grocery World.

We have always been a steadfast believer in the value of discounts, even to the smallest dealer, but our conviction took an enthusiastic turn a few days ago when one of the largest retail grocers in Philadelphia, who scrupulously discounts his bills, told us what his discounts aggregated in one year. The business of this retailer is very large, probably the largest retail business in Philadelphia, and his discounts in one year aggregated \$11,000! Now let us see what this means. It means that this retailer, if he sold everything in his store at actual cost, depending for his profits upon his discounts alone, would still be making a handsome sum. \$11,000 a year is not to be despised by anybody. But it means more than this. It means that this retailer could have cut the price of his goods to a point where his aggregate losses for the year would have been \$5,000, and still he would have cleared \$6,000 a year, also a sum not to be despised.

Thus do the possibilities of discounting one's bill suggest themselves. If we were a retail merchant without sufficient money to discount every bill, we would borrow it, even on mortgage if necessary, rather than lose this valuable source of revenue and profit.

It is strange that American business men persist in packing goods carelessly and unintelligently for export to Mexico and South American countries, inasmuch as they are constantly told that they are thereby hurting their market. The United States Consuls in Mexico have again called attention to this matter, but their warnings will probably be unheeded. If American merchants don't want the market of the Western Hemisphere, very well. But if they do, then it is surely worth their while to pay some attention to the idiosyncrasies of the people whose trade they seek.

Bicycles

What Will be Worn by Wheeling Women During 1897.

After several years of experiment it may be expected that it has been quite satisfactorily demonstrated what mode of dress the woman who rides a wheel should adopt to be assured of the most comfort, and at the same time not make her liable to the charge of immodesty.

* * *

The trade in cycling costumes has grown with the increased popularity of the bicycle, and it is an important factor in the summer trade of ladies' suitings, as such a great deal of attention has been given to devising a costume that will meet all the requirements. Last year saw almost the complete solution of the problem, and the changes that will be made for the coming season only bring the costumes nearer perfection. For obvious reasons the bloomer never gained the sanction of the refined element, and it will be more in disrepute, than ever the coming summer. The divided skirt and the short skirt have both been adopted as rational wheeling costumes, and between these two the favor will be divided, a greater share resting with the former. An improvement in the divided skirt, which was introduced last year but attained only a small degree of popularity, makes it possible for a lady to ride either a drop frame or diamond frame wheel, and is expected by some to be the coming bicycle suit for ladies and to take a prominent place this season. It is the divided skirt with an apron attached in front, so that when the wearer is off her wheel it may be buttoned across the front, and when riding is turned back, allowing as much freedom of limb as the bloomer. The following interviews in the Dry Goods Reporter show the sentiment of the Chicago trade on cycle dress for women:

* * *

Mr. Drain, head of the cloak and suit department of Marshall Field & Co.'s retail store, said: "I see no changes in the ladies' bicycle suit for '97 as a bicycle suit. The changes are such as come with the variation of the styles in all outer garments from year to year. The jacket will be different from that of '96, and it will be cut the same for bicycle suits as for other purposes, the principal change being the smaller sleeves. With our trade there is only one suit that sells at all, and that is the divided skirt, or the closed garment in front and divided behind. This is the same as last year's style, and seems to solve the problem of the ladies' cycle suit as well as it can be solved for those not wishing to ride a diamond frame wheel. The ladies who trade here I suppose without exception ride drop-frame wheels. The materials for cycling suits are the same as those used last year. Plain cloths and homespuns of a color that shows dirt the least are considered most suitable. There are no trimmings to speak of, unless there be some on the jacket. The suit is not complete, of course, without the leg gings, which are either of the same material as the skirt, or are leather."

* * *

Mr. Rowden, of the cloak and suit department of Carson, Pirie, Scott & Co.'s retail store, said: "The bloomer will be worn but little—less than last year—except with the skirt. The divided skirt has been perfected so that it

meets the needs of the cycling woman perfectly. It has been changed somewhat from last year's garment. Then it was very popular, but could be worn only with a drop frame machine. It can now be worn with a diamond frame as well. The back is open and the front closed, but is buttoned down one side, so that it can be opened and made as convenient as the bloomer, and yet not lose its appearance as a skirt. We sell any part of the suit separate, either the jacket, the skirt or the bloomer, but the latter usually goes with the skirt. Tight-fitting jackets matching the skirt will be worn in the early part of the season, and later the light blazer will largely take its place. The cloths for suits are the same as previous seasons—plain goods, whipcords and homespuns that do not show the dust and dirt."

* * *

Mr. Lepman, of Schlesinger & Mayer's, said: "Stocks are not yet opened up in this line, but there are indications from which we can gain a fairly accurate opinion of the styles that are to prevail the coming season. We expect to have much the same experience this year as last, when the greater demand was for a short skirt, the divided skirt being second in favor. From the East we learn that this year the divided skirt is to be the proper thing, but I am inclined to think that Western ladies, who ride more or greater distances than Eastern ladies, will demand a less cumbersome garment, and will, therefore, as last year, prefer the short skirt, to be worn usually over the bloomer. That is what we expect to sell the most of. The idea is to combine modesty with practicability, and the short skirt seems to meet that requirement the best. As to the details of the styles, it is too early yet to specify. There will probably be some developments and changes as the season progresses. Last year some suits were sold that were of materials that had considerable color in them. The suit for '97 will be more somber, for the reason that rain and dust or mud from the pavements soon make a garment of light shade unsightly. The ingredient of lime in pavement dust acts as an acid and takes the color out of the goods. Coverts of tan shades are found to be the most satisfactory material for cycling suits."

* * *

Mr. Agnew, of the cloak department of Mandel Bros., said: "Although it is yet early to predict with assurance what will be most worn by the bicycle women the summer of '97, I have much confidence in the divided skirt. It was not as popular last season, perhaps, as the short skirt or the bloomer, but it gained in favor as the season advanced, and this year it will be in first place. A divided skirt with an apron front that could be made to open both before and behind, and thus adapted to either the diamond or drop frame machine, was favorably received last season, but not well introduced. This year I am sure it will be one of the most fashionable bicycle costumes. The jackets will be the same as the regular styles for the season. When warm weather comes on the blazer will be worn, or no jacket at all. The bicycle boot I think is going to be a very important part of the costume, but the leggings will still be much worn. There will be less color to the suit than ever, subdued covert cloths and plain goods being most used."

* * *

Mr. Tuttle, manager of the Parisian Suit Co., said: "I have looked over all

the lines of ladies' cycling garments that have been gotten out for '97, and am fully persuaded that the best thing, all points considered, is a combination skirt that is either closed or divided, as you wish it, and may be worn on either the diamond or the drop frame wheel. It is made with the back open and an apron buttoned on the front, and hangs as an ordinary skirt when the wearer is standing. The apron is unbuttoned down on one side and fastened to the other sides, so that the skirt is made to have every advantage of the bloomer, yet it is modest. It hangs evenly on each side, and in every particular seems to be adapted for a cycle costume. It has already been pronounced by the ladies who have seen it the most comfortable and practical skirt yet brought out, and they have prophesied great popularity for it. Short skirts and the divided skirt of last year are not going to be laid on the shelf altogether, for they are quite satisfactory to the rider of the drop frame machine. Co-

verts, fancy mixtures, and different plain fabrics will be the material for suits, the aim being to get something that will not show the dirt. The jacket of the bicycle suit, like the regular jacket for '97, will have smaller sleeves and the fly front, or will be of the Norfolk pattern."

Price of Bicycles for 1897.

It seems likely that a greater latitude of prices will prevail this year than last. There is not likely to be so much cutting in the prices of the different styles, as purchasers who are not willing to pay the price of the high grades will be supplied with a lower one. Manufacturers and dealers are finding that it is much more satisfactory to all concerned to have uniform prices for each grade, as the cutting injures the value of every similar wheel. It is decidedly unpleasant for the purchaser of a \$100 wheel to find that some one else has obtained the same for \$85. The fact reduces the value of his wheel by the difference and, what is worse, gives him an impression that he has been cheated. This fact is being learned and there will be a stricter adherence to the various prices than ever.

THERE'S MONEY IN IT

WHEN YOU have the right bicycles at the right prices there is no trouble about selling them and making good profits, "If you are protected." This idea of trying to

SELL

a bicycle that any business man in your town can buy as cheaply as you do is ridiculous. You cannot make a profit, cannot establish a price and keep it, cannot do business. Get a line of

BICYCLES

on which you get exclusive selling rights, establish your own selling price, make a profit, feel satisfied with yourself and everybody else. We are "State Distributors" for Wintons, Keatings, Cycloids, Columbus and Stormer Bicycles

ON WHICH YOU ARE PROTECTED

by a contract, as our agents. We name liberal discounts to dealers, giving them the most complete line of cheap, medium priced and high grades, as well as juveniles and Tandems, ever offered.

Catalogues and terms on application.

STUDLEY & JARVIS, Grand Rapids, Mich.



The New Clipper

people have won the confidence and respect of every dealer and every rider who is acquainted with them. The Clipper agency is a strong attraction, and wise dealers do not turn it down. Intelligent buyers have recognized Clipper worth, and public opinion, the magnet which attracts the maker most of all, has placed its seal of approval on the product of the Clipper factory. The spiral name plate tells you the wheel you ought to buy. A Clipper Catalogue, or any Clipper dealer, will tell you the price you ought to pay.

MADE BY THE GRAND RAPIDS CYCLE CO. PRATT 240 T. GRAND RAPIDS, MICH.

BICYCLES

FOR LIVE RESPONSIBLE DEALERS.

THE TRUSS FRAME AMERICA.
THE HAMILTON-KENWOOD.
THE WORLD.

Write for Catalogues and Prices.

ADAMS & HART,
DISTRIBUTING AGENTS, GRAND RAPIDS, MICH.

Getting the People

Advertising in Grand Rapids a Century Hence.

"What are you trying to tell me? That the advertising methods of our forefathers, away back in 1897, were ingenious and worthy of our emulation in this, the twentieth century? Why, man, if you were to mention such a thing to one of our merchants, he would think you possessed of that ancient malady, X-ray insanity."

Thus spoke my friend.

I had gone to bed on the night of Feb. 20, 1897, and, by some occult means, found myself, on awakening, in the city of Grand Rapids, on Feb. 20, 2000. Being an enthusiast on advertising, my first thought, on discovering the lapse of years, was to post myself concerning the methods in use at this date. To provoke antagonism, and thereby gain information, I made the remark to which the above was the answer, to a leading merchant with whom I had become acquainted during my short stay in the city. His name was Stevens, of the firm of Foster, Stevens & Co., which was already an old-established house in 1897.

I have not space nor inclination to explain his length of life and that of other merchants of that thriving city. Suffice it to say that, like all Grand Rapids solid business men, soundness and integrity, combined with advertising, had sufficed to keep alive both man and business.

Mr. Stevens was kind enough to post me on advertising, and I will endeavor to tell you a part of what I heard and saw, as nearly as I can remember.

I was first taken into a newspaper office, or what would have been so called in 1897. There were, however, none of the accessories of such a plant. No typesetting machines, no type, no presses. Instead of all these, I was shown a large room, surrounded on three sides with what looked like stalls in an old-fashioned restaurant. Each stall was occupied by an editor, who kept up a continued conversation with a phonograph, or what closely resembled one, which, in turn, transmitted the talk of the editor to a large receiver, located on top of the building. From this receiver, the news was transmitted by a series of sound waves to individual subscribers.

I found, by further investigation, that each subscriber was supplied with an arrangement something resembling a telephone switchboard, in that it was supplied with a set of brass pegs or switches. Each one of these pegs was labeled. One was "Foreign," another "Home Politics," another "Casualties," one "Births, Deaths and Marriages," another "Jokelets," another "Bicycotor Happenings," another "Stock Market," and so on through a long and varied list of headings. Each subscriber was enabled, by pressing a button and putting the proper peg into its corresponding hole, to hear the news, delivered in a rich, full-toned, well-fed voice (for editors and reporters were not half starved and feeble in lung as in 1897), as they sat at the breakfast table, or chewed the cud of contentment in their easy chairs of an evening, after a good dinner.

One of the great advantages gained by this method was the possibility of keeping sensational murder cases and other matter of a deleterious nature from the minds of the young, by keep-

ing such pegs out of the children's reach.

The advertising peg was a strong feature. In 1897, one of the greatest difficulties advertisers had to contend with, especially merchants who rarely changed their advertisements and those who were not up to date, was to get people to read their advertisements. The Phononewsograph Co. based their advertising contracts on so much per hour. Each advertiser, by paying the fee, had his advertisement read to the household continuously during a chosen hour of the day, or fraction thereof. The advertising peg was not at the subscriber's option, but was stationary, and when set in operation from the main office, no other peg could be used, thus compelling the subscriber to hear the seductive words of the advertiser, "willy nilly."

I would like to explain more fully the workings of this wonderful Phononewsograph, but space will not permit. Suffice it to say that, as no reading was done, either of books, magazines or newspapers, the advertising solicitor had a "lead-pipe cinch;" and such a thing as an optician's advertisement was entirely unknown, inasmuch as weak eyes were a thing of the past and spectacles were remarkable for their rarity.

One of the most unique and valuable methods of combining advertising with pleasure was that in use by the Flashograph View Co., of which S. A. Sears was President and General Manager.

In no residence that I entered in Grand Rapids in the year 2000, could I discover a painting or picture hung upon the walls. Upon my remarking on this fact, my host pressed a small button at his elbow and immediately a series of beautiful pictures flashed into view, at a proper distance to lend enchantment. Landscapes, both of American and foreign scenery, portraits of eminent men and beautiful women, groups of animals, domestic and wild, one after the other passed in procession before my enraptured vision. Interlarded between these beautiful views were shown interiors of stores—dry goods, boots and shoes, groceries, etc.—each having the firm name displayed prominently. When the picture button was once pressed, nothing could stop the operation, and thus the advertiser's display was assured.

On my way to the theater in the evening, I was greatly astonished to hear a voice, at each street corner, recommending me to "Buy teas and coffees of Herrick, the grocer;" "Get your spring overcoat at Houseman & Jones Clothing Co.;" "Rindge, Krekel & Co.'s latest style shoes, 10 per cent. off this week;" "Have your wife call at Stekete's and see the new spring novelties in dress goods;" "If you are ill, Dr. Smith is the man who can cure you," and other exclamations of the kind. This was simply a branch of the Phonographic Advertising Co.'s business, and my escort assured me that it was very profitable to both company and advertiser.

But a greater surprise was in store for me. In the year 2000, everybody, nearly, attended some sort of entertainment in the evening, and, as a result, the streets were crowded at the time of closing these places. So a company had been formed for the purpose of placing advertising on the sky, by means of electrical flashlights. Every inch of space overhead was covered with advertising, in mammoth letters of elec-

tric light, and these were sufficient to make the surroundings as light as day.

The show windows were wonderful. The old fashion of dressing them was entirely dispensed with, and instead of filling them with goods, they were made up of living tableaux, each one succeeded by another which seemingly surpassed the preceding.

If space permitted, I might tell of a thousand and one novelties in the advertising which was practiced in the year 2000. Not an opportunity was lost, which merely goes to show that Grand Rapids is, and always will be, one of the most progressive cities in the United States. NEMO.

Below are a number of newspaper advertisements which are to be commended as being excellent samples of what good advertising should be:

Mysterious

things are many of the shoes which are put on the market these days. You can't tell how they are made or what they are made of—until you wear them; then you find out more about them than you want to know. The policy here is to carry only the most reliable makes of shoes. Shoes that it pays you to buy and us to sell are the only kind that will insure us your patronage.

Springtime's Sunny Smiles

are beginning to play around the corners and to put Jack Frost to flight. Springtime shoes are also popping into view—a host of them here already; a right liberal assortment, sufficient to satisfy the early-Spring buyers who like to be first in the field with the new things.

We have fixed the prices to please you.

The Doctor Knows

That the success of his treatment depends upon the efficacy of his medicine. No medicine can be properly effective unless carefully and correctly prepared from pure drugs. Adulterated drugs, though producing mischievous results, are very common. We exclude them altogether from our stock and give special attention to our prescription department, with the natural result that we enjoy the confidence of the public and the medical profession. Our line of *** is also very complete and prices moderate.

The Shoes For Sloppy Weather.

Though Winter wanes, the snow will fall through this and next month and rain will be disagreeably intermingled with it. That means slushy, muddy streets—bad walking.

These waterproof shoes at \$3 can be worn without rubbers and are just the proper caper for the early Spring months. We have almost all sizes, for both men and women, at the same price—\$3.

A GOOD PLATFORM

Our platform—that of keeping prices down and values up—from which to wage a successful warfare for trade.

A Woman's Opinions.

Edith R. Gerry in Printers' Ink.

I am a woman, so is my mother, so are my women friends; therefore, I think I may conscientiously and firmly say that I know woman better—far better—than the man who tries to slip into the shoes of womanhood, and there ego-tistically endeavor to dissect the delicate mechanism of the fair sex.

As to advertising, there is mighty little buying in the world without "a woman in it." She superintends the buying of the edibles, the furniture, the greater part of the clothing, and almost every man is in some way attached to a woman who influences his purchasing.

The modern advertiser should study women. His most valuable advertising will be the good his women customers will say of him. Every woman who enters his store will prove either a good or a bad advertisement. He will discover that the average shopper starts her day by looking at the advertising in the paper. She will not read an ad which is not readable. It must be daintily and plainly served, or the effect will be lost. I have heard numberless women declare that they hadn't time to "wade through an ad jumbled up with big letters" (wade is the very expression), although their lack of time may be explained by the fact that they are presently to depart on a shopping tour.

The average maid or matron is not seriously affected by fairy tales, even though she may read them. She is in the habit of baiting hooks herself, and understands the business. You may start your ad with verbal hand-made lace, five yards deep, ornamented with tassels and fringe. It makes no difference to her. She doesn't care why you reduce prices or from what half-starved bargain factory you purchase your bargains. The main question with her is: Are the goods good—are the prices low? The prices will draw her to the store—the goods themselves determine their purchase. You cannot deceive a woman. Even the humblest is gifted with a sixth sense, quality measure. Your ad may state that you are selling 9-cent all-wool dress goods; it may contain elaborate reasons for so doing. After looking at the goods, if it is not so, she will look you straight in the eye and walk away with a bad impression in the depths of her heart and a solid resolution to warn her friends. She will not hesitate to say you dye your last year's goods and weave jute in your so-called all-silk goods.

Ads straight to the point, strong, crisp and bright, with prices and descriptions if possible, draw like a magnet. Brightness is first rate, but it must cover something solid. Better be dull and honest than sparklingly and frothily dishonest. Sticky word pictures are very good things. If you can describe a piece of furniture or a piano so that the reader may actually see it brightening her home, that description will follow her about and persistently intrude itself, until finally her husband sighs, opens his purse, and the merchant chuckles to himself, "Advertising does pay." Vanity is always a very good mark at which to shoot. If advertising wearables, always touch on the beauty-bringing power good clothes have. Every woman knows that beauty is not attractive unless stylishly clothed—a little touch on this subject will result in a sale.

Women like neat, clean stores and pleasant clerks. They like to feel that they may tramp through a store without being watched and followed suspiciously. No matter if your ad does say, "Stay as long as you like and go away without buying," an insolent clerk, with flexible eyebrow and a weak-springed mouth, may easily suggest that he thinks you're short of ready cash, and thus entirely undo the advertiser's efforts.

Bright, honest, truthful advertising will pay every time—if the store, the goods and the attendants back up the statements.

You may help a man down by giving him a dollar. You always help him up by giving him a kind word.

Around the State

Movements of Merchants.

Adrian—Enos Willett, of E. Willett & Co., grocers, is dead.

Delray—W. L. Robson has opened a drug store at this place.

Constantine—F. Younglove has sold his drug stock to H. Jacobs.

Homer—Sinclair & Lee have embarked in the drug business here.

Munising—P. Kling succeeds Dr. G. A. Tideman in the drug business.

Newark—C. E. Richards, general dealer, has removed to Middleton.

Port Huron—The Wastell drug stock has been purchased by H. Adams.

Eagle—H. P. French and A. P. Hart have engaged in the drug business.

Quincy—Herrenden & Jones succeed F. A. Larzelere in the grocery business.

Ovid—Ables & Hathaway succeed W. B. & C. H. Frost in the grocery business.

Coldwater—Calkins & Weston have added a feed store to their grocery business.

Lewiston—Edward J. Putnam succeeds E. J. Putnam & Son in general trade.

Fairgrove—E. J. Otis has purchased the general stock of Roswell C. Burroughs.

Coldwater—Adams, Perry & Smith succeed Adams & Perry in the grocery business.

Muskegon—Wm. Inglis has purchased the boot and shoe stock of Wm. E. Thornton.

Constantine—Roy Driskel succeeds Chas. Kennedy in the grocery and bakery business.

Mt. Pleasant—Robinson & Hapner succeed Hapner & Hapner in the grocery business.

Saginaw (W. S.)—Biesterfeld Bros. succeed Henry Biesterfeld in the hardware business.

Centerville—Alonzo Palmer, of A. Palmer & Son, dealers in hay and straw, is dead.

Morenci—Brenner & Glasser, harness dealers, have dissolved, Leroy S. Brenner succeeding.

Armada—Edwards Bros. are succeeded by L. E. Myers in the grocery and meat business.

Grand Haven—S. Slaght & Co. have removed their grocery stock from Pentwater to this place.

Grand Haven—Henry Meyers' new shoe store will probably be ready for occupancy by April 1.

Champion—Bayard & Hasselblad have purchased the grocery and crockery stock of A. Legendre.

Nashville—A. J. Reynolds, dealer in wagons, buggies and implements, has sold out to M. H. Reynolds.

Bellaire—The Bellaire Milling Co., not incorporated, has dissolved. Chas. E. Burch continues the business.

Coldwater—C. B. Schrouz, the grocer, has taken in a partner. The firm name is Schrouz & Hemingway.

Saranac—Anderson & Co. have purchased the harness and agricultural implement stock of L. L. Winslow.

Kalamazoo—H. G. Colman & Co. succeed Colman Bros. & Co. in the wholesale and retail drug business.

Bay City—Jarmin Bros., dealers in ladies' furnishings, have merged their business into a stock company under the same style.

Linden—Leal & Hyatt, dealers in crockery and general merchandise, have dissolved. Alonzo B. Hyatt will continue the business.

Zeeland—M. Ver Hage has opened a new hardware store.

Traverse City—S. M. Brown has leased his store building to Joseph Schwar, of Sutton's Bay, who will shortly open a new jewelry store.

Tecumseh—Ben Pulver has been placed in charge of the Baker & Hall drug stock, which has been taken possession of by a Detroit firm.

Brooklyn—The A. P. Cook Co., Limited, dealers, in general merchandise, lands, etc., has sold its general stock to H. W. Holcomb, Son & Co.

Fennville—R. S. Shiffert, of Bridge-ton, was here last week and rented the storebuilding now occupied by the post-office, which he will occupy with his general stock.

Gould City—C. D. Rahl, formerly manager of the drug store of Burnett & Williams, at Union City, has accepted a similar position in the drug store of La Loude & Leclerc.

St. Joseph—The Ajax Manufacturing Co., which will be operated by John A. Wilson, Jr., and F. R. Mason, have rented the Ricaby building and will manufacture a bicycle called the "Monitor."

Cedar Springs—L. E. Haring & Co. have purchased the millinery stock of the Hopkins' Sisters, in the store building adjoining their dry goods store, and will open for business about April 1.

Byron Center—Ira Blossom has turned his drug stock over to Frank Bark, from whom the stock was originally purchased, and has gone to Marquette for the purpose of managing a drug store there.

Mendon—Deats & Schoonmaker have purchased the building occupied by Sam McDeid, of the Barnebee estate, and will put their furniture and undertaking stock in it and do business in the furniture line there.

New Lothrop—M. N. Park & Son have moved their hardware stock to Montrose, and Stewart Bros. will move their hardware stock from Chesaning to this place, locating in the store building vacated by Park & Son.

Stanton—Albert E. Stanley, who for several months past has been in charge of the drug department of Hawley's store, has gone to St. Johns, where he has taken a similar position with the drug house of Travis & Baker.

Jackson—The firm of Sauer & Haefner has been dissolved. Paul W. Haefner and Daniel C. Sauer will continue the grocery business under the old firm name and Frank E. Sauer will continue the liquor business under his own name.

Van Buren—T. G. Anderson has purchased the interest of his father in the general stock of A. Anderson & Son and will abandon the credit business, asserting that only cash and coupon books will "go" at his store hereafter.

Ionia—Jas. K. Fox, of Muir, who is to occupy the Graff store, will be proprietor as well as manager. He has purchased the stock of boots and shoes now in charge of Geo. P. Pickhaver, and will add to the same a new stock.

Jackson—F. B. Taylor & Co. have merged their business into a stock company under the style of the Frank B. Taylor Co. The capital stock is \$35,000, all paid in, and is divided into 3,500 shares, of which Harry R. Hall holds 1,420 shares; F. B. Taylor, 20; Chas. H. Hadden, 20; T. G. Bennett, 500; C. R. Durand, 500; B. M. Delamater, 400; Ellen F. Marsh, 350; N. B. Hadden, 290.

Plainwell—F. E. Bushman, who recently took possession of the Fred Whitney drug stock, has sold it to W. W. Briggs, who will continue the business at the same location. Mr. Briggs has clerked for some time for F. W. Moss, the Kalamazoo druggist.

Mendon—Walt & Co., formerly R. Walt, then R. Walt & Son and later Walt & Co., are out of business in this place. They sold their groceries to S. Spillman and their meat market supplies to P. Cool. The families propose to remove to Pittsburg, Pa.

Sturgis—The grocery war is a thing of the past. Package coffee sold down to 13 cents and salt pork to 3 cents. One grocer sold brooms at 2 cents each, but the competitor made a clean sweep of him by giving away his brooms and throwing in a bar of soap with each. The rival slipped up on the soap and admitted that he was down.

Ludington—Miss Jennie Beebe has purchased of Foote & Reed the stock of goods formerly owned by Mrs. Creighton and will continue the business at the same place, although she will probably adopt some other name for her place of business instead of Cleveland Bazaar. Miss Beebe is well known here, having trimmed for Mrs. Creighton several seasons.

Detroit—The Preston National Bank, which recently reduced its rate of interest on balances and certificates of deposit, has issued a call for a meeting of its stockholders, at which the proposition to reduce the capital stock from \$1,000,000 to \$700,000 will be voted on. When the large number of failures in the past few years is considered, the amount of loss that the Bank has suffered is relatively small. It has been fortunate in obtaining security on a number of loans, but a considerable amount of this security is real estate, which is now so depreciated that the board has thought it wise to hold it on the books at such a price as will make the capital stock of \$700,000 perfectly good.

Manufacturing Matters.

Cadillac—Lumsden & Ward have started their mill on the manufacture of rock elm bicycle rims.

New Lothrop—Odell & Hess have begun the manufacture of the Lehigh washer, in addition to their saw and planing mill business.

Pontiac—The Beaudette Carriage Works is running nights as well as days, giving employment to 150 men. Seven other factories are running full time.

Menominee—E. L. Parmenter and A. G. Rose have purchased the Lathrop sawmill at Lathrop, and will cut 10,000,000 feet of pine next summer. They will also run a general store.

Jackson—The entire plant of the Thorpe Carriage Co. was sold under chattel mortgage to Hugo Sherer, of Detroit, trustee, for \$75,483, the face value of the mortgage. The business may be continued.

Williamsburg—Frank Vinton has disposed of his entire interests here, including the mercantile business and sawmill, to Albert De Vries, of Grand Rapids, and in the trade takes a stone quarry at Waverly, Ottawa county. Mr. De Vries will continue the milling and mercantile business and expects to add new machinery to the sawmill in the near future. Mr. Vinton will continue to reside, at least for the present, at Williamsburg, but will commence operations in his quarry as soon as spring opens.

Evart—E. C. Cannon has leased the Evart creamery for the season of 1897 and will begin operations as soon after May 1 as practicable.

Houghton—For the last few years the mines of the county of Keweenaw, once famous as the richest producers of native copper in the world, with a single exception, have been in a dormant state. That one exception, found in the Central mine, by no means has been in as flourishing a condition as could have been desired by its owners. The Central mine was practically abandoned more than two years ago, exhaustive exploratory work having failed to discover new mineral reserves to take the place of those depleted. For a year or more only a score of men were worked in the Central, that number being given employment in robbing pillars, taking up the old tram-tracks underground and performing the other work which is usually done in mines that have once been rich but which have arrived at the point of exhaustion. Fifteen months ago several encouraging signs were met with on the twenty-second level, and the discovery of a mass of copper of some size led to an enlargement of the force, which was then thought to be only temporary. The encouraging indications continued and the force was gradually increased to sixty men. A number of minor discoveries of copper being met with, the underground appearance of the Central to-day is more promising than it has been for several years. While it cannot be said that the mine is assured of a long term of life, it at least has several years of activity ahead of it; and the ability of the property to continue as a producer for more than two years after it was supposed to be exhausted, coupled with the numerous small finds of an encouraging nature, has prompted the management to materially add to its forces, nearly a score of additional men having been placed at work within the last ten days. Another feature of much encouragement to those who have retained their faith in the future of the mineral resources of Keweenaw county is the resumption of work at the Arnold mine. This property has a shaft 518 feet in depth on the ash-bed, with four levels opened on the vein, the drift ranging from 50 to 600 feet in length. The work of unwatering has begun and will be vigorously pushed. The rock will probably be milled at the stamp mill of the Copper Falls mine. The Arnold has been idle since the spring of 1894. There is also a good prospect of a speedy resumption of work at the Copper Falls mine, another Keweenaw county property which has been idle since August, 1893. Orders to unwater the mine are expected in the near future by Capt. Wesley Clark, the agent of the company.

There Was.

"Is there a man in this room—"

The voice of the young woman rang out appealingly, and the twenty-five men at the desks in the large business office of the establishment started from their seats.

"Is there a man in this room," she repeated, "who will oblige me by tucking these big sleeves of mine into my coat for me? I have got them partly in, and now I can't move my arms either way!"

The customer in trouble was not only young, but comely, and the twenty-five men who had started from their seats rose as one man and went to her relief.

Grand Rapids Gossip

Lansing & Co. succeed W. H. Taylor in the flour and feed business at 317 Wealthy avenue.

Arthur M. Whitney succeeds Crater & Whitney in the billiard and pool supply business at 64 Canal street.

Macfie & McQuewan, dealers in mahogany lumber, have dissolved, Chas. McQuewan continuing the business.

H. C. Burt has purchased the dry goods stock of A. W. Monroe, at Grawn, and added a line of groceries. The Worden Grocer Co. furnished the stock.

Bert Petter, formerly engaged as clerk in the grocery store of M. C. Goossen, succeeds Clark & Cole in the grocery and provision business at 245 Plainfield avenue.

Complete preparations have been made for the entertainment of the visiting grocers on the occasion of the convention of the Michigan Retail Grocers' Association next week. The regular meetings will be held at Pythian Temple, the entertainment feature being a banquet at the office of the Michigan Tradesman on Wednesday evening.

The Grocery Market.

Sugar—The European market is somewhat stronger, and the Trust is now entirely willing to pay the full price, which it declined to do last week. Domestic raws are also strong, and while there has as yet been no quotable advance, the willingness of buyers to pay the full price indicates their views of the situation. The tariff agitation is having a manifest effect upon the raw market, and the general belief that the duty on raw sugar will be considerably increased is making holders firmer in their ideas every day. While the consumptive demand is better it is by no means active.

Tea—There is still a manifest disposition on the part of buyers to restrict their purchases to small quantities. Until this gives way to larger purchases it is not probable that any advance will occur. No fluctuation, either upward or downward, has occurred during the last week. Retailers are buying fairly, although not very largely.

Coffee—Actual coffees have not shown any special activity, although there seem to have been some indications of better business, mostly, no doubt, in the way of replenishing supplies.

Canned Goods—Outside of a big block of 20,000 cases of tomatoes sold to a New York house, very little business has been done. This large sale temporarily stiffened the market, but a reaction has already occurred. The packers at present need money and the immediate future of the market is uncertain. There has been a slight decline in the price already, and other temporary reductions are not improbable. Corn is steady, more on account of the small stocks than any demand. The sale of corn is very light, especially for the low grades. No advance is looked for. Practically nothing is doing in peas. This is the winding up of the season, and is usually marked by a quiet market unless there has been a manifest scarcity. There will be no change in the price of peas until the opening of the new season.

Fish—Very little boom in the Lenten fish trade is looked for, owing to the lateness of the season and the fact that

that part of the observance of Lent which comprehends the use of fish instead of meats seems to be falling into disuse. The market on cod is firm, although there has been no notable advance. The market is steady but light. No advance is looked for. Herring are slow, but a little business is being done in lake fish. The demand for salmon is good and the price is unchanged, with the market firm.

Provisions—The future of the provision market depends entirely on general business conditions throughout the country during the coming season. Packers are hopeful and the general outlook is certainly improving. Whether prices will be any higher is very hard to tell. Future sales are being made on a basis of present prices, plus the carrying charges.

Salt—The price of common fine has been marked up 5c per bbl.

The Grain Market.

Wheat has been rather sluggish during the week, but we are enabled to report an advance of 2c per bushel in wheat centers. The local market remains the same, as we did not drop the price when the market was unsettled. The depletion of the wheat stocks continues, as the visible decreased 1,443,000 bushels, against 900,000 bushels during the corresponding week last year, leaving the visible 20,000,000 bushels less than one year ago. The domestic situation was never as strong as it is at present. The foreign statistics show that they need all the wheat that can be exported from the United States and Russia, and these are the only countries that are in a position to do any exporting and at present the Russian ports are closed by ice. This country is the only place where wheat can be obtained at present. With all these facts staring us in the face, we find that the wheat market is sluggish. Should we continue to decrease our visible at the present rate until new wheat comes, we think the visible will be exhausted.

Coarse grains, especially corn, gathered strength during the week, caused by the enormous shipments abroad; but after these large shipments had been made and the visible showed an increase of 2,000,000 bushels, prices dropped back to their old place. The same is true of oats. Both cereals show more than double the amount on hand at the same time last year.

The receipts were very liberal, being 48 cars of wheat, 11 cars of corn and 8 cars of oats.

Local millers are paying 82c for wheat. C. G. A. VOIGT.

Not to Be Outdone.

From the San Francisco Post.

Rival druggists occupy opposite corners and competition is very sharp between them. Not long ago one of them hung up a placard announcing that he would give his patrons three stamps for a nickel. He gave them two two-cent stamps and one one-cent stamp. But his rival was not to be outdone in making a pretense of generosity, and now he has out a placard which reads: "Thirteen two-cent stamps for a cent and a quarter."

This is no bluff, either. Whoever gives him a cent and a quarter (of a dollar) gets thirteen two-cent stamps.

As a bright boy is the making of a wise man, so a smart kid is the making of an old fool.

Gillies' N. Y. Great Clearance Tea Sale now on. Phone Visner, 1589.

Plain Talk to Those Who Are Not Public Spirited.

For more than fifteen years the Bell Telephone Co. had a monopoly of the telephone business in this city and State. Until competition was threatened the rates for business telephones ranged from \$50 in the down-town districts to over \$100 in the suburbs, while for residences \$40 and more was charged. Having no franchise, the Bell Co. could charge any amount it desired. When it was proposed to organize a new company, a franchise was secured establishing maximum rates of \$36 for offices within one mile of Campau Square and \$24 for residences anywhere in the city.

At the beginning of the next quarter (April, 1895) the Bell Co. revised its rates, greatly equalizing those of users at a distance from its exchange and making their down-town rates \$48 for offices and \$36 for residences. The income of the exchange under these revised rates was over \$80,000 per year, while the operating expenses did not exceed \$30,000, plus the State line income, which is estimated by former employees at from \$5,000 to \$10,000 per year. In other words, the Bell Co. has been taking away from Grand Rapids over \$50,000 each year in return for very indifferent service. It would be of interest to explain what became of this sum, but lack of space forbids in this article.

Owing to the competition of the Citizens Telephone Co., the Bell Co. now offers free service to all residences using its telephone, and keeps two local citizens under a salary of \$2.50 per day each to use their personal acquaintance to induce their friends to accept of Bell telephones free. Further, the Bell Co. has reduced its rate on business telephones to \$24 anywhere in the city! The income from the 837 telephones which the Bell Co. has at present in the city does not exceed \$9,000, while the working force and other expenses continue as before, so that at present—leaving out the State line income—the Bell Co. loses about \$20,000 per year, rather than surrender the field; in other words, the income from other cities and towns in the State is sufficient to enable it to afford to give thoughtless citizens of Grand Rapids free service at a cost of \$20,000 annually, rather than suffer the effect on other localities which would result if it abandoned the field here!

The only way the Bell Co. has of forcing its business telephones on a citizen is to have many of his customers use only the Bell telephone. Inasmuch as practically all the former telephone users had taken the Citizens telephone, it was necessary to give free service to those who would not pay for a telephone and thus try and force retail dealers to put in Bell telephones to secure the patronage of users of free telephones. A record is kept of all calls made over Bell lines for parties not having one and these records are then taken to the storekeeper and strong arguments presented as to why they should keep both telephones—the Citizens for those who pay for what they get (in telephone business) and the Bell for those who accept free service and are willing to be made the cat's-paws of a monopoly.

The local company is owned by over three hundred citizens of Grand Rapids. Its rates are about 60 per cent. of the former Bell monopoly rates, and every dollar paid into its treasury for rentals

stays in Grand Rapids. It has expended \$125,000 in our midst; it gives a better service than the Bell Co. ever did; it has a better telephone; the State Manager of the Bell Co. acknowledges that its equipment is superior in every respect to the Bell exchange, and, unless the people lose sight of the city's best interest and the interest of the Citizens stockholders, they will not accept a \$5 bribe from an old monopoly to buy their influence, thus undermining a strictly honest, legitimate and fair business that is now saving the citizens over \$40,000 per annum and will save \$50,000 if free telephones are spurned.

Will Grand Rapids citizens longer trifle with this business interest? Is the risk not greater than the bribe offered can possibly benefit? Can anyone afford to join hands with a foreign monopoly solely for the purpose of attempting to ruin a home institution? Surely anyone who does so has no claims on the public spirited portion of the city and should be promptly turned down by his neighbors in seeking business patronage or political preferment at their hands.

Purely Personal.

Walter K. Schmidt, of Thum Bros. & Schmidt, has been confined to his home with malarial fever for the past two weeks.

John H. Goss, formerly engaged in the grocery business on East Bridge street, has gone to Palatka, Florida, with a view to locating somewhere in that vicinity. He is accompanied by his wife.

D. W. Shepherd, formerly engaged in the grocery business at Otsego, has gone on the road for the Otsego Chair Co. His territory has not yet been decided upon, but he is now spending a month in Iowa, ascertaining the prospects for business in that State, with a view to locating there permanently.

David Holmes, formerly manager of the mercantile department of the West Michigan Lumber Co., at Woodville, but more recently in charge of the mercantile department of the Elk Rapids Iron Co., at Elk Rapids, will take the management of the Mitchell Bros. general store, at Mitchell, March 1. Mr. Holmes is a gentleman of wide experience and excellent judgment and will, undoubtedly, make an enviable record in his new position.

Flour and Feed.

The demand for flour is steadily increasing, showing conclusively that stocks bought last fall by so many consumers and dealers are being rapidly depleted and will soon be exhausted. The flour market exhibits considerable strength, in face of the fact that "professional wreckers" keep hammering away at wheat. The true position will soon begin to assert itself, as the time of crop scares is now at hand; and with a visible supply now greater than it was July 1, 1896, it would not be surprising if the market should fluctuate wildly during March and April. The city mills are meeting the demands of their trade and running much more steadily than the majority of winter wheat mills. The chief cause for anxiety now is, where can sufficient wheat be obtained for operations until a new crop is harvested.

Bran and middlings are in good demand and have advanced recently about \$1 per ton. Feed and meal are in fairly good demand, with prices unchanged. WM. N. ROWE.

GOTHAM GOSSIP.

News from the Metropolis—Index to the Market.

Special Correspondence.

New York, Feb. 20—The investigation of trusts promises to be followed by the investigation of department stores, as they are alleged to have displaced many small retail grocers and butchers and candlestick makers; and so the ball goes merrily on. The legislators who are investigating complain that the officers of the trusts treat them with contumely and will not produce all their private books in order to show just how much they have made or are making. Mr. Lexow scowls and asks threatening questions in a loud tone; Mr. Searles "cannot recall," and Mr. Flint "has no knowledge" of certain events—and the committee is not altogether happy.

Business, as a general thing, is rather of a nature that leaves something to be desired. Profits, it is alleged, are cut and slashed to the lowest point, and now the war between the cracker men is another cause for disquiet. Some of our larger jobbing grocers tell of a satisfactory trade during the week; but generally they are waiting to "see what the new Congress will do."

With the continuance of enormous supplies of Brazil coffee reported afloat, prices are shaky and Rio No. 7 is worth 9½c. Shipments afloat are now 740,600 bags, against 484,150 bags at the same time last year. With these figures in mind it is hard to see how we can expect any advance in quotations as now made. The demand is not exceedingly active from the interior and the situation is one in which the retailer does not seem to take much interest, one way or the other. East India grades are selling fairly well, but in small lots. The general tone, however, is firm and satisfactory. West India sorts are somewhat dull, with good Cucuta at 16½c.

There is a firmer feeling in raw sugars and holders are not showing any great anxiety to dispose of their supplies at the nominal quotations prevailing. Refined grades have shown more animation and grocers have been sending in some fairly good orders, even in some cases buying ahead of immediate wants. Prices are practically unchanged, with granulated at 4½c. German granulated is held at 3.95@4c. Foreign grades are reported steady and held at firm quotations.

There is no animation to the tea market in any department. Best varieties have sold in a satisfactory manner, but the general assortments are moving very slowly.

The rice market is firm, as has been the case for a long time. Dealers are having an excellent trade in foreign sorts, which seem to have the lead for the time being. Domestic is also well held and the outlook is very promising for a good market all the season.

Continued activity prevails in the enquiry for pepper. Cloves are stronger and the tone of the entire spice market is a trifle improved. Prices have not advanced appreciably, but are held with additional firmness.

Continued dullness prevails in the molasses market, although for the finest goods there is a satisfactory output. Syrups are selling slowly for the under grades, but better sorts are meeting with satisfactory distribution and at figures which cannot be found fault with.

Lemons and oranges have taken a turn for the better and during the past few days orders have come from every part of the country. Prices are somewhat higher and the outlook is more favorable all around. Magnificent California fruit is in good supply and brings excellent prices. Bananas and pineapples are moving slowly; in fact, are at a standstill.

The canned goods market seems to be getting duller and duller all the time. Once in a while an order comes that will raise the hopes of the broker, but, taken altogether, the outlook is far from encouraging. How many times your correspondent has heard the remark that, with the abundance of fresh fruits and vegetables to be had in almost every

village the year around, owing to the improved transportation facilities, it is becoming more and more a problem for the packer to know how to make both ends meet.

Dried fruits show a little improvement. Why is it that as spring approaches the appetite turns to dried fruits? Prices are low, however, and it is not likely that enough enquiry will spring up to warrant any particular advance.

Butter shows about the same aspect as last week. While the demand has been rather better, the supply has been larger and the market remains practically unchanged.

Cheese is firm and dealers are all happy. The export business is fairly good and altogether the upward movement first noted a month ago continues.

Prices are firm, with full-cream State selling at 12¼c and white at 11¾@12c. The egg market is firmer, with best Western at 19c. Arrivals are light.

The haberdashers who have organized an association to protect themselves against careless debtors are merely following the plan which most lines of the retail business have adopted. There is one company uptown which has adopted the plan the haberdashers propose to pursue, although with no such specialization. It endeavors to collect bills for all sorts of retail dealers, and its method is to threaten that, unless the bill is paid, the indebtedness will be announced to all the subscribers of the company, with some additional information as to the length of time the debt has been standing and the efforts made to collect.

There are a number of societies working on the same principle, but none has ever dared to attempt the revival of the flamboyant scheme which an uptown agency started several years ago. The organizers were proud of the originality and brilliancy of their plan until the system was suddenly brought to an end in a police court. The collectors of this society wore large red shields on their hats and on these were painted the name and object of the organization. After one of its boss duns had hounded a city official to collect eighty-one cents for some chops he had never received, the dun was arrested, and the agency changed its methods promptly. The New York collecting agencies, as well as the companies that help the retail stores to keep informed as to the credit of customers, are now frequently called in to assist the London tailors and haberdashers who have American customers. Formerly the London firms asked no questions about such matters, but experience has made them more careful. It also had the effect of making them attempt to collect their bills with a promptness that was unknown until a short time ago. The tradition that the London shopkeepers were willing to wait years for the payments has grown very much out of date. They are likely to be just as exacting as the New Yorkers so far as their American customers are concerned.

An Ancient Nail.

It is stated by one of our English contemporaries that while lately sawing a beam taken from the roof of Winchester Cathedral a nail about 2¼ inches long was discovered in the middle of the piece at about 9 inches from the surface. The only conclusion to be drawn from a nail in that position is that it was driven into the young oak, and that before the tree was cut down wood had grown around the nail, that process likely occupying a couple of centuries. It is assumed that the beam was introduced in the course of the preparation of Winchester Cathedral, which was undertaken by Bishop Walkelyn and carried out between 1079 and 1093, but it should be remembered that some of his successors had works executed up to the end of the fourteenth century, when William of Wykeham commenced its restoration. It is thought that in any event the nail must have remained concealed for nearly 1,000 years.

Give a lie lodging in your heart, and it brings a hundred companions to share its bed.



ORANGES

Extra Fancy Navels
Extra Fancy California Seedlings.

ALLERTON & HAGGSTROM,

Jobbers of Fruits,

127 Louis St.,

GRAND RAPIDS, MICH.

ANCHOR BRAND

OYSTERS

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

F. J. DETTENTHALER, Grand Rapids, Mich.

When You See Anything Green

Think of Vinkemulder.

When You Need Anything Green

Send Your Order to Vinkemulder.

We sell Fruits and Produce, sell them at mail order prices. Try us for a year or two. We are now making up list of customers who want our price list. Send us your name, and keep posted on our market prices.

HENRY J. VINKEMULDER, Grand Rapids, Mich.

SEEDS

The season for FIELD SEEDS such as CLOVER and TIMOTHY is now at hand. We are prepared to meet market prices. When ready to buy write us for prices or send orders. Will bill at market value.

MOSELEY BROS.,

Wholesale Seeds, Beans, Potatoes,

26-28-30-32 Ottawa St., Grand Rapids.

APPLES

Any kind \$1.50 per barrel.

SWEET POTATOES, CAPE COD CRANBERRIES, SPANISH ONIONS,
ORANGES, LEMONS, FANCY WHITE CLOVER HONEY.

BUNTING & CO.,

20 & 22 OTTAWA STREET,

GRAND RAPIDS, MICH.

ONIONS

Are still advancing. Buy now.
Our Michigan Selects, red or yellow, are fine, so are our . . .Nuts Figs Honey Lemons
Oranges Cranberries
Sweet Potatoes

STILES & PHILLIPS,

Both Telephones 10.

9 NORTH IONIA ST., GRAND RAPIDS.

Pure Mincemeat

is the "Upper Crust" from

MEADER & KNUTTEL,
WEST SAGINAW.

Spinach, Pie Plant, Radishes, Green Onions, etc.

Cabbage, Parsnips, Bagas, etc.

Oranges, Lemons, Bananas.

All at right prices.

J. M. DRYSDALE & CO.

Wholesale Fruits and Produce,

SAGINAW, EAST SIDE, MICH.

Moldy Tubs and Parchment Paper.
J. H. Bradbury in Produce Review.

The trouble with moldy tubs and butter in the storages during the past season is a question that ought to be of interest to every one in the trade, not only the merchants in the large centers but the creamerymen all over the country. As the trouble lies with the latter, they not only ought to think about it but act and stop it. Some of them claim the storage is to blame, but such is not the case, for I believe every storage concern of any repute that has had that trouble can show that every mark of butter in the same room did not have mold. It was only on special marks, and the creamery putting up those marks ought to know about it and prevent such a thing happening this year. It hurts them and also the commission house handling their make. Speculators do not care to buy and store a mark that molded last season and therefore the house must look for a new buyer. If the creamery holds its own make, when the commission house comes to sell it they have to take less money for it than they would have done had the butter come out clean, anywhere from one to three cents a pound less, which makes a heavy loss.

The first and chief cause for mold is poor tubs, and any man who buys a poor tub is "penny wise and pound foolish." A poor package makes any article harder to sell, especially on a dull market. A buyer does not care to look inside of a poor package. He expects the inside to correspond with the outside. The cause of poor tubs being on the market is that creamerymen are asking their supply house for them. They may not say, when buying, "We want a poor tub;" but they will say, "We will pay you so much for tubs and if you won't sell for that we can get them elsewhere." And as their supply house hates to lose their trade they have a tub to suit their price. The difference may be but one or two cents on a tub, but what does a person gain if compelled to sell a tub of butter from one and a half to two cents a pound less? My first advice to creamerymen, with reference to tubs, would be to buy the best the market affords and take no others, even if they do cost more. This will always pay in the long run. In buying a tub buy a white ash, and have it well seasoned, kiln dried if you can get it.

Many of the cheap tubs are made of poor ash, some black and some white; and nowadays they put in hackberry, which appears very nice but is a poor wood. When you have a good tub your chief cause for mold has been overcome. If the tub is not perfect the buttermaker has something to do with it, and even with a good tub he should handle it to overcome any defect which might be there. There are many tubs put on the market which are not soaked right.

I will give my way of soaking, which I found always worked well, although others may do differently and yet get the same result. A tub closely made I first washed in warm water and then filled with cold water until tight. I never steam a tub. If there is any sap in the wood it will draw it out and cause mold quickly. Then I rub salt all over the inside before filling.

Some of the moldy butter, the past year, has been in tubs lined with parchment paper, and in two cases I have traced this back and seen it overcome. In one case the butter had been in a cool room, then hauled out and placed in a warmer room, which caused the tubs to sweat and then mold. The tubs had been soaked and were good tubs, but the paper had been put in dry. The way the trouble was overcome in this case was to soak the tubs as I suggest, then wet the lining in a strong brine, which stopped the mold from penetrating the butter. In the other case the tubs were partially soaked and the trouble was overcome, as in the first case.

To buttermakers using parchment paper for lining tubs (which I believe is what every one ought to do) I would say, soak your tub well, making it tight,

and either rub salt on the inside or wet your lining in strong brine. Make not only your butter but your package the best in every respect that is put on the market. In that way you make a reputation for yourself and make it a pleasant duty to the house that handles your butter to sell it.

Proposed Draft of Measure Amending the State Peddling Law.

Section 1. The People of the State of Michigan enact, That it shall not be lawful for any person to engage in the business of hawking, peddling or pawn-brokerage by going about from door to door or from place to place or from any stand, cart, vehicle or in any other manner in the public streets, highways or in or upon the wharves, docks, open places or spaces, public grounds or public buildings in any township in this State without first having obtained from the township board of the township where such business is to be carried on a license therefor.

Sec. 2. It shall be the duty of the township board of every township of the State, immediately after this act shall take effect, to fix the amount of such license, which shall not in any case exceed the sum of one hundred dollars or be less than ten dollars.

Sec. 3. The actions of the township board in fixing the amount of such license shall be by resolution, which shall be spread at length upon the records of the proceedings of the board and the same may be annulled or amended by resolution of the township board, passed at any subsequent meeting thereof and spread at length upon the records of its proceedings: Provided, That such resolutions, or any resolution, annulling or amending the same shall not take effect until twenty days after a written or printed copy of the same shall have been posted in five of the most public places in the township. The person or persons posting copies of any such resolution shall make and file with the township clerk proof by affidavit of the fact of such posting. And in all suits, actions and proceedings where the passage of any such resolution by the township board, or the posting of copies thereof as above provided, shall come in question, a copy of such resolution, and of such affidavit, certified under the hand of the township clerk, shall be prima facie evidence of the due passage of such resolution and of the posting of copies thereof.

Sec. 4. Licenses granted under this act shall not be transferable, and shall expire on the first Monday of May next after the granting thereof. Every person to whom a license shall be issued under this act shall give a bond in the sum of fifty dollars with two sufficient sureties to be approved by the township board, conditioned that he will carry on said business in a quiet and orderly manner, and that he will faithfully observe all the laws of this State and the rules, regulations and ordinances of the township or village where his business shall be carried on, in relation to said business.

Sec. 5. All sums received for licenses granted under authority of this act shall be paid into the township treasury of the township granting the license, to the credit of the contingent fund.

Sec. 6. Every person who shall be found traveling and trading, or soliciting trade, contrary to the provisions of this act, or without the license required by any resolution of any township board passed in pursuance thereof, or contrary to the terms of any license that may have been granted to him as a hawker, peddler or pawnbroker, shall be deemed guilty of a misdemeanor, and upon conviction thereof before any court of competent jurisdiction, shall be punished by a fine of not more than fifty dollars and costs of prosecution, or by imprisonment in the county jail for a period not exceeding three months, or by both such fine and imprisonment, in the discretion of the court before which the conviction may be had.

Sec. 7. It shall be the duty of the supervisor of each township in this State to see that this act is enforced

and in case of any violation thereof to immediately notify the prosecuting attorney of the proper county and take all proper steps for the prosecution of the offender.

Sec. 8. Nothing contained in this act shall be construed to prevent any manufacturer, farmer, mechanic or nurseryman residing in this State from selling his work or production by sample or otherwise, without license, nor shall any wholesale merchant having a regular place of business in this State be prevented by anything herein contained from selling to dealers by sample, without license, but no merchant shall be allowed to peddle, or to employ others to peddle, goods not his own manufacture, without the license provided for in this chapter.

Sec. 9. All acts or parts of acts inconsistent with the provisions of this act are hereby repealed.

The Power of Persistence.

E. R. Valentine in Fame.

"The race is not always to the swift, nor the battle to the strong."

A good advertising sermon might be preached on these texts: A warning to the spasmodic, reckless high-flyer who plunges all his appropriation into one or two great advertisements and then drops out of notice as quickly as he came into it; A warning to the other man who advertises regularly in every season except summer and then stays out of the newspapers just long enough to be forgotten.

It is the steady, persistent advertiser who wins, not the occasional "hit-and-miss" kind of fellow. I have known a man who advertised in certain mediums for a whole year at a dead loss, and never quailed at that. His faith was strong, because he saw each month a very slight improvement. The second year paid more than the first by sixty per cent., with the same outlay, and the third year doubled the second with an equal expenditure. Every year shows some increase, and that advertising is now profitable far beyond his first anticipations. Had he quit after the first year's trial, his investment would have been a big loss. Five or six years' persistent advertising in the same medium has yielded him large profits.

I confess myself to being seldom impressed by an advertisement the first time I see it. Neither does a stranger impress me much on the first acquaintance. I want to know more of him before I will trust him. The more I know of him the more confidence I have in him. The oftener I see the advertisement the more I believe in the advertiser. If I get familiar with his name and his advertisement, I am a likely customer. If he drops out of the paper, I shall naturally forget all about him. Persistent publicity pulls the profits from the people's pockets. Hide-and-seek advertising is both costly and foolish.

Uses of Eggs.

There is hardly a limit to the uses that may be made of eggs. Some of the remedial class are referred to by the Medical Record in this: A mustard plaster made with the white of an egg will not leave a blister. A raw egg taken immediately will carry down a fishbone that cannot be extracted. The white skin that lines the shell is a useful application to a boil or a burn.

White of egg, beaten up with loaf sugar and lemon, relieves hoarseness, a teaspoonful taken every hour. An egg in the morning cup of coffee is a good tonic. A raw egg, with the yolk unbroken, in a glass of wine, is beneficial for convalescents.

Elkhart Egg Case Co.

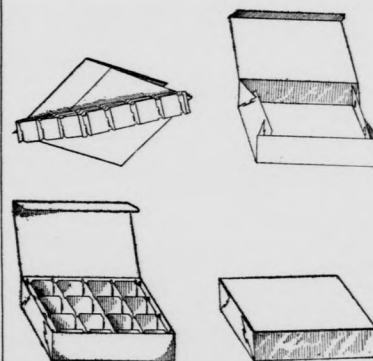
ELKHART, IND.

Manufacturers of

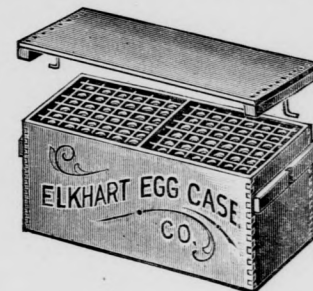
Egg Cases and Fillers

are placing on the market a

GROCERS' DELIVERY CASE



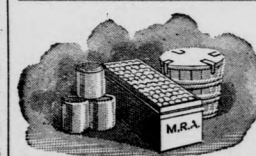
This case being shipped folded flat goes at low freight rate, and occupies little room on counter. Containing a complete filler, carries eggs safely. Will be printed with your "ad" free when ordered in thousand lots. Price \$10.00 per thousand. Can be returned and used many times.



We are largest manufacturers Egg Case Fillers in U. S., and our cold storage filler is not equaled.



Our farmers 12 doz. case is made to set in back of a buggy and is just the thing to bring eggs to market in.



M. R. ALDEN

COMMISSION

BUTTER and EGGS

EXCLUSIVELY

98 S. DIVISION ST., GRAND RAPIDS.

HEN FRUIT

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

Write me

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



Devoted to the Best Interests of Business Men

Published at the New Blodgett Building,
Grand Rapids, by the

TRADESMAN COMPANY

ONE DOLLAR A YEAR, Payable in Advance.

ADVERTISING RATES ON APPLICATION.

Communications invited from practical business men. Correspondents must give their full names and addresses, not necessarily for publication, but as a guarantee of good faith. Subscribers may have the mailing address of their papers changed as often as desired. No paper discontinued, except at the option of the proprietor, until all arrearages are paid. Sample copies sent free to any address.

Entered at the Grand Rapids Post Office as
Second Class mail matter.

When writing to any of our Advertisers, please
say that you saw the advertisement in the
Michigan Tradesman.

E. A. STOWE, EDITOR.

WEDNESDAY, . . . FEBRUARY 24, 1897.

LEGISLATURES AND BUSINESS.

It is a natural, and to a certain extent laudable, ambition for every member of a legislative body to originate or undertake some action which shall bring his name before his constituents, or before the state or nation, in as great a degree of prominence as possible. The members of such bodies who are possessed of genuine ability and prestige can find a sufficient number of real legislative needs to meet the requirements of their ambitions; but the number of these is small compared with that of the mediocre crowd which cannot thus choose the instruments for their own aggrandizement, and are ready to undertake anything which promises to gain the plaudits of a considerable number of constituents regardless of the possibilities of benefit or injury likely to follow its successful prosecution. Indeed, much of the trash proposed by this latter class is urged with no expectation, or even desire, that it should become law—it has served its purpose if it bring the names of its proposer and advocates into the press and so to the notice of the people. The principal harm done by the great mass of such proposed measures is the interference with the proper work of the legislatures by occupying the time, lumbering up the records, and confusing and hiding the proper work by its distracting mass.

But not all this proposed legislation is so comparatively harmless. The opportunities and needs of political and public life, in its baser qualities, bring much to the front that works more decided injury. These needs are in the direction of satisfying the demands of constituents and the promises made to secure election. In the class of the more injurious are to be included such measures as are introduced and urged to the threatening and injury of business interests.

The injurious effects of pending Congressional legislation have been sufficiently manifest, in the derangement of the general business interests of the country many times during the past few years, to forcibly illustrate this proposition. No session of the National Houses ever occurs without their prospective proceedings being quoted in the financial and industrial journals as injuriously affecting the prices of stocks, bonds and other securities, even

when such threatened action does not manifestly depress or paralyze trade, as has often occurred.

No less positively the senseless, erratic and vicious propositions introduced in the state legislatures work injury in the localities concerned. The mass of rubbish in these bodies seems to be comparatively much greater than even in the National body. And the proportion of that which is more positively injurious and threatening is also greater.

But there is another phase of legislative injury to business interests which is becoming especially prominent during this winter's sessions, although it has been sufficiently manifest for many years: This is the seeking and obtaining of pecuniary advantage through the opportunities afforded by pending legislative measures. If, in the National Congress there are occasional opportunities for pecuniary aggrandizement, as in the celebrated Credit Mobilier, and less prominently many times before and since, there are relatively many more such opportunities, of a more petty character in the state governments. There are opportunities, and they are not all unimproved, for the acceptance of financial means for the defeat of pernicious legislation, which originated and was prosecuted for this very purpose. The extent to which this evil obtains in the various states is not generally realized.

There has never been a session of the Michigan Legislature when so many absurd, useless and pernicious measures were introduced with the small number of those which are worthy of commendation. That any considerable portion of this rubbish and injury-threatening stuff was introduced with any serious expectation or desire of its becoming law is an absurd idea, but it is working decided harm, in that it is creating alarm and apprehension in business circles throughout the State. There is a constant flood of petitions and protests pouring into the two Houses, which indicates how widespread is this apprehension. In some of the towns meetings of business men are being held and organizations effected to combat the threatened pernicious legislation.

The Tradesman has no idea that there is the remotest danger of these propositions becoming law, but they are working injury in the distrust excited and in the undue attention they are obtaining from business men. To what extent these measures are urged for the emolument of the professional lobbyists and those connected with them it is hard to determine, but there is little doubt that this is a factor in the problem. It is well for the business community to keep a close watch upon such matters, but it is not well to overrate and magnify the puny vaporings of the petty politicians and time-servers, and thus give their threatenings a prominence and significance which they would not otherwise attain.

Persian papier mache articles are made of the Bibles sent out by British mission societies, according to Mr. Hodgetts, a recent traveler in the East. He quotes the British Consul at Tabriz as saying: "You have no idea what a boon these Bibles are to the village industries of Persia."

Money may buy a substitute in a nation's war; but never in the war with evil. What the world wants of you is not so much your money as your life.

INVESTMENT SCHEMES.

One of the most difficult problems to be solved, especially for those of moderate means, is that of safely investing their surplus savings. When the sum in question is the entire savings of the investor, the question of safety is of very great importance, yet such a one is naturally anxious that the earnings of the stipend he has accumulated shall bring him the greatest possible returns. Such investors, whose opportunities for business experience are limited by the requirements of arduous labor, and especially women, naturally look to those of more experience for advice and assistance in the disposal of such earnings. There is thus a peculiar responsibility devolving upon those whose business experience and social prestige seem to warrant a special confidence in their judgment, and these are the ones selected by the promoters of schemes of questionable reliability to act as figureheads upon their official boards, for their passive influence in bringing these poor dupes who may defer to their superior judgment to the snares of the fowler. That these pseudo-officials are artfully won by the flattering distinction offered, and take and hold their positions without any idea of the fraudulent character of the enterprises until they may be warned, or disaster comes, in no degree releases them from their responsibility. Any man who accepts such a position, with the business intelligence which warrants and causes his selection, is criminally responsible for the fraud perpetrated if he does not use reasonably thorough means to find out the true character of that which he endorses.

In this city, as possibly in most others, there seems to be a recurrence of the prosecution of fake investment enterprises at intervals usually of several years. Residents of eighteen or twenty years' standing well remember the noted Benson Bidwell bubble, which ended disastrously for many small investors, and, on account of its premature culmination, for most of its promoters as well. Since that time there have been a number of similar schemes, such as the "Colorado Bond Plan," the "Iron Hall," etc., which were worked more or less successfully whenever the promoters could find the public available for their operations.

Schemes of more or less speculative character have also claimed attention at different times. Thus there were the World's Fair investment schemes, in hotels or lots adjacent to the exhibition grounds. Many teachers and ministers, especially, have reason to remember the success attending the plausible efforts of the promoters of such schemes. In some cases religious or philanthropic elements are introduced, as in the East Tennessee Land Co.—which built the city of Harriman, Tenn., on a basis of temperance—whose affairs are being wound up by a decision of Judge Sevens, acting in the United States Appellate Court. A considerable number of Michigan business men were caught by the plausibility of this enterprise, which was backed by some of the most noted and pretentious philanthropists of the country.

The class of schemes which has been worked most frequently is that which apes the name and methods of building and loan associations. The fact that during the past ten years the local associations have been uniformly successful and fairly remunerative—except in the one instance where such an association attempted foreign operations and

came to grief—causes this form of investment to stand sufficiently high to make it the most plausible for these promoters. The particular attraction offered to give patronage is the increased returns from the investments offered by foreign associations over those of the local concerns. These are figured out upon such a plausible basis that they may well deceive the very elect, providing the experience of some similar enterprise is not sufficiently fresh in the memory to keep them warned.

Like other forms of investment frauds, the visitations of these seem to come in periodical epidemics. Thus during 1889-90 they were especially numerous. Among the names of those which were active during that time and which proved to be frauds or were the cause of serious trouble and loss to the investors or have gone into the hands of receivers, may be enumerated the National Building and Loan Protective Union; the American Building and Loan, of Minneapolis (which caught some of our most astute merchants); the Security of Minneapolis and St. Paul; the National Life Maturity and Insurance; the Peoples' Building and Loan Association, of Geneva, N. Y.; the Chicago Universal Loan and Investment; the Granite State, and others which came upon the stage of action.

During the years of panic and stringency, the promoters of such schemes had so barren a field to work upon that their efforts did not prove sufficiently remunerative to keep them very active; but with the revival of business activity and the increased number of regular salaries paid, there seems to be more material for this purpose, and at the same time it has been so long since the exposure of these schemes that the public mind is lulled to security and is ready to listen to the dulcet tones of the investment solicitor.

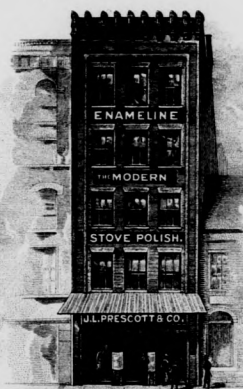
Experience has demonstrated that building and loan associations, to be reasonably safe, must be local in all their operations. Then the laws governing the ratios of earnings from loans and investments are fixed within comparatively narrow limits in various localities and the moderate increase of profit possible depends upon the special fitness and industry of the officials and managers.

It may be accepted as an invariable rule that every such enterprise which offers to guarantee returns greatly in excess of the most profitable of these involves elements of risk in proportion to the offered profits, and the fact that foreign concerns offer the names of prominent citizens in their local directorate is no guarantee that their affairs, which are really conducted at its central office, will be guided to the realization of their gilded promises.

It is not the amount of work counts in commerce nowadays, but the intelligence displayed in the efforts exerted. The finely arranged and delicately adjusted machine does more and better work than the cumbersome and clumsy apparatus. Muscles without brains are valueless, and brains are valueless unless healthy. The keen intellect and the ready decision so essential to success can only be counted upon when the brain is active, the liver healthy and the digestion equal to the demands upon it. Give a nation healthy tradesmen and you will insure it a healthy and prosperous commerce.

•A BIT OF HISTORY•

SUPPLEMENT OF MICHIGAN TRADESMAN.



NEW YORK OFFICE, 11 JAY ST.

THE above bit of Pictorial history illustrates the growth and present development of the largest Stove Polish industry in this or any other country. The number of gross of Enameline sold annually being more than double that of any other Stove Polish. **QUALITY WINS.** Enameline is now regularly carried in stock by the wholesale trade of the United States, Canada, Great Britain, South Africa, Australia, Norway, Sweden and Germany, who are supplied from our

DISTRIBUTING DEPOTS AT

NEW YORK, CHICAGO, ST. LOUIS, SAN FRANCISCO, PITTSBURGH, CLEVELAND, CINCINNATI,
MONTREAL, LONDON, LIVERPOOL, GLASGOW, CAPE TOWN, MELBOURNE, HAMBURG.

J. L. PRESCOTT & CO.,
11 Jay Street, NEW YORK.

[OVER]

A BIT OF HISTORY.



THE SIMPLE FACTS concerning the growth of a great business are of public interest. When any industry has reached such proportions as to become a real factor in the current history of the commercial world, the story of its development is worth reading. Such a story is told on this page.

The business of J. L. Prescott & Company, who now manufacture more stove polish than any other firm in the world, had its beginning in a humble way only a quarter of a century ago. In the Spring of 1870, in a small village in Maine, Mr. J. L. Prescott began the manufacture of stove polish. A one-story shed, about sixteen by eighteen feet in size, constituted the whole plant, and the output of about five gross per day was carried to the railroad station in a wheelbarrow. Year by year, solely through the merit of the goods made and the personal effort of the manufacturer, the sales increased until in 1888 they reached about 18,000 gross, when Mr. A. L. Prescott and Mr. C. O. Littlefield, under the firm name of J. L. Prescott & Company, succeeded to the business. They soon prepared and put upon the market the first paste stove polish which ever proved to be a success, christening the new product, ENAMELINE, "The Modern Stove Polish." Confident that they now had what the world wanted, they began to make it known by extensive advertising. Their expenditure for the first year was equal to twice the amount of their capital at the beginning of the year. They believed in ENAMELINE, and were not disappointed, as the demand for their goods, resting primarily upon their real merit, which was made known by liberal advertising, soon made it necessary to run their plant night and day, and called loudly for larger facilities. The development of their business was the first purpose of the firm, and year by year the appropriations for advertising were larger and larger, until now the figures reach hundreds of thousands of dollars annually. Increased factory facilities were yearly provided, to handle the rapidly increasing volume of business.

It soon became evident that ENAMELINE was to be the world's stove polish, the demand even then reaching beyond the American market, and that a new location must be selected near one of the great centres of commerce, where adequate facilities for manufacture and shipping could be provided. The very logic of the situation, led to the selection of New York City for the new head-quarters, and in the Spring of 1896, an extensive factory, constructed after modern plans, was put in operation at Passaic, New Jersey. The five gross per day of 1870 had then grown to between three and four carloads daily, and the product was being distributed to every English speaking country on the globe, also to Germany and Scandinavia, from warehouses conveniently located as noted on the other side of this sheet.

The year 1896 has witnessed the largest growth of any in the history of ENAMELINE. Two additions to the main factory, and three separate buildings are now being erected at Passaic. The combined length of these new buildings is nearly four hundred feet, and when completed, will practically double the present capacity of the works. The sales for the year exceeded one-half the stove polish consumed in the entire world during the year and were nearly three times the amount made by any other single manufacturer.

The reader can better appreciate the phenomenal growth and magnitude of this business from the following facts. Nearly three million feet of pine lumber are now used annually for shipping cases. About five tons of tin plate are used each day in making the tin boxes in which ENAMELINE is packed. This amount of tin plate, when spread out, would cover nine acres. Paper labels are put upon each of these tin boxes. These labels are now bought in one hundred million lots. About fifty gallons of paste are used each day in putting the labels upon the boxes. All Wholesale and 97 per cent. of the Retail grocers, also nearly all House Furnishing, Stove and Hardware dealers of the United States sell ENAMELINE.

This brief sketch, which is a characteristic one of American enterprise, will do more to sustain the confidence of the trade, by its plain statement of facts concerning the history of ENAMELINE, than much vain boasting, which has no more substantial foundation than the fertile brain of the paid writer.

BLACKENE, "The Modern Benzine Paste Stove Polish," is made and guaranteed by the same firm, and is to the Stove Dealer what ENAMELINE is to the Housekeeper.



The trade are often imposed upon by irresponsible parties, who claim that *their* paste stove polish will not dry out or harden in the box. From such parties there is no redress when the goods spoil. There need be no loss on ENAMELINE, as it is guaranteed to keep perfectly, and should it in any case prove in the least defective, the manufacturers will gladly redeem it in *cash*.



THE CAUSES OF CRIME.

The criminal laws of this country are exclusively concerned, in theory at least, with the punishment of criminals. The law and the courts which are charged with the administration of the law give no consideration to the causes of crime. Those are matters outside of the official purview. They are, however, plainly in the domain of statesmanship and philanthropy and they ought to be taken up by the lawmakers.

Many persons hold that the criminal laws are intended to prevent crime. This is a complete mistake. The law and the courts are solely charged with punishing criminals, just as the surgeon is solely charged with the treatment of wounds in the human body. He has nothing whatever to do with the prevention of bodily injuries. His function begins after the wounds have been received by his patient. This was anciently the rule with the medical man. He had no other business than to minister to those who were stricken by disease, until the modern science of sanitation was originated. Now it is the function of the sanitarian to do all in his power to discover the causes of diseases, so that preventive measures may be devised and put into operation.

There is a vast difference between the cure of diseases and the prevention of diseases, just as there is an equally wide gulf between the punishment of criminals, which is the special business of the criminal laws and the criminal courts, and the prevention of crime, with which the courts have nothing to do. These distinctions are of great importance and should be carefully borne in mind, since it has been sometimes asserted that, because a law which pronounces pains and penalties upon those who violate it does not extinguish and exterminate the class of offenses against which it is directed, it ought to be repealed or abrogated as a worthless failure, something wholly useless.

Since the criminal laws and the criminal courts were intended wholly for the punishment of criminals, and do not concern themselves with the causes of crime, they are entirely powerless to exterminate or extinguish violations of the law. If they but prove efficient in securing the punishment of an occasional offender, they are doing all that is ordinarily expected of them. There is no doubt that criminality is greatly stimulated and increased by the failures of the law and its machinery to punish offenders. People who are already criminals, and might be deterred from many an evil act if they believed there was any certainty of being punished, are encouraged in crime by the fact that the greatest numbers of the evil-doers escape the vengeance of the law.

It is not likely that this immunity from punishment is the force or cause which impels or induces people to become criminals. That must be sought elsewhere. It has been claimed that poverty is the chief cause of crime, and this is a favorite argument of the socialists to justify their proposed war on the rich. The most careful students of criminology do not find any such criminal tendency among the poor. It is true a parent might be driven to steal bread for a starving child; but here there would be no criminal impulse, no unholy desire, although a wholly proper natural affection in such an extreme case might lead to an unlawful act. Crime, however, is largely in the intent of the act.

In regard to the assumption that poverty and destitution are the principal factors in producing criminals, William Douglas Morrison, in his book, "Crime and Its Causes," declares, after citing voluminous statistical evidence bearing on the subject, that not more than 4 per cent. of all the crimes against property in England and Wales are traceable to these causes; asserting further that, were there not a single destitute person in the whole of England and Wales, the annual amount of crime would not be thereby appreciably diminished. And he impressively adds: "It has been reserved for this generation to propagate the absurdity that the want of money is the root of all evil; all the wisest teachers of mankind have hitherto been disposed to think differently, and criminal statistics are far from demonstrating that they are wrong."

The predisposition to commit criminal acts is confined to no class. All crime grows out of inordinate selfishness indulged to such an extent as finally to impel those who give way to it to the commission of any act whatsoever to enable the gratification of its demands. The man given up to the passion for gambling, drink, or any other lust will not stop at any crime to secure the means or to remove obstacles in the way of gratification.

Social environment has a great deal to do with the moral condition of people. A child born amid the slums of a great city and familiarized almost from the first moments of life with scenes of vice and squalor, or another child born and raised among the luxurious and demoralizing influences that are supposed to affect any wealthy, privileged and idle class, can scarcely be expected to rise above his surroundings. He will be infected by the conditions which envelop him, and it will be difficult for him to escape them. Vice is not crime; but it is the parent, the propagator, of crime. The indulgence of vicious habits so blunts the moral sense as to make the commission of crimes easy, if there be any temptation to it.

To deal with vice is not the business of the courts, but it is the business of the lawmakers. The criminal who is reported to have said to the judge, "Why have you not made me a better man, and then you would not have to punish me?" was wholly wrong in charging the responsibility for his downfall upon the court. The blame belongs to society, to the lawmakers, to those who want to turn man loose with his own evil passions, instead of seeking to put restraints on them and to teach him to restrain them. Every effort to lift up the lowly, and to restore some degree of self-respect and hope for better things in the depraved and the vicious, is good; but any attempt to protect vice and make it respectable by giving it the countenance and support of public official sanction can but produce the most demoralizing effects.

Thus, therefore, there should be added to the criminal laws and the courts, which possess only the function of exposing and punishing criminals, a system of moral sanitation for the amelioration of the condition of those who are overwhelmed and borne down by vicious and demoralizing surroundings. These are problems for the lawmakers, for philanthropists, for Christians of every creed and kind, and, if they were properly solved, there would not be so much work for the officers of the law and for the criminal courts.

REPRESENTATIVE RETAILERS.

Wm. J. Clarke, the Harbor Springs Merchant.

Wm. J. Clarke was born in Londonderry, North Ireland, Feb. 5, 1855, his parentage being a mixture of Scotch and Irish. His father was a school inspector, and William had the benefit of excellent schooling, including a knowledge of several modern languages, so far as high school training goes. His father's original intention was to educate him for a profession, but at the age of 16 he was bound out to a four years' apprenticeship to learn the grocery business in the establishment of Jas. McKay, of Lisburn. For three months he took up his work in the back end of the store, after which time he was promoted to doing up packages and, later on, was permitted to wait on customers. For such service he received his board, being compelled to



buy his own clothes and pay his own laundry bill, for the privilege of obtaining the instruction given him. He left the store the day his time was out, coming across the Atlantic to Paisley, Ont., where his brother was engaged in the manufacture of furniture. He formed a copartnership with his brother, under the style of Clarke Bros., which continued five years, when he withdrew and went to Harbor Springs. He started for Manitoba, but turned back at Duluth to visit his father-in-law at Harbor Springs for several weeks in the early summer of 1876. In the fall of that year, he took a contract to open the State road from Harbor Springs to Page and set telegraph poles for the ten miles between Petoskey and Harbor Springs. The next season he conducted the Wequetonsing Hotel, giving such good satisfaction that he was engaged for two subsequent seasons. In the fall of 1880, he opened a grocery and crockery store at Harbor Springs, under the style of Clarke & Thompson, his partner being J. L. Thompson. A year later he purchased the interest of his partner, since which time he has conducted the business alone, and in 1889 he added lines of clothing and furnishing goods, occupying a double store building, 44x70 feet in dimensions. He has lately begun the construction of a new block with 81 feet frontage, 217 feet depth and 102 feet frontage on the water, which he expects to have completed by the spring of 1898. The corner store in the block will be occupied by the Harbor Springs Bank, of which he is part owner. His entire stock will occupy the ground floor and basement space,

51x87 feet in dimensions, the remainder of the building being constructed with reference to its use as a hotel. In addition to his mercantile business, Mr. Clarke is the owner of 540 acres of land near the village of Harbor Springs and five houses and fifteen lots in the village.

Mr. Clarke was married in 1875 to Miss Christiana Turner, of Paisley, and is the father of three children, two sons and one daughter. The elder son, now 20 years of age, is attending the Ferris Industrial School at Big Rapids.

Mr. Clarke is a member of the Masonic fraternity as far as the Chapter, and also owes allegiance to the A. O. U. W., K. of P. and Eastern Star. He is not a member of the Presbyterian church, but serves that organization in the capacity of trustee, having assisted in the organization of the first Presbyterian society formed in Emmet county.

Mr. Clarke attributes his success to hard work, properly directed, due to the fact that he possesses a better knowledge of the details of his business than the average merchant, on account of the faithful apprenticeship he served while a young man in his native land. So confident is he of the self-reliance which this knowledge involves that he has never been afraid of competition, believing that the rivalry of merchants who are not thoroughly informed as to the details of their business will be short-lived at best.

Mr. Clarke is a gentleman of genial temperament and excellent disposition. He is public spirited to an unusual degree and combines more of the elements of the successful business man than are usually found in a single individual.

Its Advertising Value.

A. T. Stewart was accustomed to send by mail at a distance cards containing samples of silk or other goods. Each sample was numbered, and a catalogued price for each of the numbers was also sent. A lady in Iowa wrote in the early autumn for a card of specimens of his silk dress goods and received them. Some six months later she had made her selection and sent the amount required for the number of yards. The goods were shipped to her, with a receipted bill and a few dollars in change, with the statement that the goods of which she ordered a dress pattern had been marked down in price since the card was sent to her, and the money returned was the difference in price. In mentioning this circumstance, a man once said to me: "That was not business; she ordered the goods by the sample and he had a right to all the money." I said to him: "Stewart knew what was business, and he also knew well enough that there was not a lady who wanted a silk dress who lived within a hundred miles of this one who would not directly or indirectly hear of it; and the advertisement it would be for Stewart was worth more than the entire value of the goods which he sent."

A Boy of Business.

"I think my thirteen-year old boy will be a smart business man when he grows up," remarked Brown.

"Go on with the story," said Jones.

"I had a couple of tons of coal delivered the other day, and to encourage Tommy to earn something I offered him 75 cents to shovel it into the cellar. He took the contract with alacrity, but I have found out afterward that he did not handle the coal himself."

"How did he manage it?"

"He hired a colored man to put it in for 50 cents, and cleared 25 without doing any work himself."

Clerks' Corner

Suggestions to Clerks from a Saginaw Standpoint.

Written for the TRADESMAN.

If you wish to make a successful clerk, always study the interests of your employer. Do not shirk when he is not in sight. Do not work with but one object in view—the money you expect at the end of the week. If you do this, your work will become a source of annoyance to you. But if you take an interest in the people who come to be waited upon, your work will become a pleasant task and the week will pass before you are aware of it.

Put yourself in your employer's place. You have a large establishment—say a dry goods store. You hire a great many clerks; and with their work rests your success or failure. Do you realize what failure would mean? For one thing it would mean many clerks out of employment. If all take an interest and do their duty, your establishment will soon be flourishing; but if they all stand around like so many fence posts and do not take an interest, you are discouraged. And what is the result? Failure, because you lose money through their lack of interest in your affairs. I will mention a case of the latter kind—one of my own experience:

Entering a dry goods store one morning—a store I had never before entered—I drew near a counter where I expected to find the article I wished to purchase. No one stepped up to ask me what I wished to look at, although two or three girls stood near in a little group by themselves. A low but spirited conversation seemed to be taking place among them. No attention whatever was paid me, not one addressed me. Presently I heard a little of their conversation.

"Nell, you go wait on her. I've waited on nearly all the customers this morning."

"It's no such thing!" retorted the one addressed as "Nell." "I waited on the last customer; and she was an old bear." Turning to the other girl by her side, she said, "Min, you haven't done a thing this morning. It is your turn this time."

"Min" looked up from the piece of fancy work she was engaged upon and, after giving one glance, said: "Don't believe she's going to buy anything anyway."

When I heard this I became disgusted with the lot of them, and immediately left the store, where I had intended to purchase many dollars' worth of table linen for an out-of-town friend.

Do you think I am likely to enter that store again very soon? Naturally, the entire transaction jarred upon my sensibility, and hundreds are constituted exactly as I am. There's a radical wrong in that store that must be righted. The clerks are not working in the firm's interest. The manager is not looking out for his own interest; if he were, he would employ an entire new set of saleswomen.

It pays, in more ways than one, to be polite, and the sooner employees become aware of this fact the better will it be for all concerned. My experience in that store is but one of many.

MARGUERITE J. CAMPBELL.

The Union of German Commercial Clerks.

Fifteen years ago, the Union of German Commercial Clerks was founded in Leipzig. Its daily increased member-

ship has formed so strong an army of the laboring classes throughout the Empire that the movement is to-day upheld, considered, and recognized as a power by the Government and in all state affairs. The object of this great representative of so many united forces of labor is to promote and further the interests of its large body of members in every possible way—socially, economically, and even, in a moderate degree, to caring for them, when the case so demands. By going hand in hand with the principals, the union has amicably succeeded in winning numberless advantages for its members, having convinced the majority of the Corporation of Merchants of the necessity for reform labor, inciting their interest into examinations of the conditions and surroundings of their employees, as well as reminding them of their individual duty to those in their service. The members of the union are in turn advised of their duty in conscience to employer, and the whole return is a happy combination of good result in satisfactory labor. The alliance keeps the middle road of political economy on the questions of the day, adopting that branch of philosophy which discusses the sources and methods of material wealth and prosperity in a nation. It has maintained great success in claims for higher wages, reduced hours of labor, and better sanitary conditions and surroundings for clerks and the trading classes, and at the present time has outstanding many test claims of whose ultimate fulfillment the union seems confident. The union consists of a united force of 47,000 members, composed of about 300 supporting chambers of commerce and 300 district unions, which proves that its endeavors find approbation and furtherance. This organization of German commercial clerks not only understands how to lay and effectuate claims with regard to its social relations, but its members and administration have also, on every side, strenuously endeavored to contribute to the improvement of their economic situation. From an annual assessment of 3 marks (71 cents), agencies have been established for procuring situations for the unemployed and securing legal service and protection for those members of the union who require it. At the situation agency, 17,000 positions were filled in the last ten years. In the past year alone, services were found for 1,366. Every week, there appears in the organ of the union, "Die Verbandsblätter für Kaufmännische Reform," a list of 500 open situations. In the legal protection bureau (Rechtsschutz), about 300 lawsuits were successfully carried and thousands of questions touching upon law answered. Aid was granted in 614 cases, which included an expenditure of 30,500 marks (\$7,259). Besides all these benefits, the union has an insurance fund against age and infirmity and for the widows and orphans of members, with a capital of 450,000 marks (\$107,100), out of which, up to the present time, 3,500 marks (\$833.09) has been paid in annuities; an established Krankenkasse, or sick fund, with a capital of 1,654,000 marks (\$393,652), out of which aid has been granted to 16,000 members to date, and never has the yearly assessment of 3 marks (71 cents) been increased. The organization maintains in active service, fifty-three officers stationed at the central bureau, a magnificent building owned by the union, opposite the imperial court in Leipzig, besides eighteen officers divided among twelve independent bureaus at Berlin, Breslau, Chemnitz, Dresden, Frankfurt, Halle, Hamburg, Hanover, Cologne, Magdeburg, Munich and Nuremberg, not including a large number of extra bureaus, presided over by non-professional temporary officers.

—Consular Report.

A German sugar trust has been formed at Berlin with the outspoken object of raising prices. A syndicate will control all sales, and will begin by hoarding a certain percentage of the sugar made. It will fix an international market price, below which German sugar shall not be sold.

Commence the New Year Right

Handle Ebeling's Spring Wheat Flour.
It is a trade winner. If you handle car lots write

JOHN H. EBELING,
GREEN BAY, WISCONSIN.

Or you can get small lots from

S. S. SCHILLING,
PETOSKEY, MICH.

—OR—

WATSON & FROST,
GRAND RAPIDS, MICH.

Would be glad to quote you prices.

Are You Pushing

your flour trade for all there is in it? Are you selling a flour that gives complete satisfaction? Are you selling a flour that you can guarantee to give satisfaction or money refunded? Are you selling a flour that you know is the best for the money in the market? If not, you should sell

"LILY WHITE"

flour. We have described it above.

Valley City Milling Co.,
GRAND RAPIDS, MICH.

JANE CRAGIN.

When Miss Cragin's conversation with Pikes Peak was over, she had a little talk with herself:

"He was to start on Monday morning. To-day is Thursday. No sane man from New England ever thinks of Chicago without giving it a week, and I've a fancy that Cy will be here two weeks from to-day.—Come in. A telegram? Thank you." Tearing open the yellow envelope, she read: "Reach Colorado Springs Friday 9.30 p. m. Meet me." Just a bit of a frown gathered between Jane's eyebrows; but, after an emphatic, "Well, I never!" it passed away and a smile busied itself about her pretty mouth. "He must have come straight through Chicago. Perhaps he thinks of doing the town when he goes back—a good many do that way. It isn't a good way, though. It isn't Cy's way, and I wonder at it. He's always talking about lost opportunities and making the most of a chance when it presents itself. I hope the fellow doesn't think—well, now, let's see. To-morrow's Friday—9.30. Why, yes, we shall be back by that time, and I'll ask Mr. Smith or the Captain to go to the train with me. That will be a good way to bring them together and give Cy the chance he says he's seeking. I wonder if he has thought to wire for a room. I'll—" she thought for a moment and then broke out with: "Jane Cragin, for pity's sake, don't you be a fool! You are not a kitten; you are thirty-five years old, and you'd better act as if you were! The idea!" and she pressed the bell-button. "Ask the proprietor to step here a moment," and when he came she said: "I have just received a telegram from a Mr. Huxley, who is on the way from the East. He expects to stop here, and I want to ask if he has wired for a room?"

"No."

"Well, he gets here on the 9.30 train to-morrow night, and he'll want the best accommodations you have. What can you do for him?"

"I can save that suite opposite this, if you think he'd like it. A party from New York has just been wiring, but I'll let this gentleman have it if you say so."

"All right. Put it down for Mr. Huxley, of Milltown. I shall want to go in there sometime to-morrow to put a few extra touches here and there. I suppose I can get the key from the chambermaid?"

"Oh, yes. Is there anything else?"

"No; only in a general way I'd like to have you see to it that Mr. Huxley has every opportunity to have a pleasant time. I have an idea that he may want a place at my table, and, if you can arrange that without too much trouble it will be pleasant for us both."

"There!" she went on when she was again alone, "that's all I can do for him, so far as I can see now. To-morrow I'll see what can be done to make his room homey. If they are without the few things which I know are the joy of his heart, he'll be homesick within less than a week; and that wouldn't do at all."

So the afternoon ride was postponed. After a general survey of the apartments opposite, there was a little shopping done. Then there was a re-arrangement of the furniture; a few pictures were added to those already on the walls; a number of things—things a man never cares for and which a woman thinks he can't get along without—

were daintily arranged on his bureau; a cigar set of Colorado silver—a present he would be sure to appreciate—was placed on a stand conveniently close to the easy chair, and then, as the finishing touch, she filled the holder with cigars and added to the stand a vase of big pink roses. She stood for a moment at the threshold to admire the result of her work and then, with a "There! I couldn't do more for him if he were the dearest friend I have in the world—and he is—one of them, bless him!" she found she had just time to prepare for dinner.

"We must shorten our ride to-night, Doctor," was the remark Jane Cragin made to her companion after they had left the city behind them, on their way to the springs at Manitou. It had come to be the regular closing of the day for them, this sunset ride, a drink, each at the favorite spring, and then the long happy drive home after twilight, under the stars, and the Doctor, who was beginning to measure his happiness day after day by this crowning delight, hardly relished the suggestion of an early homecoming, although he was certain it would not be greatly hastened.

"What in the world is the matter to-night? There hasn't been a finer evening this summer! Just see those clouds on their way to the Peak, and think of the purple and crimson and gold they will trail through the air just after the sun goes down. Don't let's hurry back to-night. Why must we?" There was something in his voice that the woman did not like—then. Sometime, when the things to happen had happened, it might be that she should be willing to listen to that same tone, but not now; so, with her liveliest commonplace, she answered: "Oh, one of the best men in the world is coming to Colorado Springs to-night on the 9.30 train, and of course I wouldn't miss being there to meet him for anything. It's such a lonesome thing to come into a town after dark and not find somebody you know and like ready to shake hands with you and, if they know you well enough, kiss you. It is Mr. Huxley, from my home. We're expecting to have a most delightful time, and both of us needed the outing so much. You come over to-morrow and let me introduce you. I expect you two will be great friends."

"Huxley? Any relation to the scientist?"

Jane caught the sarcasm. "No, I hope not. Cy's too good a fellow for that. He's one of your bright men—smart as a steel trap, and generous as the day is long. I'm so glad he's coming—seems to me I can't wait for him to get here; and he'll be glad enough to see me the minute he leaves the train. I've been getting his room ready for him all the afternoon; and it's just as pretty as can be."

"Of course it is, if you've been having anything to do with it. How old a man's is this Huxley?"

Still Jane noticed the dislike in the voice and answered: "Oh, about your age—I should say a little younger, if anything."

"Good looking, I suppose?"

"Yes, good looking."

With the tightening of the lines, the horses flew over the hard road.

"Huxley," mused the Doctor; "I suppose that's the fellow that she spends so much time writing to, hang him! And he's coming out here to take her home with him, the blamed Yankee! Well, that remains to be seen. If she's been fixing his room for him all the af-

ternoon, though, that means—something! I guess I'd better wait. I've a blank good mind to keep her out until after that train comes in and, if it was anybody else, I would; but—I think—I'd better—not. I'll just rest on my oars and—float!"

That decision wisely reached, the springs were patronized and, after another delightful drive, the city was reached in time for Miss Cragin to meet the 9.30 evening train.

RICHARD MALCOLM STRONG.

Look Out for Them.

From the Duluth News-Tribune.

Counterfeit coins of remarkably clever execution in denominations from the five-cent nickel to the silver dollar are in extensive circulation at Superior. Three or four merchants at the East end and a score of business men at the West End have been victimized during the past ten days, and as near as can be learned the circulators of the spurious coins are still at work.

Hundreds of nickels made out of a composition of lead and some other cheap metal were played into the numerous slot machines located in saloons, and it was not until the saloon men went to the bank with their accumulation of five-cent pieces that the fraud was discovered. In the meantime the saloons and stores were being loaded up with counterfeit half dollars and dollars, and it is estimated that about \$300 in good money was exchanged for the same.

The coins were evidently manufactured by old hands at the business. The prints are perfect in every detail, and the only means of detecting the counterfeit is by the absence of the familiar silver ring. The half dollars are dated 1877 and the dollars 1885.

The man who rises by treading down others has at best but an unstable footing.

Business Repellers.

There are some men whose dispositions unfit them for business careers. Their tempers are not calculated to make friends or invite confidence, but somehow or other they creep into commercial life and succeed in making things miserable for themselves and all those with whom they come in contact. Such men can offset any amount of good advertising. They can influence more people in keeping away from the store than they can draw to it. Habitually they wear a frown that is repellant in itself. They are always faultfinding, always irritable. They have false notions of economy, and this is the fundamental cause of their failure.

A reputation for meanness is about the worst that a business man can possess. Everybody hates mean people, and won't deal with them if he can avoid it. Besides being mean with the public, in method and manners, these men are mean with their employees—another cause of their unpopularity. The work-people are sure to talk of their treatment outside the store and that won't help the proprietor.

Yet we notice that the salespeople under such a man absorb a part of their master's meanness, and the result is a discourteous, suspicious bearing that is anything but prepossessing with customers. Complaints are met with frowns, requests for the changing of goods with positive refusals. People who ask to see goods and don't buy are "nuisances." So the bad reputation of the store and its service goes forth, and the public naturally shuns a store that is managed in such a trade-repelling way. No amount of good advertising can atone for want of manners—good manners—in the store; but the genial smile, the cheerful alacrity with which goods are shown, the treatment of every individual customer as if he, or she, were a personal friend—all these are advertising of the solidest kind, and are sure to draw permanent customers.



Our New Cake

To grocers is a
**Business
Tonic**

To consumers is a delightful and
sought-for confection. . . .

MINCE PIE

Are you handling it?

The New York Biscuit Co.

Grand Rapids.

A Coupon Story.

From the New York Bazaar News.

The other night, on my way home on the L train, a tall man in a long cloak sat opposite me. As the train drew out of an uptown station, its light flashed across the long line of grain and soap advertisements:

"Use Peter's Soap, and save the labels!" "Buy Ultra-Stimulating Brain Food, and keep the coupons!"

The tall man muttered the names over to himself; then he suddenly leaned across to me, and asked:

"Young fellow, are you a married man?"

"I am," I replied, solemnly. The dignity being recent, I am yet oppressed with its solemnity.

"I hope you keep all the coupons you get from flour and soap packages?" the tall man said, anxiously.

"I don't know—whether—Dorothy," I stammered.

"Don't leave it to Dorothy!" insisted the tall man. "Think what you are throwing away! A friend of mine saved three-fourths of his income by a judicious use of these coupons!"

A fat man across the aisle looked up and gave an incredulous grunt. The pretty typewriter beside him stopped chewing gum and her eyes grew round, behind her spotted veil. It was embarrassing, but I asked carelessly:

"How did he do it?"

"He never threw away one!" cried the tall man, triumphantly. "He bought only the goods which offered coupons in each and every package. And in the course of a few years he dressed his family and furnished his house with 'em!"

A fadey little man next the tall one looked up timidly and opened his mouth, but shut it again.

"A batch of coupons from two boxes of soap entitled him to a suit of clothes for his little boy," went on the tall man, glibly. "A few hundred packages of Stimulating Brain Food got him coupons for a new parlor carpet. Then he got a set of fine bedroom furniture from the labels on the Smith soup cans, and now he is arranging with the same company to make a liberal payment in coupons on a piano for his wife's birthday present."

"Dear me!" murmured the fadey little man.

"The family lived on buckwheat cakes for breakfast one entire season," continued the man in the long cloak, "and the coupons they got with the packages procured them a set of decorated table china. The coupons from salt, rice, flour and other articles keep them in silver-ware, china, jewelry for wife, clocks and bronzes for house, and balls, sleds and tops for little boy! Finest scheme in the world! Better try it!"

The tall man folded his arms in his cloak and nodded at us. The fat man looked at him disdainfully. The little typewriter had calculation in her eyes. I trembled for the young man she met at the foot of the steps each night.

The heavy business man beside me laid down his paper.

"But grains and buckwheat cakes are a monotonous diet," he objected.

"Not at all! Not at all!" cried the tall man, briskly. He unfolded his arms and waved them. "The widest range of choice! Dozens of styles in the market! Healthiest kind of food! Only needs to be worked systematically! Every grocer gives you a stamped card which entitles you to a dictionary when you pay your bill. Drug stores do the same. Food for the mind as well as the body, you see. Have to do it to keep customers! Young married people"—here he winked gravely at me, but happily no one noticed it—"can't be too careful to patronize those tradesmen who are falling into line. To get something for nothing—or something as a reward for paying for something else—that's the idea! Good!"

"Do you think the man who pays his debts ought to have a chromo?" asked the fat man, scornfully.

"Cert!" cheerfully nodded the man in the long cloak. "Else why does he pay them? He expects a reward in

heaven, of course. And it's a good scheme to get one here in coupons, if he can! Why not?"

Nobody answered him. The little typewriter thoughtfully resumed her gum-chewing. The fat man snorted and fell back into his reverie. The train drew out of another station, and the tall man took a silk handkerchief from his pocket and began to unfold his neck with it. We all watched him with interest. By the time it was arranged, the guard threw open the door and shouted:

"S'teenth street!"

"It was last year's Christmas gift from my dear departed wife," sighed the tall man, giving the silk handkerchief a final pat. He stood up and began to plunge through the crowd to the door. Then he turned suddenly. "She got it with the coupons she saved from Tompkin's washing soap."

"Don't you think," asked the timid little man, taking a long breath, as the tall man dashed onto the platform, "they must have used a power of soap?"

"Huh!" said the fat man, disgustedly. "He's an agent for some soap or starch company."

I shook my head. It was evident that the fat man had no faith in human nature.

"The question is," remarked the business man, meditatively, "What company?"

We were nearing my station. The type-writer girl closed her novel, "Why She Lost Him." "I began to button up my coat."

The tall man was right on one point: it's well to begin systematically. I'll talk it over with Dorothy.

A Case Where Bluff Did Not Work.

A young attorney just starting out in his profession in Chicago was commissioned to collect a number of bills by a prominent tailor of the town. All of these accounts were against gamblers. Some of them had been sued on and judgments had been obtained. These, however, had not been collected. A liberal percentage was offered the lawyer if he could succeed in collecting any of them. The attorney had his own notion as to how to go to work on these accounts, and listened to the tailor's advice about "going for them hot" with a dubious smile.

He secured a bill of \$75 for one suit of clothes against quite a noted knight of the green cloth, and proceeded to try his plan. Calling on this man, he told him that he had not come to threaten him with a lawsuit or to bluff him; that if the bill was correct he would call at any time the debtor would designate for a part or whole of the bill; that if the debtor would say he would not pay the bill the lawyer would not call again; that all he asked was a square deal; that he would call only when the debtor made an appointment to pay money, as he did not propose to inaugurate a system of "dunning."

The gambler heard him through with a perfectly impassive face, and then said: "That's fair. The other collectors didn't know their business. They tried to bluff me and they 'dunned' me. Your game is a square one and I'll give it a whirl. Here is my card. Call Tuesday and I will pay you half. Have you got any more bills against the boys?"

On being told of the other accounts he sat down, took a dozen of his cards, wrote across them "O. K.," and said to the attorney: "Hand one of these to each man you go to, tell him your game and you will get your money."

The lawyer did so. In not one single instance was the bill repudiated, and in every case all the appointments and agreements to pay were kept with scrupulous fidelity. Every account was finally paid, to the last penny, and the tailor wondered at the collection of these, to him, desperate accounts.

In Canton, China, they name streets after the virtues, as they are here named after persons. Thus there is a street called Unblemished Rectitude, a Pure Pearl street, a street of Benevolence and another of Love.

ARMOUR'S SOAP

ARMOUR'S WHITE:

Absolutely pure snow white Floating Soap, 10 oz. and 6 oz. cakes. Nothing finer made.

ARMOUR'S LAUNDRY:

A guaranteed pure neutral Laundry Soap, 12 oz. oval cake, fits the hand.

ARMOUR'S FAMILY:

Best Soap made for all Family purposes, 16 oz. solid cake of Pure Soap.

ARMOUR'S COMFORT:

12 oz. square cake pure Laundry Soap. There is comfort in its use.

ARMOUR'S WOODCHUCK:

10 oz. Wrapped Cake Floating Laundry Soap. "It's a wonder and a winner."

ARMOUR'S KITCHEN BROWN:

A pound bar of good Scouring Soap.

ARMOUR'S MOTTLED GERMAN:

A Soap of wonderful cleansing and lasting properties. Cut in pound bars.

ARMOUR'S WASHING POWDER:

Superior to all washing compounds, elixirs, etc. It is the perfection of quick acting, labor saving "cleansers."

ARMOUR SOAP WORKS, Chicago,
ARMOUR & CO., Proprietors.

Why are the . . .

Manitowoc 
Lakeside Peas

Better than ever?



Because they are grown, handpicked and packed by an experienced force. They have thus become a "Standard of Excellence."

Sold by . . .

WORDEN GROCER CO.
GRAND RAPIDS, MICH.

Counter Irritants.

Frances A. Schneider in Fame.

It was in the bicycle department of an enormous dry goods store on a certain avenue in New York, much frequented by shoppers, that the following conversation took place. A man laboring under that harmless cerebral affection technically known as bikeomania had gone thither, determined to purchase a bicycle. The slight disturbance in his mental equilibrium had in no wise impaired his judgment—and, indeed, he was more capable of detecting the good points to be looked for in a bicycle than if he had not had wheels in his head for the past two weeks.

"That's a nice one," said he, critically, as the clerk wheeled one out from its rack, "and it hasn't got a brake."

"No; you're right," replied the salesman, volubly; and thinking his customer considered the absence of a brake a defect, he continued, "It hasn't got a brake, but the handle bar is reversible, and that answers the same purpose."

"Pshaw!" exclaimed the customer, inelegantly, "I suppose you don't recognize in me the incomparable bare-back bicycle rider of the Horse Marines Variety show, or you wouldn't try to stuff me with such nonsense as that. I won't buy a bicycle here now. I couldn't be sure you meant what you said, or knew what you were talking about. You might give me bad advice." Here followed the exit of the customer and the discomfiture of the clerk, who glared after him and slammed the rejected bicycle back into place.

The scene of the next incident is laid in an art material store on Sixth avenue somewhere below Twenty-third street. It is afternoon; business is not rushing, and the female clerks behind the counter gossip amicably together. A lady enters and buys a number of frames and cards for decorative purposes. They are paid for and sent to be wrapped up, when she discovers a basket of calendars on a corner of the counter.

"Oh, here are calendars—just what I want. Let me have a half a dozen, please," taking out her purse again.

"But your package is already wrapped, and he would have to undo it again to put them in," objected the clerk, sulkily.

"He, whoever he is, must be an obliging and useful individual," remarked the customer, with sarcasm. "If it's too much trouble for him to untie the parcel and slip the calendars in, he can make a separate package of them, can he not?"

"Well, I'll ask him," said the saleswoman, reluctantly, and withdrew, presumably to plead with the mysterious and awful "he" who, in some inner sanctified sanctum, ties up bundles and makes change. This incident closes with the triumphant exit of the lady customer carrying all her purchases wrapped in one package.

Caesar Augustus! but this is an astounding way of encouraging trade. I should like to catch a glimpse of "him." Meek and mild and hen-pecked, no doubt, he stands hour after hour, and with infinite patience ties up parcels and makes change. Does he know, I wonder, that upon his devoted head the attendants in the shop are wont to heap the entire odium of their own ill nature and discourtesy?

And now the scene shifts to the interior of a great dry goods house on one of the principal cross streets. At this establishment there is an abundance of counter irritants. There they stand, many of them pleasing to look upon, until some hapless creature bent on buying claims their attention; then the aspect changes. A haughty stare answers the timid look of interrogation and a monosyllabic reply only is vouchsafed the interrogator. It is early summer. Rich and airy fabrics are heaped on shelf and counter. Filmy muslins and dainty organdies fill the feminine heart with delight. Upon this scene a lady enters, and, mildly approaching a saleswoman at the lawn counter, says:

"I would like to look at some lawns."

"I'm busy now," snaps the clerk. She is checking off her last sale. The

lady sits and waits. Presently, having finished writing, the saleswoman turns away. Still the lady waits and watches and listens while the saleswoman exchanges remarks with a fellow clerk upon last night's ball, or roof garden party, and what "he" said. At last the lady lifts up her voice and pleads her desire to be waited upon.

"What is it you wish?" asks the saleswoman, defiantly.

"I want to know the price of these lawns," gently.

The young woman sulkily turns over a heap and names the prices. The lady selects one, and the saleswoman unbends somewhat and shows more goods.

"Oh, here's a pretty one!" exclaims her customer. "How wide is this lawn?"

"Forty inches. It's a lovely piece of goods and would make up sweet," is the condescending and gracious reply.

"How much shall I need for a gown?" asks the customer.

"Oh, you'll need all of twelve yards."

"Here's another I like," says the customer, eyeing critically a dainty blue lawn.

"That's a sweet thing," absently comments the saleswoman, gazing admiringly at a gentleman making a purchase further down the counter.

"How wide is it?" A painful pause ensues. Then the saleswoman says suddenly, recalling her wandering gaze: "Oh—the lawn, you mean. That's thirty-six inches. You'll need eleven yards to make you a dress."

"You can give me thirteen."

"But I said eleven would be plenty," persists the girl.

"And that is just why I say I will take thirteen," replies the now irritated purchaser.

"Is that all?" asks the saleswoman in a conciliating tone.

"Yes, that's all—except that I wish to give you a problem to solve in mental arithmetic before I leave. Are you good at arithmetic? Supposing it takes twelve yards of forty-inch goods to make a dress, why should one require but eleven yards of thirty-six inch goods for the same purpose? You can tell me the answer when I come here again."

Exit customer.

Before dropping the curtain upon this little series of comedies, let me, as a sort of epilogue, propound this interesting problem: How much of the profits arising from judicious advertising are offset by the bungling indifference and discourtesy of counter irritants?

How One Man Writes Advertisements.

Correspondence Minneapolis Journal.

When I start to write an advertisement I take into consideration the time of year, the seasonableness of the weather, and then collect from the various heads of departments the list of goods which will appeal strongest to the general public under these conditions. I prefer that each department manager write his own matter, for he will know more about his own goods, and know the points the people will want to know about. After collecting these stories, it is a case of polishing and smoothing and taking pains to dress up attractively for the public's perusal. In the matter of introduction, a few short, terse sentences, with a word or phrase to catch the eye and to lead the reader to look over the advertisement more carefully, with perhaps a reason or two for the prices we ask and the values we offer. If the goods are new, we mention the fact; and if they are old, the reason why they are being sold at a sacrifice, as they will be. At the bottom of all advertisements, and underlying all our advertising, we speak the truth; for a business firm, like an individual, has a character, and this character can be built up only by careful attention being paid to consumers getting exactly what we promise them as to value and quality, in our advertisements.

Over 400 diamonds are known to have been recovered from the ruins of ancient Babylon. Many are uncut, but the majority are polished on one or two sides.

Largest Assortment

Lowest Prices . . .

No matter what may be your requirements in the line of printing, there is an establishment in Grand Rapids which can meet your requirements. The establishment is known as the . . .

Tradesman Company

and it is located in one of the finest office buildings in the city, the . . .



New Blodgett Building

occupying two floors, each 66 x 132 feet in dimensions, which is the largest floor space utilized by any printing establishment in Western Michigan. Why deal with establishments which have not the necessary assortment or experience to turn out first-class work when the same money will buy full-count, full-weight, artistic work? Remember we have the . .

Largest Floor Space

Best Equipment

Most Complete Facilities

Shoes and Leather

How a Shoe Salesman Was Cured of Tobacco Chewing.

Written for the TRADESMAN.

"There is one habit that I will not tolerate—not even if it should fasten itself upon the best salesman in my employ," said a wealthy shoe merchant in a wide-awake town, the other day; "and that is the habit of tobacco chewing."

"Why do you lay such stress on this particular habit?" I asked. "Do you think that chewing tobacco is the worst habit that young men fall into?"

"Why, no, most certainly not—that is, so far as character is affected by it," replied the merchant; "but, when its effect on the usefulness of a shoe salesman is taken into consideration, there is no other habit that can hold a candle to it—indeed, I very much doubt whether the foolish habit of blasphemy, which would not be tolerated even in a brickyard, would be one-half so offensive in a down-town shoe store as the filthy habit of chewing tobacco."

I made up my mind that the shoe merchant was, perhaps, a crank on the tobacco question, and, after cautiously rolling my own tobacco quid back into the farthest recess of my mouth, I asked the supposed crank if he had ever indulged in the weed himself.

"Oh, yes," he said. "And I must tell you how I was cured."

"When I was a boy, I became impatient and wanted to be a man before Old Father Time was ready to grant the favor, and, in order to hurry the thing along, I did what so many boys of sixteen have done—commenced to chew tobacco, under the false notion that it was a sure indication of manliness."

"Soon after this, I secured work in a general store in my native village, where I remained three years. That store, like pretty much all country stores, was a lounging place for tobacco smokers and tobacco chewers. The stovehearth was never cleaned, and it would have been love's labor lost, you might say, had we ever scrubbed the floor with the view of keeping it clean. Sometimes the tobacco smoke would be too much in evidence for comfort; but, as the proprietor and myself both chewed, we were not annoyed in the least by the copious expectorations of the nightly delegation of tobacco-chewing loafers."

"Do you know, there are even some women who trade at these stores without manifesting the least resentment at the existing condition of things, who would be shocked beyond the possibility of redemption were they to discover an old tobacco quid lying on the floor of a shoe parlor, or be addressed by a shoe salesman with a tobacco-stained shirt-front, or who had his mouth full of tobacco juice. There is a reason for this: The country store, especially with the customary postoffice annex, is the common rendezvous for the whole neighborhood. It is a place where cigars and all kinds of tobacco and pipes are kept for sale and, as profits depend upon sales, and sales upon consumption, it stands to reason that the more goods bought and paid for and consumed, either on or off the premises, the better will it be for the business. There is an 'eternal fitness of things' about one of these country stores that reconciles all persons to the existing

conditions, be they ever so disagreeable or disgusting."

"But I am wandering away from my story. During my three years' apprenticeship in this country store, my mercantile tastes gradually centered in the shoe department; so, when I left the place, I secured a position in a first-class shoe store in the city. It was an elegant establishment and everything was as slick as a whistle. The proprietor gently hinted that it would be necessary for me to keep myself 'slicked up' and make myself as agreeable as possible. I think I would have been a success right from the start, had it not been for that old tobacco-chewing habit. My fellow clerks did not chew, and when they made the discovery that I was addicted to the habit, they told me that, if I valued my position, I must leave no evidences lying around where 'the old man' would get his eye on them."

"I thought I could manage that all right. And I did for some time; but a time came when the proprietor espied an old tobacco quid on the carpet of the ladies' fitting parlor, and it was strong circumstantial evidence of guilt, either on the part of one of the clerks or of a lady customer. The head of the house knew that none of his lady customers chewed tobacco, and so he conferred with me in the matter, as shown by the following dialogue:

"'John, do you chew tobacco?'"

"'Yes, sir.'"

"'I am surprised to hear you say so. I wouldn't have believed that so promising a young man as you appear to be could be guilty of such a nasty, filthy habit! Do you like your place here, John?'"

"'Yes, sir.'"

"'Do you know that there are hundreds of refined ladies in this city who would not patronize my establishment if I kept a tobacco-drizzling pack of clerks to wait on them?'"

"'I don't drizzle, sir.'"

"'It doesn't make any difference. Every young man who chews tobacco can't possibly help being sometimes caught, when he least expects it, with his mouth full of tobacco juice, and no cesspool within reach into which to empty it. At such times, he must either expectorate or swallow a dose of poison that will send him out of the back door with a violent attack of vomiting. Did you ever experience anything of this kind, John?'"

"'Yes, sir.'"

"'Now, are you anxious to make yourself useful in a shoe store?'"

"'Yes, sir.'"

"'Then quit chewing tobacco! I like you, and would like to keep you in my employ; but, remember this, John—your value to me depends upon whether you quit chewing or not!'"

"Of course, I tried to break myself of the habit—or at least I thought I did. But I fooled myself with the belief that, if I chewed while away from the store, it would be but a simple matter to abstain while on duty. This worked all right for a while; but, the first thing I knew, I was putting small bits of tobacco in my mouth while on duty. This did not make expectation necessary; but these homeopathic chews grew until they reached the old-time mouthful size."

"Well, one day, just after I had taken an extraordinarily big chew—after eating an apple—one of the most fastidious lady customers in the city dropped into the store and fell into my

hands to wait upon. I knew what that meant, and, the proprietor's eye upon me, I felt that my doom was sealed. I managed my customer all right for a little while; but soon my mouth began to fill, and it became too bulky to swallow without causing an immediate upheaval. I would have given all my accumulated earnings if the store had that minute caught on fire, or some other calamity had suddenly happened, so that I might have had an opportunity to discard that mouthful of tobacco-poisoned saliva. By the time I had shown the lady a number of our choicest goods—but she had not yet found what she wanted—my mouth had become too full for utterance. It was a modern store, counterless, and carpeted all over with Wilton. There was no possible way of escape! I could not speak intelligibly, or I might have invented

some excuse to reach the back door. I was naturally very talkative while waiting on customers, and the proprietor noticed my unusual uncommunicativeness, and misinterpreted it; he supposed it was a fit of sullenness caused by the fastidiousness of my customer, and he was now watching me suspiciously."

"He was a close observer, but never interfered with any of his salesmen while they were waiting on a customer. And another thing: Never, under any circumstances, no matter how provoking or annoying, would he, even ever so slightly, reprove employes in each others' presence, well knowing, as does every humane employer, that no good can ever come from such humiliating, such respect-destroying methods, which inevitably result in hatred of the master and loss of interest in and love for the

RINDGE, KALMBACH & CO.

12, 14, 16 PEARL STREET

MANUFACTURERS AND JOBBERS OF

BOOTS, SHOES AND RUBBERS

We are now receiving our new spring styles in all the new colors and toes—the nobbiest line we ever had. You should see them before placing your order. Our prices are right and we feel confident that we can please you. Agents for the

BOSTON RUBBER SHOE CO.

In selecting your spring stock, do not omit adding our celebrated line of . . .

CHINESE GOLF GOODS

to your SHOE department, if you want the very best values for your trade. Every pair has our name on the shank. In Men's, Women's, Misses', Children's.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS.



If you will send us your sizing-up orders, on . . .

RUBBERS

You will get THE BEST made in the world.

THE GOODYEAR GLOVE

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

work under him. My employer was a gentleman in every sense of the word; and in my own business I have tried to practice this rule, and I may say that, in every instance, such kindness has been appreciated, and worked for the upbuilding—in more ways than one—of myself and those in a lower position.

"But I am moralizing. Well, sir, when my customer had asked me the price of a certain shoe the third time, I felt that the end had come. I was standing on the fifth step of the shelf ladder, and, in reaching for a box at the right, my face was turned toward the lady. I put forth a desperate effort to answer her question without stopping over.

"Wow—wum—wow—wow—' said I, holding up my head to save the carpet a deluge. But the attempt only made matters worse, starting two trickling streams of dark yellow juice down from the corners of my mouth, irrigating my immaculate shirt-front.

"I beg your pardon," said the lady, 'but I did not catch what you said.'

"I opened my mouth and the fountains of the great deep were opened up. There was a spluttering splash on the carpet, that rebounded and shot off in every direction. The customer gathered up her skirts and fled, and my justly-disgusted employer told me I'd better clean matters up. When I had done so, he called me into the office and, paying me what was due, coldly informed me he would have no further use for me after 6 o'clock.

"I have never touched tobacco in any form from that day to this. It's an unpleasant story to tell; but you asked me 'why I lay such stress on this particular habit.' I have told you, and you will no longer wonder at my intense loathing of the abominable stuff!"

E. A. OWEN.

Good Things Said by Up-to-Date Shoe Dealers.

Interesting. There is no more interesting topic of conversation among the members of the fair sex than the perennial one of "Bargains," and shoe bargains are just now of peculiar moment, inasmuch as many dealers have raised the prices of various grades of "foot wearables."—Wheaton, Orange, N. J.

We don't put a value on our shoes, just for the sake of saying "worth so much, to sell at so much." Foot Form boots are \$3—no more, no less. But you can't find a boot sold in this country of the same quality under \$4. We don't say anything of the last—for no shoe at any price has the Foot Form last.—Langlois, Washington, D. C.

Here's the beginning of the end of the greatest shoe store that Louisville ever had or ever will have. Note these prices as samples of what we are doing in this "Wind-up" slaughter sale. Where'll you ever get such bargains when we quit business? Help yourselves to these, quick—we can't duplicate them, and of course nobody else can.—Mammoth Shoe and Clothing Co., Louisville, Ky.

The maker failed, that's why the shoes are not \$3.00 and \$3.50. He failed because he made his shoes too good for his price. Hard luck for the maker, good luck for you—so the world goes.—Partridge & Richardson, Philadelphia, Pa.

Any other dealer's offering to sell a shoe at less than \$3.00, claiming they are welt—be certain that they warrant them as hand-sewed welt—as "hand process welt" and "combination welt," etc., is merely a device used as a substitution for "hand-sewed welt."—A. J. Cammeyer, New York, N. Y.

Work of the Fire Department.

From the New York Tribune.

Since history began feats of strength, daring and enduring have been the fertile themes of song and story. Every nation has had its heroes and few have won their laurels on any other field.

The Greek strove for a priceless crown at the Olympian games. The Roman bore his victorious eagles to every quarter of the known world, and Rome's millions paid homage at his chariot wheels on his return. In feudal ages the gallant knight rode to single combat for his lady's glove and held his honor worth a hundred lives. Those days have passed, but the Old World sent across the sea the best of her blood, and the stuff that makes heroes took quick root in American soil. These are the "piping times of peace," and laurel wreaths may again be counted more than gold, but ladies' gloves and the trophies of war have little place in the annals of modern heroism. Guarding the 3,000,000 lives and 600,000 homes of this great city is a corps of 2,000 chosen men, who have been put to the test and are made of as sterling stuff as ever hero of olden time. They get little glory when their deeds are done. Few ever hear the story of a life laid down to save a fellow man.

But the records of a great city's fire department tell much that the public should read and long remember. Fire is man's omnipresent and relentless foe. His life, family and property are ever subject to its destruction. When other calamities threaten, friends and neighbors may bring needed aid, but the wild cry of "Fire!" in the night strikes terror to the stoutest heart. Strong men stand helpless as flames seethe and roar, drowning the shrieks of helpless women and children who are facing death in its most awful form.

Reader, have you ever witnessed such a midnight scene, when your heart stopped beating and the very blood froze in your veins, as you saw life hang on a thread and the very thread on fire? If not, the wild clang of the fire gong, beating clearer and faster, and the ring of hoof steel on the paving-stones, telling that firemen come, mean little to you. But if you have been in such a waiting throng, when heroes rode to save the lives of men, you have seen the bravest deeds of war outdone by horse and man. Wild flames leap on in fiendish glee to do their work before their foemen come; men shriek and fly, or, helpless, stand and wait for those of stronger nerve and greater skill. A moment and then faintly comes the clang of an engine gong. Another and another echoes through the night. On every side they come; their need unknown, their duty blindly plain—to ride for life, as warrior never rode, and find, perchance, in death they rode in vain.

Here, too, horses save the lives of men. No lash need urge them in their noble flight; they know their duty and they never quail. Death bars the way at every curve and rail, but the clang of the gong behind them means more to a horse than a man. They seem to scent the danger from afar. They trust their driver and they do their best. Far down the street they see the anxious throng, perhaps a tongue of flame, and hear a cry. And then—ye gods!—are horses brother men?—for man can do no more than horses then. With blood-shot eyes and nostrils spread, and hot, sharp bursts of breath that tell of fires within, the hoof-beats quicken on the stony street, they hear the shout that cheers them to their goal; with straining necks and swelling flanks their muscles knot like molten steel. The gong beats fast and faster, louder roar the wheels, the hoof-clicks clatter like a rain of steel, the cry goes up that help has come in time, and ere the men are fully at their task caressing hands have led away the noble creatures whose good work is done.

There is little chance for glory, be the fireman's action ever so heroic; for his work is done in cellars and garrets, dark halls and narrow stairways, where alone in suffocating smoke or scorching flames he risks his life in the silent,

unseen discharge of humble duty. No one knows his orders but his chief. If his work be well done, no one counts him deserving praise. If he fail of what he attempts, there are many to condemn. If he fall, as many have, the morning papers tell his story in a dozen lines, and only the comrades who shared his labors and escaped his fate remember how the hero died.

Always Pay Promptly.

During the past few years of business depression the business interests of the country have been going through a process of liquidation which they are not free from yet. It has been necessary to get along with as little sail as possible in order to avoid being swamped. The result has been that prudent merchants have cleared up their book accounts and reduced their indebtedness to a minimum. With the restriction of credits that is now going on, the cash system of sales has grown in popularity. While it may not yet be possible to conduct business in all localities upon a strictly cash basis, the more this system of dealing is adopted the better it will be for those engaged in trade, and it is safe to say that never before has this subject been given the attention it has received during the past few years. This is a time when every possible effort is being made to settle up accounts. Wholesalers quickly become suspicious of the retailer who is compelled to ask for an extension of time on the last lot of shoes bought, and are less inclined to carry their customers as long as they used to. Others are pressing them for payment and it is necessary for them to have funds to meet running expenses. For this reason, a merchant can make no better resolution than to resolve to pay promptly. In order to do this he will be forced to keep his collections up, and keep his business within the bounds of his capital, and promptly pay for stock, and endeavor to have customers pay cash for footwear furnished.



This stamp appears on the Rubber of all our "Never Slip" Bicycle and Winter Shoes.

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The "Never Slip" 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.



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Attractiveness in printing does not always imply ornamentation; simplicity is sometimes much more effective—it depends, of course, on the subject to be treated. If your printer has not made a life study of art in good printing he will not succeed in getting the best results. If the work is important, and you want it as it should be, and without any annoyance, it will pay you to know us. Personal interview by appointment if desired.

Tradesman Company,
Grand Rapids.

How an Alanson Man Found His Long-Lost Father.

Written for the TRADESMAN.

In one of the counties of Michigan resides Japheth Slocum, a highly respectable and well-to-do farmer, between 50 and 60 years old, with his wife and their three or four children, now grown to manhood and womanhood. Nearly half a century ago, Mr. Slocum's father, William, removed with his wife and two or three children from New York to this State. William Slocum was a mechanic and of a somewhat roving disposition. After residing a short time in this State, he left his family to go farther West, ostensibly in search of work at his trade. Michigan was then a wilderness, traveling slow and tedious, and communication between distant points difficult and interrupted. After a few months elapsed, all trace of him was lost, and as the years passed by with no tidings of the husband and father, he was given up as no longer among the living. When the Southern States concluded to withdraw from the Union, Japheth Slocum, then a stalwart young man of 16 or 17 years, one evening appeared before his mother in the cavalry dress of a U. S. soldier, and informed her that he had enlisted a few days previously and that his regiment would leave the State to join their brigade the ensuing week. The grief and distress of the mother at this announcement was painful and pathetic. After argument seemed exhausted and useless, she at last said: "My son, you are not of an age when they can accept you in the army without my permission, and you shall not leave me!" and she took prompt measures to procure his release. But Japheth was too patriotic a youth and too fond of the gay trappings of war which his young companions were displaying to be thwarted in his purpose; and, applying to the colonel of another regiment, to whom he was a stranger, he found no difficulty in enlisting under an assumed name and at once left the State with his regiment. The mother's efforts to find him a second time, owing to the tactics employed by changing his name, proved a failure, but, after several months' service, she heard from him through letters to some of her friends whose boys had met and recognized him and assured his mother that he was well and happy.

Japheth was in the service until the war closed and has a most honorable record. He may have been promoted from the ranks, and I think he bears several honorable scars, considering the amount of his quarterly remittance from the Pension Department. And now is revealed a most curious part of his history: During his absence his mother had disposed of her property and found a home with her daughter, who was married and resided in a distant part of the State. From the close of the war Japheth was obliged to be known by his new and assumed name, under which he had enlisted, in order to draw his annuity from the Government. He wooed, won and married a very estimable wife, under his assumed name, and his neighbors have not a remote suspicion that Japheth Slocum resides in their midst. I was engaged in the mercantile business when I first became acquainted with this man, and he resided only a few miles distant; he was for a year or more one of my best and most honorable customers. While not a highly educated man, he is endowed with more than the ordinary portion of

self-acquired moral and business traits of character, is kind and courteous in his family and is a gentleman in the broadest sense of the word.

One day in winter, Mr. Slocum came to me on private business of great importance. Before imparting its nature he placed in my hands a leaf torn from a small pamphlet and, pointing to the following paragraph, requested me to read it:

"* * * among the later discoveries of gold in Northern California one of the most valuable nuggets ever found was by three old hunters in Shasta county in April, 185—. Their names were A. W. Ballois, Peter Waldron, and Robert Vasquez. It was sold for \$46,000.

"Pointing to the first name of these men, Mr. Slocum remarked: 'I have a revelation to make when I inform you that A. W. Ballois is my father's name and I am strongly impressed that this man was my father and that he may be yet living, although I have no knowledge of the age or date of this paper.'

"You mean that he is, or was, your step-father," I replied, "for your name is Slocum."

"I beg your pardon," he answered. "My real name is Ballois, of French descent, and you are now the only person in this part of the State, except my wife, who knows my true name."

"Please give me the history of this soiled and torn leaf," said I. "Where is the remainder of the book or paper from which this leaf was detached, and how and when did it come into your possession?"

"This leaf, as you now see it, was found among a quantity of waste reading matter in my house, and more by accident than design my eye rested upon a brief statement of 'Some of the largest gold finds in the World,' of which these words are a part, as you see. I am here to-day to secure your services as correspondent with some prominent person in Shasta county, California, who may be able to give you information, which will place us in direct communication with A. W. Ballois, when I can at once satisfy myself as to whether he really is my long-lost parent, whom I have not seen since I was a small boy. I will furnish the means required by yourself and those who can aid you, and also remunerate you well for your services," and he at once placed some money in my hands, with the request that I would not delay the work.

My correspondence in full would be interesting if not amusing, for the extreme kindness and sympathy of all Western people is widely known; but I can only give a brief synopsis, as it is too voluminous and extended over several months. I first addressed a letter to the Treasurer of Shasta county, enclosing a copy of the item found on the waste paper, and desired to know if he knew or ever had known A. W. Ballois, and gave him a short account of the man as described by his son. I further enclosed a generous amount of stamps for reply. He replied that he knew that the nugget mentioned was found by those men, and that a man named Ballois, bearing the description I gave, had been in the employ of a merchant some twenty miles distant from the county seat eight or ten years before, and that he had written this merchant, who would probably report to him. A second letter from the Treasurer stated that the merchant for whom Ballois worked was now dead; that his widow answered the letter and said that Mr. B. left the State soon after the death of

her husband and was then in some part of Idaho, but could not give his address.

"I wrote some eight or ten letters in all, to different states and postoffices, and was at last told that a letter would reach him if addressed to a certain office in Montana where he obtained his mail, but found afterward that when the letter reached that office he had been absent three or four days on the way to some point unknown near Seattle, Washington. I wrote him again at Seattle, with a request to return the letter if not called for. It was duly returned. This was about the last of March and one day Japheth informed me that, feeling quite confident the man was his father, he would personally go in search of him in a few days and go via St. Paul and the Canadian Pacific to Washington, thence if necessary to California and find the man if living. About this time I left that part of Michigan, but am enabled to state that after several weeks' search, with the kind assistance of strangers who knew his errand, he was brought face to face with his long-lost father and, although strangers to each other, a half hour's conversation satisfied each of the identity of the other, and the old gentleman was persuaded to convert his worldly goods into cash and return with his son. I have not had the pleasure of meeting either of them since, but learn that the old gentleman is able to live without labor, yet still possesses a love for forest and stream, and clings to his old business of trapping and hunting as a pastime and pleasure. FRANK A. HOWIG.

A Qualified Lecturer.

A few evenings ago Dr. Chauncey M. Depew of the New York Central Railroad, in speaking of the many requests that he received for passes, said: "A man whom I had not seen since we were boys together called on me this morning and introduced himself. He looked rather seedy and he told me he wasn't prosperous. We talked about the days when we were boys together, and the little red schoolhouse, and how the years had dealt with each of us. 'I am glad to see you are getting along nicely,' Chauncey," he said. 'Thank you,' I replied, 'and how have you prospered?' 'I have not prospered at all,' he said, wiping a tear from the corner of his eye, 'but I am on the eve of success if you will give me a little aid.' 'What can I do for you?'

"Well, Chauncey, I want a pass to Wappinger's Falls."

"What are you going to do there to bring you success?" I asked.

"I'm going to deliver a lecture. It's a good lecture and it will bring me fame and money."

"And what are you going to lecture about?" I asked.

"I'll tell you, Chauncey, after I get the pass."

"I wanted to aid my old friend, and I had a pass made out for him. Giving it to him, I said with some curiosity:

"Now, John, what is the subject of this lecture of yours?"

"John braced up, threw back his shoulders and proudly answered:

"I am going to lecture on how to make money."

The man who knows a pleasure and is unwilling to share it with some one else will find that his selfishness is as palatable as the sweet mixed with the bitter.

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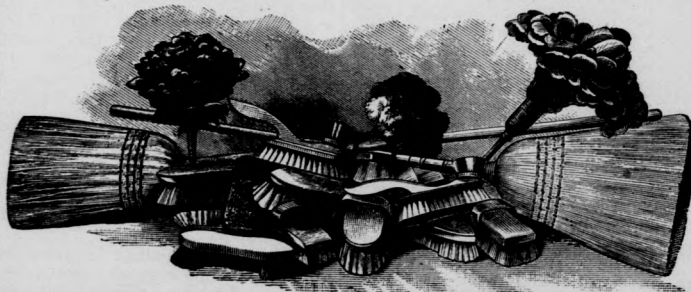
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President, W. C. BROWN, Marquette; Secretary and Treasurer, A. F. WIXSON, Marquette.

Gripsack Brigade.

W. A. Wagner, Hillsdale (Berdan & Co., Toledo), mourns the loss of a three months' old son.

Traveling men are entitled to no small praise for the service they are doing, and have done, the public in contributing to the regulation of railroad conditions.

Bragging isn't a very commendable quality, of course, but the traveling man who can step up to the landlord at any time and raise the wind on his draft against the house has something to blow about.

No traveling man should be expected to sell goods the first month he goes out for a house and the following month sell as much and collect for those sold the previous month, and get paid for selling and not the collecting part.

"Rest and change are good for people," said the wife of a commercial traveler as she arose early in the morning and rifled her husband's pockets of all the loose change. "I've had a rest and now I think I'll have a little change."

An observant salesman is sure to learn all the little peculiarities of his trade and a very few questions will bring out all the likes and dislikes of new customers. It is a wise plan for every traveling salesman to study human nature.

It is the hotel that the commercial traveler is accustomed to call his temporary home and where he looks for a social center to find companionship after his day's labor is accomplished, hence landlords should endeavor to make his short visits as pleasant as possible. A well-cooked meal, a tidy and cheerful room and a friendly greeting will about fill the bill.

The semi-monthly social party of Post E (Grand Rapids) will be a masquerade affair, no one being admitted unless attired in a costume which completely conceals the identity of the individual. In order that proper precautions may be thrown around the attendants, no one will be admitted who does not possess a card issued by the Entertainment Committee.

"I should say I do remember it," said a traveling man who was asked if he recalled a certain railroad accident. "Williams—you remember him?—was sitting in the seat ahead of me, and was instantly killed, poor fellow. And that isn't all. He was telling one of the funniest stories I ever heard, and although I have tried ever since to find what the end of that story was, I have never been able to run across any one who knew."

J. Henry Dawley, formerly on the road for the Putnam Candy Co., but for the past half dozen years identified with the confectionery establishment of A. E. Brooks & Co., has engaged to travel for the Hanselman Candy Co., of Kalamazoo, covering substantially the same territory as heretofore. His engagement dates from March 1 and Mr. Dawley will make his intital trip for the house next week.

A damage suit that will be watched with much interest by traveling salesmen in general is soon to be tried in the United States Court at Galveston. The J. S. Brown Hardware Co., of Galveston, has brought suit for damages for \$2,500 against the Indiana Stove Works of Evansville, Ind. Plaintiffs allege that ever since the first day of January, 1892, they have employed one Theo. Nash as a traveling salesman. The employment of Nash, the plaintiffs allege, cost them about \$3,000 per annum for salary and expenses, their contract calling that he devote his entire time to working in their interests. Plaintiffs allege that defendants knew that Nash's services were reasonably worth to plaintiff about \$5,000 per annum, and that on or about January 2, 1892, without plaintiffs' knowledge or consent, the defendants conspired with said Nash, in violation of his contract with plaintiffs, by which Nash devoted at least half of his time to working in the interests of said defendants, and that this conspiracy was kept up without plaintiffs' knowledge until August, 1895, when it was accidentally discovered. Plaintiffs plead that by devoting part of his time in the service of defendants the said Nash earned about \$2,500 less profits for them than he would have done had he and defendants not violated the contract, and for which amount plaintiffs pray judgment.

Mistook a Young Woman for a Commercial Traveler.

Not long ago, a young woman visited several towns in the Western part of the State, her mission being to organize branches of an educational work. She carried with her a dress suit case, in which was the gown she wore when she appeared before an audience. At one little by-place of a town she stayed over night at the hotel because none of the evening trains stopped at so insignificant a station.

The next morning she paid her bill, picked up her dress suit case, and climbed into the reeling omnibus, which took her and an unmistakable commercial traveler to the train. The commercial traveler eyed her with a persistent interest, which the young woman inwardly resented, although she gave no outward sign, but when he took the seat behind her in the car she began to fear active attentions. They came sooner than she had expected, however, and in a form which quite took away her breath. The commercial traveler leaned forward, touched the dress suit case, and said genially:

"Do I recognize a fellow knight of the grip?" The young woman stared. The traveling man looked a bit non-plussed, but pursued:

"May I ask what is your line?"

Still the young woman stared at him, more in wonder than in anger. As she did not find her voice, the man made another attempt.

"I hope I do not offend you," he said courteously. "There is a certain freemasonry between us all, and I counted on your feeling as other women drum-

mers do. I beg your pardon if I have—"

"But I am not a drummer!" interrupted the young woman indignantly.

"Not a drummer!" exclaimed the man. "Aren't you traveling with goods?"

"No—I am—not!" with slow emphasis.

"I beg your pardon," began the man, flushing to the roots of his hair. "I thought—you see when I saw your case—and then, too, your stopping at the hotel in that little town—and you seemed so business-like and took things so easily—and then the case, too—I think it was principally the case; but it never occurred to me that you were not a commercial traveler. A few years ago they were as rare as bluebirds in January, but now we meet them at every turn. And, as I said, there is always the same frankness and cordiality between us, simply as business acquaintances, as there is between the men who travel. I—I hope—you really must pardon me!"

The young woman said it was of no consequence, and so on, and the man sank back in his seat and wiped his perspiring brow. The affair was interesting as a proof of the constantly increasing employment of women as knights of the grip.

A London butcher who put up the royal arms over his shop on the strength of having sold some beef to Queen Victoria has been prosecuted by the "Incorporated Association of Her Majesty's Warrant Holders (Limited)," and fined.

Association Matters

Michigan Hardware Association

President, HENRY C. WEBER, Detroit; Vice-President, CHAS. F. BOCK, Battle Creek; Secretary-Treasurer, HENRY C. MINNIE, Eaton Rapids.

Michigan Retail Grocers' Association

President, J. WISLER, Mancelona; Secretary, E. A. STOWE, Grand Rapids; Treasurer, J. F. TATMAN, Clare. Next Meeting—At Grand Rapids, March 3 and 4, 1897.

Traverse City Business Men's Association

President, THOS. T. BATES; Secretary, M. B. HOLLY; Treasurer, C. A. HAMMOND.

Grand Rapids Retail Grocers' Association

President, E. C. WINCHESTER; Secretary, HOMER KLAIP; Treasurer, J. GEO. LEHMAN. Regular Meetings—First and third Tuesday evenings of each month at Retail Grocers' Hall, over E. J. Herrick's store.

Owosso Business Men's Association

President, A. D. WHIPPLE; Secretary, G. T. CAMPBELL; Treasurer, W. E. COLLINS.

Jackson Retail Grocers' Association

President, BYRON C. HILL; Secretary, W. H. PORTER; Treasurer, J. F. HELMER.

Alpena Business Men's Association

President, F. W. GILCHRIST; Secretary, C. L. PARTRIDGE.

Lansing Retail Grocers' Association

President, F. B. JOHNSON; Secretary, A. M. DARLING; Treasurer, L. A. GILKEY.

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Coming Examination Sessions—Grand Rapids, March 2 and 3; Star Island (Detroit), June 28 and 29; Sault Ste. Marie, Aug. —; Lansing, Nov. 2 and 3.

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The Drug Market.

Balsams—Copaiba is easier under the influence of increased offerings, and sellers are less firm in their views regarding prices. Tolu, well controlled and exceedingly strong. Peru is a trifle firmer, but there are no large sales reported. Fir is dull and values are somewhat nominal.

Beans—The demand from consuming sections as regards all varieties is fairly active, moderate quantities moving freely at firm values.

Cacao Butter—Enquiry but limited, market still tame.

Cantharides—All kinds firm.

Cassia Buds—Tone of the market is very strong under the influences noted last week and considerable business is going forward.

Chloral, Hydrate—Still quiet, quotations ruling at the old range.

Cinchonidia—Enquiry said to be moderate and prices are still steady.

Cocaine—A more or less unsettled feeling prevails, some anticipating a further decline, while others believe that values have touched bottom.

Cod Liver Oil—The situation remains about as last week, being more or less demoralized.

Essential Oils—Anise is firmer and has advanced. Camphor, also, is higher. No mentionable changes as to other descriptions, but the general demand is rather better.

Flowers—Desirable grades of German chamomile, on both sides the Pond, are still scarce and spot quotations are firmly held.

Glycerine—Business is of average volume at the old range of prices.

Gums—Asafoetida is having a free movement, with the tone of the market upward. Camphor is firm, with a good enquiry for domestic.

Juniper Berries—Prime quality is firmly held.

Lycopodium—Values barely steady, under the influences noted last week.

Menthol—Demand is confined to small parcels. Market easy and prices reduced.

Morphine—Market is still easy in tone. Buyers are operating cautiously, in anticipation of a decline.

Opium—Consuming demand is slightly improved, but the market has continued to show an easier tendency and quotations are again lower. There is nothing in particular to note as to the situation abroad except that a cable is reported to have been received noting an advance of id. in Smyrna, due to frost in some of the producing districts.

Quicksilver—An improved demand has resulted in slightly firmer prices.

Quinine—Quotations of manufacturers remain nominally unchanged. It is said

that the output of foreign makers for February-March is sold, and agents are refusing to book new orders until advances are received from their principals. Demand has continued active for both domestic and foreign, and is considered as greatly in excess of legitimate needs.

Roots—No new features of importance as to the general market or special changes in prices of leading descriptions. The spot supply of alkanet is limited and values have advanced at the hands of sellers. Mandrake, market easier. Belgian valerian, somewhat firmer.

Seeds—Anise, business fair in a jobbing way and prices are steady. Canary, all kinds quiet and values unchanged. Dutch caraway, firmer; same is true of Russian hemp abroad, but there is no quotable change on this side. Millet, lower, the easier feeling being ascribed to the close proximity of values of canary. Poppy, steadily held, and the tone of the market is toward higher prices, in sympathy with stronger primary markets. Rape is much firmer.

Spermaceti—Demand is still slow and prices show no change.

Sponges—Recent advices from Key West are to the effect that receipts are light and quotations firm; and a similar condition is said to prevail in Nassau and Cuba. The local demand is almost wholly of a jobbing character, but prices are firmly maintained for strictly prime grades.

Strontia, Nitrate—Slow as to sales and nominal as to quotations.

Sugar of Milk—Powdered, active and firm.

The Overworked Drug Clerk.

There came a ring at the telephone bell, and the druggist's clerk leisurely laid aside his newspaper and went to the phone.

"Well," he said, "what do you want?"

"Is that Benderby's drug store?" asked the voice at the other end of the wire.

"Yes."

"Can you send a gallon of good whisky to—"

"This isn't a saloon. Ring off."

The young man sat down again and resumed the reading of his newspaper. Presently there was another ring.

With a sigh of weariness he arose again and answered it.

"Well?"

"Benderby's drug store?"

"Yes."

"I want to know if I can get a gallon of kerosene."

"This isn't a grocery store."

"I know it, but this is Sunday, and all the gro—"

"Ring off."

Once again he sat down and picked up the paper.

"Mister!"

He looked up.

The caller was a little girl whose head hardly came up to the level of the showcase.

"Well, what is it, sis?"

"I want to get two cents' worth of postage stamps."

"What kind?"

"I don't know. Mamma didn't say."

"Run back and ask her."

The next customer was a man.

"What can I do for you?"

"Nothing, thanks. I merely want to light my cigar at this burner. I find I have no match."

When he found himself alone again the druggist's clerk threw himself heavily into the chair, tossed the newspaper on the floor, and leaned his head on his hand.

"I'm going to have a higher salary," he groaned, "or I'll quit. This business life is killing me!"

Cheap Prices.

From the Pharmaceutical Era.

Why is it that so many druggists display five and ten-cent goods, even one and two-cent articles, and push their sale, while the twenty-five cent, fifty-cent and dollar goods are practically kept out of sight?

In last week's Era we printed a talk with a prominent manufacturer, in which he said:

"Retail druggists should lend their assistance to any and every practical attempt to increase their profits. They must comprehend that cheap goods and cheap methods reduce the volume of the retailer's sales, and that the reduction is out of his profit. As a rule, people do not buy medicines because they are cheap, but because they need them, and they have more confidence in an article at a fairly good price than in one which is offered too cheap. It is a serious mistake, in my opinion, for druggists to push cheap goods. It is these cheap goods which have materially reduced the volume of the druggists' sales, and the sooner the retail druggists realize that it is to their own interest to push the sale of higher priced articles, that moment will their profit increase, and their trade as a whole be in a much more satisfactory condition."

There is a principle hinted at in these words which is a vital one. It is in the statement that cheap sales mean a reduction of profit. Instead of selling a ten-cent article, why not sell the customer a twenty-five or fifty-cent package? He will not buy any more than one, anyway, and there is little sense in letting him depart, leaving a profit of but a few cents, when it might just as easily have been made three or four times as much. The percentage of profit may be the same in both cases, but it is the aggregate upon which the druggist must live.

People buy medicine because they must, and a demand for medicine cannot be created and stimulated, as is done in other lines of business.

Without unjustly and unduly imposing high prices upon his patrons, the druggist should exercise business common sense in the sale of package medicines—sell those which are of sufficient size and price to return a decent profit. But beyond medicines there is a field where he can legitimately develop this principle. Take the merchandise of the store's stock, for instance, the sundries, toilet articles, etc. Why sell a cheap hair brush or tooth powder when the same effort would sell a higher-priced article, rendering larger profit?

Cheap goods are unprofitable in all respects. Medicines and drugs cheap in price are cheap in quality; the same is true of cheap brushes. In both cases the customer is sure to be dissatisfied with his purchase, and his dissatisfaction is visited upon the druggist. Cheap goods mean a cheap druggist, and a cheap druggist is an abomination. The drug business is looked upon by the general public as a little higher, a little more respectable than other lines of business, and it is suicidal to acquire a reputation for cheapness. Push the good goods, the higher-priced ones. Let the Cheap John stores keep the others, or if you must handle them to a certain extent, do not push them in the place of and to the detriment of the better.

Beware of the Man with the Smutty Joke.

Deacon in Furniture News.

One of the meanest and most "ornery" snags I run up against in my daily walks among men is the man who delights to repeat a smutty joke.

I have not lived as long as some men older than myself, but I have lived long enough to evolve several propositions concerning this breed of cattle. The truth of these propositions I dare anybody to gainsay or deny.

The man who has a bent toward telling smutty stories has a bent downward; and the man with a bent downward must double back on his track if he ever goes upward.

No man ever made the world better by telling a smutty story; and the man who does not leave the world better for having lived in it has made a failure of living.

A story not fit for the ears of ladies is not fit for the ears of gentlemen; and the man whose ears are tickled by such is no gentleman.

Smutty jokes will ruin one's appreciation for clean, fine humor. The smutty joker is usually thick of wit and bored by humor of the highest order.

The man who loves an unclean story shows sure symptoms of a mental disease; just as his preference for tainted meat would show a diseased state of his body.

Every decent man is in duty bound to rebuke an unclean jest or story wherever heard, even if told by a gray-haired man or a magistrate.

The other day I patted a greyhound on the head, when he, in quick response to my attention, planted his muddy paws on my shirt front. Yesterday I joked with a man who, in quick response, gave my words an obscene turn and laughed at his supposed wit.

I shall never pat that dog on the head again, nor shall I again joke with that man. I have forgiven the dog. The man is not yet fit to be forgiven. A skunk in the pantry is better society than such a man.

Philadelphia has a sign reading "Ho Made Pies," and a barber shop in the same city bears this inscription on its window: "G. Washington Smith, tonsorial abattoir."



GOVERNOR YATES.

A Seed and Havana Cigar as nearly perfect as can be made.

The filler is entirely long Havana of the finest quality—with selected Sumatra Wrapper.

Regalia Conchas, 4½ inch, \$58.00 M.
Rothschilds, 4¼ inch, 65.00 M.
Napoleons, 5¼ inch, 70.00 M.

All packed 50 in a box.
We invite trial orders.

Morrisson, Plummer & Co.

200 TO 206 RANDOLPH ST.,

CHICAGO.

PATENT MEDICINES

Order your patent medicines from

PECK BROS., Grand Rapids.

"MASTER"
"YUMA"

The best 5 cent cigars ever made. Sold by

BEST & RUSSELL CO., CHICAGO.

Represented in Michigan by J. A. GONZALEZ, Grand Rapids.

Advanced—Linseed Oil.
Declined—Opium, Cod Liver Oil, Balsam Copaiba, Menthol.

Morpha, S.P. & W.	1	75¢	2	00	Sinapis	②	18	Linseed, pure raw	29	32
Morpha, S.N.Y. Q. & C.	1	65¢	1	90	Sinapis, opt.	②	30	Linseed, boiled	31	34
Moschus Canton.	1	65¢	1	90	Snuff, Macaboy, De Voës.	②	34	Neatsfoot, winter st	35	70
Myristica, No. 1	1	65¢	1	90	Snuff, Scotch, DeVo's	②	34	Spirits Turpentine	34	38
Nux Vomica...po.20	1	50¢	1	18	Soda Boras.	6	8			
Os Sepia	1	50¢	1	18	Soda Boras, po.	6	8			
Pepsin Saac, H. & P.	1	50¢	1	18	Soda et Potass Tart.	26¢	28			
D. Co.	1	50¢	1	18	Soda, Carb.	1½¢	5			
Picls Liq. N.N. ½ gal. doz.	2	200			Soda, Bi-Carb	3½¢	4			
Picls Liq., quarts.	4	100			Soda, Ash	②	2			
Picls Liq., pints.	8	85			Soda, Sulphas.	②	2			
Pil Hydrarg...po. 80	50	50			Spts. Cologne.	②	2 60			
Piper Nigra...po. 22	18	50			Spts. Ether Co.	50¢	55			
Piper Alba...po. 35	30	30			Spt. Myrcia Dom.	②	9 00			
Pil Burgun.	12	7			Spts. Vini Rect. bbl.	2	37			
Plumbi Acet.	10¢	12			Spts. Vini Rect. ½ bbl	2	42			
Pulvis capivi et Opil	1	10¢	1	20	Spts. Vini Rect. 10gal	②	45			
Pyrethrum, boxes H. & P. D. Co., doz.	1	25			Spts. Vini Rect. 5gal	②	47			
Pyrethrum, pv.	30¢	33			Less 5¢ gal. cash	10	da 73			
Quassia.	8¢	10			Strychnia, Crystal.	1 40¢	1 45			
Quinia, S. P. & W.	24¢	29			Sulphur, Subl.	2½¢	3			
Quinia, S. German.	18¢	25			Sulphur, Roll.	28¢	2½			
Quinia, N.Y.	22¢	27			Tamarinds.	8¢	10			
Rubia Tinctorum.	12¢	14			Terebenth Venice.	28¢	30			
Saccharum Lactis pv	24¢	26			Theobromæ.	42¢	45			
Salaicin	3 00¢	3 10			Vanilla.	9 00¢	16 00			
Sanguis Draconis.	40¢	50			Zinci Sulph.	70¢	8			
Sapo, W.	12¢	14								
Sapo, M.	10¢	12								
Sapo, G.	15¢	15								
Siedltz Mixture.	20	22								

Canada Malt Whiskey

Bottled by us from **pure**
Canada Malt Whiskey
for **Medicinal Purposes**
only. In full 16 ounce
bottles.

Price per dozen	=	=	=	\$4.00
Price per case of 2 dozen	=			7.50

Add a case to your next order.

Hazeltine & Perkins Drug Co.

GRAND RAPIDS, MICH.

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	CHEESE. Acme. @ 11 Amboy. 10 1/2 @ 11 1/2 Gold Medal. @ 10 1/2 Ideal. @ 10 Jersey. @ 10 1/2 Lensawee. @ 11 1/2 Riverside. @ 11 1/2 Sparta. @ 10 1/2 Edam. @ 7 1/2 Leiden. @ 19 Limburger. @ 15 Pineapple. 43 @ 85 Sap Sago. @ 18	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	FARINACEOUS GOODS. Parina. Bulk. 3 Grits. Walsh-DeRoo Co.'s. 2 00 Hominy. Barrels. 2 25 Flake, 50 lb. drums. 1 00 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. 80 Split, per lb. 2 1/2 Rolls Oats. Rolled Avena, bbl. 3 75 Monarch, 1/2 bbl. 3 25 Private brands, bbl. 3 00 Private brands, 1/2 bbl. 1 63 Quaker, cases. 3 20	Souders'. Oval bottle, with corkscrew. Best in the world for the money.  Regular Grade Lemon. 2 oz. doz. 75 4 oz. doz. 1 50 Regular Vanilla. 2 oz. doz. 1 20 4 oz. doz. 2 40 XX Grade Lemon. 2 oz. doz. 1 50 4 oz. doz. 2 40 XX Grade Vanilla. 2 oz. doz. 1 75 4 oz. doz. 3 50	PICKLES. Medium. Barrels, 1,200 count. 3 40 Half bbls, 600 count. 2 20 Small. Barrels, 2,400 count. 4 40 Half bbls, 1,200 count. 2 70 RICE. Domestic. Carolina head. 6 1/2 Carolina No. 1. 5 Carolina No. 2. 4 1/2 Broken. 3 Imported. Japan, No. 1. 5 1/2 Japan, No. 2. 5 Java, No. 1. 4 1/2 Table. 5 1/2 SALERATUS. Packed 60 lbs. in box. Church's. 3 30 Deland's. 3 15 Dwight's. 3 30 Taylor's. 3 00 SAL SODA. Granulated, bbls. 1 10 Granulated, 100 lb cases. 1 50 Lump, bbls. 1 Lump, 145 lb kegs. 1 10
BAKING POWDER. Absolute. 1/4 lb cans doz. 45 1/2 lb cans doz. 85 1 lb cans doz. 1 50 Acme. 1/4 lb cans doz. 45 1/2 lb cans doz. 75 1 lb cans doz. 1 00 Bulk. 10 El Purity. 1/4 lb cans per doz. 75 1/2 lb cans per doz. 1 20 1 lb cans per doz. 2 00 Home. 1/4 lb cans 4 doz case. 35 1/2 lb cans 4 doz case. 55 1 lb cans 2 doz case. 90	Chicory. Bulk. 5 Red. 7 CATSUP. Columbia, pints. 4 25 Columbia, 1/2 pints. 2 50 CLOTHES PINS. 5 gross boxes. 45 COCOA SHELLS. 20 lb bags. 2 1/2 Less quantity. 3 Pound packages. 4 CREAM TARTAR. Strictly Pure, wooden boxes. 35 Strictly Pure, tin boxes. 37	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 00 250 books. 6 25 500 books. 10 00 1000 books. 17 50	Fish. Cod. Georges cured. @ 4 Georges genuine. @ 4 1/2 Georges selected. @ 5 Strips or bricks. 5 @ 8 Hallbut. Chunks. 10 Strips. 9 Herring. Holland white hoops keg. 60 Holland white hoops bbl. 8 00 Norwegian. 2 00 Round 100 lbs. 1 10 Round 40 lbs. 13 Sealed. 13 Flackerel. No. 1 100 lbs. 11 00 No. 1 40 lbs. 4 70 No. 1 10 lbs. 1 25 No. 2 100 lbs. 8 00 No. 2 40 lbs. 3 95 No. 2 10 lbs. 95 Family 90 lbs. 3 50 Family 10 lbs. 13 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	GLUE. Jackson Liquid, 1 oz. 65 Jackson Liquid, 2 oz. 98 Jackson Liquid, 3 oz. 1 30 GUNPOWDER. Rifle—Dupont's. Kegs. 4 00 Half Kegs. 2 25 Quarter Kegs. 1 25 1 lb cans. 30 1/2 lb cans. 18 Choke Bore—Dupont's. Kegs. 4 00 Half Kegs. 2 25 Quarter Kegs. 1 25 1 lb cans. 34 Eagle Duck—Dupont's. Kegs. 8 00 Half Kegs. 4 25 Quarter Kegs. 2 25 1 lb cans. 45	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 1 lb. linen sacks. 32 56 1 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. 65 Manistee. 65
JAXON 1/4 lb cans, 4 doz case. 45 1/2 lb cans, 4 doz case. 85 1 lb cans, 2 doz case. 1 60 Our Leader. 1/4 lb cans. 45 1/2 lb cans. 75 1 lb cans. 1 50 Peerless. 1 lb. cans. 85 BASKETS.  Standard Bushel. 1 25 Extra Bushel. 1 75 Market. 30 1/2 bushel, bamboo del'ry. 3 50 1/4 bushel, bamboo del'ry. 4 00 1 bushel, bamboo del'ry. 5 00 Iron strapped, 50c extra. Diamond Clothes, 30x16. 2 50 Braided Splint, 30x16. 4 00	COFFEE. Green. Rio. Fair. 17 Good. 18 Prime. 19 Golden. 20 Peaberry. 22 Santos. Fair. 19 Good. 20 Prime. 22 Golden. 22 Peaberry. 23 Mexican and Guatemala. 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. Clark-Jewell-Wells Co.'s Brands Fifth Avenue. 30 Jewell's Arabian Mocha. 30 Wells' Mocha and Java. 26 Wells' Perfection Java. 26 Sancelmo. 23 1/2 Valley City Maracaibo. 20 1/2 Ideal Blend. 17 Leader Blend. 15 Worden Grocer Co.'s Brands Quaker Arabian Mocha. 31 Quaker Mandehling Java. 31 Quaker Mocha and Java. 29 Quaker Golden Santos. 23 State House Blend. 22 Quaker Golden Rio. 20	Credit Checks. 500, any one denom'n. 3 00 1000, any one denom'n. 5 00 2000, any one denom'n. 8 00 Steel punch. 75 DRIED FRUITS—DOMESTIC Apples. Sundried. @ 3 Evaporated 50 lb boxes. @ 4 California Fruits. Apricots. 11 1/2 @ Blackberries. 6 @ Nectarines. 6 @ Peaches. 7 1/2 @ 9 Pears. 7 @ Pitted Cherries. @ Prunelles. @ Raspberries. @ California Prunes. 100-120 25 lb boxes. @ 4 1/2 90-100 25 lb boxes. @ 4 1/2 80-90 25 lb boxes. @ 4 1/2 70-80 25 lb boxes. @ 4 1/2 60-70 25 lb boxes. @ 6 50-60 25 lb boxes. @ 6 1/2 40-50 25 lb boxes. @ 7 1/2 30-40 25 lb boxes. @ 1/4 cent less in bags	FLAVORING EXTRACTS.  Jennings. D.C. Vanilla 2 oz. 1 20 3 oz. 1 50 4 oz. 2 00 6 oz. 2 00 No. 8. 4 00 No. 10. 6 00 No. 2 T. 1 25 No. 3 T. 2 40 No. 4 T. 2 40 D.C. Lemon 2 oz. 75 3 oz. 1 00 4 oz. 1 40 6 oz. 2 00 No. 8. 2 40 No. 10. 4 00 No. 2 T. 80 No. 3 T. 1 35 No. 4 T. 1 50	HERBS. Sage. 15 Hops. 15 INDIGO. Madras, 5 lb boxes. 55 S. F., 2, 3 and 5 lb boxes. 50 JELLY. 15 lb pails. 30 17 lb pails. 34 30 lb pails. 60 LYE. Condensed, 2 doz. 1 20 Condensed, 4 doz. 2 25 LICORICE. Pure. 30 Calabria. 25 Sicily. 14 Root. 10 MINCE MEAT. Ideal, 3 doz. in case. 2 25 PATCHES. Diamond Match Co.'s brands. No. 9 sulphur. 1 65 Anchor Parlor. 1 70 No. 2 Home. 1 10 Export Parlor. 4 00 MOLASSES. New Orleans. Black. 11 Fair. 14 Good. 20 Fancy. 24 Open Kettle. 25 @ 35 Half-barrels 2c extra. PIPES. Clay, No. 216. 1 70 Clay, T. D. full count. 65 Cob, No. 3. 1 POTASH. 48 cans in case. 4 00 Babbitt's. 3 00 Penna Salt Co.'s. 3 00	SEEDS. Anise. 13 Canary, Smyrna. 4 Caraway. 10 Cardamon, Malabar. 80 Hemp, Russian. 4 Mixed Bird. 4 1/2 Mustard, white. 6 1/2 Poppy. 8 Rape. 5 Cuttle Bone. 20 SNUFF. Scotch, in bladders. 37 Maccaboy, in jars. 35 French Rappee, in jars. 43 SPICES. Whole Sifted. Allspice. 9 Cassia, China in mats. 10 Cassia, Batavia in bund. 20 Cassia, Saigon in rolls. 32 Cloves, Amboyina. 15 Cloves, Zanzibar. 9 Mace, Batavia. 60 Nutmegs, fancy. 60 Nutmegs, No. 1. 10 Nutmegs, No. 2. 45 Pepper, Singapore, black. 9 Pepper, Singapore, white. 12 Pepper, shot. 10 Pure Ground in Bulk. Allspice. 12 Cassia, Batavia. 22 Cassia, Saigon. 35 Cloves, Amboyina. 20 Cloves, Zanzibar. 15 Ginger, African. 15 Ginger, Cochila. 20 Ginger, Jamaica. 22 Mace, Batavia. 70 Mustard, Eng. and Trieste. 20 Mustard, Trieste. 25 Nutmegs. 40 @ 50 Pepper, Sing., black. 10 @ 14 Pepper, Sing., white. 15 @ 18 Pepper, Cayenne. 17 @ 20 Sage. 18
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 CAKE FROSTING. Nacretin, per doz. 2 40 Two doz. in case assorted flavors—lemon, vanilla and rose. CANDLES. 8s. 7 16s. 8 Paraffine. 8	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. 15 00 Jersey. 14 50 McLaughlin's XXXX. 14 50 Extract. Valley City 1/4 gross. 75 Felix 1/4 gross. 1 15 Hummel's foil 1/4 gross. 85 Hummel's tin 1/4 gross. 1 42 Kneipp Malt Coffee. 11b. packages, 50 lb. cases 9 11b. packages, 100 lb. cases 9 CONDENSED MILK. 4 doz in case. Gall Borden Eagle. 6 75 Crown. 6 25 Daisy. 5 75 Champion. 4 50 Magnolia. 4 25 Challenge. 3 50 Dime. 3 35	FOREIGN. Currants. Patras bbls. @ 4 1/2 Vostizias 50 lb cases. @ 4 1/2 Cleaned, bulk. @ 5 1/2 Cleaned, packages. @ 6 Peel. Citron American 10 lb bx @ 14 Lemon American 10 lb bx @ 12 Orange American 10 lb bx @ 12 Raisins. Ondura 25 lb boxes. @ 7 1/2 Sultana 1 Crown. @ 8 1/2 Sultana 2 Crown. @ 9 Sultana 3 Crown. @ 9 1/2 Sultana 4 Crown. @ 9 3/4 Sultana 5 Crown. @ 10 1/4	CONDENSED GOODS. Lakeside Marrowfat. 1 00 Lakeside E. J. 1 30 Lakeside, Cham. of Eng. 1 40 Lakeside, Gem. Ex. Sifted. 1 65 CHOCOLATE. Walter Baker & Co.'s. German Sweet. 22 Premium. 31 Breakfast Cocoa. 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. 96	CONDENSED GOODS. Lakeside Marrowfat. 1 00 Lakeside E. J. 1 30 Lakeside, Cham. of Eng. 1 40 Lakeside, Gem. Ex. Sifted. 1 65 CHOCOLATE. Walter Baker & Co.'s. German Sweet. 22 Premium. 31 Breakfast Cocoa. 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. 96	CONDENSED GOODS. Lakeside Marrowfat. 1 00 Lakeside E. J. 1 30 Lakeside, Cham. of Eng. 1 40 Lakeside, Gem. Ex. Sifted. 1 65 CHOCOLATE. Walter Baker & Co.'s. German Sweet. 22 Premium. 31 Breakfast Cocoa. 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. 96

SOAP.

Laundry.

Armour's Brands.	
Armour's Family.	2 70
Armour's Laundry.	3 25
Armour's Comfort.	2 80
Armour's White, 100s.	6 25
Armour's White, 50s.	3 25
Armour's Woodchuck.	2 55
Armour's Kitchen Brown.	2 00
Armour's Mottled German.	2 40

JAXON

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

JAS. S. KIRK & CO.'S BRANDS.

American Family, wrp'd.	3 33
American Family, unwr'd.	3 27
Dome.	3 33
Cabinet.	2 25
Savon.	2 51
Dusky Diamond, 55 oz.	2 10
Dusky Diamond, 58 oz.	3 00
Blue India.	3 00
Kirkline.	3 75
Eos.	3 65

Lautz Bros. & Co.'s Brands.	
Aome.	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
25 box lots, delivered.	2 65

Thompson & Chute's Brand.



Single box.	2 80
5 box lot, delivered.	2 75
10 box lot, delivered.	2 70
25 box lot, delivered.	2 65

Wolverine Soap Co.'s Brands.



Single box.	2 65
5 box lots, delivered.	2 60
10 box lots, delivered.	2 50

Allen B. Wrisley's Brands.

Old Country, 80 1-lb. bars.	2 15
Good Cheer, 60 1-lb. bars.	2 35
Uno, 100 3/4-lb. bars.	2 20
Doll, 100 10-oz. bars.	2 80

Scouring.

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

SODA.

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

STARCH.



Kingsford's Corn.

40 1-lb. packages.	6
20 1-lb. packages.	6 1/2

Kingsford's Silver Gloss.

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

Diamond.

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

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

SYRUPS.

Barrels.	12
Half bbls.	14

Pure Cane

Fair.	16
Good.	20
Choice.	25

STOVE POLISH.



No. 4, 3 doz in case.	4 50
No. 6, 3 doz in case.	7 20

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 00
Domino.	4 88
Cubes.	4 63
Powdered.	4 73
XXXX Powdered.	4 75
Mould A.	4 63
Granulated in bbls.	4 38
Granulated in bags.	4 38
Extra Fine Granulated.	4 50
Extra Coarse Granulated.	4 50
Diamond Confection.	4 38
Confection Standard A.	4 25
No. 1.	4 13
No. 2.	4 13
No. 3.	4 13
No. 4.	4 13
No. 5.	4 00
No. 6.	3 94
No. 7.	3 88
No. 8.	3 81
No. 9.	3 69
No. 10.	3 63
No. 11.	3 63
No. 12.	3 63
No. 13.	3 50
No. 14.	3 44
No. 15.	3 31
No. 16.	3 06

TABLE SAUCES.

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

TOBACCOS.

Cigars.

G. J. Johnson Cigar Co.'s brand.	
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S. C. W.	35 00
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H. & P. Drug Co.'s brand.

Quintette.	35 00
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Clark-Jewell-Wells Co.'s brand.

New Brick.	35 00
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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

Fish and Oysters

Whitefish.	Per lb.
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Trout.	8
Black Bass.	10
Halibut.	12 1/2
Ciscoes or Herring.	4
Bluefish.	10
Live Lobster.	18
Boiled Lobster.	20
Cod.	10
Haddock.	8
No. 1 Pickerel.	8
Pike.	7
Smoked White.	8
Red Snapper.	13
Col River Salmon.	13
Mackerel.	20

Oysters in Cans.

F. H. Counts.	28
F. J. D. Selects.	37
Selects.	22
F. J. D. Standards.	20
Standards.	18
Favorite.	14

Oysters in Bulk.

Counts.	2 00
Extra Selects.	1 60
Selects.	1 40
Mediums.	1 10
Baltimore Standards.	1 25
Clams.	95
Shrimps.	1 25

Shell Goods.

Oysters, per 100.	1 25 @ 1 50
Clams, per 100.	90 @ 1 00

Candies.

Stick Candy.

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

Mixed Candy.

Extra H. H.	8 1/2 @ 8 1/2
Boston Cream.	8 1/2 @ 8 1/2

Competition.

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

Fancy-In Bulk.

Lozenges, plain.	8 @ 8 1/2
Lozenges, printed.	8 @ 8 1/2
Choc. Drops.	11 @ 14
Choc. Monumentals.	12 1/2 @ 12 1/2
Gum Drops.	8 @ 7 1/2
Moss Drops.	8 @ 7 1/2
Sour Drops.	8 @ 8 1/2
Imperial.	8 @ 8 1/2

Fancy-In 5 lb. Boxes.

Lemon Drops.	50 @ 50
Sour Drops.	50 @ 50
Peppermint Drops.	50 @ 50
Chocolate Drops.	50 @ 50
H. M. Choc. Drops.	50 @ 50
Gum Drops.	50 @ 50
Licorice Drops.	50 @ 50
A. B. Licorice Drops.	50 @ 50
Lozenges, plain.	50 @ 50
Lozenges, printed.	50 @ 50
Imperial.	50 @ 50
Motives.	50 @ 50
Cream Bar.	50 @ 50
Molasses Bar.	50 @ 50
Plain Made Creams.	80 @ 80
Plain Creams.	60 @ 60
Decorated Creams.	90 @ 90
String Rock.	60 @ 60
Burnt Almonds.	1 25 @ 25
Wintergreen Berries.	55 @ 55

Caramels.

No. 1 wrapped, 2 lb. boxes.	30 @ 30
No. 1 wrapped, 3 lb. boxes.	45 @ 45
No. 2 wrapped, 2 lb. boxes.	45 @ 45

Fresh Meats.

Beef.	5 1/2 @ 7
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Fore quarters.	4 @ 6
Hind quarters.	6 @ 7 1/2
Loins No. 3.	8 @ 12
Ribs.	8 @ 10
Rounds.	5 1/2 @ 6 1/2
Chucks.	4 @ 5
Plates.	4 @ 5

Pork.

Dressed.	4 1/2 @ 4 1/2
Loins.	6 1/2 @ 5 1/2
Shoulders.	5 1/2 @ 5 1/2
Leaf Lard.	5 1/2 @ 5 1/2

Mutton.

Carcase.	6 @ 7
Spring Lambs.	7 @ 8

Veal.

Carcase.	6 @ 8
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Crackers.

The N. Y. Biscuit Co. quotes as follows:	
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Butter.

Seymour XXX.	
Seymour XXX, 3 lb. carton.	
Family XXX.	
Family XXX, 3 lb. carton.	
Salted XXX.	
Salted XXX, 3 lb. carton.	

Soda.

Soda XXX.	
Soda XXX, 3 lb. carton.	
Soda, City.	
Zephyrette.	
Long Island Wafers.	
L. I. Wafers, 1 lb. carton.	

Oyster.

Square Oyster, XXX.	
Sq. Oys. XXX, 1 lb. carton.	
Farina Oyster, XXX.	

SWEET GOODS-Boxes.

Animals.	
Bent's Cold Water.	
Belle Rose.	
Cocoanut Taffy.	
Coffee Cakes.	
Frosted Honey.	
Graham Crackers.	
Ginger Snaps, XXX round.	
Ginger Snaps, XXX city.	
Gln. Snps, XXX home made.	
Gln. Snps, XXX scalloped.	
Ginger Vanilla.	
Imperial.	
Jumoles, Honey.	
Molasses Cakes.	
Marshmallow.	
Marshmallow Creams.	
Pretzels, hand made.	
Pretzettes, Little German.	
Sugar Cake.	
Sultanas.	
Sears' Lunch.	
Sears' Zephyrette.	
Vanilla Square.	
Vanilla Wafers.	
Pecan Wafers.	
Peanut Coffee.	
Mixed Picnic.	
Cream Jumbles.	
Boston Ginger Nuts.	
Chimie Fadden.	
Pineapple Glace.	

Grains and Feedstuffs

Wheat.

Wheat.	82
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Winter Wheat Flour.

Local Brands.	
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Patents.	5 00
Second Patent.	4 55
Straight.	4 30
Clear.	4 30
Graham.	4 30
Buckwheat.	3 40
Rye.	2 65
Subject to usual cash discount.	

Flour in bbls., 25c per bbl. additional.

Worden Grocer Co.'s Brand.	
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Quaker, 1/2s.	4 45
Quaker, 1/4s.	4 45
Quaker, 1/8s.	4 45

Spring Wheat Flour.

Olney & Judson's Brand.	
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Ceresota, 1/2s.	4 60
Ceresota, 1/4s.	4 50
Ceresota, 1/8s.	4 45

Ball-Barnhart-Putman's Brand.

Grand Republic, 1/2s.	4 60
Grand Republic, 1/4s.	4 50
Grand Republic, 1/8s.	4 45

Worden Grocer Co.'s Brand.

Laurel, 1/2s.	4 60
Laurel, 1/4s.	4 50
Laurel, 1/8s.	4 45

Lemon & Wheeler Co.'s Brand.

Parisian, 1/2s.	4 60
Parisian, 1/4s.	4 50
Parisian, 1/8s.	4 45

Meal.

Bolton.	1 50
Granulated.	1 75

Feed and Millstuffs.

St. Car Feed, screened.	10 75
No. 1 Corn and Oats.	9 75
Unbolted Corn Meal.	9 25
Winter Wheat Bran.	10 00
Winter Wheat Middlings.	10 00
Screenings.	8 00

The O. E. Brown Mill Co.

quotes as follows:	
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New Corn.

Car lots.	23
Less than car lots.	25

Oats.

Car lots.	19
Carlots, clipped.	21
Less than car lots.	23

Hay.

No. 1 Timothy carlots.	9 50
No. 1 Timothy, ton lots.	11 00

Fruits.

Oranges.	
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California Seedlings.	96-112.
125-150-175-200.	2 50 @ 2 75
California Navel.	96
112.	96
125.	96
150-175-200.	96
Valencias in Cases.	420s.

Lemons.

Strictly choice 300s.	2 50
Strictly choice 300s.	2 50
Fancy 300s.	2 50
Ex-Fancy 300s.	3 25 @ 3 50

Bananas.

Hardware

The Hardware Market.

There is no very marked change in the business situation since our last report. Dealers are buying in moderate quantities, preferring on most goods to defer purchasing unless the requirements of their business demand an immediate replenishing of stocks. The break in steel rails and the uncertain condition of the iron market have, undoubtedly, the immediate effect of repressing business and encouraging a disposition to await further developments. It is thought, however, by many that its ultimate effect on the market will be good, largely increasing consumption and getting goods on a stable basis, thus preparing the way, before long, for an advance in prices. The uncertain weather which has prevailed has kept back business and the jobbing houses, as a rule, report only a moderate trade, retailers being conservative in buying and not ready as yet to place very liberal orders. There is also a disposition on the part of jobbers to cut prices and thus effect sales, the result being that a good many goods are being sold by them on comparatively narrow margins. Collections are hardly to be characterized as good and some complaint is made on this score.

Wire Nails—During the past week there has been an active demand for wire nails and, as a result of the large business which has recently been done, the stocks of some manufacturers have been pretty well depleted. The market continues to be firm at \$1.40@1.35 at mill and \$1.55@1.65 from stock. Dealers who have their orders placed for spring shipment, with prices guaranteed, are to be congratulated, as the general impression seems to be that an advance, although moderate, will soon be made.

Barbed Wire—Manufacturers report a good business in barbed wire for future shipments and look for an early advance in price.

Lead—Lead pipe has advanced at the factories about 25¢ per cwt. As this advance is caused by the advance in pig lead, it is believed that an early advance will be made in shot.

Window Glass—Although there are rumors of dissatisfaction among the members of the Glass Association, it is stated by those who are on the inside that there is no liability of disruption and that prices will be fully maintained, an advance being made from 2½@5 per cent. on March 1.

Clothes Wringers—An advance in price on all clothes wringers of about 10 per cent. was necessitated by the fact that Para rubber, which is used in the rolls, is now 15 per cent. higher than a year ago. The cheap wringers, however, in the rolls of which rubber of an inferior grade is used—and often little of that—are selling at about the same prices as heretofore.

Reports from other sections of the country are as follows:

Chicago: The demand for shelf hardware shows further improvement. The gain, however, continues to be quite slow and business is not yet generally active.

New Orleans: Business is becoming very quiet and the unsettled conditions in regard to prices on leading staples have had the effect of cutting off about all the business that was being done.

Baltimore—While the weather of the last few weeks has not been very stimu-

lating to business, yet, on the whole, there has been a fair improvement in the movement of merchandise in all lines and the indications are for a still further improvement as the season advances.

St. Paul: There is little of special interest to note at this time. Trade has been lagging, owing mostly to the very unfavorable weather, which has been unusually lowery and has resulted in another heavy fall of snow.

Cleveland: The very unsettled condition of the steel market has had a tendency to depress the trade in all lines of hardware to quite an appreciable extent.

Boston: Everything in New England is wintry and cold. There seems to be a feeling of doubt and discontent in the air which affects the consciences of many, so that they are continually devising ways and means to beat the devil around the stump, with the result that even local agreements are of no account.

San Francisco: Trade is very good for this time of the year and much better than for the corresponding period last year. Prices on wire and nails are still very demoralized. Collections are slow at this season, as usual.

A Shop Rule Which Proved Futile.

A small boy had thrown a stone through the basement window and the landlady sent the maid of all work around the corner to a glazier's. There was only one corner of the big sheet of glass broken, but it would have been unsafe to leave it.

"It will be \$2," the glazier said, looking the job over, and after a little wrangling over the price, the landlady told him to go ahead.

When he was gone for the glass the landlady said to the girl:

"You see, I can get a glass for that picture in the dining room out of this, and will be just that much ahead."

There was a good deal of "cluttering up," about the work, but it was done, finally; the glazier was paid, and went. Ten minutes later the landlady went out to look at the piece of glass that was left, but it was gone.

"He took it with him," the girl said.

"Well, go right over there and bring it back," she said, tartly. "You knew I wanted the glass." The girl was gone five minutes, and she returned without it.

"He won't give it up. He says according to the rules of the shop that it belongs to him."

"The rules of the shop, indeed! I'll show him," and she put on her bonnet with a little toss which looked bad for the glazier.

But he stood his ground, unexpectedly. There was the glass on the counter, but he stood close over it, protesting:

"It vhas der rules of der shop."

"Well, you'll see when my husband comes home," she said at last, backing out of the door; but the glazier only smiled.

Sure enough, the husband was bent on having the glass.

"Come over and point it out to me, and I'll fix him," he said, doggedly.

The glazier saw them coming, but he was defiant.

"See here," began the husband, "you've stolen a piece of window glass out of my house—"

"No, no; it vhas der rules of der—"

"Hang the rules! Where is the glass?" turning to his wife. She pointed to it lying under a work bench. The husband reached for it and started out of the shop.

In an instant the proprietor was on the sidewalk, dancing on one leg, waving his arms and shouting:

"Bolice! Bolice!"

Rather than face the trouble the man laid the glass down and the two left the shop, walking briskly until they turned a corner.

"But just wait!" muttered the little woman.

Two days later there was a ring at the

bell, which the landlady answered. A boy in a tradesman's blouse was hesitating in the door.

"Mr. Glazingstein wants the hammer he left here the other day."

"Oh, no," chuckled the landlady, "it's the rules of the shop that I never give hammers back when they are left here."

The boy looked abashed.

"I'll tell you," said the landlady; "you go back and say that when he returns my glass we'll talk about the hammer."

The boy went and in a few minutes he came back with the glass.

"That's more like it," said the landlady, taking the pane from him: "now go back and tell that old skinflint that I haven't seen his old hammer!"

And she hadn't, for a little later she saw the boy come out of a house on the opposite side of the street carrying the missing article.

But the glass is now in a picture frame on her dining-room wall.

SAP PAILS . . .

That will hold Sap

AND

SYRUP CANS . .

Which do not Leak.

Our sap pails are full size and are guaranteed not to leak. They are made almost straight, flaring enough to pack conveniently. Our syrup cans are double seamed, both top and bottom, with packed screws. Prices lower than ever. Send for special quotations.

WM. BRUMMELER & SONS,

Manufacturers and Jobbers of
Pieced and Stamped Tinware,
Dealers in Rags, Rubbers and Old Metal,
260 S. Ionia St., Grand Rapids.
Telephone 640.

Sugar Kettles



We carry in stock all sizes of Cauldron Kettles, including:

3, 5, 6 and 8 Pails

22, 30, 45, 60 and 90 Gallons

The Kettles we handle are superior to many as to smoothness, weight and finish. We are making special low prices, which will be quoted upon application, stating how many and what sizes are wanted.

Foster, Stevens & Co.

How to Deal with Customers.

From the Chicago Dry Goods Reporter.

In a recent editorial the Publishers' Weekly made the rather bold statement that it is better not to sell enough to a customer than to oversell him. This may seem like pretty heroic doctrine in the present state of trade, but a little consideration will convince any one that this is only a slightly exaggerated statement of an important truth. And upon this truth, for the salesman, hang all the law and prophets—and also the profits.

For this point is but one phase of the much larger question of how to treat customers. The first thing the salesman must learn, after knowing the technicalities of his business, is to hide his own eagerness to make a sale. The attitude of the salesman toward the customer, from the moment he or she enters the store, should be one of apparent unconcern, combined with respectful and sympathetic attention. The worst thing short of absolute neglect that the salesman can do is to rush forward to customers the moment they enter the door. Such a course produces the impression of a spider bolting forth to pounce upon his victim. Customers should be allowed to get well into the store and take their bearings. Then, the moment they show that they are ready to be attended to, the tactful salesman will be on hand to take the order or show the required goods.

Indecent haste is a thing to be avoided throughout. The over-zealous salesman inevitably drives away custom. The moment he begins to press the customer to buy, he begins arousing a spirit of resentment that kills sales in the long run. If the buyer is not inwardly indignant at the moment, he will be so after he has come to consider his purchase and the pressure under which it was made. Such a feeling, even when so indistinct that the customer himself may never put it into words even to himself, will be sufficient to keep him away from a store.

The ideal salesman must be a diplomat. He should appear to be passive while really being active. His is the difficult task of seeming to be comparatively indifferent while really being sympathetically wide awake to each wish of the customer. Note how even a crusty customer will soon warm toward a quiet, unobtrusive salesman who yet shows warmth enough to gratify all the visitor's wants. The secret of winning the customer's confidence lies just here: Keep your zeal out of sight until the customer has expressed his wishes, and then use it all for him, and apparently not for the store. A customer treated that way is a customer won, every time.

And after the salesman has thus succeeded in establishing the free-masonry of confidence between himself and the customer, the other danger with regard to the overselling must be considered. If the customer be good-humored and inclined to act on impulse, he or she may in some cases be led to buy more than is really wanted. Here again enters that vital question of sympathy with the customer. This will tell the salesman how far to go in stimulating sales. Nothing else can.

However liberally a good customer may be buying, it is essential that the salesman should show not the least excitement. This outward calm is one of the tests of the true salesman. The initiative should come, or seem to come, from the customer, not from the clerk. He must be led on as if accidentally. There should be no sign of studied effort on the salesman's part. When the transaction is closed, the customer should go away with the feeling that he has done it all himself.

One of the worst things a clerk can do is to fly about and assiduously pile up goods helter-skelter before the customer, faster than they are wanted. This not only confuses the would-be purchaser, but alarms him. It gives the impression that too much trouble is being taken—that he is expected to buy the whole store. It is better to display the goods only as fast as the customer can

view them, and avoid all signs of haste or confusion.

The best plan is to let purchasers take their own time. Many a good buyer has been cut short in his delightful career by an over-anxious merchant. The best way is to keep a memorandum of each item as it is bought, and then, if it is a credit sale, see that it is charged before the sales slips are made out and the goods wrapped. As for the salesman who forgets to charge, the Publishers' Weekly puts it thus pointedly: "Nothing but an unostentatious funeral will ever cure him of the habit. He may be a loss to his family, but his taking off will be a saving to his employer."

To sum up the matter of dealing with customers: Don't push them, don't pull and haul them, but lend a hand. The salesman who can get the customer to unbosom himself, win his confidence by unostentatious attention, and then not leave the slightest suspicion that the confidence was abused in any way, is worth his weight in Government bonds.

No Reciprocity with Canada.

From the Philadelphia Ledger.

The Eastern States want the bituminous coal of Canada free of duty; the Canadians want anthracite coal free of duty. But apart from that there is no recognizable yearning on this side of the border for reciprocity with Canada and no fears of retaliation.

The United States has tried both policies. Its reciprocity experiment was not satisfactory and it was formally set aside. Ever since that was done this country has had experience with the retaliatory policy, and it prefers the latter to the former. Under retaliation our exports to Canada have largely increased, and that country is taking our manufactures in ever-increasing amount and value, and importing fewer and fewer of the competing products of England.

Trade is not sentiment; it is business, and however loyal to the mother country the Canadians may be, they will still carry their wares to that market the business conditions of which are most favorable to them. If England can sell Canada her manufactures upon better terms than we can sell ours, she will get Canadian custom; if we can sell ours upon better terms, we shall get it. Since the abrogation of the reciprocity arrangement with Canada that country has employed the retaliatory policy against us in all possible aggressive and offensive ways. It has discriminated against us in its custom houses and upon its lines of transportation, especially upon its canals. It has played the dog in the manger in respect of the fisheries, and it has sent out year by year predatory fleets to prey upon and loot our seals. For years Canada has created and fostered trouble between England and the United States, in pursuance of its retaliatory policy, which has had no other purpose than to force the renewal of the reciprocal trade relations which we found to be unprofitable and undesirable.

Having failed to force this country to concede reciprocity, Canada now seeks to cajole it into doing so, and is now threatening us with penalties if we refuse to do so. Canada's latter efforts for reciprocal trade are not more likely to be successful than the previous ones were. The United States needs little or nothing which Canada has to offer it; Canada needs a great deal which the United States has to offer it. Reciprocity would consequently be too one-sided an affair for this country to agree to, except upon its own terms; Canada's terms can scarcely be seriously considered.

Lost an Old Friend.

Kansas Farmer—I don't know how it is, but I don't feel comfortable any more. The old place ain't what it used to be.

Visitor—What's the trouble?

Kansas Farmer—Well, yer see, my son he come home a few days ago and he paid off the mortgage!

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&10
Carriage new list.....	70 to 75
Plow.....	50
BUCKETS	
Well, plain.....	\$ 3 25
BUTTS, CAST	
Cast Loose Pin, figured.....	70&10
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; 26 and 28; 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's.....	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.....	1 60
Wire nails, base.....	1 70
20 to 60 advance.....	Base
10 to 16 advance.....	05
8 advance.....	10
6 advance.....	20
4 advance.....	30
3 advance.....	45
2 advance.....	70
Fine 3 advance.....	50
Casing 10 advance.....	15
Casing 8 advance.....	25
Casing 6 advance.....	35
Finish 10 advance.....	25
Finish 8 advance.....	35
Finish 6 advance.....	45
Barrel 1/2 advance.....	85
PLANES	
Ohjo 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 1/2c per pound extra.....	
HAMMERS	
Maydole & Co.'s, new list.....	dis 33 1/2
Kip's.....	dis 25
Yerkes & Plumb's.....	dis 40&10
Mason's Solid Cast Steel.....	30c list 70
Blacksmith's Solid Cast Steel Hand 30c 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, 1/2 inch and larger.....	6
Manilla.....	9
SQUARES	
Steel and Iron.....	80
Try and Bevels.....	
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
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.....	62 1/2
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, nickelled.....	30
Coe's Genuine.....	50
Coe's Patent Agricultural, wrought.....	80
Coe's Patent, malleable.....	80
MISCELLANEOUS	
Bird Cages.....	50
Pumps, Cistern.....	80
Screws, New List.....	85
Castors, Bed and Plate.....	50&10&10
Dampers, American.....	50
METALS—Zinc	
600 pound casks.....	6 1/2
Per pound.....	6 1/2
SOLDER	
1/2@1/2.....	12 1/2
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
20x28 IC, 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.....	9

WM. BRUMMELER & SONS, GRAND RAPIDS,

Pay the highest price in cash for

MIXED RAGS,
RUBBER BOOTS AND SHOES,
OLD IRON AND METALS.

Drop them a postal "Any Old Thing." for offer on...

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.

TRAVERSE CITY.

Some Early History—Standard Brands and Trademarks.

Traverse City, Feb. 21—The Manistee & Northeastern Railway, a gigantic system of over sixty miles, furnished transportation for myself and five others to this point. How amusing (when one is in good humor) are the airs taken on by these small railway companies! This road runs two trains daily between Manistee and Traverse City, consisting of baggage car and one coach, yet the rules are more rigorously enforced than on the Vanderbilt lines. Upon pulling into a station the brakeman shouts, "Show your tickets!" and he sees to it, too, that each poor unfortunate drops bundles and grips and shows his ticket before he permits him to enter the car. Upon this occasion I had none and thought best to confess; so the brakeman good-naturedly said, "Oh, well, go in—I'll get you one." I afterward enquired the reason for such a rule and was told, "to make it easier for the conductor." I envied the conductor his job and applauded the officials for their consideration of employees.

I was surprised to see how almost devoid of human habitation the country along the line appeared. Occasionally a farmhouse, again a sawmill and now and then a cluster of cottages which may be some great and powerful city in embryo. The impression, however, left upon my mind is of gloomy solitude—inexpressibly grand, it is true and never to be described as either "wild," or, as I heard a man say, "God forsaken."

I need not attempt a description of the geographical location of this booming little city of more than 8,000 people. You can see that on the map, but I will say that to me it seems one of the few cities in the State that builded better than it knew, because, while the first settlement was made undoubtedly for immediate convenience, it has proven to have been one peculiarly favored by environment for the building up of a large city, free from any disadvantages. The first settlement was made in 1847 by Horace Boardman, after whom the river and a small bay are named. Michael Gay, now 77 years old, and still residing here, came here with Mr. Boardman and worked for him in the first sawmill. His daughter Josephine was the first white child in the settlement, being born in May, 1849. I was anxious to hear some tales of early times, so went to see Mr. E. L. Sprague, for thirty years editor of the Traverse Bay Eagle. He told me much that was interesting concerning those early days, but when I asked for something funny, he said he couldn't remember that anything very funny had ever happened in Traverse. He, however, remembered one humorous incident: It was of a Dr. Dougherty, who was called to visit a patient on the other side of Boardman River. He was on foot, and had no boat, but the river must be crossed, for a woman was ill on the other side and he was a doctor; so he just waded in and over, visited his patient and started back home—a walk of many miles. After recrossing the river, he decided to dry his clothes. It was none too warm, so he devised a very unique method. He cut a stick, took off first, his wet shirt, and hung it on this stick which he carried in his hand as he continued his journey. The shirt dry, he put it on, taking his flannel off and drying it in the same manner, and so on until his entire wardrobe was dried. In fancy I see this good man, to whom this region owes much, marching along—a sort of clothesline—with his shirt hung out to dry!

So closely allied with the name and fortune of Traverse City as to be almost synonymous is the name of Hon. Perry Hannah, affectionately called the Father of Traverse. He came here in 1851, when nothing but a pine forest met the eye, and from that day, forty-five years ago, his best efforts have been expended in the interest of Traverse City. In this he has been ably seconded by Mr. Lay. I think we traveling men owe the Han-

nah & Lay Mercantile Co. a debt of gratitude—first, for the good orders we may always depend upon, and also for Park Place Hotel, which is run to please us and do credit to the city and not to pay.

Traverse City is nothing if not progressive, and her women keep step with the front rank. Two of her best grocery stores are owned and conducted successfully by women, Mrs. Daniels having one of the neatest stores on the main street and Mrs. Seabrooke on the south side. Both ladies do their own buying, and that they buy wisely is evidenced by the unusually clean stocks they carry. It is a real comfort to meet and sell them (goods, I mean). I find them both subscribers to the Tradesman—another proof of their "up to snuffness"—so I took advantage of the opportunity to read the last issue, and I am more than displeased with Mr. Thurston's conclusions in his extremely clever article on "Standard Brands," because he spoils it by mentioning by name the products of two factories. To me it seems entirely out of his province to advertise the wares of any firm in an article of that character; beside he blundered in citing as an example of a "reliable standard brand" one of these articles. If a brand or trademark or name is of any value whatever, as applied to a food product, it must have derived that value from the excellence of the article which it names, and becomes valueless when applied to a substitute, however excellent the substitute may be. In the case of the article he uses as an example there is absolutely nothing left of the original product but the copyright of the label. The original factories are burned, the original owners are dead and the copyright is now owned and the packages are now filled by a company whose goods, under another brand, stand side by side with this one and can hardly be given away. To such extremes have we American women gone, or been driven, on the question of brands that I have some hopes to see the evil remedy itself. Long years ago trademarks meant something; as abused to-day, they are worse than misleading, and it behooves every grocer and every housewife to test by practical use all of the products presented by the reputable manufacturers, regardless of brands. It isn't such a task, and I will warrant they will be surprised at the excellent quality of many of the so-called "off brands."

Grocers are now forced into selling—sometimes at a loss and never at much of a profit—some article which has become a fad; in fact, they are now mere distributors for advertisers. Any one with sufficient money can create a demand for anything. If the article has merit or if it has none cuts no figure—the people, having been sampled and lectured to and demonstrated upon, take up the fad and the grocer must "give his customers what they call for." This is well, so far as it goes, but one fine day the product falls into the hands of another company, and perhaps another; the product itself is modified, or probably entirely changed, but the consumer goes blindly on trusting the "brand," believing she is getting the thing called for, while in fact she is getting the very thing she couldn't be hired to buy—queer beings, we women! I predict we will object to spending bank notes not issued by this or that favorite bank, or bearing this or that signature (when the bill passes).

Poor grocerymen, what a lot of advice we women do give them! It's like the pews preaching to the pulpit—doesn't avail much. I am told there is a bill before the Legislature providing for strictly pure baking powder. Momentous question! These "bills" are so prone to provide for the snipping off of twigs, and not for striking at the roots. Fruit jelly was one of the articles upon which the inspectors sat hardest last year. The law provided that a fruit jelly containing any ingredient save the fruit and syrup should be labeled "Compound" or "Artificial." I saw many pails so labeled and enquired of several dealers. Do you sell any of this stuff now? "Oh, yes," was the reply.

Do you sell as much? "Yes, just as much," was the invariable answer. Do you charge the same? "Sure," was the response. Now, if some one will show me who was benefited by that law, I will be glad. The consumer ate just as much, paid the same price, hence her money was not saved nor her health protected. In fact, she is hurt, because she is deprived of the pleasures of the imagination. Her jelly is now compound! I could go on and on like the brook made famous in poetry, about the food laws, but I am hoping wiser heads and abler pens than mine will take the subject up in the Tradesman.

Sunshine always makes shadow, but good humor does not provoke the blues, nor laughter a frown. One jolly traveling man eases up the burdens of forty. I was so fortunate as to meet here the representative of some Cleveland house—a gentleman so full of mirth and genuine fun as to be a blessing to all who come within the circle of his influence. He kept the whole company convulsed with laughter at the humorous incidents he recited. One gentleman actually fell off his chair in a fit of laughter—a feat of which I have often heard, but never before witnessed. One story he told of his first trip, recently made, in Michigan, amused me exceedingly, because I had once been in a like embarrassing position. It seems he was looking up new trade in a town near the Rapids and, seeing a likely-looking store, decided to call. He looked around for the name of the firm and saw in big letters, Kelley & Armstrong. Upon entering, he singled out the man whom he thought the proprietor and, reaching out his hand, said, "How do you do, Mr. Kelley. I represent—" "But I am not Mr. Kelley, sir—Kelley's dead"—announced the supposed proprietor. "Ah, beg your pardon," said our not-to-be-squelched agent, "Mr. Armstrong. I am glad to know you. I represent—" Again he was shut off by the statement, "And neither am I Mr. Armstrong—he's busted." "Well, who are you anyway?" asked this imperturbable gentleman. The result I cannot tell you, as I was laughing so I couldn't hear what happened.

I was reminded of the day some four years ago, when I walked into a Minnesota store and, going up to the desk, said with that rising inflection, "Mr. Chase?" The gentleman, looking a little surprised, said, "No." "Mr. Sanborn, then, I presume?" said I. He got red, then purple, in the face, but he was a hero and never even smiled when he answered, "This is the store of so and so. We are only agents for Chase & Sanborn's coffee." I never see one of those blue signs but that I turn pale over the memory of that awful blunder! My employer shortly after issued a "Book of Rules." The very first one reads, "Never take a name from a sign." If I were to issue a set of rules for buyers and consumers, the first one, set up in small caps, would read: "Never buy on brand alone, nor judge the contents of a package by its label." EMMA L. ALLEN.

WANTS COLUMN.

BUSINESS CHANCES.

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.

I WISH TO SELL MY GROCERY. HAVE the best business in the city, on a strictly cash basis; best location; always done a profitable business; four years' lease of store; reason for selling, other interest which takes all of my time. If you want a good, well-established, paying business write quick. S. Stern, Kalamazoo, Mich. 218

LOCATION WANTED—FOR A LIVE, UPTO-date local paper. Have just sold my paper here, but cannot keep out of the business, and must have a location where the merchants believe in advertising. Address M. F. Ketchum, Fremont, Mich. 220

SODA FOUNTAIN FOR SALE VERY CHEAP. Large and elegant. Complete outfit. Crozier Bros. Double Shoe store, Grand Rapids. 221

TO EXCHANGE—FREE AND CLEAR, WELL-located Grand Rapids property for hotel or resort property. Address 72 Ellsworth Avenue, Grand Rapids. 223

FOR SALE—A GOOD ESTABLISHED BAK-ery and grocery business at Traverse City. Owing to other business interests I will sell my entire stock of groceries, bakery business, etc., in exchange for good residence property in Traverse City, Mich. Geo. Gane, Traverse City, Mich. 215

FOR SALE—LIVERY BARN AND STOCK, A store with agricultural implements and harness shop; 10 per cent. off for cash. Address No. 215, care Michigan Tradesman. 216

WANTED—STOCK OF GROCERIES OR merchandise. In writing give full particulars. Address No. 214, care Michigan Tradesman. 214

A PRACTICAL MAN WITH CAPITAL WILL find good investment in a well-established wholesale grocery business by addressing P. P. Misner, Agent, Muskegon, Mich. 203

REAL ESTATE IN THIS CITY WORTH \$4,000 to exchange for stock of groceries or general merchandise; difference paid in cash or taken in mortgage on property. Address W., care Carrier 26, Grand Rapids. 209

WANTED—A SMALL STOCK OF GOODS, shoes or hardware preferred. Address No. 205, care Michigan Tradesman. 205

GOOD OPENING FOR A METAL WORKER with some capital. I offer the plant, tools, machinery, catalogues, good will, etc., of the Metal Stamping & Spinning Co., for sale or rent. Would retain an interest in the business with the right man. Franklin B. Wallin, Treasurer Wallin Leather Co., Grand Rapids. 206

TO EXCHANGE—HEAVY HARDWOOD timber and farming land; title perfect, and cash to exchange for goods. Address 208, care Michigan Tradesman. 208

RARE OPPORTUNITY—FOR SAWYER AND cabinet maker. Mill and other machinery set Home market for product. Timber cheaper than ever known. H. G. Cady, Pine Bluff, Ark. 210

EXCHANGE FOR LIVERY STOCK—60 ACRES of excellent land near LaFontaine, Ind. Can lease it any time for oil and gas. Large wells near by. Price, \$6,000. Address N. H. Winans, 3 and 4 Tower Block. 200

FOR SALE—STOCK OF GENERAL MER- chandise, including drugs. Only drug store in town. M. H. McCoy Est., Grandville, Mich. 198

FOR SALE—STOCK OF GROCERIES IN- volving about \$1,000, in a live Michigan town. Good trade, nearly all cash. Good reasons for selling. Address 197, care Michigan Tradesman. 197

FOR SALE OR EXCHANGE—FOUR MODERN cottages in good repair—three nearly new, all rented—for sale, or will exchange for clean stock of dry goods. Address Lester & Co., 211 North Ionia street, Grand Rapids. 194

FOR SALE OR EXCHANGE FOR STOCK OF merchandise—Forty acre farm near Hart, good buildings, 900 bearing fruit trees. Address No. 179, care Michigan Tradesman. 179

FOR SALE FOR CASH—STOCK GROCERIES and crockery invoicing between \$3,000 and \$3,500; good location; good choice stock. Will sell cheap. Good chance for someone. Address D. Carrier No. 4, Battle Creek, Mich. 177

RUBBER STAMPS AND RUBBER TYPE. Will J. Weller, Muskegon, Mich. 160

FOR SALE—AT A BARGAIN THE WAT-rous' drug stock and fixtures, located at Newaygo. Best location and stock in the town. Enquire of Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 136

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—TWO FIRST-CLASS SALESMEN for grocery trade. Must be familiar with trade in northern half of Lower Michigan. Address, giving name of late employer, salary expected, etc., No. 219, care Michigan Tradesman. 219

WANTED—POSITION AS BOOK-KEEPER by young man of excellent habits, fine recommendations and thorough experience. Address Wm. E. Vogelsang, 157 Livingston street, Grand Rapids. 222

WANTED—96 ELM, 16 OAK CHAIRS, 80 feet of settees, 6 Rochester lamps, 24 window shades, carpeting and matting for a hall 26x55. Geo. E. Bliss, Maple Rapids, Mich. 217

FOR RENT—A MODERN BRICK STORE room, one of the best corners in city of 20,000. Two-story and basement, 26x140, occupied since built as a first-class dry goods store; always successful. Address Sarah E. Kyger, 515 North Hazel St., Danville, Ill. 212

WANTED—POSITION AS SALESLADY BY young woman of several years' experience. Expert in fur and cloak business. Will work for moderate salary. Mrs. Fannie Parrish, 330 No. Ionia St., Grand Rapids. 213

SALESMEN WANTED—GOOD GROCERY salesmen to sell a rattling good specialty as a side line. Good salesmen make \$50 to \$100 extra per month. Write for particulars. State business and experience. The Standard Account Co., Elmira, N. Y. 201

WANTED—POSITION BY EFFICIENT, EX- periented stenographer and book-keeper. Address, B. C. E., Box 27, Muskegon, Mich. 202

WANTED TO CORRESPOND WITH SHIP- pers of butter and eggs and other season- able produce. R. Hirt, 36 Market street, Detroit. 161

WANTED—SEVERAL MICHIGAN GEN- eral mileage books. Address, stating price, Vindex, care Michigan Tradesman. 200

CHICAGO and West Michigan R'y
Jan. 1, 1897.

PARLOR AND SLEEPING CARS.
Chicago. Parlor cars on afternoon trains and
sleepers on night trains.
North. Parlor car on morning train for Traver-
se City.
+Every day. Others week days only.
GEO. DEHAVEN, General Pass. Agent.

DETROIT, Grand Rapids & Western.
Jan. 1, 1897.

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.....	7:00am	1:10pm	6:00pm
Ar. Grand Rapids.....	12:30pm	5:20pm	10:45pm

Saginaw, Alma and Greenville.

Lv. G R 7:10am	20pm	Ar. G R 12:30pm	9:30pm
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To and from Lowell.

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

THROUGH 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

Eastward.

	†No. 14	†No. 16	†No. 18	†No. 8
Lv. G'd Rapids. 6:45am	10:10am	3:30pm	10:45pm	
Ar. Ionia.....	7:40am	11:17am	4:34pm	12:30am
Ar. St. Johns.....	8:25am	12:10pm	5:23pm	1:57am
Ar. Owosso.....	9:00am	1:10pm	6:03pm	3:25pm
Ar. E. Saginaw 10:00am			8:00pm	6:40am
Ar. W. Bay City 11:30am			8:35pm	7:15am
Ar. Flint.....	10:05am		7:05pm	5:40am
Ar. Pt. Huron. 12:05pm			9:50pm	7:30pm
Ar. Pontiac.....	10:53am	2:57pm	8:25pm	6:10am
Ar. Detroit.....	11:50am	3:55pm	9:25pm	8:05am

Westward.

For G'd Haven and Intermediate Pts.... 7:00am
 For G'd Haven and Intermediate Pts.... 12:53pm
 For G'd Haven and Intermediate Pts.... 5:12pm
 *Daily except Sunday. *Daily. Trains arrive
 from the east, 6:35a.m. 12:45p.m. 5:07p.m. 9:55
 p.m. Trains arrive from the west, 10:05a.m.
 3:22p.m. 10:15p.m.

Eastward—No. 14 has Wagner parlor car. No
 18 parlor car. Westward—No. 11 parlor car
 No. 15 Wagner parlor car.

E. H. HUGHES, A. G. P. & T. A.,
 Chicago.
 BEN. FLETCHER, Trav. Pass. Agt.
 JAS. CAMPBELL, City Pass. Agent,
 No. 23 Monroe St.

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.....	5:26pm	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	11:00am	7:05pm

GOING EAST.

Lv Muskegon.....	10:10am	1:15am	4:40pm
Ar G'd Rapids.....	3:30am	12:55pm	5:20pm

*Except Sunday. *Daily.

A. ALMQUIST, **C. L. LOCKWOOD,**
 Ticket Agt. Un. Sta. Gen. Pass. & Tkt. Agt.

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

TRADESMAN COMPANY, Grand Rapids

Established 1780

Walter Baker & Co., LTD.

Dorchester, Mass.
The Oldest and
Largest Manufacturers of

**PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES**

on this Continent.

Trade-Mark. **No Chemicals** are used in their manufactures.

Their **Breakfast Cocoa** is absolutely pure, delicious, nutritious, and costs less than one cent a cup.

Their Premium No. 1 Chocolate, put up in **Blue Wrappers and Yellow Labels**, is the best plain chocolate in the market for family use.

Their **German Sweet Chocolate** is good to eat and good to drink. It is palatable, nutritious, and healthful; a great favorite with children.

Buyers should ask for and be sure that they get the genuine goods. The above **trade-mark** is on every package.

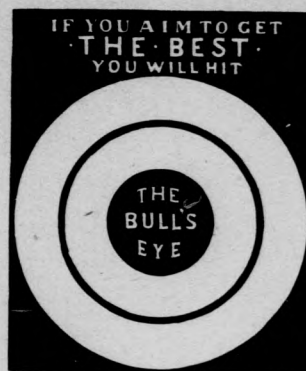
**Walter Baker & Co. Ltd.,
Dorchester, Mass.**



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MALT
SUBSTITUTE
FOR
COFFEE
MANUFACTURED
BY**

KNEIPP MALT FOOD CO.

C. H. STRUEBE, Sandusky, Ohio,
Agent for Ohio, Indiana and Michigan.



by abandoning the time-cursed credit system, with its losses and annoyance, and substituting therefor the

GouponBook System

which enables the merchant to place his credit transactions on a cash basis. Among the manifest advantages of the coupon book plan are the following:

No Forgotten Charge.

No Poor Accounts.

No Book-keeping.

No Disputing of Accounts.

No Overrunning of Accounts.

No Loss of Time.

No Chance for Misunderstanding.

We are glad at any time to send a full line of sample books to any one applying for same.

Tradesman Company,

Grand Rapids

They all say

"It's as good as **Sapolio,**" when they try to sell you their experiments. Your own good sense will tell you that they are only trying to get you to aid their new article. : : : : : : : : : : :

Who urges you to keep **Sapolio**? Is it not the public? The manufacturers, by constant and judicious advertising, bring customers to your stores whose very presence creates a demand for other articles.

Warning!



All persons are warned against using any infringement on Weighing and Price Scales, and Computing and Price Scales. The simple using of infringing scales makes the user just as liable to prosecution as the manufacturer or selling agent.

We Own All the Foundation Patents on Computing or Price Scales, and
Have Created and Established the Market and Demand for such Scales.

Consult Your Attorneys

Before buying scales not made by us; you will save yourself much litigation and expense by consulting us or your attorneys respecting the question as to whether such scale is an infringement on our patents. We will be pleased to furnish you or your attorneys with more specific information on the question of infringement when you inform us what kind of machine you are offered.

Respectfully,

The Computing Scale Co.,

Dayton, O., U. S. A.

Per Ira C. Koehne, Attorney,
Washington, D. C. and Dayton, O.

We have Important Infringement Suits Pending in the United States Courts in Different parts of the Country, against Manufacturers and Users of Infringing Scales, and We will soon bring Other Suits.



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TRADESMAN COMPANY

GRAND RAPIDS, MICH.