

MICHIGAN TRADESMAN

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Volume XVII.

GRAND RAPIDS, WEDNESDAY, JULY 18, 1900.

Number 878

Decorated English Porcelain 100-Piece Dinner Sets

Manufactured by a reliable English Potter. A handsome border design printed under the glaze in Flown Blue, Olive Green and Light Blue, on a new shape. *Priced at less than cost of importation to-day.*

Unquestionably a Bargain

These Dinner Sets satisfy the demand for something SERVICEABLE as well as SHOWY and CHEAP.

A Leader
A Seller
A Profit-Earner

Packed to suit the wants of the merchant.



"Goods well bought are half sold."

You can demonstrate this truth by *mailing* us your order or giving it to our *traveler*.

Lose no time in accepting this offer, as our stock is *limited*.

Offer No. 1

18—100-piece Dinner Sets, 3 assorted colors, at \$5.50 each.....\$ 99 00
Crate and cartage..... 2 50
Total..... \$101.50

Offer No. 2

8—100-piece Dinner Sets, 3 assorted colors, at \$6.00 each.....\$48 00
Crate and cartage..... 2 50
Total..... \$50.50

Offer No. 3

1—100-piece Dinner Set, either color, at.....\$ 6 50
Barrel..... 35
Total..... \$6.85

We Sell to
Dealers Only



42-44 Lake Street,
Chicago.

Nothing Remarkable

About the Great Success that

Royal Tiger, 10c

Tigerettes, 5c

Have met with, when you stop to consider the quality of these cigars. They are a little better than anything else on the market—are well advertised and of the Highest Quality. Why shouldn't they meet with great popularity? Have you got 'em in stock?

A SMOKER'S SMOKE

PHELPS, BRACE & CO.,

F. E. BUSHMAN, Manager
The Largest Cigar Dealers in the Middle West.

Detroit, Michigan

Ferris
Institute
BIG RAPIDS, MICH.

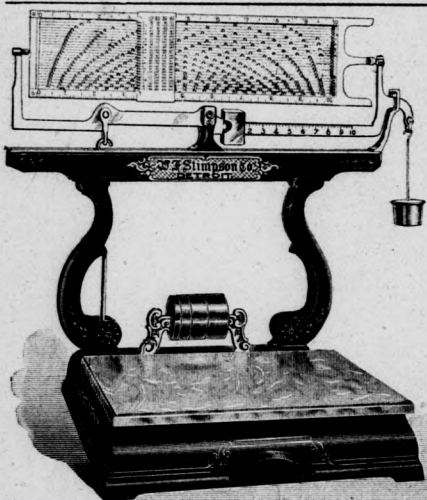
**SECOND
SUMMER SESSION**

Begins July 2nd.
Fall Term begins Sept. 3d.
Send for catalogue.

W. N. Ferris,
Principal and Proprietor.

Cadillac } **Fine Cut and Plug
THE BEST.**
Ask for it.

MADE BY THE NEW SCOTTEN TOBACCO CO. (Independent
Factory)
AGAINST THE TRUST. See quotations in Price Current.



An Honest Clerk

Some grocers realize the necessity of employing honest clerks in their store, but overlook the fact that their old style scales are just as disastrous in business as a pilfering employe, as they take from him the profits that should be his if he used a

Stimpson Computing Grocers' Scale

It records Weight and Money Value by the movement of one poise. Our scales are sold on easy monthly payments.

W. F. STIMPSON CO., Detroit, Mich.

**EGG
Baking
Powder**

Has twenty users to-day to every four it had three weeks ago.

There's no secret in the cause

We have made strong statements in our advertising (which everyone is talking about) and they have been demonstrated true by the thousands who have bought a can to make the trial. One local dealer told our salesman, "first they only buy a ¼ lb. tin, but in a few days they want a full pound—and tell their friends about it." This will give us the biggest baking powder business in the world in two years.

We Count on the Help of Dealers

and mean to protect them in every way known to the legitimate trade. If you do not carry it in stock address our nearest office for terms and samples. You will have calls for it.

HOME OFFICE: New York City.
CLEVELAND: 186 Seneca St.
CINCINNATI: 33 West Second St.
DETROIT: 121 Jefferson Ave.
INDIANAPOLIS: 318 Majestic Building.

**Fans For
Warm Weather**



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100.....	\$ 3 00
200.....	5 00
300.....	6 75
400.....	8 50
500.....	10 00
1000.....	17 50

We can fill orders on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company

Grand Rapids, Michigan

MICHIGAN TRADESMAN

Volume XVII.

GRAND RAPIDS, WEDNESDAY, JULY 18, 1900.

Number 878

The sensation of the coffee trade is

A. I. C. High Grade Coffees

They succeed because the quality is right, and the plan of selling up to date. If there is not an agency in your town, write the

A. I. C. COFFEE CO.,
21-23 River St., Chicago.

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

THE MERCANTILE AGENCY

Established 1841.

R. G. DUN & CO.

Widdicomb Bld'g, Grand Rapids, Mich.

Books arranged with trade classification of names. Collections made everywhere. Write for particulars.

L. P. WITZLEBEN, Manager.

Commercial Credit
Private Credit Advances
Collections and Commercial Litigation
GRAND RAPIDS, MICH.

Ask for report before opening new account and send us the old ones for collection.

References:

State Bank of Michigan and Michigan Tradesman, Grand Rapids.

Collector and Commercial Lawyer and Preston National Bank, Detroit.

Fall and winter line complete and still a nice line spring and summer suits.

KOLB & SON, Wholesale Clothing Manufacturers, Rochester, N. Y. Only stietly all wool Kersey \$5.50 Overcoat in market. See Kolb's original and improved cut frock coat, no other house has it.

Meet our Michigan representative, William Connor, at Russell House, Detroit, July 24 to 26 inclusive. Customers' expenses allowed. Or write Box 346, Marshall, Mich., and he will call upon you. If you don't see what you want no harm done.

Perfection Time Book and Pay Roll

Takes care of time in usual way, also divides up pay roll into the several amounts needed to pay each person. No running around after change. Send for Sample Sheet.

Barlow Bros.

Grand Rapids, Mich.

Tradesman Coupons

IMPORTANT FEATURES.

- Page.
13. Dry Goods.
 3. Met His Match.
 4. Around the State.
 5. Grand Rapids Gossip.
 6. The Buffalo Market.
 7. Selling Baking Powder.
 8. Editorial.
 9. Editorial.
 10. Clothing.
 11. A Long-headed Landlord.
 12. Shoes and Leather.
 14. The New York Market.
 15. Getting the People.
 16. Woman's World.
 18. Butter and Eggs.
 19. Wood Made Into Flour.
 20. Hardware.
 21. Hardware Price Current.
 22. The Meat Market.
 23. Clerks' Corner.
 24. Proper Retailing.
 25. Commercial Travelers.
 26. Drugs and Chemicals.
 27. Drug Price Current.
 28. Grocery Price Current.
 29. Grocery Price Current.
 30. Produce in Chicago.
 31. A Street Urchin's New Position.
 32. Public Sentiment.

THE LOCAL BANKS.

Summarized Statement of Their Present Condition.

The bank statements, showing the condition of the local banks on June 29, were published last week. The statements show a shrinkage in loans and discounts of \$156,908.47 in the national banks and \$329,892.64 in the savings banks, a total of \$486,801.11, as compared with the statements of April 26. The national banks have increased their stocks and bond holdings \$35,000, and the savings banks have cut theirs down by \$75,000. Of cash items and due from banks the nationals have a total of \$452,000 more than on April 26, and the savings have \$23,000 increase. Compared with April 26 the commercial deposits in national banks have increased \$332,000, and in the savings have decreased \$370,000. The certificates of deposit in the nationals have increased \$173,727, and the savings deposits in the savings have increased \$82,245. The deposits due to banks have shrunk \$127,000. The total deposits show a net gain of \$173,727, as compared with April 26.

The foregoing is a brief summary of the condition of banks as compared with April 26. The showing is very satisfactory. The decrease in the loans and discounts is the usual midsummer slump and is not as large as might be expected. The increase in the savings deposits and certificates is significant of the fact that the saving habit still prevails.

Comparison of the returns for June 29, 1900, and for June 30, 1899, shows more marked variations than the last statements with those of April 26, and the year apart statements are decidedly interesting as indicating the city's growth. Even more interesting than the statements of June 30, 1899, are those of July 14, 1896—four years ago. The statements of July 14, 1896, were rendered just as the country was entering upon a national campaign, and identically the same condition obtains today. The candidates in 1896 were the same as they are this year and the issues were not far different.

The loans and discounts, according to the June 29 statement, in the state and national banks (trust companies in this and subsequent instances being omitted unless otherwise stated) were \$10,306,014.17—an increase of \$954,594.21 in one year, and an increase of \$3,121,397.34, compared with July 14, 1896, or about 43 per cent.

The stocks, bonds and mortgages aggregate \$2,620,068.98—a decrease of \$51,683.30 since June 30, 1899, and an increase of \$966,027.60 since July 14, 1896.

Government bonds held by national banks, \$584,680—an increase in one year of \$187,975; increase four years, \$186,680.

Circulation, \$323,950; circulation four years ago, \$200,440.

Furniture and real estate, \$398,345.56; four years ago, \$293,166.54.

Due from banks, \$2,102,892.08; increase one year, \$264,543.43; four years' increase, \$466,453.02.

Cash and cash items, \$1,025,484.79; one year increase, \$76,437.14; four years' decrease, \$120,134.07.

Surplus and undivided profits, \$868,064.04; one year increase, \$152,979.26; four years' increase, \$215,144.51, or about 33 per cent.

Commercial deposits, \$3,942,183.78; one year increase, \$305,277.39; four years' increase, \$1,123,335.29, or about 40 per cent.

Savings deposits and interest bearing certificates, \$8,050,606.28; one year increase, \$999,852.84; four years' increase, \$3,979,408.32, or about 62 per cent.

Due to banks, \$1,036,201.71; one year decrease, \$24,992.20; four years' increase, \$310,741.37, or about 40 per cent.

Total deposits, \$13,205,426.60; one year increase, \$1,213,677.41; four years' increase, \$4,654,601.61, or about 54 per cent.

These comparisons show an increase of 43 per cent in the loans and discounts since July 14, 1896; an increase of 40 per cent in the commercial deposits; of 62 per cent in the savings deposits and 54 per cent in the total deposits. This is a tolerably good record and speaks very eloquently for the improved conditions that exist now as compared with those which prevailed when the campaign of '96 was about to open.

The upper berth of a sleeper must be softer than others. It is always down at night—whether or not it is occupied, or cursed at by the man below who wants air given to him in sections—and down is finer than feathers.

It seems that when the British move with their main army in the Transvaal the Boers get away and when they move with anything less than the main army the Boers lick 'em.

The tool who rocked the boat last year will not be invited to be one of a boat party this season.

The politician who is always on the flop or on the fence, has no influence worth soliciting.

The Great Fire Waste.

The Hoboken dock fire serves to call renewed attention to the fact that the year 1900 has been a most disastrous period in the way of fire losses. The year 1899 was a season of loss and trouble for the fire underwriters, not merely because of the actual amounts of losses paid out, but also because of the disastrous rate cutting, which made premiums smaller than they should have been under normal conditions. This year there has apparently been some improvement in the matter of rates, but the fire waste has been simply appalling.

The public is disposed to attach too little weight to the fire waste owing to the fact that many persons are satisfied to look upon the loss as being merely the misfortune of the insurance companies and not a public loss. As a matter of fact, the waste by fire is the destruction of just so much wealth which can not be replaced. It is true that the fire underwriters pay the loss, but they do so only at the expense of insurers generally, whose premiums go to making good the losses of less fortunate insurers.

It should be borne in mind, however, that an undue fire waste, by weakening the insurance companies, detracts from the security of all insurance unless the underwriters protect themselves by raising rates. In either case the general public suffers. Everybody, therefore, has a direct interest in reducing the fire waste to the lowest possible notch. Small losses are certain to lead to low rates of premium, and, per contra, heavy losses are as certain to increase premiums.

Everybody, therefore, has a direct interest in carefully safeguarding property. Every expedient calculated to minimize the risk of fire should be adopted and the greatest safeguards should be thrown around what are known in insurance parlance as extra hazardous risks.

Now that Japan is offering us docks for the repair of our ships and a port as a relay military station in our Asiatic operations, England will have to hunt some new scheme to retain her commanding position in the administration's affections. The Japs are said to be very accomplished and diplomatic coquettes when they go in for results.

In the manufacture of tobacco St. Louis has long led all the rest of the world. From the Missouri district, chiefly in its principal city, the Government draws far more revenue from tobacco manufacture than it does from any other quarter in the country.

It will not be necessary to open up headquarters and start stump-speaking campaigns. All of the candidates for President are to be elected by bets made by men who have no money of their own, but who hedge bets for bluffers.

An actor is a man who can play many parts. A modern star is another man who must have parts made to fit him.

Dry Goods

The Dry Goods Market.

Cloaks and Suits—The road men who have started on their fall trips are somewhat discouraged at the reception they are meeting with. Buyers are not showing as much interest in the new lines as they usually do at the opening of a season, and it looks as though the regular fall business would open up somewhat later than usual. This is what might be expected, however, after the experiences the retailers have suffered this spring. Many of the merchants bought much more heavily than usual at the opening of last season, and when their customers were ready to buy they found that their stocks were not as wholly up to date as they should have been, and they were forced to mark their goods down or hold them over. This lesson has proved such an expensive one that they are inclined to be overcautious this fall, but it is expected when they come to the market they will not be as conservative as they are at home, and although business may be late, it will come just the same. The general opinion among the trade is that tailor-made suits will be sold in larger quantities than ever this fall. Women are dressing more and more with regard to comfort and utility than ever before, and nothing has ever been shown that combines both of these features more strongly than the tailor-made dress now in vogue. The new suits are mostly broadcloth, Venetian, homespun, cheviot and serge. Black occupies the first place, and blue, brown and gray are also prominent. The skirt question is still causing considerable anxiety to the trade, some believing one style and others advocating the other. Judging from a general review of the market the best selling skirt at the opening of season will be made to fit snugly over the hips and flare somewhat more than the ones shown this spring. This flare is often produced by adding a wide flounce, which is put on in various ways. The back most favored has small inverted plaits, being a slight modification of the ones shown this spring, and somewhat more on the order of the habit back skirt, which is again popular in Paris. The jacket worn with these suits is generally very short, the Eton being preferred. These are made tight fitting, fly front, box front and numerous other styles, so that a buyer can have a wide latitude in making his purchases. Best effects of cloth of a contrasting shade, velvet, silk or some fancy material, are often introduced and give a very dressy effect to what might otherwise be a plain suit.

Gloves—There is some uneasiness felt upon the part of the domestic kid glove manufacturers owing to the cancellations received during the past few days. Up to a week or two ago but few had come in, but lately they have been more numerous. This, however, is not surprising, as many of the jobbers and retailers have just completed stock taking, and those who found that they had more goods on hand than they expected naturally countermanded their orders. Coming together they naturally caused some alarm, but for all that the market is in a good condition, and the manufacturers will no doubt have all they can do to supply the demand during the coming season. The popularity of mocha gloves is no doubt partly responsible for the return of suedes, which will be shown largely during the next few

months. On account of the scarcity of mochas they have gotten up a number of substitutes to retail at popular prices, which are being taken freely. The warm weather has stimulated the sale of fabric gloves and the retailers have been obliged to call upon the primary market for supplies. There is a scarcity of white gloves, especially in the popular grades, and many of the importers have practically cleaned out their entire stock of summer goods. The importers and domestic manufacturers anticipate a large fall business. The advance orders have been unusually large and some duplicates have been already received. Reports from Chemnitz state that the manufacturers have their fall products well sold up and some in fact have already booked a large portion of their spring business. Prices are as firm as ever and help continues scarce.

Knit Goods—The knit goods market continues without appreciable change. Buying is of the hand-to-mouth nature, and but little new business is expected before the opening of the spring line. Even at this late date there is much uncertainty as to when the men will go out with the new sample lines. Some expect to leave by the 25th of the month, while other houses state that they will not send their representatives out before the 1st of August. The yarn market is still in such an unsettled state that the manufacturers are afraid to quote prices, not knowing whether they will be able to maintain them. They believe it is far wiser to hold back showing the spring goods until things become more settled. A late opening seldom does any harm. The pushing of a season long before the buyer needs his goods has usually been productive of much price cutting, but generally when a season is a little late prices are well maintained, and this is what is expected this fall.

Hosiery—The hosiery importers are getting their sample lines ready for next season, and by the latter part of the month many of the road men will have started out to see their trade. The high prices at Chemnitz kept many of the importers from placing as large orders as usual, and there will probably be a scarcity of medium-priced goods during the coming season. The domestic manufacturers have been called upon when the goods could not be had on the other side, but there are so few engaged in making full fashioned hosiery that they will not be able to supply the demand, and women's fancies to retail at 25c will be among the scarcest articles in this market next fall.

Corsets—The warm weather has stimulated the sale of summer corsets during the past fortnight, but the retailers were well supplied, so that duplicating was not as heavy as might be expected. The road men are starting on their fall trips and look forward to a big season. The notable feature about the new lines is the predominance of straight front corsets. Some of the large American manufacturers have given nearly all their attention to these goods, and will show an immense assortment. There are others, again, who are still skeptical as to how they will take with the masses, and are only making a few numbers. The same may be said of the heads of the corset department; some are enthusiastic over the future of straight fronts, and predict for them a great success, while others are still much at sea as to whether they should put in a large stock or not. There is no question but that every large corset department in the country will have a

few models at least of straight fronts, and this alone will mean a large consumption of goods, but whether the present corset shapes will be revolutionized is still a matter of doubt.

How a Shoe Should Fit.

Never wear a shoe that will not allow the great toe to lie in a straight line.

Never wear a shoe with a sole narrower than the outline of the foot traced with a pencil close under the running edge.

Never wear a shoe that pinches the heel.

Never wear a shoe or boot so large in the heel that the foot is not kept in place. Never wear a shoe or boot tight anywhere.

Never wear a shoe or boot that has depressions in any part of the sole to drop any joint below the level plane.

Never wear a shoe with the sole turned up very much at the toes, as this causes the cords on the upper part of the foot to contract.

Never wear a shoe that presses up into the hollow of the foot.

Never come from high heels to low heels at one jump.

Never wear one pair of hose all the time unless obliged to do so. Two pair of boots worn a day at a time alternately last longer and are much more healthful.

Never wear a short stocking, or one which after being washed is not at least one-half inch longer than the foot. Bear in mind that stockings shrink. Be sure they will allow your toes to spread out at the extreme ends, as this keeps the joints in place and makes a strong and attractive foot.

Never think that the feet will grow large from wearing proper shoes. Pinching and distorting make them grow not only large but unsightly. A proper, natural use of all the muscles makes them compact and attractive.

The stuff a man wants to tell you about himself is generally that which you do not want to hear.

We carry a complete stock of Untrimmed Straw Hats

For Ladies, Misses and Children, from \$2.00 per dozen upwards. We are also showing a large assortment of Ready-to-Wear Hats for Ladies, ranging in prices from \$9.00 to \$36.00 per dozen. Write for samples and prices.

Corl, Knott & Co.

Jobbers of Millinery
Grand Rapids, Michigan

Michigan Fire and Marine Insurance Co.

Organized 1881.

Detroit, Michigan.

Cash Capital, \$400,000. Net Surplus, \$200,000.
Cash Assets, \$800,000.

D. WHITNEY, JR., Pres.

D. M. FERRY, Vice Pres.

F. H. WHITNEY, Secretary.

M. W. O'BRIEN, Treas.

E. J. BOOTH, Asst. Sec'y.

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Lumberman's Supplies

MACKINAW
DUCK COATS
BLANKETS
PANTS
OVERALLS
LUMBERMAN'S SOCKS

Our stock for fall is in. Write for samples.

P. STEKETEE & SONS,

Wholesale Dry Goods.

Grand Rapids, Mich.

You Can't Help



saying, "What pretty neckwear" when you see the new things we offer for fall business. We think it is the nobbiest lot of stuff ever shown in Michigan. Prices:

\$2.25 and \$4.50 per doz.

Voigt, Herpolsheimer & Co.

Wholesale Dry Goods

Grand Rapids, Michigan

MET HIS MATCH.

Country Storekeeper Who Was a Liar Himself.

He was a dapper young fellow, neatly dressed and with an air of business about him. He stepped into the mercantile establishment of Jos. Pierce, Jr., of B—y. Joe was busy out back of his store, and, keeping no clerk, the stranger, finding no one in charge, made his way to the back door. There, espying Joe at work, he mistook him for one of the help about the place. It may be remarked that this was one of Joe's working days and he was not clad in his best garb. Joe sized the stranger up as one of those persons he calls "drummers" as he stopped from his work long enough to give a nod with one of his characteristic smiles.

"Good morning," said the stranger. "Will the boss be in soon?"

"Yes," said Joe, briefly, "be there in a few minutes," and went on with his work. The stranger, whistling to himself, walked slowly to the front door and out upon the sidewalk, seated himself upon a box and waited. Joe soon finishing his task, came into the store and there busied himself dusting and arranging goods, and occasionally waiting upon customers. After about an hour's wait the traveler again stepped into the store and, accosting Joe, asked, "How soon will the proprietor be in?"

"He's in now," said Joe with a grin. "Why, are you the proprietor?" asked the young man.

"Well, yes, they say I am," said Joe, with a sort of good-natured shrug.

"Excuse me," said the young man, "I took you for the clerk."

"Oh, I'm everything here—book-keeper, clerk, roust-about, and between times I act as the boss," said Joe laughingly.

By this time the young man had gotten out his business card, which he passed over to Joe, who read: "Hardsticker, Boomer & Co., wholesale manufacturers and jobbers of boots, shoes and rubbers. Sales, 1899, \$17,000,000."

Joe gave a long, low whistle on reading this last statement about sales. "Is that seventeen thousand dollars?" Joe innocently asked as he looked at the figures again.

"No," said the young shoe salesman, "them's millions."

Joe whistled again. "Did you sell all that?" he again innocently asked, apparently much interested.

The shoe man felt that here was a chance to do some colossal lying, so he replied modestly, "Oh, no, I didn't sell but about two millions of that; you see, we have about forty other salesmen on the road."

"My," said Joe, "them's big sales."

"Oh," said the traveler, "those are only sales in the United States. We have salesmen all over the world, that is, counting our special hunters for skins in Africa, South America, Asia, India, Australia, Iceland, Greenland and Alaska, for they sell when not busy gathering hides and skins of different kinds for our trade."

Joe opened his eyes in seeming wonderment and asked, "Why, do you keep fellows in all those places gathering hides?"

"Yes, sir," answered the now thoroughly-at-home shoe drummer.

"Well, that accounts for it," said Joe musingly, as he glanced up at some shoe cartons on his shelves. Then, taking down one marked "Zebra skin," he opened it, and handing a shoe to the drummer asked, "Is that real, simon-pure zebra?"

The drummer inspected the shoe critically, apparently with the eye of a connoisseur, then answered, "Yes, I call this a genuine zebra; one of the inferior grade, such as, not caring to use in our own trade, we sell to other manufacturers. See?"

"And this," asked Joe, "is this a giraffe skin?" presenting another shoe.

"Yes," said the drummer, "but I think it is a skin taken off by natives after the animal has died or been killed. You will notice a kind of dry, dead feeling about the leather."

Joe felt of the upper and admitted that

it did feel "a kind o' dead." Meantime he was inwardly reflecting that he had just found a little the liveliest liar in the person of this shoe drummer he had ever met. "You don't mean to say the skins are taken from the animals while still alive, do you?" he asked innocently.

"Oh, yes, I do," said the drummer. "Yankees, you know, can skin anything alive, besides, in the warm climate, where the animal is found, the new skin soon grows on again."

Joe whistled a moment, then asked, "And so they just keep on skinnin' 'em over and over again, do they?"

"Why, sure," said the drummer. "We keep the largest herd of these animals in the world just for this purpose."

"I often see 'llama skin,' 'zebra skin,' 'camel skin,' 'kangaroo skin,' 'elk skin,' 'tiger skin' and 'leopard skin' shoes on sale. Do you capture and get the skins of all these animals for your shoes?"

"Why, certainly," replied the drummer; "we have men all over the world whose business it is to keep us supplied with these kinds of skins of which to make leather for making shoes in our manufactories."

"Do you make reindeer skin shoes, alligator skin, seal skin and porpoise skin shoes?"

"Of course; we keep agents in Greenland, Iceland, Lapland, Siberia and in Alaska capturing seal, reindeer and such for our purposes. As for alligator, we run an alligator ranch in Florida—and the biggest kangaroo farm in Australia. We have just established agencies in New Zealand and in the Cannibal Islands, and expect to soon be making ladies' shoes out of human skin; but say, what's the matter with my showing you my line?"

"Well," said Joe, "I'd like to look at them if I had time, but I must start right away in order to make a trip around my farm by Saturday night."

"Why, this is Monday morning," said the drummer. "It won't take you all week, will it?"

"Yes," said Joe, "I started forty teams breaking this morning and I expect to camp with them to-night, tomorrow night and Wednesday night, and Thursday I start 'em in the home furrow. Then I have forty teams over on the other side of the farm, and they will also start in the home furrows Thursday morning and I'll camp with them on the way in. So you see I must be going. Good-bye, call again," and Joe picked up a sack of flour, bowed the traveler to the door, turned the key and started down street, leaving the drummer standing there wondering if he had bumped up against a person who was "somewhat of a liar himself."

Joe had to deliver that sack of flour to a customer at the outskirts of town and by the time he returned the eastbound passenger had carried off the drummer.

"That was the hardest contest I ever had," said Joe, when telling the story later.

Use of Leaders in Advertising.

James Lyman in Grocers' Magazine.

Whether advertising pays or doesn't pay is supposed to have been settled long ago. It is simply a question of how the advertising is done.

The number of grocers and provision dealers who are now paying some attention to this subject is increasing.

The dealer, in order to be successful with his advertising, must devote some time and thought to the preparation of his announcements. An attractive catch-line, that is, two or three words to catch the eye, is almost a necessary feature of all newspaper advertising and the wording of the advertisement and the way it is set up in type are very important.

Of course certain lines of goods are to be advertised at certain seasons—that is, when people want them. If a man advertised ice at retail in the winter it wouldn't pay because the people wouldn't need the ice. Yet one man did that very thing and a man out West kept an advertisement of snow shoes standing in his local paper all the year around, summer as well as winter.

It is a good plan to take one thing at a time and describe it in such an attractive way that some one will want it. If the price quoted is below usual value say so. This, of course, means the use of a "leader." It is often a good plan, in advertising a leader, to make a price hold good only for a certain length of time, say one to three days or a week. After this time has expired the price must go back to the regular figures on the article. Otherwise you would destroy the effectiveness of advertising.

If you do business in a place where one or more local weekly papers reach several hundred families every week, you can invest say \$25 to \$100 per year, according to circumstances, in these papers, to better advantage than you can spend the same money in circulars or any other form of advertising.

The newspaper is read and reread. The circulars are read by some, but many will be promptly thrown away and the class of people which will read the circulars is probably not as desirable as the class which reads the newspaper.

If the announcement is an inviting one you will hear about it, providing you advertise some article for which there is a demand at the time the advertisement appears.

You should change your advertisement every week so that people will get in the habit of looking every week to see what you have to say.

Advertise one thing at a time, describe it in the way you would if you were trying to sell this same thing to a customer in the store—simple, plain, easily understood language.

Tell why it is better than similar articles. Quote a special price for certain days only. Put a display of the same goods in your window with an attractive sign, stating practically the same facts given in the advertisement.

The retail grocer or provision dealer who is rightly located, as, for instance, in a town where there are local papers, can successfully pursue the leader plan of advertising. The department stores or some of them, do not stick closely to

the truth in their advertising. This reacts on them, for it certainly never pays a merchant to misrepresent anything.

"But by advertising a special price I throw away my profits," says the dealer.

Never mind that. It isn't loss—it's simply good merchandising. Your object is to draw people to your store. That is the sole purpose of your advertising. You have made a price lower than your competitor on one article. If your price isn't lower than your competitor on this article they will not come. If they do come the chances are ten to one they'll buy other goods. If you sell them good goods at reasonable prices and they are pleasantly treated they'll come again. If they get in the habit of coming you have secured their trade, and by advertising one article at a special price.

Only the articles that are advertised should be leaders. The rest of the stock should be fairly priced and marked at least as low as your competitors sell them. If you can buy cheaper than they by all means sell cheaper. The lower-priced your goods are the more you will sell and the more you sell the greater will be your profits.

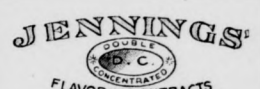
The leader system does not mean a general cut-rate plan all through the store. The profits in the grocery business are so very small, comparatively, that cut-rate stores are not successful. The leader system, under good management, will draw trade, while the average cut-rate store will put its proprietor into bankruptcy in a few months.

In advertising one or several leaders the dealer should remember that quoting a special price or prices, adds greatly to the effectiveness of the advertisement. Any price advertised must be low or the wrong effect will be created.

A good giraffe skin is worth from \$10 to \$20 in South Africa to-day, and much more in Europe. On their hunting trips ten or fifteen years ago it was a common matter for one hunter to kill forty or fifty of these graceful animals in one day.



To



Satisfy Public Clamor

For a harmless substitute for the fruit, we have prepared and placed on the market a full line of Synthetic (artificial) Flavors, which we sell under the following coin names, which are trade marked:

Strawamyl, a harmless substitute for Strawberry Fruit

Pineamyl,	"	"	"	Pineapple	"
Raspamyl,	"	"	"	Raspberry	"
Banamyl,	"	"	"	Banana	"
Peacamyl,	"	"	"	Peach	"
Apriamyl,	"	"	"	Apricot	"
Cheramyl,	"	"	"	Cherry	"
Paramyl,	"	"	"	Pear	"
Quinamyl,	"	"	"	Quince	"
Curamyl,	"	"	"	Currant	"

They are put up in two sizes and sold at retail at 10 and 15 cents. We guarantee the above line to be pure and to be labeled as required by the Pure Food Laws of Michigan.

Ask to have a line of the above Flavors included in your next order from any wholesale house in Grand Rapids. They will please your customers. Packed 1 doz solid (or assorted) in box, price per doz. 1 oz. flat, 75c net; 2 oz. flat \$1.20 net. Prepared only by the

Jennings Flavoring Extract Co.



Grand Rapids Mich.



Around the State

Movements of Merchants.

Detroit—Alex. McAdam has sold his grocery stock to Jos. B. Parnham.

Middleville—W. H. Roe will close his meat market and move out West.

Deckerville—Alderton & English have sold their drug stock to F. H. Green.

Menominee—W. H. Roberts has purchased the City Drug store of H. B. Cate.

Hudson—C. F. Beckey has purchased the Washington meat market of Loren Barrett.

Port Huron—O. W. Smith has embarked in the wholesale lumber and coal business.

Bad Axe—Wiley & McAvoy succeed Mrs. Mary McKillen in the foundry business.

Laingsburg—Mrs. B. G. Fisher has sold her millinery stock to Mrs. F. W. Compton.

Laingsburg—Calvin F. Whitney has purchased the grocery stock of Williams & Mosher.

Sturgis—S. Bartholomew, dealer in musical instruments, has removed to Kalamazoo.

Lake Odessa—Chas. Wright succeeds Wright & McArthur in the dry goods and grocery business.

Big Rapids—H. R. Nilsen has purchased the furniture stock of Appolline (Mrs. Jos.) Falardeau.

Sault Ste. Marie—The Rudell Drug Co. announces that it will open up in the new Greeley block July 21.

Eaton Rapids—W. J. Olmsted has sold his grocery stock to R. M. Gardner and C. C. Meshler, of Lansing.

Lake Odessa—Wm. Hamlin, formerly of Grand Ledge, has purchased the bakery and lunch room of A. Riblet.

Laingsburg—Blood & Swarthout, dealers in hardware and groceries, have sold their stock to C. H. Bement.

Ludington—Hattie Frances Olsen succeeds O. W. Olsen in the clothing, boot and shoe and men's furnishing goods stock.

Port Huron—T. C. Malloy & Co. are erecting a warehouse opposite their flour and feed establishment on Fourth street.

Alma—E. R. Griffith has purchased the building now occupied by the grocery stock of O. W. Rogers and will fit it up for a meat market.

Hanover—M. Thompson & Son have uttered a chattel mortgage for \$262.87 on their grocery and hardware stock in favor of the Reilbach Co., of Toledo.

Hillsdale—Boyle & Brown, who recently purchased a stock of dry goods at Elkhart, have decided to close out their dry goods business at this place and remove to Elkhart.

Ypsilanti—Huston & Dawson, grain, carriage and implement dealers, have dissolved partnership, Martin Dawson purchasing the interest of the senior partner, C. R. Huston.

Middleville—F. C. Abbott is packing up his stock of drugs and general merchandise preparatory to moving them to Moorestown. This leaves the village with two drug stores.

Charlotte—L. A. Crandall has purchased the grocery stock of E. Newth, on South Main street. Mr. Crandall was formerly engaged in the grocery business at this place and at Kalamo.

St. Louis—Graham & Shippey have purchased the hardware stock and tinning and plumbing business of Stephen Ostrander and will continue the business under the style of Graham & Shippey.

Escanaba—M. R. Young, who has been engaged in the grocery business for some months at 612 Ludington street, has sold his stock to J. H. Everett, of Sault Ste. Marie, and will continue the business at the same location.

Kalkaska—Elijah Goodwin succeeds L. D. Curtis in the furniture and undertaking business. His son Elwin expects to take a course in embalming in Chicago and will then take charge of the undertaking department.

Lansing—J. and C. Robson of this place, and F. E. Robson, of Detroit, have organized a company with a capital stock of \$10,000 and will deal in carpets exclusively. The style of the new concern is the Robson Bros. Carpet Co.

Kalamazoo—The Kalamazoo Nursery & Floral Co. has been organized with a capital stock of \$10,000 to engage in the cultivation and sale of nursery stock. The incorporators are C. A. Krill, C. A. Maxson, W. C. Cook, E. J. Phelps and J. M. Davis.

Ithaca—The creditors of the First National Bank of Ithaca will now be paid in full. The Comptroller of the Treasury on Monday declared a final dividend of 28 8-10 per cent. in their favor, making in all 100 per cent. and interest in full, to June 30 last on claims amounting to \$50,861.55.

Traverse City—C. E. McManus & Co. have nearly completed a two-story brick store on Front street and will soon occupy it with a complete line of bazaar goods. It is modern in every respect, having plate glass front both above and below, oak finish throughout, steel ceiling and elevated office.

Riverdale—Thomas S. Tallon surrendered possession of his hardware and furniture stock July 10 to Mrs. Morey by virtue of a bill of sale for \$1,200. The bill of sale also covers book accounts, house and lot, household furniture and tools. John Adams has been placed in charge of the assets as the agent of Mrs. Morey.

New Era—The New Era Fruit and Produce Co., composed of M. S. C. Whitbeck, F. E. Lewellyn and H. Middle, has recently been established and is carrying on a successful business at this place. Mr. Whitbeck divides his time between here and Whitehall, buying and shipping to the Upper Peninsula, where his company finds a ready market.

Bay City—A. Galbraith, of the Bay City Knitting Co., has gone to Marquette, where he will establish a branch store of the concern. From this store the business of the company throughout the Upper Peninsula will be handled more advantageously. The company will manufacture all goods here and the store at Marquette will be simply a distributing point.

Menominee—The co-operative store at 416 Grand avenue, owned by the French Co-operative Association, is closed. The institution is in financial straits. The management of the business was entrusted to Felix Vincent and the officers of the Association knew nothing of the business. Evan Edwards, of Appleton, has taken charge of the assets as the agent of the creditors.

Dennison—Miss Susie McClellan, who for several years has been engaged in the general merchandise business and also occupied the position of post-mistress and D. & M. ticket agent at this place, has sold her stock and leased her store building to Fred Nichols, who will continue the business at the same location. Miss McClellan is obliged to

take a rest for a year on account of ill health.

Manufacturing Matters.

Monroe—The Allen Germ Proof Filter Co. is the style of a new enterprise at this place which will engage in the manufacture and sale of germ proof filters. The incorporators are all Toledo gentlemen. The capital stock is \$25,000.

Detroit—The Michigan Cycle Pump Co. has been organized with a capital stock of \$30,000. The incorporators are E. T. Tappey, H. B. Joy, T. H. Newberry, of Detroit, G. O. Ferguson, of Chicago, and J. H. McMillan, of Grosse Point Farms.

East Jordan—The East Jordan Lumber Co. has merged its business into a corporation under the same style. The authorized capital stock is \$200,000. Those connected with the newly-organized company are W. P. Porter, of East Jordan; C. L. Ames, of Chicago, and A. H. Frost, of San Diego, Cali.

Chelesa—The Glazier Stove Co. will shortly begin the erection of a two-story brick factory building to be used for the manufacture of a new line of blue flame wickless oil cook stoves. It will be equipped with the most modern and improved machinery, each machine being operated by individual electric motors.

Detroit—The Automatic Glass Machinery Co. has been formed with \$20,000 capital, of which \$2,000 is paid in. The company will handle inventions in glass making machinery. J. K. Gailey holds 670 of the 2,000 shares, Clement A. Dunbar 665, Stephen E. Hartnell 600, J. Price Warrick 50, and Thomas P. Doty 15.

Bay City—The Michigan Sugar Company is putting a system into its factory for use the coming campaign, by which the low grade syrup which has formerly been allowed to go to waste, will be utilized. The syrup will be put through a process which will allow the sugar it contains to be removed and crystallized. In this way a large sum of money can be saved each year. The cost of the improvement will be in the neighborhood of \$22,000.

West Bay City—The work of remodeling the West Bay City Sugar Co.'s factory is progressing rapidly and everything will be in readiness to start in with the campaign as soon as beets can be procured the coming fall. The changes in the factory embrace a large addition to the present lime kiln and the replacing of a number of German machines with those of American manufacture. The work is being done under the direction of the company's superintendent, Joseph S. Eckert, of Chicago, formerly connected with the F. W. Wolf Machine Co., the builders of the Michigan Sugar factory. Contracts for the new machinery have been let in most cases with local firms, keeping the work in the valley. About fifty men are employed making the repairs. One of the company's large beet sheds in which the beets were unloaded from the cars collapsed last year, but it has been entirely rebuilt and enlarged, giving the company increased facilities for handling beets shipped by rail. The factory is insured a good run the coming season, as there are over 3,200 acres of beets now under cultivation which are contracted to be delivered to the West Bay City company.

For Gillies' N. Y. tea, all kinds, grades and prices, Visner both phones.

The Grain Market.

Wheat has experienced the vicissitudes occasioned by newspaper reports emanating from elevator and bear cliques.

On July 10 the Government crop report came out, showing the conditions of winter and spring wheat at very low figures—about 480,000,000 bushels for the United States—which caused a rise on the 11th of 2½c, or 82½c for September. However, that did not suit the bear element and forthwith the Cincinnati Price Current and the Chicago Trade Bulletin heard of rains in the Northwest and they at once jumped to conclusions that the rain did much good, and raised the Government crop report, as per their figures, to 540,000,000 bushels. Now, the question arises, What is the use of the expensive crop bureau at Washington, which has thousands of reliable crop reporters, if the editors who sit in their office chairs can formulate such reports? Heretofore the Government crop reports have been accused of overestimating the crops, but all at once it suited the bear clique to raise the cry that the Government underestimated all reports from the three states. The rain came too late to be of much benefit to the wheat in these states, but the consequence of these one-sided newspaper reports was the depression of September wheat 6c per bushel, as it closed to-day at 76½c. Wheat held its own to-day, notwithstanding that corn sold off 3¼c. The visible showed a decrease of 796,000 bushels, while our exports have not been of the usual large volume. The receipts have been abnormally small. Heavy rains have caused some damage to the wheat which was shocked and reports from Kansas are that threshing does not come up to expectations. We think the Government crop report is fully sustained in its figures. Later on it will be verified.

Corn, owing to the favorable weather, had a set-back, but it is some time yet before new corn will come into the market and, in the meantime, the small amount in the visible and in farmers' cribs will all be needed, at better prices than are being offered to-day.

Oats, notwithstanding the large outlook, have advanced 1c since a week ago.

Rye held its own at 60c for choice only.

Receipts of wheat were again only of medium size, being 36 cars of wheat, 9 cars of corn, 8 cars of oats, 1 car of flour, 1 car of beans and 2 cars of malt. Millers are paying 77c for wheat.

C. G. A. Voigt.

The Boys Behind the Counter.

Marshall—Glenn Patterson, who has been working at the grocery store of A. A. Esch the past winter, has taken a position in Fletcher's clothing store.

Saugatuck—Fred Terrien, of Grand Rapids, is clerking for J. A. Aliber.

Hudson—Clarence Dwyer has transferred himself from O. J. Wright's to Z. T. Maynard's.

Ypsilanti—Ernest Clare has taken a position in the Cook & Sullivan clothing store.

Constantine—Joseph Strohm, the old reliable grocery clerk, is with William Underner, successor to W. H. Barnard.

Saugatuck—Chas. Clark, formerly manager of the Sterling-Crawford Co., of Hastings, has been secured by R. R. Taylor to manage the Pay-as-you-go store.

Port Huron—Frank Hayes is now connected with the drug store of Demarest & Laird.

Grand Rapids Gossip

The Grocery Market.

Sugar—The sugar situation is a very strong one as regards both raws and refined. Raws show an advance of 1-16c, making the present price of 96 deg. test centrifugals 4 13-16c, with the market firm at the advance. Offerings are limited, as there have been such heavy sales lately that stocks have been pretty well cleaned up. Stocks in the United States and Cuba together aggregate only 182,993 tons, against 348,028 tons at the same time last year. The American Sugar Refining Co. advanced the price of refined sugar 10 points Monday, which makes the price of granulated the highest it has been for nine years. The advance was immediately followed by all the independent companies. The American has put the price of sugar up half a dozen times within the past month or two and the independent companies have followed suit. This strengthens the belief that a thorough understanding between them has been reached and the impression prevails that this advance will not be the last. The refiners are largely oversold and buyers are clamorous for sugar bought three weeks ago and not yet delivered. The retailers are carrying smaller stocks than for a long time past, simply because they believed a decline was more probable than an advance. Now that the canning season is open, they are compelled to add to their diminished supplies. The requirements will, doubtless, be such as to cause a steady demand throughout the season and, if the fruit crops turn out to be as large as expected, the refineries may be taxed to their utmost and even higher prices follow.

Canned Goods—Trade in almost all lines of canned goods shows considerable activity. The pea market is quiet, but very firm. Crop reports from Wisconsin still continue to be very satisfactory, but Indiana reports a shortage in the late crop. The New York State pea pack has turned out better than was at one time expected, both as to quantity and quality. While the quotations on spot tomatoes have not advanced during the past week, they are being held strongly at the prices named and stocks are gradually decreasing. The unfavorable weather during the spring has had a noticeable effect on the vines, so that the total pack, under the most favorable conditions, will not exceed 60 per cent. of last season's. There are no new developments in the corn situation. The crop is in a flourishing condition and we will have as large a pack as usual. Baltimore packers are now running on string beans, which are said to be of very good quality. The trade, however, is buying few futures as nearly all jobbers stocked up rather heavily last season. Prices on spot beans have been shaded slightly. The pack promises to be a large one. All the reports from the peach districts are encouraging. While the crop will not be the largest, yet it will be one of the finest we have ever had. Almost every packer in Baltimore is making preparations to work on this article. There will undoubtedly be a good demand for Baltimore peaches this year, to take the place of the California article, which is higher in price. The catch of Columbia River salmon to July 1 was 118,700 cases, about 40 per cent. of it being packed by the ten canneries of the combine. The total on July 1, 1898, was

200,000 cases. About 400 tons—equal to 13,000 cases—of Chinook have been shipped by cold storage men. F. M. Warren has raised the price of fish to 7½c and all cold storage men are paying 8c for fish over 20 pounds. The slight improvement in the run of Columbia River salmon, which set in about June 29, lasted only three days and fishermen at present are getting very few fish. An explanation given by some of the fishermen of the recent better run was that the water of the Columbia had become unusually muddy, thus preventing the fish dodging the nets to a considerable extent. Alaska salmon of all grades is very firm, with an active demand. The quantity of Red Alaska still in the market is so light that the trade will be forced to buy at the ruling prices, although they are high. This week they show an advance of 2½c per dozen, with the probability of a further advance shortly. Canned lobster is in little demand at the prevailing high prices and goods are scarce. There is a good demand just now for old pack domestic sardines and the goods are selling quite freely at a slight reduction in price. Reports from the new pack are still very discouraging in their character. The 1900 pack is about 100,000 cases behind last year's total at the same time.

Dried Fruits—There is considerable activity in the dried fruit market this week and the market is firm on almost everything in the line. Regarding the situation on prunes, the Cured Fruit Association is now a fixed fact for the next two years. It has been reinforced and is backed up by the California Packers' Company, a corporation composed of all the packers of prunes in California, with a capital stock of \$1,000,000. There has now been secured 90 per cent. of the prune product of the State and growers who have heretofore refused to come in are now voluntarily asking to be admitted into the Association. According to the best figures obtainable, California produced last year 110,000,000 pounds of prunes, and it is estimated that the State will produce this year 125,000,000 pounds. Present prices are firm and unchanged. Prices on new goods will probably not be made before August 1. The California Raisin Growers' Association has not yet succeeded in getting the required 90 per cent. of the raisin output. On July 2, according to the contracts with the California Raisin Packing Company, the California Raisin Growers' Association should control 90 per cent. of the total output of raisins. Instead, on that date, the Association controlled only about 80 per cent., lacking about 6,000 acres, and was forced to ask to have the time extended. The Association will not be a success unless it has control of 90 per cent., but it is believed that it will eventually succeed in getting that amount. Stocks of spot raisins are moving out slowly at unchanged prices. There is a little better demand for apricots, with a good demand for export. A large quantity of fruit will be dried if labor can be obtained, but it is feared a great deal of fruit will rot for lack of hands to take care of it. Currants are still very firm and show an advance of ¼c. The continued firmness is undoubtedly due to the fact that the trade is becoming convinced more firmly as the time draws nearer for harvesting the crop in Greece, that the estimates of damage to the growing fruit have not been excessive. Evaporated apples are

unchanged with stocks very light and rapidly decreasing.

Rice—With only small supplies of rice in the hands of dealers, offerings are light and full prices are asked. The statistical position is strong and sellers continue firm. The full prices demanded are not conducive to extensive trading and orders are for small lots. Rarely, if ever, has the market been so nearly cleaned up of supplies as this year, and the new crop of domestic rice is not expected to arrive until the latter part of August.

Tea—Prices for all grades of tea have advanced somewhat, especially for the extreme low grades. The market is very firm, but as buyers seem to be fairly well stocked, they buy only in small quantities.

Molasses—The general situation of molasses is a strong one and higher prices are expected, but buyers usually hold off in the summer months, due to the small consumptive demand. Sales are small, being only for immediate requirements. The market for corn syrup is strong, with indications for higher prices soon.

Nuts—Favorable reports continue to be received of the coming crop of filberts and the result will be a larger crop than was expected. Latest estimates are for a total output of between 65,000 and 70,000 bags, or about 15,000 more than the crop of 1899. New goods, however, are held at rather high prices. In view of the small crop of Brazil nuts and the higher prices asked as a result, it is likely consumption of Brazils will be greatly restricted. Being, as a general thing, a cheap nut, they are used largely mixed with higher grade nuts to bring down the cost of the mixed goods. This year, however, the high price undoubtedly will curtail their use in this way very greatly. The demand is limited to small lots, the trade taking them slowly at the prevailing high prices. Peanuts are in active demand at unchanged prices.

The Produce Market.

Apples—Astrachan and Duchess are coming in freely, commanding 60¢@90¢ per bu. The quality of the receipts is improving every day.

Bananas—The quality of the bananas now coming forward is not as good as usual at this time of the year and some varieties have declined 10¢ per bunch, and it is expected that there will be a further decline before the week is out.

Beets—50¢ per bu.
Blackberries—\$1.25@1.40 per 16 qt. crate. Receipts are heavy and the quality is fine.

Butter—Factory creamery is weaker and lower, owing to the decline in the New York and Chicago markets, due to the refusal of importers to purchase stock on the prices prevailing last week. Local dealers hold fancy stock at 18¢@18½¢, on which basis there is a liberal movement. Dairy grades are very plentiful and are moving at slightly higher values, ranging from 16¢ for fancy and 15¢ for choice to 13¢ for packing stock.

Cabbage—Home grown commands 40¢ per doz.

Carrots—15¢ per doz. bunches.
Cauliflower—\$1 per doz. heads.
Celery—20¢ per bunch.

Cherries—Sour command \$1.50@1.75 per ½ bu. package.

Cocoanuts—\$3 per sack of 100.

Cucumbers—30¢ per doz. for home grown.

Currants—75¢@85¢ per 16 qt. crate for red or white.

Eggs—Many Michigan shippers who have recently made consignments to Eastern markets report unsatisfactory returns, owing to the unfavorable weather and the large amount of loss off. Local dealers meet with no difficulty

in obtaining 12¢ for fancy candled stock which enables them to net their shippers 10¢@11¢, according to the amount of loss off, which ranges from ½ doz. to 2 doz. to the case. Country buyers should make shipments as often as once a week, because the loss which results from holding the stock longer than it should be held is sometimes a serious matter for the shipper.

Egg Plant—\$1.10 per doz.
Green Corn—10¢ per doz.
Gooseberries—80¢@90¢ per 16 qt. crate.
Green Peas—Marrowfats, 50¢@60¢ per bu.

Green Stuff—Lettuce, 60¢ per bu. for head and 40¢ per bu. for leaf. Onions, 10¢ per doz. for evergreen and 12¢ for silver skin. Parsley, 30¢ per doz. Pie-plant, 50¢@60¢ for 50 lb. box. Radishes, 10¢ per doz. for long, 8¢ for round and 12¢ per doz. for China Rose. Spinach, 40¢ per bu.

Hay—No. 1 timothy, \$12; No. 2 timothy, \$10.50@11; rye straw, \$7.50; wheat and oats straw, \$5.50@6 per ton.
Honey—Fancy white, 12¢@14¢; amber, 10¢@12¢; strained honey, 7¢@7½¢.

Lemons—On account of the increased demand, caused by the warm weather, and the good condition of the fruit now arriving, 300 lemons have advanced 25¢@50¢ per box, with the market very firm at the advance.

Mint—30¢ per doz. bunches.
Musk Melons—Gems command 75¢@80¢ per basket of about 15.

Peaches—Fancy yellows from Georgia are in good demand at \$1.75 per 6 basket crate. The Georgia peach crop is threatened by the black rot, which flourishes in a damp, hot atmosphere, like what has prevailed there for the past few days, or perhaps a week. If an orchard is attacked the infection is so sure and the disease spreads so rapidly that it means destruction within a few hours, generally a day and night. Thousands of bushels have been ruined in this way and the infection is spreading so rapidly that all the fruit in some sections of the State is threatened. Oklahoma reports a crop of 1,000,000 bushels of peaches this season, some of them measuring 10 inches in circumference. No such peaches get into this market, but Chicago is said to have been favored with a few specimens.

Pineapples—\$1.75 per doz. They are selling well for local or nearby distribution, but will not stand up for distant shipment, they are so ripe. The quality of a good pine has not been better this season, if wanted for eating, and lovers of the luscious fruit are reveling in it now. It will not keep, hence prices are somewhat irregular and tend downward.

Potatoes—Early Ohio are in strong demand at 45¢@50¢ and home grown are beginning to come in freely, commanding 40¢@45¢ per bu.

Poultry—For live poultry local dealers pay as follows: Broilers weighing 1¼ to 2 lbs. command 13¢@14¢ per lb. Squabs, \$1.25@1.50 per doz. Pigeons, 50¢. Fowls, 7¢@8¢. Ducks, 7¢ for old and 9¢@10¢ for spring. Turkeys, 9¢ for hens and 8¢ for gobblers. For dressed poultry: Chickens command 10¢. Fowls fetch 9¢. Ducks are taken at 8¢@9¢. Turkeys are in fair demand at 10¢ for hens and 9¢ for gobblers.

Raspberries—Black fetch \$1.25 per crate of 16 qts. Red command \$1.25 per crate of 12 qts.

Squash—Summer fetches 75¢ per 40 lb. box.

Tomatoes—Mississippi stock has declined to 75¢ for 4 basket crate.

Turnips—60¢ per bu.

Watermelons—20¢ for mediums and 30¢ for Jumbos. The demand is large, but the supply appears to be equal to the demand.

Wax Beans—60¢@75¢ per bu.
Whortleberries—\$1.50@1.75 per 16 qt. crate.

All the preliminary arrangements for the grocers' and meat dealers' picnic on Aug. 1 have been arranged and every indication points to the largest attendance and most enjoyable anniversary holiday of the kind ever witnessed in this city.

The Buffalo Market

Accurate Index of the Principal Staples Handled.

Beans—Market weak and under a light demand with supplies increasing the outlook is for lower prices. It is evident owners have become tired of holding for higher prices and are unloading as fast as possible. Marrows, good to fancy, \$2.10@2.25; medium, \$2.20; pea, \$2.10@2.25; white kidney, \$2.15@2.25; red kidney, \$1.75@2.

Butter—There was no change in prices up to the close of last week, although indications of an inclination to ease up were numerous. Rains in many sections where drought has prevailed, more liberal receipts here and the fact that imitation butter and other make-shifts are cutting quite a figure had considerable effect. Crock butter and dairy in any shape is wanted, offerings of anything around 16@17c being exceedingly light. Creamery extra quoted at 19½@20c; firsts, 18½@19c; fair to good, 16½@17½c; dairy extra, 18½@19c; good to choice, 16@17½c; poor to common, all kinds, 14@15c.

Cheese—Market slightly firmer, but there was no improvement in the demand and receipts were quite liberal of State. Western offerings of good to choice were cleaned up at 8@8½c. A few fancy Erie county sold at 9½c, and occasionally 10c for single cheese, while Central New York makes were not quotable above 9@9½c for the best; common to fair and skims dull.

Eggs—Market weak and lower. Too many Western eggs being forced on this market and for the moment the feeling is decidedly weak. Strictly fancy fresh State and Michigan, 13½c, with 13c for regular fresh and some sales at a fraction less. Good to choice stock, 12@12½c; seconds, 9@11c.

Dressed Poultry—We are getting so little dressed stock of any kind that there was no trouble in advancing prices. Fancy broilers and fowl are bringing more money here than at other points. Turkeys dull; fancy fowl, quoted 12c; gold to choice, 11@11½c; fair, 9@10c; springers, 15@18c; young ducks, 16@18c per lb.

Live Poultry—Active demand, all receipts cleaning up on arrival and more fancy fowl and broilers could have been sold. Small thin broilers are slow except at low prices and shipments of this class, especially stunted, sickly stuff is not advised. Fowl sold at 9½@10½c with an occasional selected coop at 11c; broilers, 15@18c, outside price for underweight. Small young ducks scarce at 60@75c per pair according to size.

Apples—Nothing attractive in this market and enquiry active. The best lots sold at \$3@3.25; fair to good, \$1@2.50 per bbl; boxes, ½ bushel, 25@40c; bushel hampers, 50@70c.

Cherries—Strong under an active demand and light receipts. Fancy 8 lb. baskets sold quickly at 45@50c; fair to choice, 30@40c; sour, 35@45c.

Currants—A perfect glut of this fruit and although demand was fairly active, everything went at low prices. Some small common stuff could hardly be given away. Cherry 8 lb. baskets fancy 25@30c; per quart, 5@6c; small, 3@4½c; white, 3½@4½c.

Gooseberries—Light receipts, but there is little call for anything except large fancy ripe. Large, per quart, 6@7c; small, 3@5c.

Huckleberries—Market easy, liberal supply; 12 lb. baskets sold at 65@70c; quart, 7@8c.

Blackberries—Light receipts; good demand. Lawtons sold at 8c; blackberries, 8@9c per quart.

Raspberries—Lower; heavy supply, but all sold at the decline. Black, fancy, 6@7c; common, 4½@5c; red, quarts, 9@10c; pints, 5@6c.

Strawberries—The few straggling lots sold at 11@12c per quart for fancy.

Plums—No offerings except California cases, which are bringing from 75c@82.

Peaches—Georgia Elbertas are offered quite freely, and although of handsome appearance are too hard, in fact, they are all show and no flavor. Better stock

expected this week. Selects sold at \$1.75@2; seconds, \$1.25@1.50 per 6 basket carrier. Bell of Georgia, \$1@1.50; Texas 4 basket, \$1@1.50.

Pineapples—Quiet; 24 to 42 per case, \$1.50@3.

Oranges—Dull at \$3.50@5 per box.

Lemons—Fair demand; steady. Fancy cases, \$5.50@6; boxes, \$4.50@5.50; common, \$3@3.50.

Limes—Fancy, per bbl., \$8.50@9; cases, 75@80c.

Bananas—Quiet; large bunches, \$2.25@2.50; medium, \$1.85@2; small, 75c@81.

Melons—Really fancy large water melons were scarce but there was an oversupply of small and only fairly ripe which had to be sold at low figures. Fancy large brought 20c; medium 16@18c and small \$12@14 per 100.

Cantaloupes—Quality slightly improved but as a rule still to poor to sell well. Best sold at \$1.50@1.75; No. 1 \$1.25@1.50 per crate; selected \$3@3.50 per crate.

Potatoes—Offerings were enormous and although stock was generally better than since the new crop commenced to move the improved quality left holders of earlier receipts in very bad shape as buyers refused to look at anything except the finest. Quite a number of cars of Arkansas did not pay freight charges but fancy white stock sold readily and was somewhat higher toward the close of the week. Rose, fancy \$1.25@1.50; white \$1.50@1.60; No. 2 \$1@1.10 per bbl; Early Ohio 30@40c per bushel.

Onions—Southern dry stock in liberal supply and firm. Fancy \$1.50@1.65 per bbl.; hampers 60@65c; garlic 6@7c per lb.

Cabbage—Home grown is coming in and selling low. Heads are small but of good quality and selling rapidly at \$2.50@3 per 100.

Cauliflower—Good enquiry; light receipts. Large \$1.25@1.50; medium \$1@1.25 per doz.

Cucumbers—Southern are in heavy accumulation and hardly selling at freight charges. Northern stock when fresh in active demand and firm at 40@50c per doz.

Tomatoes—Heavy receipts of ½ bushel flats and quality is mostly too green or over-ripe. Best selling at 60@75c per flat. Home grown brought high prices for the few offered.

String Beans—Market flooded with home grown 25@30c per bushel being the best that can be obtained to clean up.

Peas—Scarce and firm at 90c@\$1.25 per bag.

Celery—Some really choice Michigan was easily cleaned up at 40@45c, while common small stuff was a drug at 20@25c per doz.

Squash—Scarce and firm. Bbl. crates \$2.75@3.

Dried Fruits—Apples entirely neglected; quoted 4@5c per lb. for evaporated.

Straw—Scarce and wanted. Wheat and oat straw track Buffalo sold at \$8.50@9.25.

Hay—Firm; offerings are light and demand is good. Loose baled prime, \$16.50; light baled, \$15.50@16; No. 1, \$15@15.50; No. 2, \$13.50@14.50 per ton, track Buffalo.

Gone to Paris on Poultry and Eggs. From Wyanet (Ill.) Review.

Who says there is no profit in poultry and eggs? Let those who scoff at the seeming trivial industry of the hen, peruse this item in a most careful way that their doubts may be blighted from them. William Wessell, a well-to-do German farmer living north of town, has a daughter, a young lady who devotes part of her leisure time to the raising of poultry. From the proceeds derived from the sale of poultry and eggs the past year she has supplied the family larder with all provisions needed and besides has saved enough on the side to pay for three round-trip tickets to the Paris Exposition. A little later on Mr. and Mrs. Wessell and their daughter will leave for New York, and from there will take passage upon a steamer for the old country.

Branch Postoffices in Department Stores.

A department store development in St. Louis is the addition to the many features of a branch postoffice. Such offices are to be established in six stores, not for the special benefit of the stores, but for the convenience of their patrons, especially the women, who will then be able to do their postal business as part of their shopping. The branch offices will have money-order and registration departments, and women who now have difficulty in establishing their identity at the money-order department in the central postoffice can be vouched for by their acquaintances in the store. "We find," the postmaster says, "that the more we extend the service in this way the greater is the increase in the receipts of the office. Our object is to get the postal service as near to the people as possible, and I believe that this department-store method is one of the best ways to do this. The system has been tried on a small scale in Philadelphia, and has proved a success. Here we will have no small scale. Everything one can obtain in the central office will be on hand in the branches in department stores."

"Agent of" or "Agent for."

The meaning of the little words "of" and "for" are sometimes capable of a wide difference in construction. Take the following illustration which came under notice a short time ago: An implement agent in a Western Ontario village got into deep water financially, and the machines in his warehouses were seized by the bailiff to satisfy a claim for rent. It happened that the goods were on consignment, and the company interested issued a writ of replevin to recover their property. Coming up for trial, the case hinged upon the words "agent of" or "agent for." The landlord claimed that it was generally understood in the neighborhood that the insolvent was a paid employe, an "agent of" the implement manufacturing concern, and sought to hold the company as liable under the act to carry out any contract entered in by their man within his province as an agent. The company proving that the goods were simply on consignment, the judge ruled that the man was an "agent for," and he ordered the return of the seized machines to them. The landlord, it was held, could recover only upon personal effects of his tenant.



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EGGS WANTED

I am paying spot cash for eggs in ear lots or less. I also want dairy butter, packed in 30 and 40 and 60 pound tubs, selling from 14c to 17c, according to quality. Dressed poultry in good demand, selling from 11c to 12c. Any further information you wish write or wire me and I will answer promptly.

Correspondence solicited.

References: Bank of Buffalo and Dun's and Bradstreet's Agencies.

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One Million Feet
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Over 12 inches.

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Simplest and
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Tradesman Company,
Grand Rapids.

Worse Things in the World Than Selling Baking Powder.

I saw the other day a pitiful account of a graduate of the Massachusetts Institute of Technology who had been reduced to the necessity of peddling baking powder from house to house. The gentleman who sent the account of the matter to the paper was much shocked at this instance of an educated man becoming so poverty-stricken. But someone else promptly wrote to the paper to say that he had met this same man; that he had remarked to him that he hoped he received good pay for doing such work, and was answered: "Yes, the company I work for has just raised my pay to \$75 a week, and I am earning them my salary all right." This man does not seem, therefore, to have been in need of anyone's sympathy. Peddling baking powder may not appear the highest possible exercise of the faculties of a scientifically educated man, yet there are other occupations less noble and elevating. If the baking powder is good and has no alum in it, large numbers of lawyers and doctors might do well by themselves and the community, by embarking in the business. Some of them would do it, too, for an assured salary of \$75 a week. We can imagine this young man trained in the science of chemistry, and put in a dingy laboratory somewhere to compound baking powders learnedly. I have known of young chemists of great learning who were glad to get a job in a wretched factory stuck off in a swamp, in the outskirts of a great city, near the outlet of a sewer. Let us conceive this young man in such a situation. After standing the life a few months, he begins to wonder if he was educated so highly merely to have the opportunity of spending his days in a shed at the mouth of a sewer. After he has speculated over this until his heart is sick, his employer comes along one day and tells him that he has discovered that his young scientific employe "ain't no Edison, after all," and that he proposes to discharge him. The young man has a mother and sister now dependent on him for support, and he humbly asks the privilege of going out on the road to sell his employer's product, with the other "agents." The kind-hearted employer consents, thinking it is only a slower way of discharging the youth. Next day the scientist finds himself out on the road, in a beautiful country, with the buds swelling on the trees, and the flowers springing up like so many jack-rabbits along the wayside, and the little birds singing blithely from the top rails of the fences. In the doors of the farm

houses matrons and maids are inclined to look askance at him, but seeing a likely appearing youth, with the light of the springtime and of release from indoor confinement in his countenance, they presently relent. With them he converses dfluently and scientifically on the virtues of the baking powder, and they buy of him; they buy more than they need, flattered by this attention from a man of evidently superior attainments. He finds the air bracing, the songs of the little birds enlivening and spiritually uplifting, and the baking powder business increasingly good. The orders which he is able to send in fill the manufacturer with joy. The young man is able to demand and obtain rapid increases of pay. He now recognizes the fact that his talent is mercantile; yet he by no means fails to attribute to his scientific education, which has enabled him to appreciate fully the virtues of his employer's baking powder, its share in his success. In time he becomes a general agent. He leaves the open road and the joys of airing his eloquence upon the housewives and maidens who live along it with regret, but he consoles himself with constructing a handsome residence in an attractive suburb. By this time he has been admitted to partnership in his old employer's business, and next year he marries the old man's daughter, and they two live happily ever after, and bless the day when he was discharged and went out on the road in the beautiful springtime to sell baking powder by the pound. The moral of this tale is plain. Don't despise the man who comes to your door to peddle baking powder, and above all don't set him down as poverty-stricken. Probably he wouldn't be willing to exchange jobs with you, and very likely he carries a million dollars concealed in his carpet-bag, as the French soldier has his marshal's baton safely tucked away in his haversack.

Frank Stowell.

They Never Do.

"There is such a thing as somnambulism, of course?" queried the anxious-looking young man as he appeared at the lawyer's office.
 "Certainly," was the reply.
 "But do somnambulists ever write letters?"
 "Never heard of it."
 "A somnambulist wouldn't write 250 love letters in a year, would he, and each and every one of them asking the girl to marry him and threatening suicide if she didn't?"
 "Never!"
 "Then there's no help for me, and you may see the girl and settle the breach of promise suit on the best terms you can."

Don't Infect Your Help.

Adversity reveals the true colors of every man. The merchant is no exception to the rule. Ordinary mortals can be happy and of smiling countenance during prosperity, but it takes the fellow with the real "stuff" in him to maintain his mental poise when everything seems to be going against him. We read you this homily because in periods of quietude, when store aisles are deserted and shelves are creaking under their burden of merchandise, merchants are prone to reveal their fears and misgivings to their employes. Some do it in one way, some in another. One merchant will stride up and down in a nervous, excitable and irritable mood, finding fault with things that under opposite conditions he would allow to pass unnoticed. Another will, immediately upon entering the store, hie himself to his private office, there to remain in gloomy seclusion all day. A third will sink into habits of indolence, and by his unwonted neglect of matters of detail astonish the entire force of subordinates. Any one of these attitudes works incalculable harm, for the mood of the "boss" or the "old man" is contagious. It is the danger of infecting those about him of which the man who worries should beware. Of course, every successful man is a worrying man. The load he carries, especially in dull periods, precludes the possibility of his being otherwise. But there is no sense, no wisdom, in making of one's outward demeanor a mirror in which the perturbed condition of one's mind is reflected. It can not possibly do any good to betray worryment, and it may do incalculable harm. If business is on the decline, from causes that are apparent or otherwise, it does not help matters to go about the store like a dog with a sore head, growling at everything which furnishes the slightest pretext. Such a course merely aggravates the situation, because the more ill-temper is fed, the greater becomes its appetite. When business conditions are distressing—when things look black—the merchant needs to be all the more clear-headed, cool and cheerful. A pleasant salutation for every one always has a wholesome and inspiring effect, because employes are quick to advertise the fact that they "work for a nice man." But if any one period can be singled out as the time when cheerfulness and buoyancy are absolutely indispensable, it is when the aspect of things is murky. It is then, more than at all other times, that every one in the store, from superintendent down, needs encouragement—needs an animate example of how not to "let your spirits go down." If that example is not forthcoming from the proprietor, it is not forthcoming at all, for if he is cross and cranky and takes no occasion to conceal the fact, words or signs of encouragement from other sources count for naught. You say, with business bad and bills falling due with nerve-destroying regularity, it is no easy matter to be cool, collected and cheerful.

Of course it is not. If it were, hundreds who have gone down in defeat would be in business to-day. It takes courage, resolve, force and determination as well as caution to win in business. Resolve each morning, as you start for the store, to be cheerful, no matter how bad business may be, and you will have contributed to your business a factor for success that is not outweighed in importance by any other feature of your business.

He Was Inhabited.

He laid down his grip, looked enquiringly at the landlord standing behind the counter, then taking up a pen proceeded to write his name and address upon the register.
 "Landlord," said he, "can you give me a good room with nice clean sheets, well aired and bed free from bugs?"
 "Yes, sir," said the landlord, "I think I can."
 "Not up over two flights of stairs, well lighted, with front view, neatly furnished, carpeted, an easy chair and clean water, towels and all conveniences?"
 "Yes, sir," said the landlord.
 "And you're sure there's no bugs?" said the traveler.
 "Well, since you seem to be particular, I will say that there are no bugs in the room now, but I won't be certain about it when you get in there," said the landlord.
 "Why, you don't mean to insinuate that I have any bugs on me do you?" said the traveler severely, meantime glaring at the landlord.
 "Yes, sir," said the landlord, "judging from what I see you must be pretty well inhabited."
 "What do you mean, sir?" asked the traveler angrily.
 The landlord made no reply, but reaching over picked a good-sized, healthy bed-bug off the rim of the traveler's hat and held it forth for his inspection; then reaching up again he picked another from the traveler's hat-band.
 The traveler seemed much surprised and remarked, "Why, they gave me the best room they had in the house where I stayed last night and I never slept better in my life."
 "Well," said the landlord, "I expect it's the other hotel you are looking for. Most all the particular fellows go there."
 "See here, landlord, it's on me, name your penalty," said the traveler, "then show me out to the barn where I can go over myself a little. I wouldn't like my wife to hear about this, I can tell you."

A marriage ceremony was performed in Toronto recently with a substitute for a ring, which, although odd and amusing, was appropriate for the occasion. The couple went over from the American side of the St. Lawrence River, but forgot to take a ring. As there was no ring to be had in the house, the resourceful clergyman sent for his wife's sewing scissors and with the finger clasp completed the ceremony.

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

E. A. STOWE, EDITOR.

WEDNESDAY, - - JULY 18, 1900.

STATE OF MICHIGAN } ss.
County of Kent

John DeBoer, being duly sworn, de-
poses and says as follows:

I am pressman in the office of the
Tradesman Company and have charge of
the presses and folding machine in that
establishment. I printed and folded
7,000 copies of the issue of July 11, 1900,
and saw the edition mailed in the usual
manner. And further deponent saith
not.

John DeBoer.
Sworn and subscribed before me, a
notary public in and for said county,
this fourteenth day of July, 1900.

Henry B. Fairchild,
Notary Public in and for Kent County,
Mich.

THE NATIONAL AIR.

The American Republic has at least
two respectable national anthems. One
of these is "Hail Columbia," written
in 1798 by Joseph Hopkinson, of Phila-
delphia, and set to the tune of a musical
composition then known as the "Presi-
dent's March." The other is "The
Star-Spangled Banner," written by
Francis Scott Key, a Marylander, in
1814, and set to the music of "Anacreon
in Heaven."

The poetry of these songs is quite
striking and full of patriotic sentiment,
and although the music is rather com-
monplace, it is not more so than are the
national anthems of other nations. It so
happens, however, that the Americans
of the Northern part of the Union are
much given to the habit of rejecting
these famous songs and, on patriotic
occasions, substituting for them a hymn
known as "America," commencing
with the lines, "My country, 'tis of
thee."

This song was sung to an extravagant
degree in the recent Republican conven-
tion at Philadelphia, which was all
right enough; but the fact that the music
to which it is sung is that of "God
Save the Queen," the British national
hymn, produced a very curious and un-
toward incident the other day at Paris.
The occasion was the unveiling of a
statue to Lafayette, contributed by
Americans, before a large assemblage.
The incident is thus described by the
Chicago Chronicle:

A snuffer suddenly fell upon the en-
thusiasm when a band began to play an
air known in Great Britain as "God
Save the Queen," in Germany as "God
Save the Kaiser" in various other coun-
tries as "God Save" somebody, and in
the United States as "My Country, 'Tis
of Thee."

The words count for nothing. The
melody is unalterably identified with
monarchy. Those peoples who first
adopted the tune as theirs have a prior
right to it. That right there ought to be
no republic to dispute.

The French misunderstood the play-
ing of the monarchic air at the demo-
cratic moment, and the cheering died
away not to be renewed. It was indiffer-
ent to them what royal scepter was be-
ing apotheosized. No foreign nation has
ever associated that tune with the re-
public of the United States. The Ger-
mans do not prefer it to others they
have. It is now more than at any pre-
vious period assumed to be the distinc-
tively national air of the English. They
have the same right to it as to various
other possessions acquired in the same
way. It was an appropriation without
consent of the despoiled. It has been
theirs now so long that its legality
should not be questioned.

Although this is not a serious matter,
it nevertheless brought American pa-
triotic music into ridicule, if not dis-
grace. It is true that the people of this
country are far behind the Europeans
in musical composition, but surely there
is talent, if not genius, enough in the
country to compose an original Ameri-
can air of sufficient dignity and melo-
diousness to fit the words that are now
wedded to the British national anthem.
In the meantime let not "Hail, Colum-
bia," and "The Star-Spangled Banner"
go begging, while "Yankee Doodle"
and "Dixie" can be played by the
bands.

In the course of a few hundred or
thousand years the United States will
have their great composers; but, in the
interim, our people ought to be able to
rig up a tune that will be accepted as
American, and not be confounded with
the national airs of monarchial coun-
tries.

THE NEED TO KNOW LANGUAGES.

For a long period in American col-
leges the modern languages, with the
exception of the mother tongue, were
greatly neglected or taught, if at all, in
a very perfunctory way, while, of the
Oriental languages, Hebrew was taught
in theological schools. Latin and Greek,
on the other hand, received the great-
est attention.

Finally the time came when the large
immigration of Germans, settling to-
gether in districts of the country or in
cities, made the study of the German
language of large importance; while
French has always been a necessity in
parts of Louisiana, as Spanish is in
portions of Texas, New Mexico, Arizona
and California. It will be noted, how-
ever, that the study of modern languages
has only been attended to in those
sections where a large population speak-
ing such languages is to be found, or
on the frontiers of foreign nations which
adjoin the Republic.

But since the Great Republic has come
to own countries inhabited by many
strange peoples, the demand for a knowl-
edge of languages has become impera-
tive.

Heretofore, in the general contempt for
the language of foreigners, it has been
the rule to send to them ambassadors,
ministers and other public representa-
tives that were utterly ignorant of the
languages of the peoples with whom they
had to deal. This state of things will
have to change. The people of the
United States will have to learn lan-
guages, especially those of the countries
in which they may be sent to represent
their own Government or to sell goods.

There is a great need of commercial
travelers to sell American products in
foreign countries, and only those who
can talk to the people may hope to suc-
ceed. The colleges and universities of
the United States should provide the
facilities for teaching languages that are
of use in the daily business of life.

CAPE NOME RIVALS THE KLONDIKE.

The Klondike region has had its sea-
son of excitement and charm for the
gold hunters and has contributed boun-
tifully to the world's supply of the yel-
low metal. It will continue, no doubt,
for many years to excite the cupidity of
men and to stimulate bold enterprise,
yielding meanwhile full compensation
to both.

With the Klondike the pioneer period,
in which there were the tragic elements
of hardy battle, with inclement weather,
treacherous streams and unexplored
passes, has ceased to exist. Experience,
knowledge and mastery of condi-
tions and engineering skill have con-
quered obstacles and subjected the gold
fields to orderly development.

Henceforth the statistician can calcu-
late upon the gold production of the far
distant Klondike region without relying
upon the fascinating story of some
miner straggling back to "the settle-
ments" with his treasure of gold dust
in which is told the story of his luck
and adventure.

Succeeding to the Klondike in popu-
lar fancy is Cape Nome. Fabulous
stories of the auriferous wealth at that
almost unknown region, from time to
time, have drifted toward civilization,
exciting much curiosity but more in-
credulity.

Within the last two years these stories
have proven, after, all not so fabulous,
and the Cape Nome region is now con-
ceded to be entitled to consideration as
one of the greatest gold producing fields
of the world. As yet development is in
infancy, they having been only pros-
pected with any energy since 1898.

Last year the total output of this re-
mote region amounted to between
\$5,000,000 and \$6,000,000. This year's
yield is estimated from \$10,000,000 to
\$12,000,000.

The gold of the Cape Nome country
is found in a strip of beach 120 miles
long. This sea sand is very rich and,
unlike the Klondike, can only be
worked in the summer. The placer
method obtains and the belt is divided
into districts. Among the most valuable
are the Nome, Bonanza, Eldorado, Dis-
covery, Blake, Big Four, Sinook, Crip-
ple Granite, Fairview, Cape York and
Norton Bay districts.

Prospectors and miners are pouring
into these districts and the time can not
be much removed when, as in the Klon-
dike, the obstacles of inauspicious sea-
sons and opposing natural conditions
will have been mastered by the courage
and genius of man, and the annual out-
put of the new gold region embraced
within the limits of reliable statistics.

GENERAL TRADE REVIEW.

The midsummer vacation break in
business is becoming more and more
pronounced every year. Occurring this
year at the same time as the readjust-
ment of prices, both in products and
wages, advantage is taken in many lines
to curtail output with a view to keep-
ing the price level as high as possible.
Then a difference is made in the taking
of vacations, for the reason that there is
more surplus means in the hands of all
classes, which enables them to follow
their inclination for rest during the
heated term. Not that there is any
serious diminution in the general aggre-
gate of business, as clearing house re-
ports in the Center, West and South con-
tinue to break all records for this time
of year.

Occupied with politics, vacation and
Eastern complications, the public is still

keeping out of Wall Street. Improved
crop conditions are helping some trans-
portation securities, and there is a gen-
eral undertone of strength, which would
give promise of improvement were it
not so difficult to interest buyers. It is
notable that so far as the Chinese situa-
tion is directly concerned there is a
tendency to advance as an effect of the
news. The dullness seems to be simply
that business is neglected for other mat-
ters. Gold is promising a further outgo
on account of the Eastern war demand
of other countries. There has been a
cessation of the outward movement of
recent weeks for some time.

In some industries, the boot and shoe
and the textile especially, the delay of
readjustment threatens to be long. For
a month or more it has been decided by
the Cotton Selling Committee to close
many of the most important cotton mills,
and it seems certain that enough will
concur to render the movement effective.
But the trouble is really in large mea-
sure about the high price of cotton,
which may not yield very rapidly, even
with a shrinking demand, until the old
supply closely approaches exhaustion.
It is also admitted now by the most zeal-
ous in the wool interest that prices of
wool have ranged considerably lower
since June 1, and offers are now being
made at figures much below prices re-
cently asked by Western holders. Yet
the West and South, although much
demoralized by the fall at London sales
and the decision to omit the sales in
September, do not yet seem to under-
stand that the wool manufacturers are at
present hunting for a consumers' mar-
ket, and until they can find one they
are not prepared to determine what kind
of wool they can afford to buy or what
they can afford to pay for it.

In many other ways the slow readjust-
ment of prices to more normal condi-
tions goes on, and with less resistance
as people come to understand that it
must take full effect, even in the great
iron and steel industry and in coal and
iron mines, before there can be a reviv-
al of demand. The reported sales of
leather at low prices are generally de-
nied, as usual, but in some way much
leather is being sold, although prices
of boots and shoes are not at all ad-
vanced. The American Smelting Com-
pany has again reduced the price of
lead. There are reports, not yet fully
verified, that large sales of copper at
slightly lower figures are pending.

The agricultural papers are sounding
notes of warning about the Belgian hare
fad, which has overtaken the Pacific
coast and parts of the Middle West, and
threatens to extend eastward. "Go slow
with this graceful, long-eared rodent,"
advises the American Agriculturist.
Papers in California, with an eye on the
future, are questioning the wisdom of
the craze. The danger is in the won-
derful productivity of the animals. An
authority says that with a pair for a
start it is easily possible to close the
first year with 300 young. This suggests
the possibility of untold millions in a
few years, and the setting loose of many
of them to prey upon the crops. Of
course, the experience of Australia is
cited. There the rabbits, originally in-
troduced only thirty years ago for
colonist sport, have over-run the sheep
farms and made a veritable desert of
vast grain areas. At one time 100,000,000
acres was infested with them in Aus-
tralia; the government has paid millions
of dollars to eradicate the pest and to
this day is utterly unable to successfully
cope with it.

ANTI-ALCOHOL SERUM.

Alcoholism is one of the very worst diseases with which mankind is cursed. It not only has its own special pathology, but, complicated with other disorders, it produces the most injurious and far-reaching effects.

It is impossible to declare to what extent the inordinate use of alcoholic drinks has modified ancient diseases and created new, but its action in such directions must be immense. Fermented liquors, particularly wines, were known and used from the earliest times, but they never could have produced the deleterious effects that arise from the use of spirituous liquors. The wine and beer drunkards finally reach a stage when such liquors can not be absorbed in quantities sufficient to produce the desired stimulation, and then spirits are resorted to or are combined with opium or other narcotic drugs.

Spirituous liquors are of modern adoption. The art of distillation was introduced into Europe in the Twelfth Century by the Arabian alchemists, in Spain, and the alcohol produced by them was in small quantities, and used solely in their hermetic operations. Spirituous liquors, which were entirely unknown to the ancients, did not get into use as beverages until far in the Fifteenth Century. They have only been in common use for between 300 and 400 years, and yet they have become a terrible source of physical, mental and moral disease.

Until within the past few decades, no attempt was made to cure the victims of alcoholism, and until very recently it was not considered a disease in the physical sense. Lately several methods of treatment, usually secret, have been adopted, and much attention is being directed to the cure of alcoholized patients. In this connection some interesting experiments have been made lately in Europe. In December last, Drs. Sapelier, Thebaut and Broca advised the French Academy of Medicine of their discovery of an anti-alcohol serum.

Some account of the method adopted by the physicians mentioned above is given in a report to the United States Department of State at Washington, by Mr. W. P. Atwell, Consul at Roubaix, France. It appears that those medical men stated that their experiments proved that a horse fed for a certain time on doses of alcohol and food mixed with alcohol furnished a serum antiethyline which, injected into victims of the alcohol habit, gave them an absolute distaste for the liquor.

Dr. Sapelier, of Nauterre, sent a second communication, on May 22, in his own name and that of his collaborators, to the Academy of Medicine, stating his method and the results obtained. He cited fifty-seven cases of drunkards treated by antiethyline. Seventeen cases were failures, four resulting from irregularity in following the treatment and thirteen from physical defects considered as unfavorable conditions. There were eight cases of improvement, four notwithstanding irregularity in following treatment, and four despite defects limiting the action of the serum. Thirty-two cases were successful. The result is, then, as follows: Failures, 25 per cent.; improved condition, 15 per cent.; successful, 60 per cent.

It has been said that the success obtained by the injection of anti-alcohol serum is due, or partially due, to imagination or auto suggestion. Dr. Sapelier refutes this assertion by stating that, among the patients cured, a certain

number were quite ignorant of the reason and nature of the treatment, and that the hysterical and impressionable patients figure among the failures or those who merely improved in condition.

Drs. Sapelier, Thebaut and Broca have deduced an ingenious theory from their method. They say that the action of anti-alcohol serum awakens reflex acts which as a whole constituted originally the instinctive distaste of man for alcohol, thus re-establishing a natural habit in place of an induced habit. Antiethyline thus restores a man to his normal state. Drs. Sapelier, Thebaut and Broca consider that the serum may be regarded as a potent agent against alcoholism.

Alcoholic drinks are, without doubt, the greatest physical enemy to the human race in civilized countries. Not only is this so as to the bodily diseases they impose on the human species, but the statement is true as to the enormous amounts of money diverted from the legitimate subsistence of families and squandered for drink, as well as in the poverty, vice and crime so induced.

So urgent are the necessities for curing the drink evil that too much attention by medical men, philanthropists and statesmen can not be given to the subject. It is entirely possible that the remedies already in use may be more or less efficacious, but this should not prevent efforts to discover additional methods of cure.

Some attempts have been made to derive consolation from the destructive effects of alcoholic liquors, that they are beneficial in killing off the depraved classes; but, in all probability, the greatest numbers of the depraved owe their condition to alcoholism either inherited or directly communicated, and, therefore, the killing-off process never comes to an end, since the causes that accomplish the extermination of miserable creatures are constantly making new ones. Thus it is that, since there appears to be no means for putting a stop to the evil work of alcoholism, the thing to be done is, as far as possible, to cure its victims. To do this is the highest and noblest task of philanthropy and benefaction.

The Supreme Court of Rhode Island has decided that a law forbidding the giving of "trading stamps" with purchases is unconstitutional. It was held that the Legislature can not prevent a merchant from giving prizes to his customers, either in his own person or through an agent. Originally the merchant gave the prize himself, but it was afterward found more convenient to give the purchaser a "stamp" which would be redeemed by another party who had the gifts in stock. Legislatures have tried to stop the "gift" business, both in its original and later form, but the right of a man to give his property away can not, it seems, be abridged, at least in Rhode Island.

There is a noticeable increase of vegetarianism in Philadelphia. At the corner of Park avenue and Berks street there is a church whose attendants are all vegetarians. It is an Evangelical church, and differs in its creed from other denominations only in the fact that its members are pledged to forego a diet of flesh.

Autograph cards are coming into style. It will be hard on those who do not know how to write their own names so they can be read.

THE TRADITIONAL CURRICULUM.

The article contributed by President Jordan, of Leland Stanford, Junior, University, to the long-continued discussion of "Modern College Education," in the pages of the *Cosmopolitan*, is accurately described by its particular title as "A Consideration of Herbert Spencer's Essay on Education." The question started by Mr. Spencer some forty years ago was: "What Knowledge Is of Most Worth?" That enquiry, says President Jordan, threw the school men of England and America into dismay, for at that time there were many of them to whom it had never occurred that knowledge had any worth whatever. "The value of higher education in their eyes was mainly that of class distinction. It marked out its possessor as one above the common mass. It was the badge of having done The Proper Thing. It conferred for life upon the men who received it the same satisfaction which is ascribed to the Well-Dressed Feeling among women. To demonstrate its excellence required no analysis of its component parts, for it was prescribed by the highest authority known to the average Englishman, the authority which has granted him the blessings of royalty, of nobility, of ecclesiasticism—the authority of Tradition."

There may be a modicum of justice in this criticism of the traditional higher education of the time referred to by President Jordan, but it is misleading insofar as it suggests that the then prevalent curriculum was not generally commended by college men, both because of its value as a means of mental discipline and refinement, and because of its practical utility in the conduct of life. It would be a great mistake to suppose that the preference formerly given to the study of Latin, Greek and the mathematics was due to a feeling that those branches of learning were understood to be the peculiar province of a highly favored and more or less exclusive class. On the contrary, they were originally taken up by the great universities of Europe because they had become necessary to the advancement of knowledge and the inter-communication between learned men and students in the different nations of Europe. Latin had been made, by the force of circumstances altogether beyond their control, the common medium of intercourse between all European scholars. Italian can hardly be said to have been a literary language before Dante employed it in the composition of his immortal poem. German was regarded as equally defective before the publication of Luther's translation of the Bible. The modern Englishman can not thoroughly understand his Chaucer without the aid of a glossary. Matthew Arnold refers to modern French as "a polite neo-Latin," but all the modern languages that are of a distinctly Latin origin were mainly made of the debris of the old classic Latin, and during the centuries of their formation periods were incompetent to meet the demand of exact thought, of nice distinctions and precise definitions, or of the subtle play of fancy. But the old Latin was ready-made and to hand. It was the language of the church, of the law and of diplomacy. It was already a finished instrument, and had been perfected through use by orators and philosophers and statesmen like Cicero and Julius Caesar, by historians like Livy and Tacitus, by poets like Virgil and Horace and Lucretius. "It is in words,"

said Hegel, "that we think," and he might have added that scientific and philosophic thought is impossible without the aid of some language which has at once a definite form and a copious vocabulary. It is true that the advance of physical science was slow in mediæval Europe, but in those ages men were forced to deal with problems of another sort: questions of life and death, civil and military organization, order and peace. But modern science found its earliest expression in the Latin language. Copernicus, Kepler, Newton, Linnaeus and Leibnitz employed it.

The Greek language first came to be generally studied by European scholars just after the fall of Constantinople, that city having long been a center of Greek learning. For the greater part of Europe its introduction was like the unearthing of some long-buried and priceless treasure. It familiarized scholars more thoroughly than anything else could have done with the wonderful history, the literature and the philosophy of the most intellectual and artistic race that has ever lived upon this planet. It supplied at least one of the most powerful and pervasive influences which inspired the Renaissance. The world was too poorly furnished with wealth of the sort with which the carefully preserved manuscripts of that language teemed to turn away with indifference from the grand opportunity thus afforded. And, indeed, the time has not yet come, and probably will never come, when it will be neglected. It will probably always remain the delight of thinkers and men of taste, just as it was to the cultured class of Rome in the golden age of Latin literature. If the literatures of modern France, Italy and Germany amply repay the student for the labor it has cost him to master the languages of those countries, certainly it paid to learn Greek when the best part of the profane literature of the whole world was still embodied in the works of the Grecian authors, who wrote from 300 to 1,000 years before the dawn of the Christian Era.

As to mathematics, "the handmaid of all the sciences," that study has always held its high place in the curriculum of schools and colleges because it has always been indispensable. "The sacred Tripas of Latin, Greek and Mathematics," remarks President Jordan, "touched few matters vital to the student's after life. All practical success in almost any of the specialized lines of effort must stand on a foundation of Science. Physics, chemistry, biology, mechanics, rest at the base of all the great industries." But where would physics and mechanics be to-day if mathematical science had not been at their service all along? Without the aid of that eminently practical science, how little, comparatively, could be accomplished by the architect and the builder, the civil or the military engineer. That science has afforded the astronomer a farther-reaching view of the heavens than the telescope, and it has furnished the molecular physicist with a finer eye than the microscope.

President Jordan's article is, as a whole, interesting and suggestive. With the exception of the fact that he speaks rather slightly of the relative value of the study of language and of mathematics there is little in it that even a conservative educator of the old school can not cheerfully indorse. Perhaps the finest thing he says is this: "The keynote to the education of the future must be 'Constructive Individualism.' The foundation of its method must be 'Knowing Men by Name.' This is no new discovery. ** It is as old as Socrates or Plato. It has been recognized wherever the training of men has been taken seriously."

Clothing

The Situation of the Clothing Trade.

With few exceptions the retail clothiers throughout the country have not enjoyed the full measure of their expected business thus far this season. A reason for this that would be generally satisfactory is difficult to find, simply because every section has its own peculiar "reason why." In one part of the country, the reason for the shortage of business is ascribed to strikes, in another, it is laid at the door of unseasonably cold weather, and still another excuse is found because people had been scared off from buying early in the season because of the talk of high prices for clothing, which had been printed in the news columns of the papers during the last few months, and these people are supposed to be waiting for reduction sales in July and August. But when all these "reasons" are sifted down, the whole trouble seems to be that the retailers expected too much, and as is usual in such cases, they were duly disappointed. Careful enquiry elicits the fact that in nearly every case, sales have increased over a year ago, and what is better still, a better class of goods has been sold and at a larger percentage of profit. This is true of almost every section of the country with the exception of the cities of Chicago and St. Louis, and the regions contiguous thereto, where the building trades' strikes in the one city and the street railway strikes in the other have unquestionably caused a great depreciation in the volume of business.

The best proof that the retailers generally are feeling pretty good and have confidence in the future is the fact that nearly all of them are paying bills on a ten-day-from-dating basis and have placed larger orders for fall and winter goods than they did a year ago. They did this, not in a speculative spirit, but because they feel that they are justified in making proper preparation to transact a normally increased business during the forthcoming fall and winter. It must be borne in mind that owing to the advanced cost of clothing a larger volume of business in dollars and cents does not by any means mean a much larger number of garments sold. Roughly speaking, we do not think that there were very many more garments bought by the retailers for the forthcoming fall than they purchased last year. The increased figures come from the increased cost and values. The modern retail clothier is quite an astute personage; he knows a good deal about the cost of woolsens, tailoring, linings, etc., and he could readily see that the prices quoted to him by the leading houses for fall and winter clothing were by no means so high (taking the cost of the raw materials into consideration) that he would make any mistake by placing his orders early. In fact, he could plainly see that he had much to lose by delay. For with the present condition of the wool market the woolen goods manufacturer would be worse than silly to make one yard of cloth beyond his actual orders. This means that desirable styles made up by clothing manufacturers will be closed out early and without a hope of being duplicated. And no modern retail clothier can do business successfully without showing all the new things that are out as early as any of his competitors.

There is every reason to believe that there will be a great influx of buyers in the clothing markets during July and

August. Their object in coming will be chiefly to supplement the orders which they have placed with the salesmen on the road. Many of these buyers also come for the recreation that a visit to either New York or Chicago affords them. At any rate, the most successful retailers have long ago found out that they can buy to better advantage from travelers on the road than they can when coming to market. This does not mean that they can buy any cheaper at home, but that they can do so more intelligently; for then they have the advantage of having their carried over stock before them and besides they can consult with their heads of stock and get the benefit of their taste and advice. For the information of our readers we can say upon the highest authority that the American Woolen Co. will not make one yard of heavy-weight goods beyond their orders.—Wool and Cotton Reporter.

Men Who Tie Up Their Suspenders.

From the New York Sun.

"It's funny," said a Park Row haberdasher, "but it's true that 50 per cent. of the men of New York are going about with broken suspenders. I've known men worth millions of dollars who neglect to purchase new suspenders until their attention is called to the fact that they need them. The other day a man came in here to buy some neckwear. While he was waiting to be served he kept tugging at a suspender button on his trousers. As the perspiration kept rolling down his neck he bit his lips and mumbled something that sounded like cuss words. He finally asked me if I could give him a piece of twine. When I got it for him he unbuttoned his waistcoat and proceeded to tie together parts of an old suspender.

"I'll sell you a new pair for a quarter," I remarked, pointing to a bunch of new suspenders. Continuing, I told him we had some beauties for half a dollar and better ones for a dollar. He said nothing, but continued the work of tying up his broken suspender. Finally I thrust a box of suspenders in front of him and he reached for a pair.

"Thank you," he said, and he proceeded to take off his coat and waistcoat. Then he threw his old suspenders on the floor and as he fastened on the new ones he said they felt fine. He told me that he had been feeling uncomfortable for a week and didn't really know the cause of it until he discarded the old suspenders.

"Unless my wife buys a pair for me at Christmas time," he said, "I never think about it and wear those I have on until they actually fall off. I know thousands of wealthy men who are like me in that respect. The other day when I called upon a friend at the Waldorf-Astoria he was engaged repairing his suspenders with a piece of wire. Strange to say he never thought of sending his valet for a new pair, although he was paying \$50 a day for a suite of rooms on the fourth floor."

"That fellow," continued the haberdasher, "is a sample of New York's business men. They'll invest thousands of dollars in stocks and bonds, but forget about investing a quarter in suspenders. Most New Yorkers wait until they get a pair as a Christmas or birthday present. German-Americans living in New York as a rule get suspenders for Easter Monday. Irish-Americans get presents of suspenders on Easter Sunday morning. Italian-Americans who have made New York their home get new suspenders at Christmas time." "And what about native New Yorkers," asked a bystander.

"Oh," said the haberdasher, "they get new ones when the string breaks."

Muled \$750 for Selling Two Tickets for One Berth.

From the New York Sun.

A judgment of \$750, which Marcus Braun obtained against the Wagner Palace Car Company for being ejected from the sleeper Orizaba on the way from Cleveland to this city, has been

affirmed by the General Term of the City Court. He had a ticket for a berth and found another man in the berth, who also had a ticket for it. The porter ruled that the man in possession could stay. He told Braun that he could have his money back, but he would not let Braun remain in the sleeper. Braun went into the day coach and sat up all night. He testified that he was very tired when he took his seat and that he was greatly distressed and kept awake by his position, as he was not accustomed to sleep vertically. Among the questions presented on appeal from the verdict of a jury was that the verdict was excessive. The decision of the General Term, written by Justice Hascall, says:

"To have the conductor tell the passenger, without prior or timely warning, 'Well, you can not have the berth because it is occupied by some one else,' to be compelled to sit up all night in an ordinary day coach; to be told when he applied for his redress, 'You can

have back only your money,' present altogether cold comfort for the passenger treated, as the record shows, in the manner as was this respondent. If the jury has been liberal in appellant's estimation in awarding just compensation to respondent, we still think it, under all the circumstances, just that the verdict ought to be maintained."

The Aim of Advertising.

Your problem is to burn your name and place into the public mind so thoroughly that your business is always connected in the mind with the needed thing.

For example, when a man is hungry, the name of the properly conducted and advertised restaurant will always come with the thought of dinner, provided, of course, he expects to satisfy his wants at such a place.

When a busy man forgets that there is such a thing as sickness, except for vacation purposes, he is well enough.

All Around Satisfaction



In the buying and in the selling. The successful retail merchant realizes at a glance the advantage of securing a line of Men's Clothing that will not only bring him a legitimate profit, but will please his customers and make them come around for the same kind next season. That is the kind of "Correct Clothes" we make; watching every detail personally from the purchase of the materials till the garments are packed for shipment, we know every garment we turn out to be right in each and every respect. You can do without our line in the fall, but if you're looking for "better quality for less money," you can't afford to overlook it.

We're showing Men's Overcoats at all prices ranging from \$3.75 to \$16, Men's Suits from \$3.75 to \$14. Also a complete line of Children's Suits at popular prices.

Successful merchants from Maine to California handle our line of "Correct Clothes" in spite of the freight differences, a point that Michigan and adjacent trade will appreciate. We shall be glad to send samples, or have our representative call when you say.

Correct Clothes **Heavenrich Bros.** **DETROIT MICH**

CHICAGO OFFICE, 412 Medina Temple.

Dress Coats of Duck

We make the Duck Coats with "all the little fixings." They are the highest grade goods in the country. They cost you the same as inferior goods. Ask for samples prepaid.

Michigan Clothing Co.,
Lonia, Mich.



Drummer's Mystification Over a Long-headed Landlord's Device.

From the New Orleans Times-Democrat.

"I was at the Ponce de Leon directly after it opened, when it had only sixteen guests and 300 servants," said a Chicago drummer; "but that wasn't anything to an experience I had once at a summer resort up in the Northwest. I had wandered into the region looking for a fellow who had beaten our firm out of a big account, and somebody told me about this hotel. A branch road connected it with the main line, thirty miles away, but early in the season the landlord and the railroad President had had a row, and they stopped the train service. That killed business as dead as Caesar, for the place was buried in the heart of the wilderness; but strange to say, the landlord had kept it open, and as I was near by and needed a rest I hired a wagon and went over. It was a big, handsome structure of the regulation summer resort pattern, all gables and porticoes and stained shingles, and as I walked up the fine, shabby driveway I could see that everything was in apple-pie order. When I entered the office a boy in buttons seized my grip and the clerk got up from behind the counter rubbing his eyes and looking a bit dazed. The register was perfectly blank and while there was a full office force on duty there was not a guest in sight. 'Business is a little light, eh?' I asked, after writing my name. The clerk grinned. 'You're the first soul I've seen in six weeks,' he replied.

"I thought at first he was joking," continued the drummer, "but it was the gospel truth. I was the only guest in the house, yet as far as I could see it was being run exactly as if all of its 120 apartments were full of people. It gave me a strange sensation, and upon my word, I could actually feel the emptiness as I walked down the big, wide corridor to my room. I supposed, of course, that I would find all this really a bluff and everything pared down to the lowest possible notch, but it wasn't the case. There was a full corps of help from kitchen to check room, and the

chambermaids used to turn to of mornings and make up a few dozen unoccupied beds just to get exercise. The table was tiptop, although most of the stuff was evidently canned; but to walk into that huge dining room, with a row of waiters standing motionless at each side, and eat in solitary state, was a trial to the nerves. The proprietor kept almost entirely to his private office. He was a very quiet, bald-headed man, and naturally I entertained doubts as to his sanity. At the outset the strangeness of the situation interested me, but after four days of lonely grandeur it began to give me the horrors and I packed up and left. I used to often think about it afterward and wonder what the deuce could have possessed the bald-headed boniface to throw away good money in that kind of fashion, but it was more than two years before I found out. One day I was sauntering along Clark street in Chicago, when I met my friend and landlord coming out of a store. He remembered me, shook hands cordially and finally accepted an invitation to lunch. 'I expect you thought I was crazy, out there in the spruce woods,' he said, over the black coffee, 'but there was method in my madness. That infernal railroad had a contract with me to haul a certain quantity of fresh vegetables every day. They had forgotten all about it, but when they threw me down on the train service, I saw that my cue was to keep open at full blast and then sock it to them for damages at the end of the season. My lawyer claimed that the lack of fresh vegetables was what kept away guests. Of course the jury understood it was just a peg to hang a damage suit on, but any stick is good enough to beat a dog and they gave me a whopping good verdict. I soaked them for enough to pull out \$6,000 ahead of the game.'

"Your hired girl, I hear, has taken her departure?"

"Yes; but nearly everything else she took was ours."

Circulars and How to Use Them.

The merchant desirous of conducting a successful advertising campaign is often at a loss as to the most efficient method of so doing. That the circular as an advertising medium has many advantages peculiar to itself, we believe to be a fact, but do not wish to be understood as endeavoring to discourage the use of newspaper space. It is the mainstay of any properly conducted mercantile business, and the circular, if rightly employed, is the most effective adjunct of newspaper advertising that can be imagined. It places the merchant in touch with his customers, it creates on the part of the recipient a feeling as of personal acquaintance with and interest in the merchant's business. In other words, it brings the seller and buyer together, and any method that accomplishes this is bound to be effective.

The circular should be mailed, and let it not be an ordinary cheap circular, printed with smudgy news ink on common print paper, but something attractive. The stock should be good, as also composition and presswork; and have the circular of fair size and get envelopes to fit. The additional expense of good work over cheap work is not great and the merchant will find the returns justifying it. The more attractive the circular the more attention it will receive.

To make a circular more attractive you should illustrate it with cuts the most eye-catching illustrations you can obtain. Then, with good, strong and tersely written arguments, hurl these circulars against the steel-girt armor of indifference which envelops the consciousness of the dear public. And while the ordinary, the common place and pictureless advertisements beat upon the outer citadel and shatter themselves upon its armor, one pointed, armor-piercing, hundred-ton advertisement pursues its resistless way and lands straight and square into the inner consciousness of all who see it.

One can not be too thoughtful nor too

careful in the preparation of circulars or advertising matter. It goes where you can not go. It is your representative in your absence and is certainly worth being particular about. In this age of sharp competition it is the prerequisite of successful advertising.

To attract attention it must be first-class; it must tell a whole story, or at least make a point: it must be interestingly written and attractively displayed, and have as its principal object to persuade and convince that the article advertised is superior to similar articles and is really needed.

If nobody knew you, you couldn't sell a dollar's worth of goods. If a few people know you, you can sell a few goods. The more people there are who know you and your goods the more you will sell.

Advertising Like Fishing.

When we were boys and sought with bait and tackle to catch the finny prize, we discovered that one boy among us would haul out the fish right along, while we waited patiently for the first nibble. Some would throw their lines near his, thinking to gain from his location and method. Often the lucky fellow would desert the place and presently we would see him again pulling out the bouncers, often from the very spots we had formerly deserted.

So it is in advertising. There is a way that attracts and brings results. The keen-sighted business man studies to use this way in his business. It is a long row to hoe, but not so long as some may think.

It is one thing to bait the hook and throw the line, but it is another to catch the fish.

Although a rich man in China pays no wages to domestic servants, he is always able to obtain as many as he wants, for the reason that the employe of such a man can make in perquisites more than triple the wages paid to those serving in ordinary families.

Don't Let the Price Worry You



Get that notion out of your head at once, for the price is not to be considered at all when its money-making powers are considered.

It Pays for Itself It Costs You Nothing

Where else can you invest your money at a better advantage, and where start to better your business, if not at its foundation? Your profits are the heart-throbs of business and the Money Weight System the secret of its success.

Our scales are sold on easy monthly payments.

THE COMPUTING SCALE CO., Dayton, Ohio

Shoes and Leather

Advice to Retailers Ordering Shoes by a Manufacturer.

Many retailers either spend too little time in picking out their styles or are not familiar enough with their stock to buy to good advantage.

This suggests itself to us from looking over our orders and also from talks with our salesmen.

Many buyers will enter a salesman's sample room without any memorandum of what stock they have on hand and proceed to buy a line of goods for fall or spring and buy their goods regular, as though they were putting in a new stock of goods, whereas in our opinion they should always have a memorandum of all that they carry in the goods they intend buying, together with sizes and widths, and order accordingly, to fill in what they lack in stock unless they intend discarding a certain shoe, then of course they should order regular.

Another mistake which we feel is very common outside of large cities is in ordering too many kinds of shoes and ordering too few of those kinds. For instance, a man will buy a shoe many times on one width alone and often only on two widths, which does not give him any assortment unless he orders a shoe on a B width and the same shoe on a D width, which would help him in fitting a customer better on that shoe than if he ordered it on B and C or C and D. To our way of thinking, if a shoe is worth buying it is well to buy it in as many widths as possible so that one can always be sure of fitting a foot, and then buy only such shoes as are staple sellers, outside of a few novelties which are needed and these should only be bought in such widths as the dealers know they could sell that class of goods in. They can thereby keep their stock in a much better assortment and fewer styles, and in having less styles or not so many different kinds of shoes, they get rid of having so many odds and ends at the close of a season. We feel that many retailers place too little dependence in a salesman's judgment in ordering shoes. A salesman, who hears the opinion of every one he sells his line to, is in a position to give a retailer many valuable points in what style of shoes to order; and this will apply to a shoe in all its details. After picking out a shoe that you think you could use, secure the salesman's judgment on the shoe made that way. He can often make some change in the shoe that will add materially to the looks of the shoe and increase its selling qualities.

Do you ever stop to think that a salesman's salary is figured into the cost of the shoe? In engaging him his best endeavors are expected, both towards his trade and the one who employs him. As you are paying for his knowledge in the cost of the shoe, why not make use of it and let him build with you the shoe you intend buying? We are satisfied you would be pleased with the result.

Many times a salesman is written to, asking why he sold such a shoe in the way he did. His answer will be that he advised against it, but the customer would have it that way. That shoe will often become what is known as a "shelf warmer," or a shoe that does not sell, as the one buying it placed his judgment against both the manufacturer's and the salesman's, who should be the

best judges as to the way of building a shoe.

Another point that the retailer should well consider is to interest his clerks in the stocks under their charge by taking them with the buyer to see a salesman's samples. Secure their advice about a shoe before buying it. They are thereby led to feel that their services are appreciated and will consequently keep watch of their stocks closer and feel that the selling of the goods depends largely on them. At the same time it encourages them to keep up with the prevailing styles and to be able to give an opinion on the merits of a shoe when asked to.

The most successful retailers are those who confine themselves to but few lines, that is, buy of as few houses as possible; and give them all your trade that you can on their lines, and they thereby give you better values than they would if they knew they only had part, or that you had other lines besides theirs. Make your account as valuable to the ones you deal with as you can and the best of results are sure to accrue from such a course.

In placing orders, give as early a date of shipment as practical. It gives the manufacturer a chance to cut your goods before the rush comes and you are sure to receive them before many of your competitors and show the coming styles in your windows and be ready at all times, whether the season be early or late.

The old adage, "Two heads are better than one," applies with peculiar force to the selection and purchase of shoes; therefore it is better to consult the judgment of the manufacturer's salesman and of the clerks who are to retail your goods.

One of the Family.

Ezry married a woman with the most tarted tongue you ever listened to. Scorcher, that tongue was! When she had occasion to rebuke Ezry the tongue would take varnish off the furniture.

As a result of this treatment at home, Ezry was inclined to spend overmuch of his time at the tavern. He drank other things there besides cold water. And when he would start for home he was in that blissful condition where he didn't care whether school kept or not. In that condition he was in some measure prepared to meet his gentle chatelaine.

One night his wife sent her brother out to "play ghost" and scare the drunkard into reform. The ghost was expected to say in sepulchral tones that unless Ezry reformed he would be taken into hell for sure when he passed over.

Ezry came up the road—across the road, too—and he was trolling one of the lusty old songs of Revolutionary days. He was halted by a sheeted figure.

"D ev'nin'," said Ezry cheerfully.

"Listen to your doom," solemnly and in deep tones quoth the specter.

"Zhas all ri'," replied Ezry, "le'r go."

"I'm a spirit."

"Glad to hear 't, ol' f'ler, glad to hear 't. Goo' sp't, I suppose? If you're good sp't I mus' stan' clever wiz you. I'm a pretty goo' f'ler, I am."

"I am a spirit of evil," boomed the spook.

"Sp't evil! Don' shay sho? Wal, p'raps you're the devil himself?"

"I am."

"Pu' 'er there, ol' boy; pu' 'er there. Come up t' house. Zhe'll be gla' to shее ye, that zhe will. Sp'ose ye know of course, that I'm married to yer sister Nancy?"

Duties of the Missionary.

"Pa, what is a missionary?"

"A missionary is a man sent out by kind people to carry the Bible and the bathtub to the heathen."

Out of the Old Into the New



We have moved across the street from our former location to the William Alden Smith building, corner South Ionia and Island streets, where we have much more floor space and greatly increased facilities for handling our rapidly growing business in boots, shoes and rubbers. The increased room will enable us to enlarge our line and serve our customers even more acceptably than we have undertaken to serve them in the past. Customers and prospective customers are invited to call and inspect our establishment when in the city.

Geo. H. Reeder & Co., Grand Rapids.

CHIPPEWA CALF

Made in Bals only.

Plain or Cap Toe.

D, E and EE.

Goodyear Welt.

One-half Double Sole.

The upper leather is tanned from a selected skin, is tough, will wear soft and easy on foot.

\$2 PER PAIR

Write for sample dozen. They will please you.

BRADLEY & METCALF CO., MILWAUKEE, WIS.



--Tan Shoes and Strap Sandals--

Those wanting Tan Shoes or Strap Sandals at this season of the year want them at once. Order them from us. Full and complete line of Misses', Children's, Boys', Youths' and Little Gents'.

**Hirth, Krause
& Co.**



**Grand Rapids,
Mich.**

In Children's we carry Red, Tan and Black shoes. In Strap Sandals we carry Women's, Misses' and Children's Dongola, Patent Leather, White Kid and Tan.

Can the Retailer Advantageously Add a Side Line?

To make a success of any business you must have a thorough knowledge of the business you undertake. A shoe retailer must be a practical shoe man. A clothing retailer must be a practical clothing man and so on down the line of different trades each must have, in order to make a success, a thorough knowledge of the line it is his intention to pursue. In all the different lines of trade that are offered at retail a shoe line will, without the proper care and attention, depreciate in value quicker than any other. It needs your whole time and attention and you cannot do it if you are hampered with a side line. There is a change in styles and no matter how sharp or good a buyer you may be you are bound to go wrong on some shoe that has all of the good qualities but that of a good seller. Then your attention, if you are a practical shoe man and understand your business, will be called to this particular line. They don't sell and you must find some way in which to sell them. Make them move. There is only one way it can be done and only one thing that will move them and that is the price. No shoe dealer can say that he understands his business any too well. There is always something to learn and something to do in a shoe store where your time can be occupied, which can not be done if you are hampered with a side line. I have had no experience myself in handling side lines, but I have noticed and profited by the experience of others, and have long ago come to the conclusion that you can not successfully handle a side line in a retail shoe store. The change in styles, the sharp competition, the accumulation of odd sizes and narrow widths, make it necessary to give your shoe stock your whole time in order to be a successful, money-making shoe retailer. If you have any surplus cash on hand better by far use it in trying to increase your trade, fitting up your store, adding a new line of shoes. Be a shoe man, but don't try to be both, for this you can not do successfully.

During my term on the road, acting in the capacity of a traveling shoe salesman has brought me a great many times in shoe stores that carried side lines—some shoes and clothing, shoes and groceries, shoes and dry goods—and I have never failed to notice in every instance that either one or the other lines were neglected. Take, for instance, the shoe dealer carrying for a side line clothing. He neglects the shoe line simply because he is cut out for a clothing man and in every instance will this apply. I will relate an instance that was an actual occurrence with a customer of mine who was a successful shoe dealer until he courted the idea of putting in a side line. Having quite a large store he thought he could do so without any inconvenience to himself and concluded he would put in clothing. He asked my advice in the matter. There were three exclusive firms in the place and I knew that the competition in that line was sharp.

My first question to him was, "Do you understand the clothing business well enough to undertake it in the face of so strong a competition? You have a good shoe trade. Can you afford to jeopardize it by putting in a clothing stock?" I said to him, "Don't do it; if you have any extra time or money devote it to your shoe stock and let well enough alone." Of course he took my

advice, "nit." Well, the result was he added the clothing line and about the first thing he did was to get the ill will of his competitors in the clothing line by cutting prices; then the war was on in earnest and the result was they kept him so busy that he had no time for his shoe stock; his whole time was taken up in looking after his clothing and it was not long before his customers began to leave him, for this reason: They were friends of the clothing merchant, had always traded with the clothing merchant, and had always traded with my shoe friend for shoes. They were satisfied with the clothing purchased at the exclusive clothing store, and didn't care to be asked the question, "Why don't you buy clothing of me?" every time they stepped in to purchase a pair of shoes. This man continued in this way for about one year. His shoe stock was neglected. He made no money on his clothing. Over one-half of his trade left him and he finally sold his clothing on hand to one of his competitors for much less than cost. Now, while this is only an illustration it was an actual occurrence, and I would ask, where did he better himself by adding a side? It certainly proved disastrous to him for the reason that he was a shoe man and could not be both. It would have been much better for him to have used this extra money and time in trying to increase his trade by advertising or adding new lines of shoes. I think if he had done so, his time would have been occupied; he would have made more money and in general given better satisfaction as a retail shoe merchant. You can not be a Jack of all trades and do them all justice. My experience has been, to make a success of any business you must have a thorough knowledge of what you undertake, and my advice would be to any successful shoe dealer, do not jeopardize your business by adding side lines.—C. F. Waters (Grand Rapids) in Boot and Shoe Recorder.

Wooing a Schoolmarm.

"Yes," said the young man, as he threw himself at the feet of the pretty school mistress, "I love you and would go to the world's end for you."
 "You could not go to the end of the world for me, James. The world, or the earth, as it is called, is round like a ball, slightly flattened at the poles. One of the first lessons in elementary geography is devoted to the shape of the globe. You must have studied it when you were a boy."
 "Of course I did, but—"
 "And it is no longer a theory. Circumnavigators have established the fact."
 "I know, but what I meant was that I would do anything to please you. Ah, Minerva, if you knew the aching void—"
 "There is no such thing as a void, James. Nature abhors a vacuum; but admitting that there could be such a thing, how could the void you speak of be a void if there were an ache in it?"
 "I meant to say that my life will be lonely without you; that you are my daily thought and my nightly dream. I would go anywhere to be with you. If you were in Australia or at the North Pole I would fly to you. I—"
 "Fly! It will be another century before men can fly. Even when the laws of gravitation are successfully overcome there will still remain, says a late scientific authority, the difficulty of maintaining a balance—"
 "Well, at all events," exclaimed the youth, "I've got a pretty fair balance in the bank, and I want you to be my wife. There!"
 "Well, James, since you put it in that light I—"
 Curtain.

--OUR DIAMOND DUCK BOOT--



(Snag Proof), either plain edge or rolled edge,

\$4.50 list.

Our New Atlas Boot, with Duck Vamp, rolled edge,

\$4.35 list.

Send for Catalogues.

A. H. KRUM & CO.
 Detroit, Mich.

Headquarters for Rubbers:
 Americans, Candees, Woonsockets, Paras, Federals, Rhode Islands and Colonials.



**Made Right
 Wear Right
 Look Right**

Three essential qualities that make our

**Leather Top
 Rubbers**

stand first in the scale of excellence.

Herold-Bertsch Shoe Co.
 MAKERS OF SHOES
 12, 14 & 16 Pearl St.
 Grand Rapids, Michigan

TWO NEW SHOES

THAT ARE NEAT AND PRETTY



TAILOR MADE



DIAMOND SPECIAL

Order a sample dozen. They will please your trade.

RINDGE, KALMBACH, LOGIE & CO.
 10 TO 22 N. IONIA STREET, GRAND RAPIDS, MICH.

Use Tradesman Coupons

The New York Market

Special Features of the Grocery and Produce Trades.
Special Correspondence.

New York, July 14—Coffee maintains the strength exhibited last week and seems to add a little more every day. Advices from Europe continue encouraging to the seller and, with very moderate receipts reported from producing sections at Rio and Santos, we have a condition here that is certainly very encouraging to holders. The volume of actual business is possibly no larger than last week, although at the close jobbers are reporting a generally fair demand, with orders coming from all parts of the country. Rio No. 7 closes at 9 1/8@9 1/4c. In store and afloat the amount aggregates 705,171 bags, against 1,137,390 bags at the same time last year—a condition which will grow very interesting if matters continue as now. Crossman Bros., who are "way up" in coffee matters, insist that we are going to have plenty and to spare of coffee, although their statement is flatly contradicted by others. West India sorts have been in fair request and good Cucuta closes at about 10 1/4c. East India growths are firm and in fair demand.

From the fact that the American Sugar Refining Co. is said to be three weeks behind in deliveries it is gathered that the demand has been immense. The requirements for canning have been enormous and the enquiry shows hardly any sign of abatement. Standard granulated continues at 6c.

Full values are reported on all tea sales and the market gains strength from day to day. Orders have come from all sections by wire and mail and the outlook certainly is for well-sustained markets all along.

Rice stocks are comparatively light and the market is firm at quotations which have prevailed for a fortnight. Prime to choice Southern, 5 3/8@5 5/8c.

Spices are generally firm, with rather more enquiry for cloves. There is room for improvement, however, and this, it is confidently thought, will come a little later in the season. Ginger and pepper have both met with rather better enquiry, although there is no advance to note.

Grocery grades of New Orleans molasses are firm and unchanged, although the run of business is light and buyers are not inclined to stock up ahead of current wants. Foreign sorts are selling in about the usual manner at unchanged prices. Syrups are strong, with some refineries reported sold several days ahead. Prime sugar, 21@24c.

Some trading is going on in California canned goods, but there is a lack of animation to the demand. There is a better demand for spot tomatoes and peas are doing well. A light pack of cherries is reported from New York State. Apples, gallons, have sold at \$2 for futures. Corn is in better enquiry at 75@80c for New York, with Maine steady at 82 1/2@87 1/2c.

Except for a little spurt of activity in jobbing circles for large prunes, the dried fruit market drags and there is a tendency on the part of buyers to wait until a more convenient season before taking large supplies. Prices, however, are mostly pretty well held and matters generally might be a good deal worse—have been, in fact.

For lemons and oranges there has existed a good enquiry and prices are well sustained. Sicily lemons range to \$5.50 for fancy 300s and from \$4@45 for 360s. California navel oranges are almost luxuries and are worth \$4.50@5 and more per box. Valencia's are held at \$4.25@4.50. Pineapples move slowly, owing to the abundant supply of other fruits. Bananas are a trifle less active, although some dealers still report an active demand. Prices are practically unchanged from last week.

The butter trade is quiet. For a while it looked as though the supply would be decidedly short, but the returns this week have placed the market where the buyer seemingly has rather the advantage and there is no trouble to make purchases of very desirable stock at

19 1/2c; thirds to firsts, 17@19c; imitation creamery, practically unchanged at 16@18c.

There is a listless sort of market in cheese, although prices are fairly well sustained at last week's figures. Large full cream, 9 3/8c.

There is a decided scarcity of first-class eggs and goods that will meet the requirements are worth, for nearby stock, 17@18c. Best Western are held at 13 1/2@14c.

The bean market is without interest and prices are practically the same as last week. Choice pea, \$2.22 1/2@2.25; red kidney, \$2.10.

Desirability of Packing Peaches Right.

Many peach growers in the hurry of shipping forget that the appearance and condition of the fruit sell it. We assort at the packing house by hand, for no machinery so far invented can equal the deft hand of a skillful woman. While we usually say that we make three grades, we actually make four, the first being extra large, perfect, high-colored fruit.

There is never much that can be put into this extra grade. We ship this fruit as well as the second grade in the six-basket carrier and we mark this with a large star and in the star stamp A 1, putting a label on each package. Our second grade has the label with the firm name, with our guarantee of honest packing and the name of the variety and often the descriptive word "white" or "yellow." We then find some good reliable commission men and ship only one grade of fruit to one man. When we have found a commission man who suits us we never abandon him unless for good cause, and we ship him all the fruit we have of the variety he is handling. Of course we sometimes find it necessary to ship to different markets.

The six-basket carrier is the best package for good fruit, because it is handsome, exhibits the fruit to the greatest advantage, is convenient to handle and transport, and finds favor in every market. For low grades we use a handle basket holding 10 or 20 pounds. The ripe fruit package is more remunerative than any other for the small quantity of fruit that can be shipped in this way.

A few things are necessary. Honest packing, first. To put small, poor peaches in a package that shows a fair exterior is suicidal. But careless grading is almost equally so, and will neutralize everything else that you have done to make your business a success. Each grade should be as nearly uniform as possible. The package should be full, so that when the cover is on, the fruit can not be jostled around and bruised. This spoils all. The fruit, in package and arrangement, should be made just as attractive as it can possibly be done, a perfect picture in appearance. But there must be no deception, but good all through, and the results will be satisfactory, if you do not make the fatal mistake of selecting a dishonest commission merchant.

E. C. Briggs,

President Maryland Horticultural Society.

There Is Nothing Easy.

There is no such thing as an easy situation in business. The man who thinks he has one generally stays there, he does not expand, develop or grow—he simply becomes a little cog in a big wheel that goes round and round, without bettering his business condition or financial prospects. It is the men who work, and are willing to work, and who put soul and enthusiasm into their work who make the best business men.

Crockery and Glassware

AKRON STONEWARE.

Butters	
1/2 gal., per doz.	40
1 to 6 gal., per gal.	5
8 gal. each	44
10 gal. each	55
12 gal. each	66
15 gal. meat-tubs, each	1 05
22 gal. meat-tubs, each	1 40
25 gal. meat-tubs, each	2 00
30 gal. meat-tubs, each	2 40
Churns	
2 to 6 gal., per gal.	5 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or rd. bot., per doz.	40
1 gal. flat or rd. bot., each	5
Fine Glazed Milkpans	
1/2 gal. flat or rd. bot., per doz.	60
1 gal. flat or rd. bot., each	5 1/2
Stewpans	
1/2 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball, per doz.	1 10
Jugs	
1/2 gal., per doz.	55
3/4 gal. per doz.	45
1 to 5 gal., per gal.	6 1/2
Tomato Jugs	
1/2 gal., per doz.	55
1 gal., each	6 1/2
Corks for 1/2 gal., per doz.	20
Corks for 1 gal., per doz.	30
Preserve Jars and Covers	
1/2 gal. stone cover, per doz.	75
1 gal. stone cover, per doz.	1 00
Sealing Wax	
5 lbs. in package, per lb.	2
FRUIT JARS	
Pints	5 50
Quarts	5 75
Half Gallons	8 25
Covers	2 75
Rubbers	2 25
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	45
No. 2 Sun	45
No. 3 Sun	65
Tubular	1 00
Security, No. 1	60
Security, No. 2	80
Nutmeg	60
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun	1 45
No. 1 Sun	1 54
No. 2 Sun	2 25
Common	
No. 0 Sun	1 50
No. 1 Sun	1 60
No. 2 Sun	2 45
First Quality	
No. 0 Sun, crimp top, wrapped & lab.	2 10
No. 1 Sun, crimp top, wrapped & lab.	2 15
No. 2 Sun, crimp top, wrapped & lab.	3 15
XXX Flint	
No. 0 Sun, crimp top, wrapped & lab.	2 75
No. 1 Sun, crimp top, wrapped & lab.	3 75
No. 3 Sun, crimp top, wrapped & lab.	3 95
CHIMNEYS—Pearl Top	
No. 1 Sun, wrapped and labeled	3 70
No. 2 Hinge, wrapped and labeled	4 70
No. 2 Sun, "Small Bulb," for Globe Lamps	4 88
	80
La Bastie	
No. 1 Sun, plain bulb, per doz.	90
No. 2 Sun, plain bulb, per doz.	1 15
No. 1 Crimp, per doz.	1 35
No. 2 Crimp, per doz.	1 60
Rochester	
No. 1 Lime (65c doz)	3 50
No. 2 Lime (70c doz)	4 00
No. 2 Flint (80c doz)	4 70
Electric	
No. 2 Lime (70c doz)	4 00
No. 2 Flint (80c doz)	4 40
OIL CANS	
1 gal. tin cans with spout, per doz.	1 40
1 gal. galv. iron with spout, per doz.	1 75
2 gal. galv. iron with spout, per doz.	3 00
3 gal. galv. iron with spout, per doz.	3 75
5 gal. galv. iron with spout, per doz.	4 85
3 gal. galv. iron with faucet, per doz.	4 25
5 gal. galv. iron with faucet, per doz.	5 50
5 gal. filling cans	7 25
5 gal. galv. iron Nacefas	9 00
Pump Cans	
5 gal. Rapid steady stream	8 50
5 gal. Eureka, non-overflow	10 50
3 gal. Home Rule	9 95
5 gal. Home Rule	11 28
5 gal. Pirate King	9 50
LANTERNS	
No. 0 Tubular, side lift	5 25
No. 1 B Tubular	7 50
No. 13 Tubular, dash	7 50
No. 1 Tubular, glass fountain	7 50
No. 12 Tubular, side lamp	14 00
No. 3 Street lamp, each	3 75
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, box, 10c.	45
No. 0 Tub., cases 2 doz. each, box, 15c.	45
No. 0 Tub., bbls 5 doz. each, per bbl.	2 00
No. 0 Tub., bull's eye, cases 1 doz. each	1 25

Foolish People

say advertising doesn't pay. Our experience is that it does; but then our Cigars are of a quality that back up all we say.

Try Our



5 cent Cigar

Finer than silk.

The Bradley Cigar Co.,

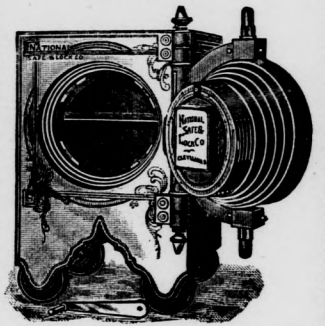
Mfrs of the

Hand "W. H. B." made

Improved 10 center.

Greenville, Mich.

The National Safe & Lock Co.



Cannon Breech Screw Door Bank Safe, with anti-concussion dead lock device.

Can Not be opened by the jarring process.

Absolute Proof against the introduction of Liquid or Dry explosives.

Locking Action the quickest of any safe.

Door and Jam perfect circular form, ground metal to metal finish and hermetically sealed fit.

Not a Single Case on Record where one of these safes has ever been burglarized.

More than twenty-five banks in Cleveland, Ohio, using these safes, and hundreds of other banks from Maine to California testify to the absolute perfection of the mechanism and security.

Estimates furnished on all kinds of safe and vault work.

Office and Salesroom,
129 Jefferson Ave.,
Detroit, Mich.
W. M. HULL, Manager.

Getting the People

Some Good Advertising and Some Not So Good.

W. W. Pearson, of Newaygo, writes as follows:

Enclosed find our last week's advertisement in Newaygo Republican, which we send for criticism. Notice that a great many dealers are doing so, and as our advertiser is new at the business, we would gladly receive any pointers that you may feel disposed to give.

Mr. Pearson's advertisement shows up exceedingly well, but contains too much talk in proportion to its size. In every department prices should have been quoted. Prices are the life of advertising—without them, it falls flat. If you have ever been in a big city, especially around Christmas time, you will find the streets lined with toy-vendors, all attempting to sell their wares to the passers-by. Which of them sells the most tin toys or Christmas tree ornaments? Not the one who calls out "Tin toys" or "Tree ornaments," but the one who shouts "Here you are! Only ten cents a dozen for tree ornaments!" It's the "ten cents a dozen" part of his announcement that attracts public attention.

A. I. Kramer, of Holland, sends in a circular for criticism. I should call it a good one. Apart from the heading, it contains nothing but prices, but that is all a clearing sale announcement should contain. Aside from the fact that it is printed upon cheap paper, which kills the effect of one of the cuts, I can see little room for improvement.

What's the matter with the merchant tailors? Are they asleep or are they suddenly becoming very progressive? The advertisements of C. G. Funk and J. Hershenow would seem to indicate one thing or the other. Either Mr. Funk and Mr. Hershenow have been oblivious to the flight of time since last spring, when they placed their advertisements of spring suits in the paper, or else they are advertising for next spring's trade.

Seriously speaking, the examples mentioned above are instances of carelessness on the part of the advertiser and the publisher of the paper. I contend that the publisher of a newspaper should not feel that his duty is ended when he sells his advertising space to a customer—that he should use every endeavor to make this space profitable to the customer. If the customer can't prepare his own advertisements, then the publisher should help him; if the advertiser allows his advertisement to run too long, the publisher should tell him about it and make him change it; if he won't change it, he should be dropped. The publisher whose paper contains nothing but live advertising is the one whose paper pays its advertisers, and such a paper never lacks patronage.

Richmond, who calls himself "The Long Legged Painter," would have had a good advertisement if he had used fewer styles of type. His claim that he is the painter and paper hanger that gets to your house the day promised, and no delays, is novel and unusual enough to leave a lasting impression in the mind of the reader. The whole advertisement is original and should attract custom.

M. F. White & Son have come very close to producing a good bicycle ad-

vertisement. All their announcement needs is a few details in regard to the bicycles they sell.

The People's Outfitting Co. has produced the very best couch advertisement I have ever seen. It is all that a good advertisement should be—attractive in appearance, easy to read, fully descriptive of the article and appropriately illustrated.

J. A. Skinner's advertisement is well displayed, gives a good general talk on oils and winds up by quoting a price—he could not have done any better.

The Blanke coffee advertisement would have done the grocer who inserted it a great deal more good if he had remembered to insert his name as well.

S. R. Van Drezer's advertisement is too general and, besides, it looks very much as if he were trying to persuade the public that the Sugar Trust was trying to raise the price of tobacco and cigars as well as sugar.

S. Benda & Co. should state the amount of reduction they are making on their goods or quote prices. "We Reduce 'em in Price" means nothing. If the reduction is a big one, there is no danger in advertising it—it is bound to attract trade—if it is only slight, then it will be hard to make the people buy even if a veiled announcement is made. It pays to come out straight with the facts every time. The use of the union label in the advertisement plainly indicates that Benda & Co. lack the independence which should characterize every merchant—that they are ready to tuck under to any ism or play the part of "Good Lord and Good Devil" to obtain a little temporary advantage, no matter if they sacrifice their self respect in the deal. A man who will resort to such questionable methods in the effort to attract trade will wear a Masonic charm in a conspicuous position on his watch chain and make a personal appeal to every member of that fraternity to "Trade with me because I am a Mason," which I am assured—is contrary to the principles and teachings of the Masonic order. Such a man will also make a practice of visiting saloons and brothels in the belief that he can attract trade by so doing. He is like the Uriah Heap of Dickens—he is so humble that he is willing to subject himself to any indignity and grovel in any filth for the sake of obtaining a little temporary advantage. No one gains any permanent patronage by such methods. The union men readily see that his pretended friendship is wholly pretense and detest him for it, transferring their trade to those who do not prate about their friendship for organized labor—and charge an extra profit for the prating. Those who see in organized labor a menace to the prosperity of the country note the symbol of the strike and the boycott and take pains to avoid such a store as they would a pest house or a swamp infested with rattle snakes.

W. S. Hamburger. After having successfully captured the English butter market, Denmark is following the same methods in an endeavor to obtain the egg market. She will probably succeed, because her farmers have adopted an organized system of inspection and guaranty, which prevents the exportation of any but the best quality of fresh eggs. The same methods which have been so successful in building up a market for dairy products can not help but succeed in other products.

PEARSON'S DEPARTMENT STORE.

Our opening day proved a grand success, more than coming up to our expectations, fully demonstrating to us that a store of the magnitude of ours is appreciated. At this day and age most people prefer to do their trading where the assortment is large and varied, where they can get everything they need to wear and to eat—such a store is ours. Note our many departments.

Advertisements for Clothing, Gent's Furnishings, Ladies' Furnishings, Boys' Long Pant Suits, Boys' Knee Pant Suits, Children's Vestee Suits, Hats and Caps, Shoes, Dry Goods, and Millinery.

GROCERIES. Our Grocery Department is full to overflowing. We have everything we can think of if there is anything forgotten, just mention the fact to us and it will be coming forthwith.

W. W. PEARSON, CEMENT COMPANY'S BUILDING.

There's Richmond! Have You Forgotten Him? He is the Painter and Paper Hanger that gets to your house the day promised, and no delays.

4 - SPRING - SUIT - J. HERSHENOW

Bicycles. . . . We are looking for a bicycle to ride on. It must be a good one, and we will give a fine price for it.

Banker's Coffee. The only coffee made by a professional coffee maker.

People's Outfitting Co., Everything For the Home. 218-219-221 N. Huron St.

Oils that wear. J. A. SKINNER, Prescription Druggist.

THE SUGAR TRUST. CONFECTIONER'S GOODS. TOBACCO AND CIGARS. GROCERIES.

Spring Suit. SUITS MADE TO ORDER. \$18.00

We Reduce 'em in Price. Summer Clothing. Hats, Caps, Furnishings. New Neckwear. New Shirts. New Shirts.

SEMI-ANNUAL CLEARING SALE! Of spring and summer goods will begin Saturday, July 7, 1900 and will continue until further notice. Dress Goods, Bed Spreads, White Duck Skirts, Sheets and Pillow Cases, Silk Waists at a Great Reduction, Tailor-made Suits and Dress Skirts, Organzines, Cotton Goods, Umbrellas and Parasols, Shirt Waists, Wrappers, Lace Curtains.

An Example of Thrift. The Judge looked down over his spectacles at the fair plaintiff. "Decree is granted with restoration of plaintiff's maiden name," he said. The plaintiff arose and thanked the Judge. Then, in her high, clear soprano, she remarked: "Might I ask your honor to reserve the last clause of your decision for three months?" "Which clause do you mean?" "The one referring to the resumption of my maiden name." "And why?" enquired his honor, "and why do you ask this?" "Because," replied the fair one, "because I have quite a quantity of my old calling cards on hand and I hate to see them wasted." The men who get rich through other people's mistakes are like the creatures who exist by picking up bits of coal and rags and chips that other people have dropped. To have nothing but money, and to get into the society of intelligent people by that alone, is humiliating enough, although not entirely disgraceful.

Woman's World

Some Perils Which Beset the Summer Vacation.

When I look over the field and see what my sex have really done—the things they have actually accomplished, not what they are "whereasing" and "be it resolving" to do in conventions—it seems to me that every other achievement pales into insignificance before the fact that somehow they have managed to preempt the summer for their own and convert it into a holiday for their sole behalf and benefit. Just how they have done this nobody knows. Just why they do it is an equally inscrutable mystery, but the truth remains. At the beginning of the warm weather tens of thousands of women all over the country annually pack their Saratogas, shake the dust of their homes off their feet and hie away on a two or three or four months' vacation, and no husband dares say them nay.

The right to vote is a poor thing compared with the right to get up and go where and when you please and I confess I always look with awe upon this summer legion of wives as the final and conclusive proof of woman's emancipation. In the beginning of the movement some sort of excuse was always put forth, such as "for the sake of the children," "my unstrung nerves," "the doctor orders," etc., but we have long since abandoned all such subterfuges and now when we seek the balmy breezes of Bay View we do it frankly for the purpose of enjoying it, and not because we are driven to it.

In a way no phase of our curious and contradictory social system presents more points of interest or is more typically American, for the custom of the wives of rich and well-to-do men forsaking husbands and homes is confined exclusively to this land of the free and home of the brave. To begin with there is the humorous suggestion involved in the spectacle of the class who least need a vacation getting the best one. If it were their hard-worked and over-burdened husbands who were going off for a long rest, now! But no! Nobody expects them to more than snatch a few days' holiday at the best. Mrs. Benedict and the girls being off at an expensive summer resort is all the more reason why Mr. Benedict should remain in town at his office. Mrs. B. comforts herself with the thought that poor, dear John couldn't leave his business, anyway, and that his presence at home wouldn't change the thermometer. Moreover, wives as a rule hold to the cheerful philosophy that providence somehow tempers the sun to the shorn husband, and that men don't suffer from heat and mosquitoes like they do, so it is with a light heart and an easy conscience they sally forth to regions where these afflictions do not prevail.

Having convinced herself that it is her privilege and duty to leave home for the summer, nothing is more interesting than to note how she prepares for it. One might think that some compensation and pity for the one left behind might visit her at such a moment and induce her to make things as easy and comfortable for him as she can. She never thinks of such a thing. In the winter her home is a model of taste and a vision of beauty with all of its artistic bric-a-brac and furnishing, and John takes just as much pride and delight in it as she does. Let her begin to get ready to go away. The first move is to

strip the house of every ornament and pack it out of sight. The next is to put all the furniture in shrouds until every time one sits in a chair he feels as if he was in the embrace of a corpse. A tomb is not much more unhomelike or cheerless or more uncomfortable than the average home as the mistress arranges it for her husband's occupation while she is gone. I would like to know if there's anything else in life that for rank selfishness offers a parallel to this? If we are going to leave John to solitude while we are chasing around enjoying all the delights of new scenes and new companionship, it seems only bare decency to leave him the pleasure he can find in pretty surroundings; but we never do it.

It is written in the inexorable book of fate that for everything we get in this world we must pay a price. At summer resorts the price is always high, and sometimes when I read in the long lists of Mrs. So-and-So's who are spending the summer here and there and everywhere but at home, I wonder if they ever sit down quietly and figure out the cost. At its best they get a pleasant trip, with whatever benefit the change has given. At its worst they get the discomforts of a poor hotel, heart-burning and jealousy because other women are dressed finer, and the meager and sorry satisfaction of bragging they went off for the summer. But what do they pay?

The first price a woman pays for her summer vacation is the deterioration in her own character. This does not refer to any weighty matter of the law, but the woman who has spent a season at a summer resort and who doesn't feel at the end of it that she wants to send all her ideals to the laundry and have them washed and purified before she puts them on again is either of more than mortal strength of mind or else utterly hopeless. What is there in the air of a summer hotel that brings out an irruption of one's weaknesses like a hot poultice brings out the measles? I leave it to wiser heads than mine to say, but that it is there we will all testify. At home we would simply be incapable of the vulgarity of bragging, but we are not three days at a summer hotel before we are referring to our man of all work as a "butler" and dragging our revolutionary ancestors by the head or the heels into every conversation, if they won't come in in any other way. Ten months of the year we hold ourselves above gossiping, and are as careful not to steal away a woman's good name as we would be not to steal her purse; but in the fatal two months when we take our seats with the gossips on the hotel piazza, we are at it hammer and tongs, and a foolish and indiscreet young girl had better be raked by the fire of a gatling gun than by those pitiless tongues. Ordinarily we can keep our own counsel, but the second time we take a stroll with some chance acquaintance we tell her some family secret we have hidden for years and that we ought to be shot for telling; and as for flirtations—oh, naturally we are models of wifely devotion, but we could tell you of that silly little Mrs. This or That or the Other who carried on with that handsome young Flighty at the Arlington or the Grand and—but it's a long story, and its record is written in the divorce annals. Not all of us who take summer vacations are flirtatious, of course. Some of us are too good, some of us are too old and ugly. But there are others,

YOUR LIFE



One-third of it is spent at your desk—if you're an office man. Why not take that one-third as comfortably as you can? First in importance is your desk; have you one with convenient appliances—have you a good one? If not you want one—one built for wear, style, convenience and business. Dozens of different patterns illustrated in catalogue No. 6—write for it.

SAMPLE FURNITURE CO.
Retailers of Sample Furniture
LYON PEARL & OTTAWA STS.
GRAND RAPIDS MICH.

We issue ten catalogues of HOUSEHOLD FURNITURE—one or all to be had for the asking.

*There's
Money
In
It*



*National
Biscuit
Company*

*Grand
Rapids,
Mich.*

IT pays any dealer to have the reputation of keeping pure goods. It pays any dealer to keep the Seymour Cracker.

There's a large and growing section of the public who will have the best, and with whom the matter of a cent or so a pound makes no impression. It's not "How cheap" with them; it's "How good." For this class of people the Seymour Cracker is made. Discriminating housewives recognize its superior Flavor, Purity, Deliciousness, and will have it.

If you, Mr. Dealer, want the trade of particular people, keep the Seymour Cracker.

Then there is the summer child, and I confess that I never see it without wondering how any mother can consider any pleasure worth such a price. You can never miss the summer child at the summer hotel. It is always an unlicked little demon tearing up and down the halls with shrill shrieks, as guiltless of manners or respect for elders, or any consideration for the rights of others, as a primeval savage. Sometimes the summer child is a little boy and he hangs around the barroom and poolroom doors from early morn to far in the night, seeing things he should not see, hearing things he should not know, a little thirsty sponge that sucks up the dirty drippings of the bar and that never can be made quite pure and clean and sweet again. Sometimes the summer child is a little girl, forced into precocious maturity, with no thoughts in her empty little head but dress and show, no aspirations in her snobby little heart but for fashion and style. Already she judges people by their clothes and expenditures. Already she oggles the men, childish in nothing, God help her, but her little childish body. Mamma doesn't come off to a summer resort, you may be sure, to play nurse, and so these sweet creatures are left to their own devices. You may see them hanging on the outskirts of gossiping women, listening, eager-eyed, to racy scandals; you may observe them clinging like limpets to the ballroom chairs hours after they ought to have been in bed, and they are forever in evidence at the hotel table, ordering with a free hand everything on the bill of fare that tastes good to their sophisticated little palates and is unwholesome and bad for their little tummies. However much a mother may enjoy summer hotel life, she is bound to admit that for children it is nothing short of demoralization.

Last, but by no means least, there is the summer widower. The summer woman, off on a vacation, makes him possible. The wife who always shuts up the house and leaves at the first breath of hot weather doesn't know much about him. She misses him just as she does the June roses and other attractive sights. Those of us who stay at home know him better. We know that there are two species of him. One kind of him works like a slave all day in a hot office and goes home to a lonely and cheerless house at night, to eat whatever sort of a hot greasy dinner an unsuperintended servant has prepared, and when we think of his wife we say she's an example of unmitigated selfishness. The other kind of summer widower meets the situation with cheerful resignation. He doesn't mope around a funeral house. He's out with the boys. Maria is at the Northern resorts enjoying herself. He is doing ditto at home. We hear of his little jokes and games. We hear of his flirtations with pretty shopgirls. We hear people say laughingly that "when the cat's away the mice will play," and when we think of his wife, only the scriptural injunction keeps us from calling her a fool. For sometimes when Maria comes home in the fall she can get him back into domestic harness and sometimes she can't; and that's the price many a woman pays for her summer outing.

Still, for all its dangers, the summer vacation is not to be condemned in toto. It is often a necessity. It is frequently an advantage. If people who see too little of each other are apt to grow estranged, those who see too much of each other are sure to become bored.

All of us need brightening up now and then, and are the better for seeing new faces and fresh scenes. The summer vacation for wives, like other good things, is the better for being used in moderation. A very few weeks away from home may do her a world of good. A few months may bring her a world of sorrow. But before she decides, let her sit down and count the cost and see if it will pay.

Dorothy Dix.

Youth's Tribute to Age.

A dear old lady said recently: "I have nothing to wish for, and everything to be thankful for; and I can say I am perfectly content." And yet she was old and deaf and a paralytic.

What was the secret of it? It was told in a few words which she added: "Because everyone around me, especially my children, are so good to me—so tender, so thoughtful."

Nothing is more beautiful or Christ-like in character, especially in the character of the young, than a kind and gentle regard for the old. They, whose failing steps are slowly descending the sunless slope of age have but one consolation as the years speed by them, and that is the tenderness and consideration of those on whose lives the beauties of morning are breaking. The opportunity to say a kind and encouraging word, the chance to protect, to succor, to help, to share a burden, to soothe a sorrow, to plant a loving thought or twine a memory that shall blossom like a rose in the hearts of these aged ones—do not these little opportunities come to all of us as we pass through the world on our way to heaven?

It is said that tenderness and respect for the aged are rapidly dying out among the young, and yet it was very beautiful one day to hear an old father say of his daughter: "I always think of her as a morning glory, because she is always so bright and cheerful. We plant these beautiful flowers in our back yards, and they clamber over the old sheds and rickety eaves of our homes, giving them a grace and glory all their own, and never seeming to tire of those worn and breaking frames. And so I have called my daughter 'the morning glory,' because she never tires of clinging to her old father."

This is one of the finest compliments that ever came from the heart of a father to his daughter. It is one that the young, and particularly young women, can have repeated every day as a song in the hearts of the old.

Age is the season of physical infirmity, of mental retrospection, of shattered dreams and earthly disappointments. No more for the old is there a glamor in the rolling stars, no more a freshness in the spring, no more a triumph in the years. For them, as in a dream, the verdure blooms, the river flows, the birds rejoice. They are the spectators of a scene whose heritage they once enjoyed, and which they now see passing to their successors. Standing within the dim borderland they are lingering ever over the memories of the past. The thousand melodies of the present sound far off in their ears, and its charms are blurred in the dimmed eyes whose tears fall on the graves of old affections.

Then let us be gentle and loving with them, youth and maidens. By their travail and their sacrifice you are the possessors not only of existence in the world in whose pleasures you to-day exult, but also of the prosperity and happiness you perhaps so thoughtlessly enjoy. Do not mind if he and she be

feeble and old and of humble garb—they represent the home and all that God intended it should stand for—he, the father, whose coming and going made it a place of happiness and comfort; she, the mother, whose tireless hands and loving ministrations made it more of heaven than earth—the two, friends who never failed and who bore the burden whose fruits you now enjoy. The old look to the young in their helpless years to aid with gentle courtesy and loving words their tottering steps and faltering way. Let us say now the word that should be said, and not wait until their ears are too deaf to hear; they will not pass this way again. Let us then see to it that they carry full baskets on the homeward facing, that their lives go out in a glad, full song whose music shall find its echo in the heart of God.

Cora Stowell.

A Sensible Girl.

A New York paper has found a sensible girl. A correspondent describes her thus: At our hotel was a beautiful young girl, educated, clever, thoroughly up-to-date. A handsome fellow was paying her the most devoted attention, whenever he was sober enough to do so, and all of us felt very anxious lest his attractive manners and lavish display of wealth should win the girl. One evening late she came into my room and seating herself among the pillows of the couch said: "John proposed to-night, went down on his knees, said I was the only power on earth to save him, and if I didn't consent to be his wife he would fill a drunkard's grave."

"What did you say?" I asked breathlessly.

"Well," she said, "I told him I was not running a Keeley cure, but if he really wanted to be saved from a drunkard's grave I could give him the address of several I had heard highly recommended."

ALABASTINE

TO THE TRADE:

Now is the season of the year when Alabastine is largely used on school houses, churches, and other public buildings. Dealers can effect large sales by advising the Alabastine Company of any such work to be done in their locality, and thereby secure our co-operation in getting Alabastine specified and used.

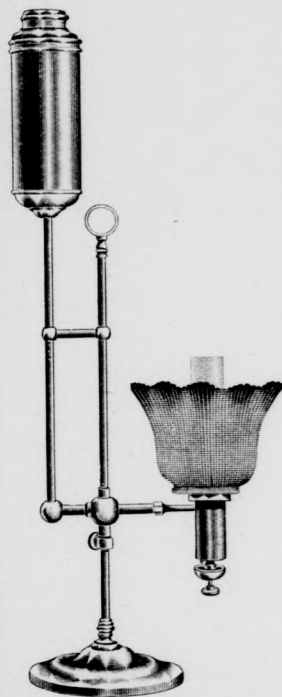
For parties using Alabastine, we send color suggestions and render valuable assistance in getting best results with least possible outlay, with this beautiful, durable and sanitary coating.

Alabastine makes best possible priming or first coat on outside, if covered with oil paint.

Write for special directions.

Alabastine Co.,
Grand Rapids, Mich.

New and Beautiful



The Imperial Table Lamp is just out, and is a beautiful lamp. It is finished in nickel, has removable font, and is trimmed with the Holophane Glass shade. It is also fitted with our new cut-off. This cut-off is a great improvement over those unsightly cut-offs on the fixtures, and has many other advantages. When closed the light goes out instantly, and as it works easily requires no force. There is no jar to break mantles. It does away with all leaking, and the Imperial Gas Lamp fitted with this new cut-off is very near PERFECTION. YOU MUST SEE THIS LAMP. Either call or write for illustrated catalogue and prices.

The Imperial Gas Lamp Co.

132 & 134 Lake St.

Chicago, Ill.

Butter and Eggs

Observations by a Gotham Egg Man.

We have now gotten far enough along in the summer egg market to get a pretty fair idea of the way things are likely to work during the rest of the hot months, and there are some features of the situation which ought to be carefully considered by Western collectors. The storage accumulations are already very large. Here in New York the largest of the public warehouses has entirely filled all the room reserved for eggs and can take in more only as stock already in is taken out. The best of the eggs in store, put in early on season's rates, can not be taken out at any profit below 15½@16c, but there are some good lots in on monthly rates, which can be used at any time that they will command 14½@15c.

The prices at which these goods can be used have an important bearing upon the prospective summer values of fresh collections, fixing the top limit of the price that may be expected for such high grades of fresh stock as can be used in the best class of trade, even when the supply of these may fall short of the actual consumptive needs of our market.

But it must be remembered that of the receipts of fresh gathered eggs during the heated term only a small proportion can be satisfactorily used in highest priced trade. So long as dealers can go to the refrigerators and get eggs entirely free from hot weather defects at prices only a shade higher than they have to pay for the best fresh collections they are naturally particular as to the quality of the fresh gathered eggs accepted. Their ideas of quality are fairly well met by a few shippers who are candling and grading their stock closely and there is also a moderate quantity of stock, not so closely graded in the country, which gives reasonable satisfaction on a loss off basis. But whenever these qualities become short of first-class trade needs it is not to be expected that prices for them can advance beyond the point at which prime refrigerator eggs are available; this point may now be considered to be about 15c, and will remain there until the stock of desirable eggs stored on monthly rates is exhausted or until the advancing season adds to their cost.

It must also be borne in mind that during the heated term the range of value for current collections is very wide and the average below rather than above the middle point in this range. Collectors who are paying for eggs as they run must consider the selling value of ungraded stock when determining upon what prices they should pay. If they pay relatively high prices, so that the goods can not be sold on current markets at a profit, the tendency is to store rather than accept a present loss and this policy, if persisted in during the summer, is likely to leave the situation about as bad in September as it was last year.

The outlook for storage eggs is already dubious, owing to the relatively high cost of the April and May packings and the enormous quantity sorted to date, but it would be made worse if stocks are continually added to during the rest of the summer. The only way to avoid this is to put country prices down so low as to permit sales of current collections at prices low enough to force consumption as much as possible and to decrease the amount of summer production to be marketed.

We should say that collectors in north-

erly sections who buy eggs just as they run should figure upon a selling value of such stock as not above 10@12c net in New York and fix their buying rates accordingly. Higher prices can rarely be obtained here except for stock which has been graded in the country and the waste there thrown out.—N. Y. Produce Review.

Much Money Being Made on Belgian Hares.

From the Farm-Poultry.

So far the Belgian hare trade has been almost exclusively a fancy trade. If the market features can be developed this will change. Whether they can or can not, time alone will show. The best advice we can give poultry keepers who are thinking of taking up hares as an adjunct is to go slow. Belgian hare breeders object to the interest in hares being spoken of as a "craze." For some it is a craze; for some it is not. The more that go crazy over it, the worse in the end for the business; the more that go into it cautiously and rationally, the better for all concerned. By the exercise of discretion anyone so disposed may go into this business on such a scale and in such a way that, if it develops as those who are pushing it hope it will, they will soon be in a position to make something in it; while if it collapses or makes slow progress, they can withdraw from it, or limit their product without loss. This suggestion is for those who can not afford to take extra risks in the breeding of Belgian hares. It is to this class, we think, that most of the poultrymen who are considering Belgian hares as an adjunct belong.

There is hardly a chance in a hundred that the man who begins small now will be ready to do a selling business before the "fancy" for hares has begun to decline—although those who can start fully equipped for business may find it very satisfactory. So the small beginner must, to keep on the safe side, keep his business on a basis that will let him out whole on the market value of his first year's product. From all information at hand, we judge that this can be done on an initial investment for breeding stock that would give one stock which from the fanciers' standpoint would command a fair price if the demand for fancy stock continues. The essential thing is for people thinking of buying hares to keep their heads and not allow themselves to think that they must have them at any price. A big demand for hares now would be a fine thing for those who have stock to sell—for a little while; a more moderate and steady demand will be found more profitable for them in the long run, and we think it would be the best of good business policy for those interested in Belgian hares to try and eliminate the boom features from the business—most of all from the literature pertaining to Belgian hares.

Too much of this is full of misleading—because extravagant—assertion, which seems to accomplish its object for a little while, but soon defeats its own purpose. No sensible person wants to see a possible valuable industry given a setback by a policy in line with the slaughter of the goose that lays the golden eggs.

Bogus Pedigrees.

From The Pet Stock Tribune.

The making of order of Belgian hare pedigrees; the application of pedigrees to other animals than those which they really represent; the "doctoring" of scrubs so that they answer—for the time being only—to standard requirements, and the huckstering that is being carried on by some newspaper men, constitute some of the evils in the Belgian fancy which are reprehensible and demand drastic treatment. Some people are possessed of perverse natures, and hence break the ninth commandment every day of their lives—and the proverb says that the person guilty of it will steal. The only effective thing to do in the premises is to let these stray specimens of the genus homo severely alone.

The man who can not talk without swearing has a very barren and narrow mind.

For Spot Cash

and top market prices ship your BUTTER AND EGGS to

R. Hirt, Jr.,

Wholesale Dealer in Butter, Eggs and Produce.

34 and 36 Market St., Detroit, Mich.

Cold Storage, 435-437-439 Winder St.

References: Dun or Bradstreet, City Savings Bank.

Rush of Business.

The past few months has been a record breaker in our Produce Department. We never in the history of our business handled the amount of egg butter that we are handling at the present time. We want all the crock and you quick returns.

Eggs are in Good Demand.

If you want full value for your eggs, ship us. We do not offer big prices and then dock you off fully one quarter of your eggs as they are doing at the present time in other cities. Remember we want 500 crates every week.

E. A. Bridge, M'gr. Produce Dep't.

PHELPS, BRACE & CO., Detroit, Mich.

Walker Egg & Produce Co.,

54-56 Woodbridge Street, W. 24 Market Street. 484 18th Street, Detroit, Mich.

150 King Street, 161-163 King Street, Chatham, Ontario.

Commission Merchants and Wholesale Butter and Eggs.

We are in the market for

200,000 lbs. Dairy Butter, 100,000 doz. Eggs.

Write us for prices. We pay CASH on arrival. We handle in our Detroit stores a full line of Country Produce, Fruits, Cheese, Beans, Peas, etc. We can handle your consignments promptly and make satisfactory returns. Send us your shipments. Established 15 years.

References: Any Detroit or Chicago bank.

WE PAY CASH

F. O. B. your station for EGGS and all grades of BUTTER. It will pay you to write or wire us before you sell.

HARRIS & FRUTCHEY, DETROIT, MICH.



Fibre Butter Packages

Convenient and Sanitary

Lined with parchment paper. The best class of trade prefer them. Write for prices to dealers.

Gem Fibre Package Co.

Detroit, Michigan

Geo. N. Huff & Co.,

WHOLESALE DEALERS IN

Butter, Eggs, Poultry, Game, Dressed Meats, Etc.

COOLERS AND COLD STORAGE ATTACHED.

Consignments Solicited.

74 East Congress St., Detroit, Mich.

WE BUY FOR CASH

Eggs and Butter

IN ANY QUANTITY.

Hermann C. Naumann & Co.,

353 Russell St., Opp. Eastern Vegetable Market, Detroit, Mich. Phones 1793.

Wood Made Into Flour.

From the New England Grocer.

The statement that wood, subjected to certain operations, and put through a certain process, can be manufactured into a good flour, out of which a most palatable bread is made, may upon first thought strike the reader as incredible and utterly absurd; yet that such is the fact has been clearly demonstrated by the work of an eminent professor of Germany who devoted much time and energy to the proving of his theory.

Science tells us that the chief alimentary matters employed by man may be reduced to three classes: saccharine, oily and albuminous, the most perfect specimens of which are sugar, butter and white of egg. The saccharine element in an extended sense includes all those substances which are principally derived from the vegetable kingdom—means, in fact, the same thing as we commonly call a vegetable diet. It comprehends all the materials, whatever their sensible properties may be, into the composition of which the hydrogen and oxygen enter in the same proportion in which they form water; for instance, the fiber of wood, designated by chemists as "lignin."

It required most skillful manipulation, patience and great delicacy of experiment to establish this result, to bring out the nutritive qualities of woody fiber, but the trial succeeded, and the honor of inventing wood flour is due to the indefatigable labors of Professor Autenrieth, who lived in the early part of the present century. This learned and ingenious man, having made his flour, first tested its nourishing properties on a young dog; afterwards he fed two pigs, and the thriving of these animals upon the diet left no doubt of its nutritive value. Elated by the success of the experiment, he next attacked it himself, and in a very short time his family did likewise, not only in a spirit of curiosity, but to aid the professor, who was naturally enthusiastic over this production of his genius.

The family, who made up quite a party, ate the flour in the form of gruels, in soup, dumplings and pancakes, all made with as little other ingredient as possible; they found it both pleasant to the taste and wholesome as a food. According to this report of the effects of wood flour, living upon a diet of trees is not so bad, and that old adage about misery on the "soft side of a board" could now be reversed to "reclining amidst plenty." If it became necessary by the absence of other edibles that the world turn to eating the forests, it, however strange and ridiculous it may sound, is neither impossible nor impracticable.

The method of manufacturing this kind of flour, that any one can try for the purpose of verifying the truth, is in the following interesting manner, as given by Autenrieth:

To make wood flour to perfection, the wood, after being thoroughly stripped of its bark, is sawed transversely into disks of about an inch in diameter. The sawdust is preserved, and the disks must be beaten to fibers in a pounding mill; the fibers and sawdust, mixed together, are then deprived of everything harsh and bitter which is soluble in water, by boiling them, where fuel is abundant, or by subjecting them for a longer period to the action of cold water, which is easily done by enclosing them in a strong sack, only half filled, and beating the sack with a stick or treading it with the feet in a rivulet. The whole is then dried, either in the sun or by a fire, and repeatedly ground in a flour mill. The ground wood is next baked into small flat cakes with water rendered slightly mucilaginous by the addition of some decoction of linseed, mallow stocks and leaves, lime tree bark, or any other such substance. The inventor preferred mallow roots, of which one ounce renders eighteen quarts of water sufficiently glutinous, and these serve to form four pounds and a half of wood flour into cakes.

These cakes are baked until brown on the surface, after which they are broken to pieces and ground again and again, until the flour will pass through

a fine bolting sieve, or cloth; upon the fineness of the flour does its quality and fitness to make bread depend, therefore this item is important. The flour of a hard wood, such as beech, requires the process of baking and grinding to be repeated. Wood flour does not ferment so easily as wheaten, but Autenrieth found that fifteen pounds of birch wood flour, with three pounds of sour wheat leaven and two pounds of wheat flour, mixed up with eight measures of new milk, yielded thirty-six pounds of good bread.

Consumption of Belgian Hares in Paris.

The meat of the tame rabbit is consumed in great quantities in France, Great Britain, Germany, Belgium and Holland—in fact, all civilized countries in Europe, and it is said to be especially relished by epicures. Paris alone is reported to consume weekly over 190,000 pounds of tame rabbits, or 10,000,000 annually. A Trappist monk from the Cloister La Trappe, France, established a rabbit-breeding farm, and from there in a very short time the meat became a standard food article in France, Belgium and Holland. A German of French descent, Charles de Grody, visited France and studied and examined the process of raising, preserving and canning the animals. He went with his new enterprise to Great Britain, where he succeeded in getting capitalists to invest \$10,000 in it. A brother of this founder of a great industry is now in America. At the time his parents had little confidence in establishing the article, but in the course of a little over a year the manufacture and sale took such dimensions that they were compelled to build additions to the factory at a cost of \$500. They were compelled in four years to buy from Ostend alone 300,000 rabbits weekly, besides their own product. They are now said to consume in Great Britain and Ireland 70,000,000 annually.

This industry is to be started in Chicago and will bring a new food into our markets in the shape of canned rabbit. A representative of the great rabbit raising industry in Great Britain is looking for a large tract of land near Chicago that can be turned into a tame rabbit farm. Here rabbits will be raised by the million. "Their flesh will be canned and shipped all over the country; their fur will be prepared and put upon the market under the name of "electric seal." Fur of this sort has recently become very fashionable, and has made a large market for itself.

To Whom It Is Safe To Ship Poultry.
From Wallace Farmer.

It is none too early for breeders of poultry to begin to look about them for a safe commission house to send their stock to which will be culled out of this year's hatch. If one does not know of such a firm, and takes it for granted that one commission house is about as good as another, the chances are that he will be wiser before the close of the year. All commission houses which promise top prices and prompt returns are not to be trusted. Some of them make a practice of taking the stranger in in a way which is bad for the stranger. This writer lined the pockets of a number of men in that business with his hard-earned dollars before he learned that fact. The thieving commission merchant has a soft snap, and the fact that this is so is a temptation for men of bad character to engage in that business. The opportunities for theft are first-class if one has the disposition to improve them. After your property is delivered into his clutches he can do with it as he pleases, and you have no recourse. You can not go to law with him, for even if you should win your case it would cost you more than your shipment is worth. The only safe course is to keep out of his

power. The dead-beat commission merchant will find new victims every year, but don't allow yourself to get caught in his crowd. There are reputable commission merchants in every city, with whom you are sure to get a square deal. It will only cost you a stamp to find out who they are, and the stamp will be put to good use, even although your shipment does not consist of more than a few dozen fowls.

The Remedy.

She—Are there not moments in your life when you are not satisfied—when there is something lacking?

He—Yes, indeed!

She—At such times I always take refuge in music. And what do you do?

He—I advertise!

As It Starts Out.

"Uncle Allen, in your opinion what is likely to be the greatest issue in this campaign?"

"Perspiration."

Stroup & Sickels

Wholesale Produce and Commission Merchants

Specialty Butter and Eggs

38 South Division Street,
Grand Rapids, Mich.

Highest cash price paid at all times for small or large lots of Butter and Eggs. Prompt returns guaranteed. Both phones in office. Get our prices.

F. CUTLER & SONS, Ionia, Mich.

WHOLESALE DEALERS IN

BUTTER, EGGS AND POULTRY,

Write or wire for highest cash price f. o. b. your station. We remit promptly.

Branch Houses. ESTABLISHED 1886. References.
New York, 874 Washington st. State Savings Bank, Ionia.
Brooklyn, 225 Market avenue. Dun's or Bradstreet's Agencies.

PEACHES

Every indication points to a large crop and that the fruit will be of the finest quality. We solicit your standing order for regular shipments and can guarantee you satisfactory service and lowest prices.

Vinkemulder Company,
Grand Rapids, Mich.

POTATOES

NEW POTATOES arriving FREELY carlots. Quality good.

Price low. SEND US YOUR ORDERS.

MOSELEY BROS.

Jobbers Fruits, Seeds, Beans, Potatoes.

26-28-30-32 OTTAWA ST., GRAND RAPIDS

ESTABLISHED 1876.

CHAS. RICHARDSON

GENERAL

COMMISSION MERCHANT

Wholesale Fruits,

General Produce and Dairy Products.

58 AND 60 W. MARKET ST.

121 AND 123 MICHIGAN ST.

BUFFALO, N. Y.

Unquestioned responsibility and business standing. Carlots a specialty.

Quotations on our market furnished promptly upon application

Butter and Eggs

40,000 pounds of butter bought during the month of June; can use as much more this month, for which we will pay the highest market price.

Write or wire for prices. We have both phones.

J. W. FLEMING & CO., Big Rapids. J. W. FLEMING, Belding.

Hardware

Varied Experience of a Hardware Broker.

The Grindstones' departing guests were greeted with one of those sudden atmospheric changes for which this climate is noted. Their farewells were blended with exclamations of surprise at the clear sky and dry air that had succeeded the leaden clouds and damp, clinging snow of their arrival.

Seated on a leather upholstered chair in the smoker, a small room to the left of the long hall which ran through the center of the house, Grindstone, Sr., was apparently deriving much satisfaction from contemplating the clouds of smoke he drew from his favorite pipe. The aspirant for commercial glory and gold was plaiting a lash on a riding whip, while sounds of rolling furniture, with now and then a laugh or a suggestion in a feminine voice, indicated that the daughters of the house were getting things in order in case of fire or sickness, as Grindstone, Sr., had a shocking manner of expression when, in the dark, his shins came in contact with a rocking chair out of place. With a side-long glance at his father, Grindstone furtively drew one hand over his face to ascertain the growth of the side whiskers blocked out that evening.

"Mr. Burnside gives me a good deal of encouragement on the babbitt metal business," he said at last, with a satisfied air. "He has examined the sample left at the works and says if the price is right he will give me an order; so in the morning I'll telegraph the Chicago people for a price."

"What's the use of spending 50 cents on a telegram?" came from behind the paper. "Write a letter."

"Why, you see, the Chicago people, in their written instructions, state that all enquiries and replies are to be made by telegraph, giving as their reason the fact that the market for tin, the base of babbitt, is in a very unsettled condition."

This explanation was allowed to pass without comment by Grindstone, Sr., who after a pause, taking the pipe from his mouth, enquired, "When did you talk with Mr. Burnside?"

"This evening," replied Grindstone, Jr., hesitatingly.

"This evening!" echoed the old gentleman warmly. "I hope you did not so far forget yourself as to force yourself upon a guest of mine?"

"Oh, no, father; not at all," Grindstone, Jr., hastened to reply. "While the girls were passing the coffee Mr. Burnside came where I was, and, without a word of enquiry from me, said he wanted a price at once. In the morning," he continued, anxious to get back on solid ground, "I think I'll saddle Brandy and before breakfast ride down to Male Peters. He bought a fence machine from the old firm, and up to the time I left hadn't bought any wire. I know what he paid last fall and I can quote him $\frac{1}{4}$ cent a pound under."

"Mahlon will be pleased to find his trade valued enough to be sought after," commented Grindstone, Sr., as he knocked the ashes out of his pipe. "We all like that; the trade getter is the trade hunter. But"—calling to the incipient "hunter" as he ascended the staircase—"don't be a price cutter."

The next morning Grindstone rode up as the Japanese chimes tinkled the breakfast call. "Why, this thing is dead easy," he announced jubilantly. "All I had to do was to tell old Peters

the price and he ordered 500 pounds No. 11 right away."

"You may find it easy now," said his father, "as you are furnished with ammunition from the enemy—the local hardware dealer. Like a deserter, you know the plans of the camp you have lately left, but the countersign will be changed and your advantage will be short lived. Then you'll find that price cutting, the only argument you had strong enough to capture Peters' order, is a boomerang. When you quote him again he will, in all probability, have a hardware quotation you can't meet. Have you any plan," he continued, "to keep informed on the market changes and on what your competitors' prices are?"

"Well," replied Grindstone, Jr., "I expect to adopt the same plan I use when I go among the shops. Now, when I had the idea of selling Peters I took a trade journal, and from it got the names and addresses of half a dozen wire mills and wrote for quotations; out of the six enquiries there were four replies. From enquiries made in the flats I learn that the nail mill uses knife handle wrenches, files, twist drills, bolts and nuts. By using the journal I found the addresses of several houses making a specialty of wrenches and drills, also the makers of bolts and nuts, while I already have the Philadelphia people for files. But about that other matter," he said enquiringly: "Do you really attach much importance to knowing prices of competitors?"—Iron Age.

Rather a Ghastly Joke.

From the Philadelphia Record.

Two young men, who must have been medical students, boarded an Angora car late Sunday night with a fully articulated skeleton. Each had one arm linked with that of the skeleton, whose bones rattled gruesomely as they walked to the forward end of the car and gravely seated themselves with their inanimate companion between them. Between the grinning teeth of the skeleton was a cigarette, and a Derby hat adorned its shining skull. The car was rather crowded, and the other passengers most of whom were men gazed in open-mouthed astonishment at the strange spectacle. The two young fellows, however, were apparently unconscious of their surroundings and forthwith began a conversation with their rather lean companion: "Too bad you didn't bring your mackintosh, Bill, I'm afraid you'll catch cold." Or, "Say Bill, better throw away your cigarette or the conductor will put you off." When the conductor came through for the fares one of the young men handed him 15 cents, and he rang up three fares without a word of comment.

At Sixteenth street a young girl entered the car and looked around for a seat. "Here, Bill," exclaimed one of the students, "where's your gallantry?" Then he yanked the skeleton out of its place and set it on his knees. The girl gave one screech, fled to the back platform, and insisted that the conductor stop the car and put her off. "Gee, Bill!" remarked the student, gazing reproachfully into the skeleton's face, "you've deteriorated. You used to be quite a lady's man." Then everybody laughed.

The Sheep's Endurance.

The sheep possesses a less degree of nervous energy than the horse, ox or pig, but it is capable of enduring great extremes of heat and cold with less inconvenience, and possesses a more vigorous digestion than those animals.

Not Necessary to Leave Home.

"Are you going away anywhere this summer?"

"No. The people next door, who have several children, have decided to do so."

Ice Cream Freezers



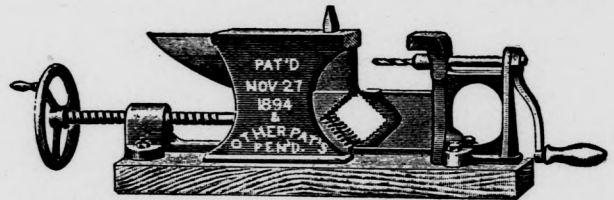
We carry in stock the

**WHITE MOUNTAIN
AND
ARCTIC**

Both of which have no equal.

Foster, Stevens & Co., Grand Rapids

The Little Wonder



Combined Anvil, Vise, Drill and Pipe Clamp

Two sizes--50 and 75 pounds

State, County and Township rights for sale. Good agents wanted.

This machine is designed expressly for farmers and general mechanics and is indispensable. Correspondence invited.

Geo. H. Blackmar,

535 Michigan Trust Bldg,

Grand Rapids, Mich.

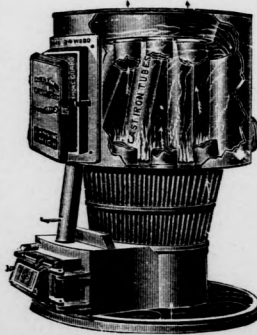
The Grand Rapids Paper Box Co.

Manufacture

Solid Boxes for Shoes, Gloves, Shirts and Caps, Pigeon Hole Files for Desks, plain and fancy Candy Boxes, and Shelf Boxes of every description. We also make Folding Boxes for Patent Medicine, Cigar Clippings, Powders, etc., etc. Gold and Silver Leaf work and Special Die Cutting done to suit. Write for prices. Work guaranteed.

GRAND RAPIDS PAPER BOX CO., Grand Rapids, Mich

Alexander Warm Air Furnaces



Are made in all sizes and for all kinds of fuel. They have many points of merit not found in any other furnace. Our tubular combination hard or soft coal and wood furnace is

Absolutely Self Cleaning

Before buying write us for full particulars. We are always pleased to make estimates and help our agents in securing contracts. When we have no agent will sell direct to the consumer at lowest prices. If you are in need of a good furnace write us at once.

Alexander Furnace & Mfg. Co.

420 Mill St. So.

Lansing, Mich.

Brooms and Their Manufacture.
Written for the Tradesman.

Brooms are an article of merchandise which as yet can not be dispensed with. The original word for broom was "besom," and it is used in the Bible in speaking of the destruction of Babylon: "I will sweep it with the besom of destruction." There is also a very old proverb, credited to England, which says, "A new besom sweeps clean." This expression was first applied to new servants, as at first they are generally very diligent, careful and attentive; also to newly-appointed officers, as being strict and scrupulous; or to new officious pretenders of friendship. Another old proverb suggested by the broom is, "Sweep before your own door," which is a motto to be remembered, as it strongly hints that we should not interfere with the affairs of others while neglecting our own.

The manufacture of this very useful article in the United States alone amounts now to from three to four millions of dollars yearly! Forty years ago the larger number of brooms were made in the States of Massachusetts and New York. Much of this work is now transferred to the Western States, where the great staple can be grown cheaper. Many years ago the Society of Shakers, in New York and New England, engaged largely in the production of this corn and also in its manufacture into brooms. Even the small brush known as the "whisk broom" is no small factor in this business. Many prefer this little brush broom to the short hair or bristle brush. Brooms are also made of other materials. Thus we have the wood or "splint" broom, rudely made from long slender splinters of the tough kinds of wood, as hickory, oak and ironwood. These brooms are sometimes made by the farmer himself, to use on the rough floors of his barns, stables and other outbuildings. For such purposes, although more clumsy to handle, they wear much longer and really perform that character of work better. Brooms for such rough uses are also made from the selected twigs of these woods, cut of suitable length and strongly bound around a rude handle with annealed wire. When brooms are made from hair or bristles, they are cut short and inserted in tufts in small holes bored obliquely into a head or stock, into which is inserted the handle.

Our common broom corn is of the sorghum family; yet, unlike its elder brother, it has very little sugar in its constitution. The sorghum of which, in Europe, only brooms are made is cultivated with care and on a large scale. This is also true of that grown in China, where from some cause unknown it attains an astonishing size, its stalks or bodies being of sufficient solidity and strength to be used in constructing farm houses and fences and it is there employed for that purpose. Its seeds there are correspondingly larger than with us and are used by the poorer classes for food as we use Indian corn. From these seeds also, ground and distilled, the Chinese obtain a quantity of alcohol. The average product of the brush of broom corn to the acre in the United States is 500 pounds. In large broom factories the seed is separated from the brush by horse or water power and is then used for feeding poultry or sheep, or when ground with other grain is fed to farm stock in general. Formerly the head of brooms made from broom corn, or fiber of any kind, was made round instead of flat, but at present

ent the head is placed in a flat or oval-shaped wooden or metal mould, with hinged jaws, and rapidly pressed into it. While thus secured it is strongly and ornamentally stitched with twine or wire; sometimes in fancy colors. With even this simple machinery one man will finish from three-fourths to one gross of brooms daily.

For the year 1860 the total value of all the brooms made in the United States was reported at \$1,364,286. Even the brush of brooms and also the handles are exported to Europe with more profit, at times, than if exported ready made.

In closing this brief article, it would be incomplete if we failed to notice a most formidable rival of the modern broom, for a single purpose only, and which is among the many startling American inventions of the past twenty years, and that is the revolving "brush carpet sweeper." The writer possesses no data for information regarding this revolving broom, which sweeps and cleans the carpet so perfectly and easily, gathering the dust, etc., in its receptacle as it performs the work. The brush of this revolving cylinder is made of either short stiff bristles or some material of the same nature which possesses sufficient elasticity and will not injure the finest floor covering. Grand Rapids has for years manufactured and placed upon the market thousands of these labor-saving sweepers, and won the grateful thanks of the housekeepers of the world. Frank A. Howig.

Impossibility of Fooling the Public.
Ell in Commercial Bulletin.

One of the meanest types of men is the servile person who tries to please everybody. He never has an opinion that he can call his own. If he hears one man denounce the Philippine policy he chimes in simply to make this critic think he is a good fellow. If another man talks in favor of the policy he supports that side of the question. If one man says another is not a pleasing person this two-sided specimen will express the same opinion. The result is a character who is weak at every point, and who is disgusting to all who admire and respect individual opinion when it is honestly expressed.

The public is seldom fooled for long on the make-up of a man. It does not require much time to demonstrate to the satisfaction of a few close observers what the stuff in a man is. When the minds of these persons reach a decision that is unanimous there is little ground left for that individual to stand on, and it makes no difference what the large number may think. If the best minds in a community "see through" an individual, the chance for that individual is slim indeed in relation to possible advancement by their favors.

A man can not be too careful about his public utterances. It is far better to be outspoken than to be a trimmer. No one cares what the two-sided individual may say of another, but they do care what the honest individual may say. Look over the roll of public men and it is the plain, blunt man who stands high in the public esteem. We admire the honesty of conviction. We may not agree with it, but it is not in human nature to find fault with it.

There are young boys who begin early the work of deception that they carry out all their lives. They fool no one, however, except a few who are as insincere as they are themselves. Young men grow up and forget to say exactly what they mean. They think it is a part of business shrewdness to evade the demand of the moment and so they resort to equivocation. It will not pay in the long run. Frankness will.

Men carry their characters in their faces. The jolly-faced man has a bright disposition. He is no pessimist. The sober-faced man is usually serious. A thousand others belong to that variety of the species that we class among the negatives, those who have no clearly defined side to their natures. The sensualist can be picked out of a crowd and classified. It becomes necessary, therefore, to act honestly if we hope to present honest faces to the multitude.

Hardware Price Current

Angurs and Bits		Nails	
Snell's	60	Advance over base, on both Steel and Wire.	
Jennings genuine	25	Steel nails, base	2 60
Jennings' imitation	50	Wire nails, base	2 60
Axes		20 to 60 advance	Base
First Quality, S. B. Bronze	7 00	10 to 16 advance	5
First Quality, D. B. Bronze	11 50	8 advance	10
First Quality, S. B. S. Steel	7 75	6 advance	20
First Quality, D. B. Steel	13 00	4 advance	30
Barrows		3 advance	45
Railroad	18 00	2 advance	70
Garden	30 00	1/2 advance	
Bolts		1/2 advance	
Stove	50	1/4 advance	
Carriage, new list	50	1/8 advance	
Plow	50	1/16 advance	
Buckets		Rivets	
Well, plain	\$4 00	Iron and Tinned	50
Butts, Cast		Copper Rivets and Burs	45
Cast Loose Pin, figured	65	Roofing Plates	
Wrought Narrow	60	14x20 IC, Charcoal, Dean	6 50
Cartridges		14x20 IX, Charcoal, Dean	7 50
Rim Fire	40&10	20x28 IC, Charcoal, Dean	13 00
Central Fire	20	14x20 IC, Charcoal, Alloway Grade	5 50
Chain		14x20 IX, Charcoal, Alloway Grade	6 50
1/4 in. 5-16 in. 3/4 in. 1/2 in.		20x28 IC, Charcoal, Alloway Grade	11 00
Com. 8 c. 7 c. 6 c. 6 c.		20x28 IX, Charcoal, Alloway Grade	13 00
BB. 9 7 3/4 6 3/4 6 1/4		Ropes	
BBB. 9 1/2 8 3/4 7 3/4 7 3/4		Sisal, 1/2 inch and larger	10 1/2
Crowbars		Manilla	16
Cast Steel, per lb.	6	Sand Paper	
Caps		List acct. 19, '86	dis 50
Ely's 1-10, per m.	65	Sash Weights	
Hick's C. F., per m.	55	Solid Eyes, per ton	25 00
G. D., per m.	45	Sheet Iron	
Musket, per m.	75	Nos. 10 to 14 com. smooth.	com.
Chisels		Nos. 15 to 17	\$3 20 \$3 00
Socket Firmer	65	Nos. 18 to 21	3 30 3 20
Socket Framing	65	Nos. 22 to 24	3 40 3 30
Socket Corner	65	Nos. 25 to 26	3 50 3 40
Socket Sileks	65	No. 27	3 60 3 50
Elbows		All Sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
Com. 4 piece, 6 in., per doz.	net 65	Shells—Loaded	
Corrugated, per doz.	1 25	Loaded with Black Powder	dis 40
Adjustable	40&10	Loaded with Nitro Powder	dis 40&10
Expansive Bits		Shot	
Clark's small, \$18; large, \$26	30&10	Drop.	1 50
Ives' 1, \$18; 2, \$24; 3, \$30	25	B B and Buck	1 75
Files—New List		Shovels and Spades	
New American	70&10	First Grade, Doz.	8 60
Nicholson's	70	Second Grade, Doz.	8 10
Heller's Horse Rasps	60&10	Solder	
Galvanized Iron		1/2@3/4	20
Nos. 16 to 20; 22 to 24; 25 and 26; 27.	28	The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
List 12 13 14 15 16.	17	Squares	
Discount, 65 10		Steel and Iron	65
Gauges		Tin—Melyn Grade	
Stanley Rule and Level Co.'s	60&10	10x14 IC, Charcoal	\$ 8 50
Glass		14x20 IC, Charcoal	8 50
Single Strength, by box	dis 80&20	20x14 IX, Charcoal	9 75
Double Strength, by box	dis 85&10	Each additional X on this grade, \$1.25.	
By the Light	dis 80&10	Tin—Alloway Grade	
Hammers		10x14 IC, Charcoal	7 00
Maydole & Co.'s, new list	dis 33 1/2	14x20 IC, Charcoal	7 00
Yerkes & Plumb's	dis 40&10	10x14 IX, Charcoal	8 50
Mason's Solid Cast Steel	30c list 70	14x20 IX, Charcoal	8 50
Hinges		Each additional X on this grade, \$1.50	
Gate, Clark's 1, 2, 3	dis 60&10	Boiler Size Tin Plate	
Hollow Ware		14x56 IX, for No. 8 Boilers, } per pound.. 10	
Pots	50&10	14x56 IX, for No. 9 Boilers, }	
Kettles	50&10	Traps	
Spiders	50&10	Steel Game	75
Horse Nails		Oneida Community, Newhouse's	40&10
Au Sable	dis 40&10	Oneida Community, Hawley & Norton's	65&16
Putnam	dis 5	Mouse, choker, per doz.	15
House Furnishing Goods		Mouse, delusion, per doz.	1 25
Stamped Tinware, new list	70	Wire	
Japaned Tinware	20&10	Bright Market	60
Iron		Annealed Market	60
Bar Iron	2 75 c rates	Coppered Market	50&10
Light Band	3 3/4 c rates	Tinned Market	50&10
Knobs—New List		Coppered Spring Steel	40
Door, mineral, jap. trimmings	85	Barbed Fence, Galvanized	3 20
Door, porcelain, jap. trimmings	1 00	Barbed Fence, Painted	2 90
Lanterns		Wire Goods	
Regular 0 Tubular, Doz.	5 25	Bright	75
Warren, Galvanized Found.	6 00	Screw Eyes	75
Levels		Hooks	75
Stanley Rule and Level Co.'s	dis 70	Gate Hooks and Eyes	75
Mattocks		Wrenches	
Adze Eye	\$17 00. dis 60	Baxter's Adjustable, Nickered	30
Metals—Zinc		Coe's Genuine	30
600 pound casks	7 1/2	Coe's Patent Agricultural, Wrought, 70&10	
Per pound	8	Aluminum Money	
Miscellaneous		Will Increase Your Business.	
Bird Cages	40		
Pumps, Cistern	70		
Screws, New List	80	Cheap and Effective.	
Casters, Bed and Plate	50&10&10	Send for samples and prices.	
Dampers, American	60	C. H. HANSON,	
Molasses Gates		44 S. Clark St., Chicago, Ill.	
Stebbins' Pattern	60&10		
Enterprise, self-measuring	30		
Pans			
Fry, Acme	60&10&10		
Common, polished	70&85		
Patent Planished Iron			
"A" Wood's patent planished, Nos. 24 to 27	10 75		
"B" Wood's patent planished, Nos. 25 to 27	9 75		
Broken packages 1/4 c per pound extra.			
Planes			
Ohio Tool Co.'s, fancy	50		
Scotia Bench	60		
Sandusky Tool Co.'s, fancy	60		
Bench, first quality	50		

The Meat Market

Pertinent Hints on Meat Market Advertising.

A Jersey City butcher has written me as follows:

Do you think it would pay me to advertise in a Jersey City paper, and if so, which one?

Now, whether it would be profitable for this man to spend money in newspaper advertising depends on several things. He gives the address of "Bergen avenue, near the car stables." I am

consumers think about him, I advise him to keep out of the local paper. If he knows how to do these things, then let him fire away. He can double his trade and double his profits. His location is apparently a good one. How about the size and equipment of his market? If it is small and uninviting in appearance, people attracted by a good advertisement may be tempted to turn away at sight of his place. These and many other things must be thought of before going into advertising. Once

Sanitary Meat Dept.

Special for Saturday

- Best cuts Beef, Rib Roast, pound..... 12c-10c
- Good cuts Beef for stewing, pound..... 4c-3c
- Good Corned Beef, pound..... 5c-4c
- Best Little Pig Pork Loin Roasts, lb..... 9c
- Best Pork Loin Roasts, whole, pound..... 8c
- Good cuts Pork for roasts or steaks, pound..... 7c
- Best Little Pig Pork Spare Ribs, lb..... 5c

**S. E. OLSON
Minneapolis, Minn.**

told that section of the city is the center of a large population of "hill" people, who do their marketing there, and this seems to be sufficient reason for him to boom things in a local paper. Should he select a paper circulating largely among the people living in his section, I can see no reason why such a step as the one he evidently contemplates would not be profitable. If he knows how to get up attractive advertisements, he can draw trade from sections so far away that people will travel by cars to reach him. He can not, however, expect a one-inch advertisement, simply saying that

SPRING 1900

Milk Lambs and Broilers

- We have 20 doz. the finest St. Louis Broilers for Saturday's trade, each..... 40 c
- Milk Lamb, front quarter, lb..... 12½c
- Milk Lamb, hind quarter, lb..... 20 c

EXPORT BEEF ONLY

- Ribbed Roast, rolled, ready for oven, per lb..... 12½c
- Pot Roasts, best cuts, lb..... 7c, 8c
- Rib Boiling, lb..... 4 c
- Brisket, Boiling, lb..... 3 c
- Little Plenie Hams, smoked, lb..... 7½c

BUTTER DEPARTMENT

- 5-lb. jars Separator Butter.....\$1 00
- 5-lb. jars Good Dairy..... 90 c

**WITT'S MEAT MARKET
Minneapolis, Minn.**

he is located at "Bergen avenue near the car stables," will draw trade. The people who read such advertisements are not interested in them. They could learn that much from a city directory. What is needed is force. If he can not convince people that he can serve them

MEATS

- Good Boiling Beef, per lb., and up..... 3½c
- Fancy Pickled Tripe and Pickled Pigs' Feet, Saturday's price, per lb..... 3½c
- Fancy Chipped Dried Beef, per lb..... 18 c
- Fancy lot of Poultry, fancy Legs of Lamb and Mutton.
- Fresh Hamburg Steak, made every hour, per lb..... 9 c

**TIEDTKE BROS.
TOLEDO, OHIO**

with better meats than they are receiving from their regular butcher, or with meats equally as good at lower prices, or some other feature that will make

Model Meat Market

- Good Rib Roast, per lb..... 10 c
- Boneless Rolled Roast, per lb..... 12½c
- Legs of Mutton, per lb..... 12 c
- Legs of Fall Lamb, per lb..... 15 c
- Spring Lamb, hind quarter, per lb..... 20 c
- Spring Lamb, front quarter, per lb..... 12½c
- Fancy fresh dressed Chicken, per lb..... 12½c

**YERXA BROS. & CO.
St. Paul, Minn.**

Orders by Telephone

he makes up his mind to try it, I advise him to do it well. Don't go at it half-heartedly. Use lots of space. Create a sensation, if you can. But above all, make good whatever you claim in the advertisement.

My Jersey City correspondent closes his letter as follows:

There is a little church paper here called the Rooter. Would you advise my going into that?

I say no. Papers of that kind are not of much use. Use the best paper. And don't go into freak advertising schemes. They don't pay. I advise him to look at S. E. Olson's advertisement, printed on this page, for suggestions. "Sanitary Meat Department" will appeal to the better class of people. It may not mean anything special, but it sounds healthy and clean. The other advertisements I print here have no feature to commend them, but they are worth looking over, if for no other reason than comparing prices. To my Jersey City friend I wish to repeat: If you begin advertising, do it well and take good space in the best paper.—Jonathan Price in Butchers' Advocate.

The Brandt Provision Co.,

**SHERIFF STREET MARKET,
Cleveland, Ohio.**

- Fresh White Fish 10c. Fresh Cat Fish 10c.
- Fresh Blue Fish 10c. Silver Bass 5c Blue Pike 5c. Soft Shell Crabs 50c per doz. Little Neck Clams 75c per 100. Leg Lamb 12½c.
- Choice Sirloin Steak 12½c. Smoked Shoulders 8c. Choice Corn Beef 6c. Legs Veal 11c. Veal Chops 10c. Lamb Chops, 10c.

ary Meat Department" will appeal to the better class of people. It may not mean anything special, but it sounds healthy and clean. The other advertisements I print here have no feature to commend them, but they are worth looking over, if for no other reason than comparing prices. To my Jersey City friend I wish to repeat: If you begin advertising, do it well and take good space in the best paper.—Jonathan Price in Butchers' Advocate.

English Sausage Seasonings.

- No. 5.
 - 6 ozs. pepper.
 - 11 ozs. mace.
 - 10 ozs. sage.
 - 14½ lbs. salt.
- No. 6.
 - 1 lb. pepper.
 - ½ oz. cloves.
 - 1¼ ozs. sage.
 - 2¼ lbs. salt.
- No. 7.
 - 3 lbs. pepper.
 - 5½ ozs. mace.
 - 1½ ozs. cloves.
 - 6 ozs. sage.
 - 7½ lbs. salt.
- No. 8.
 - 5 lbs. pepper.
 - 9½ ozs. sage.
 - 10 ozs. nutmeg.
 - 10 ozs. thyme.
 - 12 lbs. salt.

Hammond, Standish & Co.,

Detroit, Mich.

Pork Packers and Wholesale Provision Dealers, Curers of the celebrated brands, "Apex" and Excelsior Hams, Bacon and Lard, Cooked Boned Hams, Sausage and warm weather delicacies of all kinds.

Our packing house is under U. S. Government inspection.

Butter Wanted

I will pay spot cash on receipt of goods for all grades of butter, including packing stock.

C. H. Libby, 98 South Division Street, Grand Rapids, Mich.

The Question of Quality

in salt is an important selling point. Diamond Crystal Salt is the only PURE salt, either for table or dairy use. It is not made by the "Salt Trust," but by a process controlled solely by us. You will give your customer better salt and make a better profit for yourself by selling

Diamond Crystal Salt

"The Salt that's All Salt"

The packages are very attractive and convenient—boxes, handsomely labeled, showing analysis, for the table salt; barrels and bags for the famous dairy salt. But, the quality is the principal feature. One sale of Diamond Crystal assures a permanent demand. We would like to send you our salt booklet.

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

Coupon Books for Meat Dealers

We manufacture four kinds of coupon books and sell them all on the same basis, irrespective of size, shape or denomination. Free samples on application.

Tradesman Company, Grand Rapids, Mich.

Clerks' Corner.

My Experience as a Shoe Clerk.

My experience as a shoe clerk takes in the period of time since April 27, 1890. Was then 16 years of age and knew as little about fitting feet as any other country boy would who had always lived on a farm. I thought I had a chance to get rid of hard work when the opportunity of clerking in a shoe store was offered.

My duties were sweeping out, dusting and being generally useful, which included sawing wood, carrying water and running errands for the proprietor's household, and all this from 7 a. m. until 9 p. m. for \$3 a week. I was learning the shoe business and was looking to the future for recompense.

At the end of a year, my muscles being better developed, and more able to do heavy work, the sum of \$4 was allowed me as a weekly salary.

Looking back it seems I was a long time learning much about the business, for instead of having the different kinds of stock explained to me, I had to continually ask questions, as the older clerk seldom thinks how little a beginner knows.

As our business has grown almost a third during these ten years, several new clerks have been engaged, and my plan has been to start each of them in the following manner:

Begin with, say, the infants' footwear and so on; let him understand what kind of stock is used, so he can talk to a customer intelligently. Continue in this way through children's, misses', etc., and more will be gained in a few days than by letting a clerk think he is hired to run errands and kill time. If you expect to make a salesman of him, hard work, sawing wood, etc., will not serve to brighten his ideas about handling stock or selling goods.

Of course we have our trials trying to put a No. 6 foot into a No. 4 shoe, and occasionally we meet people who say, "No, if I can't wear a No. 4 I'll go without." To fit that person with a plainly marked No. 5 and have her go on her way rejoicing is one of the things that a good salesman should be able to do. As we are personally acquainted with the majority of people in this vicinity, many sales are made that would be lost by a stranger or one not used to the customer's peculiarities. Being able to enquire about something the customer is interested in, such as a promising colt, a good sailing boat or a member of the family absent from home, will cause that person to look for you the next time he enters the store, provided the goods sold him are as represented and nothing happens whereby a rival dealer has gathered him in.

By referring to the map you will see that Eastport is an island and situated in the extreme eastern portion of the United States. The principal and almost the only industry is weir fishing and the canning of sardines.

Trade calls for large quantities of rubber boots on which the profit, if any, is small, as the fishermen who carry herring to the different canning establishments along the coast are pretty well informed as to price and can name the brands of rubber boots as well as the dealers. Great rivalry exists among the merchants, and as a result rubber boots have for years been sold virtually at cost. This may not seem of much account to the average retailer, but when one takes into consideration that rubber

boots comprise one-fourth of our entire sales, a lot of business must be done for fun.

Very little money is in circulation except during the canning season, which is from July until December, and on account of too strong competition I have seen several failures among the merchants who have been engaged in the shoe business in this small city. Usually the stock, from one to several thousand dollars' worth, has been sold at auction, naturally killing trade for that season as the people are not slow to take advantage of an opportunity to purchase footwear at less than manufacturers' prices.

Our arrangement of keeping stock sized out is not often found outside of this establishment. Each size is kept by itself. For instance, all the men's fine black shoes No. 6 are kept in the first compartment of shelves immediately to the left on entering the store. The space runs from the baseboard (which is 34 inches above the floor) to ceiling, and is 52 inches wide, 96 inches high, and divided by eight shelves. The heavy shoes are kept in another space, and also sized out. The tan shoes have a place of their own, each size, regardless of price, being by itself.

During a rush the sizing out system works nicely and the salesman can quickly show a number of pairs without detaining the customer too long. It also prevents overstocking on a certain size.

The principal objection that can be offered to this way of keeping goods is that so few of a kind are together; unless looked after sharply the shelves have the appearance of being filled with job lots. Using uniform labels on cartons overcomes this objection.

No doubt at this season of the year many clerks employed in large cities envy us. We are not troubled with hot weather, but have other things to contend with that are perhaps worse. Each morning sees us at work when 7 o'clock strikes (or earlier if we wish) and the motto, "Always open for business," might be hung in the window, for the stores are kept open every evening until 9 or later and on Saturday until nearly midnight. In fact, we live at the store and, except for Sunday, one evening each week, and the necessary hours for sleep and meals, little time is spent at home.

From January 1 until May 1 the shoe stores close at 6 p. m., keeping open Saturday evening until 9. This is done not to benefit the clerks, but to save expense as enough money would not be taken in to pay for lighting or fuel. The little trade that we have during the day comes mostly from the surrounding towns.

To draw trade we find advertising necessary and use some original ideas besides the local newspaper. We always advertise the truth and stand back of every statement made. The proof of this policy is shown by increasing business.

Some laughable things happen occasionally. I remember a newly married couple that called just before Christmas. The husband wanted to get a pair of fancy slippers for his wife, but no inducement would cause her to look at the kind he selected. She said she wanted to wait until Christmas before seeing them.

Sometimes the husband tries to persuade his better half to take a different pair of shoes from what she likes and then we are amused. To a certain extent we have to agree with the opin-

ions of both, for if one gets offended the sale may be lost.

People do not seem to understand that leather is higher now than formerly, or at any rate, will not admit knowing it, and expect a good shoe for the same price as was paid a few years ago. This summer we are having more trouble with shoes wearing out quickly than we ever had before (in the same length of time). The soles, especially, even on best grades of advertised shoes, seem spongy and cause lots of kicking.

I notice that more high priced goods are sold the last two years. People after a while will become educated to the fact that cheap footwear costs more in the end.

A good cobbler is a valuable addition to any large shoe store. If a lift drops off or the sole begins to separate from the upper, a few minutes' work of the cobbler and the customer is pleased, as such repairing can be done free.—J. A. McFaul in Boot and Shoe Recorder.

What About Her?

A commercial traveler, on his trip, called upon a well known chemist. He was nervous as he put his hand in his pocket and handed out a card.

"I represent this concern," said the young man.

"You are fortunate," replied the chemist.

The commercial traveler was pleased and said:

"I think so, sir, and the chemist who trades with us even more so. My firm has the finest cosmetics in the country."

"I shouldn't have thought it," responded the man of medicines, slowly. "Her complexion looks natural."

And he handed back a photograph which the young man had given him by mistake. He took it and left without waiting to make any farewell remarks.

Incongruous Show Windows.

Sometimes special windows are out of the question. In country districts it would keep a merchant busy producing special windows for his constituents. There are a few principles, however, which must be kept in view even when general displays are used. For instance, it is a mistake to place ladies' fine dongola boots side by side with men's stogas. It is an outrage to display heavy wool blankets with ladies' fine dress goods, as it is folly to show wash-tubs side by side with a mahogany music cabinet. Now, it may seem superfluous to make such suggestions, but a glance at some of the windows that may be seen in some of our cities will convince one of the need of a word of caution along this line. A retailer must exercise judgment in the selection of goods that are to be placed in his show window. With a proper regard for the "eternal fitness" of things, goods of quite a diverse character may be displayed at the same time. Avoid startling contrasts or suggestive contradictions in your windows. People become distracted when you try to get them to grasp the cheapness of a lawn mower, and the points of a ten-dollar suit of clothes at the one glance, and the result is that they are impressed with the merits of neither article. A word to the wise is sufficient. No matter what your line of business there must be harmony, as the result of judgment, in your windows, your store, your office and everywhere else. The old fogies who think you can dump anything into a window and interest people are dying off or falling into the assignee's hands, and soon one will be able to sell photos of some of these junk shop stores for curios.—Canadian Furniture Journal.



Keep Your Eye on Silver Brand Vinegar

These goods are the best offered on the markets of Michigan to-day.

GENESEE FRUIT CO., Makers, Lansing, Mich.

WE GUARANTEE

Our Vinegar to be an ABSOLUTELY PURE APPLE JUICE VINEGAR. To anyone who will analyze it and find any deleterious acids, or anything that is not produced from the apple, we will forfeit

ONE HUNDRED DOLLARS

We also guarantee it to be of full strength as required by law. We will prosecute any person found using our packages for cider or vinegar without first removing all traces of our brands therefrom.

Robinson Cider & Vinegar Co.

J. ROBINSON, Manager.

Benton Harbor, Michigan.

PROPER RETAILING.

Methods to Be Employed to Achieve Success.

Be always ready. There is more in the always prepared, always ready, able to act idea in business than many men either know or are willing to admit. The great trouble with too many merchants is that they are tied up by the conditions into which their policies have brought them, and are thus rendered unable to take advantage of special opportunities.

Just at this very moment the greatest opportunity presents itself to the human who, with sufficient foresight, good sense and energy, has pushed down his investment and brought up his buying power. The best chances of a season are usually those at the end of a season. Starting a season well is all very nice, but winding it up well is infinitely better. It is a splendid thing to have only recently bought goods in stock at all times. When you buy last you invariably buy cheapest.

It doesn't hurt you half so much to carry over your June and July purchases as it does to take over things that were bought from January to March.

The last purchases are apt to be the best, and if you are wide awake and are in good shape you can most likely get them at less than what they would have cost you early in the season. Of course, the only man who can buy goods at bargain time is the man who is sensible enough to fight shy of overloading at any time during the season. The temptations of rosy promises and great expectations of an early season's work are invariably too much for the average merchant, large or small, to withstand successfully.

In the desire to have some of everything, in the courageous feeling that he can sell some of anything, the average merchant is too easily led into the over-buying habit. It sounds very nice to be able to say, "We have everything that the season has produced," but it would be infinitely better to be able to say, "We have only those things which are worth having, and have plenty of these." Then to be able to say to yourself that the total does not amount to so much and that the stock is of such a character that it can be readily and quickly disposed of at moderate profits is indeed fine.

The man with the heavy buying habit and the slow selling habit combined is never ready. Look out for him, you smart, wide-awake retailer. You can finish him and his trade in a hurry. He is invariably in a position where he must sell what he has, and cannot buy what he needs. Study him in order to do just the opposite thing. And by the way, let him heed this advice and he may get away from his own bad habits.

There is nothing slow about American ideas or American processes. We are, however still doing business to a great extent upon imported notions. Would you believe that many small retailers everywhere are following the old English, Scotch, German and French style of buying and holding goods for a profit always?

The later and more modern French style is one of quick turnovers. The English have seen fit in their metropolitan ventures to follow the Parisian shopkeepers in this idea. The American plan, however, is still a further improvement, and is much more widespread, the rapid turnover, the small profit, the quick return basis being in more general use and in a much wider range of towns. Metropolitan conditions exist only in the large centers abroad, but in America even our small towns have up-to-date stores and up-to-date methods are studied by men who are fully abreast of the times, although located in even moderate-sized communities.

There is no mistake about it; the small man with the big ideas is the safe man and the strong man of to-day. He is none the less the careful man. In fact, he is the most careful man. You see, this article is written about being careful, for a man, unless he is careful, can never be always ready. It is the

careless man who is awakened early some morning by his opportunity, only to find himself powerless and unable to respond to the call of times and conditions.

How many merchants have had luscious big bargains offered them in the very goods they have on their shelves at twice the money that is asked them on the day of the opportunity. How many men have found themselves loaded with bad investments, unable to discount their bills, unable to take advantage of cash purchases, unable to direct funds hither and thither in their business, because they were careless. How many other merchants near you are doing business in the same style year in and year out, are utterly unprepared for either prosperity or adversity, and find themselves in the midst of a commercial panic ill-informed, with assets in merchandise and book accounts and no cash on hand! How many are never prepared for the times of depression, or the conditions of accident, which will ever befall even the most careful!

Think of it! A man trying to do business and depending entirely on "bull luck"—you can call it nothing else—to come out whole in his transactions.

Usually the man who is never prepared is the too hopeful man. He is always believing that things are going to be good. Now, mind you, he does not try to make them good, because, believing that they are going to be good, he never worries, but allows things to go along in the same easy-going channel year in and year out.

He only wakes up from his dream at stocktaking, when he is suddenly confronted by a bad-looking balance sheet. This, however, after three or four days he forgets and relapses into his comfortable slumber, looking toward crop reports, conditions of labor and other generally comfortable statistics to put him into a peaceful frame of mind, hopeful again as to his future.

Better for a man to be afraid than to be too comfortable in mind. To be satisfied is to go backward. It is a great danger point in all business conditions. The comfortable-looking individual who lets his business slide on without keenly watching every point, is in dire danger. It would be much better for a man to be really pessimistic, as far as his own conditions are concerned, to guard every item of expense as if it would cost him his fortune. Better let him stand over the work of every employe and the making of every sale as if the life of the business depended upon it, than to relapse into that comfortable state of imbecility which belongs to the man who is never ready.

Be afraid that you will miss something. Be afraid that you won't get the bargains that are coming, and that when they do come you won't be able to take advantage of them. Be afraid that your sales people have good ideas that you ought to take advantage of, and that they won't tell you about them. Be afraid that you are not treating some of your people quite right and that it would be better to conciliate them a trifle. Be afraid that your customers do not think quite as well of your store appointments as they might.

Be afraid that your fixtures, cash system, etc., are not quite as well kept up as they might be, and do not present as attractive an appearance as those of other and rival concerns.

Be afraid that you are not doing your duty as a citizen; that your name does not stand quite as far forward in broad movements as it might; that you are not doing your duty in the advancement of general conditions by bringing your mercantile brothers together in efforts to obtain the best railroad rates, the best freight rates, the best streets, the best light and the best government that your votes and the taxes which you help pay should afford you. Be greedy as to your rights and powers as a merchant, as a man and as a citizen. Always be afraid that you are not ready to do your share.

The man who is properly afraid is always strong, because he prepares himself for difficulties—mercantile and

otherwise—which he must encounter. There is never any self-complacency about the aggressive business man. He always looks as if he was in earnest. And he is in earnest. Nothing is escaping him. His mind is concentrated on what he is doing. He studies details and endeavors to be strong.

The strong keen business life is the most productive one that any man could desire to enter. It is strenuous enough for anybody, and it is quite as large a field of battle as the hills of Cuba or the marshes of the Philippines. It takes good nerve, a clear brain, plenty of virtue, lots of self-repression and a good deal of energy in these days to be a good merchant. A man must be strong—strong in truth, strong in purpose and strong in purity of method. He does not need to be particularly strong in cash; he does not need to be tremendously strong in credit and he does not have to be a big man at the start in order to be a strong man.

The right way for a man to start is to study himself, to know his weak points, analyze his character and determine to guard against every fault that he has, and to utilize to advantage the better side of his business disposition. If he is extravagant, let him determine to deny himself. If he is over confident let him cultivate the utmost conservative disposition. If he is overtimidous, let him bolster his courage by the study of the work of others. But always let him keenly and thoroughly study his business, continue to study it and never feel that he is more than beginning to understand what could be done if he only knew all about it.

He should never be afraid of others, and at the same time should never cease to be afraid of them. This is a curious statement, but it is the fact in a nutshell. The merchant always respects his competitors, and never ceases to regard their efforts with watchfulness and with a full determination to overcome and defeat them, not by the slashing of prices or other feeble work that any fool can do, but by the employment of superior brains, greater energy and more ingenuity. In this way he should never fear, yet should always fear—never be afraid to outdo but always be afraid that they will outdo.

The strongest work is the facing boldly of every detail and fact; never glossing over a point, dissecting every

sale and every purchase, vigorously seeking the best method and the best houses to buy from; fighting for all the advantages possible by getting the right to buy from the best concerns in the market; fighting for the best trade in your vicinity; trying to get all the discounts that you can; using your bank wherever possible to help your own finances by showing your townsmen that you are an earnest, hard-working, conservative, strong, clear-headed business man, even if you have a store only 15x50 feet. Show that you are willing to get up early and work late, that you own your soul and the right to your goods, and that no one has been able to wheedle you into careless overtrading by giving you extended credit.

Lead out and fight strongly even if you are the only man in your town. Do not fight because you have to fight; fight because it is in you. By fighting we mean make strenuous efforts to do business, even if you have not a competitor worthy of the name.

Create imaginary competitors. Advertise, circularize and push your business as if you had the smartest men in the world to fight. Sharpen your brains against your own business capacity.

This may sound like strange advice, but it means that instead of letting your town go to sleep you should create a wide-awake impression in the minds of your people. In so doing you are developing interest in yourself—you are possibly developing the town, and in the end you may find yourself transplanted to a larger field, simply because you have been able to lift yourself out of your own community by your aggressive efforts. Large cities—Eastern and Western—are filled with transplanted houses. St. Louis has an immense retail concern which has grown in the last ten years out of a little store that started in Western Arkansas. The man who lifted himself up into the bigger town was one of those little strong men whose efforts fill the annals of mercantile history with stories of success built from small beginnings.—Dry Goods Economist.

A Sisterly View.

"Do you think John takes after his father?" asked the old friend.

"No," replied John's younger sister promptly. "He takes after a blond girl who lives across the street."



No. 8—Concord Wagon

If you want the agency for, or want for private use, a good reliable vehicle built on a "how good" and not "how cheap" plan, write to us for our 1900 catalogue and price list. No trouble to show goods and when you are in the city shall be pleased to have you call on us.

ARTHUR WOOD CARRIAGE CO., Grand Rapids, Mich.

BOUR'S
COFFEES
MAKE BUSINESS

Commercial Travelers

Michigan Knights of the Grip
President, E. J. SCHREIBER, Bay City; Secretary, A. W. STITT, Jackson; Treasurer, O. C. GOULD, Saginaw.

Michigan Commercial Travelers' Association
President, A. MARYMONT, Detroit; Secretary and Treasurer, GEO. W. HILL, Detroit.

United Commercial Travelers of Michigan
Grand Counselor, J. E. MOORE, Jackson; Grand Secretary, A. KENDALL, Hillsdale; Grand Treasurer, W. S. MEST, Jackson.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, JOHN G. KOLB; Secretary-Treasurer, L. F. BAKER.

Michigan Commercial Travelers' Mutual Accident Association
President, J. BOYD PANTLIND, Grand Rapids; Secretary and Treasurer, GEO. F. OWEN, Grand Rapids.

SUCCESSFUL SALESMEN.

John D. Martin, Representing Lyon, Kymer, Palmer Co.

John D. Martin was born at Goderich, Ont., April 27, 1861, his parents being English by birth and antecedents. The family lived in Goderich until he was 11 years of age, when they removed to Saginaw, where he attended the common school, graduating from the high school on the English course. As soon as his school days were over, he entered the general store of his brother, Geo. H. Martin, with whom he remained twelve years, beginning as clerk and ending as manager of the business. In the fall of 1891, he was tendered the position of traveling representative for Swinton & Reynolds, which he accepted, taking as his territory the north half of the Lower Peninsula. This position he filled, with satisfaction to all concerned, for four



years, when he resigned to accept a similar position with Welt & Redelsheimer, of Detroit, for whom he covered the same territory for five years. In May of this year he was offered a position with the Lyon, Kymer, Palmer Co. to cover the south tier of counties, which offer he was not at all reluctant to accept, although it involved a change of base from Saginaw to Grand Rapids, where he has taken up his residence at 285 Lagrave street.

Mr. Martin is married and has a son 10 years of age. He is domestic in his habits and finds his chief enjoyment in home associations and home ties; in fact, one of the conditions of his present engagement was that he could be permitted to spend every Sunday at his own hearthstone, which concession was very willingly permitted by the house.

Mr. Martin is an old-time member of the Michigan Knights of the Grip and a charter member of Saginaw Council No. 43 U. C. T., in which organization

he has passed through every office, including that of Senior Counselor. He was a representative of Saginaw Council to the Grand Council in this city in May.

Mr. Martin attributes his success to the fact that he has never misrepresented his goods and has never intentionally deceived a customer. This course, persistently followed and religiously adhered to, has naturally given him the confidence of the trade to that extent that he can do business on subsequent trips as well as on his first trip around, and those who know him best and are acquainted with his methods insist that to this fact is due in no small degree the success he has achieved in his chosen line.

Movements of Lake Superior Travelers.

Charles A. Wheeler, Lake Superior representative for the Fletcher Hardware Co. (Detroit), has "got 'em again" and has written his friend, W. F. Mitchell, Lake Superior representative of Standart Bros. (Detroit) the following poetry:

I'm growing old and gray, Will,
With care my form is bent;
I've lived as much as twenty years
Since on the road I went.
I thought a traveler's life would be
Uninterrupted play;
That notion has been changed, Will,
I'm getting old and gray.

I go into a store, Will,
My mind all free from cares,
And glibly talk as best I may
And gayly show my wares.
But after taking hours of time,
The man to me will say,
"There's nothing that I want just now"—
I feel myself turn gray.

My firm sends me some letters, Will,
In which they say to me,
"Your sales on such and such a line
Are not what they should be.
Hereafter we expect from you
Much larger sales," they say.
And when I get through reading, Will,
I feel so old and gray.

Sometimes at two a. m., Will,
In snow, or cold, or rain,
I get up from my sleep, Will,
To take the northbound train.
Arriving at the station, Will,
I find to my dismay,
My train is three hours late, Will,
I swear while I turn gray.

I come into a town, Will,
As tired as tired can be,
And when I get to the hotel
There is no room for me.
The house is full, there is no place
My weary limbs to lay;
I feel just like a homeless tramp
Whose head is turning gray.

But still it matters little, Will,
What change in me takes place
So long as I can sell enough
To keep me in the race.
For way down home each night, Will,
Two "kids" for "dad" do pray,
And for their sake I'd let my head
Turn blue or green or gray.

It will be remembered that Mr. Wheeler is also the author of "Since I've Worn Mitchell's Socks." Charley can spin poetry, spontaneously or otherwise, by the yard; and while he is not one of those travelers with whom one gets acquainted easily and soon, yet the longer you know him the better he is liked.

At the Houghton street fair last week, the commercial travelers' orchestra was in session nearly twenty-four hours each day. The band comprises, W. F. Mitchell, F. G. Truscott, A. P. Simpson and Sweet Wm. Monroe in particular, with Jack Zealand on the side. If there is anything this outfit missed your reporter does not know, nor has he any thought that they did miss anything. It would do your heart good to hear this orchestra discourse elegant music continuously. They are now practicing their respective parts, and Calumet will get the benefit of the same during the firemen's tournament some time in August.

Lowell Journal: Chauncey Townsend has accepted a position with the Canton Rubber Co., of Canton, Ohio, and will go on the road for the sale of their goods.

S. Ford has purchased the meat market of C. A. Wintermute at 420 West Bridge street.

Saturday Night the Haven of the Traveling Man.

If the average commercial traveler got all the good things of this life he is so often accused of securing, the drummer's life would be one of bliss serene, with no haven of rest appropriate for him. But is this the case? Does the dust of the earth ever obscure the vision of a deluded public? Do the average people ever "beat the brush" to wholesale dried herring or pounds of prunes among stores so remote from railroads that even coal dust wouldn't settle on them?

And yet the drummer is the "salt of the earth." Broad, noble and brave he leaves his home with a good breakfast stowed away to beguile the partridge, charm the rattlesnake and chase the festive jack rabbit as he drives along. He chews tough beefsteak and herbs for dinner and when evening comes, he haills the sight of that little country store with fond pleasure and delight. So the week passes away, each day but duplicating the one preceding until Saturday night finds the traveler returning to city haunts, where pavements no more tell their stories than country roads do tell of history. See him as he nears the city, eagerly watching for even a pale blue smoke to rise from some humble cottage to remind him of civilization. He looks haggard; his face is rough with beard; his limbs are sore and tired; but, as he dashes into the city, his eyes brighten and he smiles as he passes the electric lights; he sees nappy faces and hears merry voices. A friend calls to him in gladness and his heart awakens from a lonesome lethargy. He begins to live again. Calico looks as fine as silk and each and all people are kings and queens to him. The lights seemed never so bright or the houses so grand in architecture, and the streets and parks are veritable gardens of beauty adorned with scenes, to him, befitting a holiday.

All this is casual observation, for his mind has advanced to his haven of rest—home. And there at the gate he is greeted with love in all its warmth and beauty, and the scene is to him transcendently grand with its eager sweetness and bounteous welcome. He has what many want yet few secure. He has sweet contentment as an honest recompense for duty performed, and as his loved ones gather around him, he forgets his trials on the road and joins his heart with theirs in smiles and happiness. These are some of the trials and sweets of the average traveling man's life, which but little portray what the hero endures with contentment that others might enjoy fruits ripened by his labor.

Status of the Traveling Man.

The status of the traveling man of America, and his relation, as an atom of the aggregate whole, to commerce and the general public, is long since fixed; and the question of his mean level of morality if pushed to inquisitorial length, is best answered by seeking his society or following in his wake. Sometimes, like the actor who from the fervor of his genius, does good stage kissing, he is misjudged. The time has passed when he was either "rara avis" or "a daisy." Prejudice is decreasing because the order is increasing. Like the great European spider its antennae is far-reaching. The commercial traveler comes from the four corners of the earth and the plane of his activities, personally and commercially, is as uniformly high as that of any or-

ganization in this epoch of organized effort. As there is no racial road to any excellence, his genius leads him. A cosmopolite, sectionalism is only a matter of latitude and longitude with him, the get-there-on-time idea. Thus he forges along the line of legitimate enterprise, neither drawing nor disbursing undue profits or dividends. He is terribly in earnest about earning his daily bread and a modicum of butter with which to spread it. He stands for nationalism, a broad spirit of commercialism, the integralism of the nation. A fearless opponent of oppression, whether corporate or legislative, his ipse dixit is no longer to be despised. Every "knight" is a Patrick Henry; and, take him where you may, a Henry Clay. He would "rather be right than be president!" He looks with increasing apprehension upon the colossal shadow of the trusts. It is said that the cone of the moon's shadow, in the recent eclipse, averaged 232,150 miles in length, but that the gigantic shadow of the trusts covers as many square miles as are contained in the length and breadth of that magnificent heritage of ours, the United States of America.

Kate Hunt Craddock.

Do Not Miss It When You Travel

To Buffalo, Albany and New York. The Detroit-New York Special running between Detroit and New York, via Michigan and New York Central lines, is the fastest train running eastbound from the State of Michigan. It leaves Detroit at 4:25 p. m. daily, reaches Buffalo 10:10 p. m., Albany at 6:25 a. m., and New York Grand Central Station at 10 a. m. All Michigan lines have direct connections therewith. It is an up-to-date business man's train in every respect. 885

"Traveling salesmen," said a speaker at a recent banquet of the fraternity, "you may avoid the necessity of having orders turned down by posting yourselves beforehand and not soliciting an order beyond an amount that the customer would be reasonably entitled to. You may avoid the turning down of orders by impressing on your trade the necessity of meeting each bill as it matures, and not offering longer time than the regular established terms. You may avoid the turning down of orders by encouraging your trade in the giving of signed statements to regular established agencies and firms from whom they are seeking credit. Why should they not make these statements, when the national banks of the country, whose capital may never be less than \$50,000, are required by the Government to make such statements from four to five times every year, and the Bank of England, by parliament, to make such a statement once a week."

No nation on the globe presents to the commercial world the equal of the American commercial traveler. He is up early and works late and is always alive in the interest of his employer. Generally he is one of the most methodical men in the world, and as to politeness he has no superior. When it comes to the general knowledge of business, commercial law and travels, the location of the different points in the States he travels in, he is simply up to date all along these lines.

Knights of the Loyal Guard

A Reserve Fund Order

A fraternal beneficiary society founded upon a permanent plan. Permanency not cheapness its motto. Reliable deputies wanted. Address

EDWIN O. WOOD, Flint, Mich.
Supreme Commander in Chief.

Drugs--Chemicals

Michigan State Board of Pharmacy

Term expires
 GEO. GUNDRUM, Ionia - Dec. 31, 1900
 L. E. REYNOLDS, St. Joseph - Dec. 31, 1901
 HENRY HEIM, Saginaw - Dec. 31, 1902
 WIRT P. DOTY, Detroit - Dec. 31, 1903
 A. C. SCHUMACHER, Ann Arbor - Dec. 31, 1904
 President, A. C. SCHUMACHER, Ann Arbor.
 Secretary, HENRY HEIM, Saginaw.
 Treasurer, W. P. DOTY, Detroit.

Examination Sessions

Sault Ste. Marie—Aug. 28 and 29.
 Lansing—Nov. 7 and 8.

State Pharmaceutical Association

President—O. EBERBACH, Ann Arbor.
 Secretary—CHAS. F. MANN, Detroit.
 Treasurer—J. S. BENNETT, Lansing.

Plea for Larger Attendance and More Practical Papers.

Written for the Tradesman.

In soliciting retail druggists to join the Michigan State Pharmaceutical Association, I am met with the question, Why, and what good will it be to me? and, although I have been a member since its organization, and assisted Brother Jesson in his grand work of organization, aside from securing the enactment and subsequent amendment of the pharmacy law, I can say that but little practical benefit has accrued to the members or druggists in general. Our State conventions have had a very small attendance and but little interest has been manifested, while those conventions held in sister states are pleasant and profitable gatherings, looked forward to from one year to the next. Is there any reason why Michigan should not have an annual convention of druggists equal in every respect to those of Ohio, Indiana, Illinois or Wisconsin? We certainly have as intelligent and able men in the profession as any state in the union, and the members owe it to themselves, to their profession and to their customers to devote the time and thought necessary to make these meetings a success. Let every member of the Association come to the Grand Rapids meeting next month, accompanied by a brief, thoughtful, pithy article on some subject of interest to the retail druggist, such as:

Why should the department or hardware stores not sell Paris green?

How to combat the cut-rate evil.

How can I secure the co-operation of my physicians?

What do I owe my clerk?

Apprentices and how to educate them?

Is our pharmacy law a success?

Are the examinations of our State Board practical and just?

What are legitimate sales of liquor by druggists?

The poison and liquor record.

Is the metric system more desirable or practical than the troy or avoirdupois?

Is the new United States dispensatory more convenient than the old?

How should packages go out of a drug store?

What wrapping paper shall I use?

How to advertise the drug business.

Does lettered prescription ware pay?

Is the United States internal revenue stamp tax on druggists equitable?

How can I combat the physicians' supply house evil?

Does it pay to use cheap corks?

What is the best and most practical formulae for an emulsion?

How to prevent gelatinization of fluid extracts.

How to prevent or restore terebinthinated oil of lemon.

How to make a drug store window attractive.

Does it pay to use commercial oils in liniments?

Is it policy to meet low prices at the expense of quality or to educate your customers to demand and pay for best goods?

Why should a drug clerk not use his teeth for a cork press?

This list might be continued indefinitely. Instead of the jobbers offering a prize to the fastest sprinter, let them offer one for the best formula for emulsion of cod liver oil, or, in place of one for the winning ball team, give it to the county having the largest number of druggists in attendance at the convention; or offer one to the drug clerk who can do up one pound of alum in the nicest shape; or one for the best plan for filing and preserving prescriptions, etc.

Now, brother druggists, begin at once to make your plans to be in Grand Rapids on Tuesday and Wednesday, August 14 and 15, and bring with you something the others will want to hear. There is not one of you but can offer some suggestion that will benefit another and help make this convention the most pleasant and practical of all. Our Grand Rapids brothers can be depended upon to do their part. Let each of us do ours and, in place of a paltry dozen out of nearly 5,000 druggists in the State, we will have an attendance in the future requiring the largest halls for our conventions. Registered Pharmacist.

The Drug Market.

Opium—Is firm and has advanced about 5c per pound, on account of the large demand and heavy buying by China. Powdered has also advanced 5c.

Morphine—Is in good demand, but unchanged in price.

Quinine—All brands, both foreign and domestic, have advanced 2c per oz. on account of higher prices paid for bark at the Amsterdam sale on the 12th.

Carbolic Acid—Is in small supply and the market is very firm, with a higher tendency.

Cocaine—The market is strong, in sympathy with the leaves, and an advance is looked for.

Cuttle Fish Bone—Is steadily advancing. Reports from primary markets are that the catch will be small.

Grains Paradise—Are in small supply and the price is very high.

Cubeb Berries—Are still advancing under a large speculative business.

Prickly Ash Berries—Are very scarce and higher.

Oil Anise and Cassia—Are very firm and advancing.

Oil Bergamot—Is very firm.

Oil Cubebs—Has again advanced, in sympathy with the berries.

Oil Cloves—Has declined, on account of competition between manufacturers.

Oil Rose—Has declined 25c per oz.

Buchu Leaves—Are very firm and have advanced.

Ginseng Root—On account of the trouble in China most buyers have withdrawn from the market, but those who are buying it at all are only paying about half what they did last year.

Linseed Oil—Has advanced 2c per gallon.

Sunflower Oil.

The percentage of oil in the Russian sunflower ranges from 16 to 28 per cent. On the average about 18 per cent. of oil can be extracted by cold expression after crushing the seed. This is the highest quality of oil, and any additional amount that might be extracted by steaming would be lower grade. It is estimated that 50 bushels of seed may be harvested to the acre, and roughly the yield would be about a gallon of oil to a bushel of seed.

Pertinent Hints to Graduates and Clerks.

My first advice to a graduate is, if you are from a town stay at home and do not come to a city. City experience is good, but, most of the time, is after all bad, everything considered. The surroundings in the city are such that a young man gets homesick, and he associates with company that he would not associate with at home. The "pace" is much faster, and once these associates are formed it is impossible to break away from them; the consequence is that many a young man's life is wrecked at the outset.

Do not start a store until you are situated so you can own it and have a little surplus besides. There are plenty of stores in the city, and also in the country, which are started by ambitious and energetic young men who could make good salaries as clerks; and these are often started with limited capital, and with the backing of some wholesale house. The young man works all the time, eats and sleeps in the store, has no nights off. His life is a constant grind; each month finds him a little more in debt and finally the wholesale house takes his all—its own goods, the young man's money, and what goods he has bought from some one else. It all goes! There is no friendship or sympathy in a chattel mortgage! Then he is ashamed to go home, and so he stays in the city and works for less than he could get at his own home, with all its pleasant surroundings.

On the other hand, suppose you are successful in the city; how long will it be before you could own your home, horse, etc.? How many druggists are there in the city who would not willingly do a little less business, with less worry and a diminution of the break-neck speed, if they could but exchange for some of the pleasures of the country town, where the expenses are smaller, and where each month finds them a little bit richer, instead of coming out just even or perhaps not quite even.

To change the subject now, study to become a good salesman. Your knowledge of drugs is of no use unless you can sell them. Take, for an illustration, perfumes. Study the customer; take the milder odors first, beginning with violet, then gradually working up to the stronger odors like Peau de Espagne, handing the customer the stoppers only, which have been partially dried by shaking. Nine times out of ten you can tell your little story, show your special odor, and the customer will like this odor best and will buy it. So it is with everything, even cigars. People like to see a variety, and they like to have pleasant attention. At the soda fountain be just as attentive as you can, ask if the soda is sweet enough or too sweet, and try and give satisfaction. You must please your customers; they notice it and will walk out of their way to see you again.

Be a "good fellow;" be cheerful at all times (even if your head does ache), but do not let people—especially young people—get too familiar with you, or they will make the store their loafing place. Never trust them for goods without consulting your employer.

Do not forget that you are not accommodating a customer by waiting on him. It is the customer that is accommodating you. It is of no use to advertise for trade if the customer is not well treated upon his first visit; if what he wants is not in stock use every effort to obtain it; and, no matter how small the order is, do not keep the customer

waiting for it, but send it to him. People are continually changing from one store to another, and if they do not get the proper attention from you, they will go where they can get it.

No clerk should take the responsibility of "talking back" to a customer. If he ever owns a store he will think twice before losing either a sale or a customer. If your employer's business is sufficient to pay a good salary to a clerk, it is to your interest to increase it, rather than decrease it by surly manners or inattention to customers. Your employer may notice these things more than you think.

Do not think that your own affairs are of more importance than those of the store. A mistake of this kind may give you a chance to devote your time wholly to your own affairs.

Some of the things that discourage an employer are neglect on the part of the clerk to make charges, or entries in the want book. On a credit sale make your charge before doing anything else! And if you sell the last, or near the last, of anything, put it on the want book before it is forgotten and before a sale, or perhaps a customer, is lost by being "out of it."

If you empty a stock bottle fill it again as soon as possible, so that when you are alone in the store, the bottle is not empty and the stock down in the basement.

Learn your customers, their names, and if possible their addresses. People who trade with you like to be called by name; it makes them feel more at home, and more friendly toward you.

One of the trials of a new clerk is the refilling of old prescriptions. There are persons who imagine all kinds of things: the medicine looks different, tastes or smells different from the other! Do not fly upon your dignity and assert that you know it is right, for that only widens the breach and creates distrust instead of confidence.

Fill the prescription again, and show the customer that it is the same; do all in your power courteously to convince him that you are right. Above all, hold your temper, and the chances are you will hold the trade, too.

Keep busy at all times. There is always something to do. If nothing else offers put up salts, borax, sulphur, etc., in convenient packages ready for a rush. These are small things, but they are silent arguments for a promotion, and are appreciated by your employer.

If your employer has not already made it a rule, do not smoke in the store. It is scarcely necessary to say that ladies do not like to have you wait on them with a cigar in your mouth! Besides in winter smoking fills the store with smoke and is thus very disagreeable.

In conclusion I will say, above all be satisfied with your lot. Dissatisfaction is a disease which grows on a person; do not nurse it. There are many petty annoyances in the drug business, but there are more in others; and people do not like to do business, and will not do business, with a dissatisfied, cross, sullen clerk.—B. S. Cooban in Bulletin of Pharmacy.

L. PERRIGO CO., MFG. CHEMISTS,
ALLEGAN, MICH

Perrigo's Headache Powders, Perrigo's Mandrake Bitters, Perrigo's Dyspepsia Tablets and Perrigo's Quinine Cathartic Tablets are gaining new friends every day. If you haven't already a good supply on, write us for prices.

FLAVORING EXTRACTS AND DRUGGISTS' SUNDRIES

WHOLESALE DRUG PRICE CURRENT

Advanced—Opium, Cubeb Berries, Oil Anise, Quinine, Linseed Oil. Declined—

Table listing various drugs and their prices, categorized by type such as Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various oils and other products, including Menthol, Morphina, Seldlitz Mixture, Sinapis, and various oils like Sassafras and Turpentine.

Advertisement for W. B. Dudley, representing various writing paper, exercise books, and sundries. The ad includes the company name in large letters and a list of products like 'Writing Paper Tablets, Pencils, and Exercise Books'.

GROCERY PRICE CURRENT

Guaranteed correct at time of issue. Not connected with any jobbing house.

ADVANCED Sugar Jelly in Pails Cheese

DECLINED Flour

Table listing prices for Alabastine, Axle Grease, Ammonia, Baking Powder, and various oils and flours.

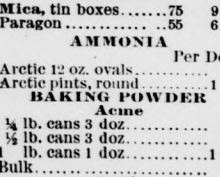


Table listing prices for Mica, Paragon, Arctic, and various other products.

Table listing prices for various grades of flour and other staples.

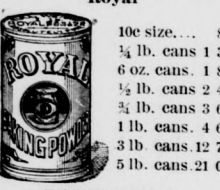


Table listing prices for Bath Brick, Hyking, and other household items.

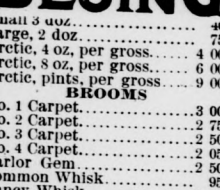


Table listing prices for various types of brooms and candles.

Table listing prices for Beans, Blueberries, Clams, Cherries, and other produce.

Table listing prices for various types of corn and other grains.

Table listing prices for various types of peas and other vegetables.

Table listing prices for various types of fruits and berries.

Table listing prices for various types of nuts and seeds.

Table listing prices for various types of catsup and cheese.

Table listing prices for various types of chocolate and other confectionery.

Table listing prices for various types of canned goods and other products.

Table listing prices for Chicory, Cocoa, and Cigars.

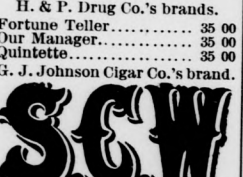


Table listing prices for various types of cigars and tobacco.

Table listing prices for various types of coffee and other beverages.

Table listing prices for various types of raisins and other dried fruits.

Table listing prices for various types of coffee and other products.

Table listing prices for various types of coffee and other products.

Table listing prices for various types of coffee and other products.

PACKAGE COFFEE.

Below are given New York prices on package coffees, to which the wholesale dealer adds the local freight from New York to buyers shipping point, giving buyer credit on the invoice for the amount of freight he pays from the market, in which he purchases to his shipping point. These prices are further subject to manufacturer's regular rebate of 75c per 100 lbs.

Table listing prices for various types of package coffee and other products.

Table listing prices for various types of condensed milk and other products.

Table listing prices for various types of coupon books and other products.

Table listing prices for various types of cream tartar and other products.

Table listing prices for various types of dried fruits and other products.

Table listing prices for various types of raisins and other products.

Table listing prices for various types of dried fruits and other products.

Table listing prices for various types of farinaceous goods and other products.

Farina

Table listing prices for various types of farina and other products.



Table listing prices for various types of wheat and other products.

Table listing prices for various types of rolled oats and other products.

Table listing prices for various types of tapioca and other products.

Table listing prices for various types of flour and other products.

Table listing prices for various types of flour and other products.

Table listing prices for various types of flour and other products.

Table listing prices for various types of flour and other products.

Table listing prices for various types of flour and other products.

MATCHES

Table listing prices for various types of matches and other products.

Table listing prices for various types of molasses and other products.

Table listing prices for various types of mustard and other products.

Table listing prices for various types of pickles and other products.

Table listing prices for various types of rice and other products.

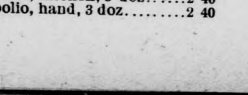
Table listing prices for various types of imported goods and other products.

Table listing prices for various types of saleratus and other products.

Table listing prices for various types of salt and other products.

Table listing prices for various types of soap and other products.

Table listing prices for various types of soap and other products.



SALT FISH

Table listing salt fish items such as Georges cured, Georges genuine, and Grand Bank strips or dricks.

Halibut

Table listing halibut items like Strips and Chunks.

Herring

Table listing herring items such as Holland white hoops, Round 100 lbs, and Mackerel.

Mackerel

Table listing mackerel items like Mess 100 lbs, Mess 40 lbs, and No. 1 100 lbs.

Trout

Table listing trout items like No. 1 100 lbs, No. 1 40 lbs, and No. 1 10 lbs.

Whitefish

Table listing whitefish items like No. 1 No. 2 Fam, 100 lbs, and 40 lbs.

SEEDS

Table listing various seeds such as Anise, Canary, Caraway, and Celery.

SNUFF

Table listing snuff items like Scotch, in blades, and Macaboy, in jars.

SODA

Table listing soda items like Boxes and Kegs, English.

SPICES

Table listing various spices such as Allspice, Cassia, and Cloves.

Pure Ground in Bulk

Table listing pure ground items like Allspice, Cassia, and Cloves.

STARCH

Table listing starch items like Kingsford's Corn, Kingsford's Silver Gloss, and Common Corn.



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...

Table listing various sugar items like Domino, Crushed, Powdered, and Mop Sticks.

SYRUPS

Table listing syrups such as Barrels, Half bbls, and Pure Cane.

TABLE SAUCES

Table listing table sauces like Lea & Perrin's Sauce, Worcestershire, and Tea.

TEA

Table listing various tea items like Sundried, medium, and Regular, medium.

Gunpowder

Table listing gunpowder items like Moyune, choice, and Moyune, fancy.

Young Hyson

Table listing young hyson items like Choice and Fancy.

Oolong

Table listing oolong items like Formosa, fancy, and Amoy, medium.

English Breakfast

Table listing English breakfast items like Medium, choice, and Fancy.

India

Table listing Indian items like Ceylon, choice, and Fancy.

TOBACCO

Table listing tobacco items like Scotten Tobacco Co.'s Brands, Sweet Chunk plug, and Cadillac fine cut.

VINEGAR

Table listing vinegar items like Malt White Wine, 40 grain, and Pure Cider, Red Star.

WASHING POWDER

Table listing washing powder items like Rub-No-More, No. 1, per gross, and No. 2, per gross.

WOODENWARE

Table listing woodenware items like Bushels, wide band, Market, and Willow Clothes.

Butter Plates

Table listing butter plates items like No. 1 Oval, 250 in crate, and No. 2 Oval, 250 in crate.

Clothes Pins

Table listing clothes pins items like Trojan spring, Eclipse patent spring, and No. 2 patent brush holder.

Mop Sticks

Table listing mop sticks items like 2-hoop Standard, 3-hoop Standard, and 2-wire, Cable.

Pails

Table listing pails items like Cedar, all red, brass bound, Paper, Eureka, and Fibre.

Wash Boards

Table listing wash boards items like Bronze Glaze, Dewey, Double Acme, and Single Acme.

Wood Bowls

Table listing wood bowls items like 11 in. Butter, 13 in. Butter, and 15 in. Butter.

YEAST CAKE

Table listing yeast cake items like Yeast Foam, 1/2 doz, and Yeast Cre m, 3 doz.

Crackers

Table listing crackers items like The National Biscuit Co., Seymour, and New York Family.

Soda

Table listing soda items like Soda XXX, Soda, City, and Long Island Wafers.

Oyster

Table listing oyster items like Faust, Farina, and Extra Farina.

Sweet Goods-Boxes

Table listing sweet goods items like Assorted Cake, Belle Rose, and Bent's Water.

Animals

Table listing animal items like Assorted Cake, Belle Rose, and Bent's Water.

Wool

Table listing wool items like Washed, fine, and Washed, medium.

Fresh Fish

Table listing fresh fish items like White fish, Trout, and Black Bass.

Grains and Feedstuffs

Wheat

Table listing wheat items like Patents, Second Patent, and Straight.

Wheat Flour

Table listing wheat flour items like Ball-Barnhart-Putman's Brand, Diamond 1/8s, and Diamond 1/4s.

Spring Wheat Flour

Table listing spring wheat flour items like Clark-Jewell-Wells Co.'s Brand, Pillsbury's Best 1/8s, and Pillsbury's Best 1/4s.

Meal

Table listing meal items like Baked, and Granulated.

Feed and Millstuffs

Table listing feed and millstuffs items like St. Car Feed, screened, and No. 1 Corn and Oats.

Corn

Table listing corn items like Corn, ear lots, and Less than ear lots.

Oats

Table listing oats items like Car lots, clipped, and Less than car lots.

Hay

Table listing hay items like No. 1 Timothy car lots, and No. 1 Timothy ton lots.

Hides and Pelts

Table listing hides and pelts items like Bologna, Liver, and Frankfort.

Beef

Table listing beef items like Extra Mess., Boneless, and Rump.

Pigs' Feet

Table listing pigs' feet items like Kits, 15 lbs, and 1/4 bbls., 40 lbs.

Tripe

Table listing tripe items like Kits, 15 lbs, and 1/4 bbls., 40 lbs.

Casings

Table listing casings items like Pork, Beef rounds, and Beef middles.

Butterine

Table listing butterine items like Rolls, dairy, and Solid, dairy.

Canned Meats

Table listing canned meats items like Corned beef, 2 lb, and Corned beef, 14 lb.

Fresh Meats

Beef

Table listing beef items like Carcass, Forequarters, and Hindquarters.

Pork

Table listing pork items like Dressed, Loins, and Boston Butts.

Mutton

Table listing mutton items like Carcass and Spring Lambs.

Veal

Table listing veal items like Carcass.

Dry Salt Meats

Table listing dry salt meats items like Bellies, Briskets, and Extra shorts.

Smoked Meats

Table listing smoked meats items like Hams, 12 lb. average, and Hams, 14 lb. average.

Lards-In Tierces

Table listing lards items like Compound, Kettle, and Vegetable.

Sausages

Table listing sausages items like Bologna, Liver, and Frankfort.

Fruits

Table listing fruits items like Fancy Navels, Extra Choice, and Late Valencias.

Oranges

Table listing oranges items like Fancy Navels, Extra Choice, and Late Valencias.

Fig

Table listing fig items like California, Fancy, and Cal. pkg, 10 lb. boxes.

Bananas

Table listing bananas items like Medium bunches, and Large bunches.

Foreign Dried Fruits

Table listing foreign dried fruits items like California, Fancy, and Cal. pkg, 10 lb. boxes.

Nuts

Table listing nuts items like Almonds, Tarragona, and Almonds, California.

Candies

Stick Candy

Table listing stick candy items like Standard, Standard H. H., and Standard Twist.

Mixed Candy

Table listing mixed candy items like Grocers, Competition, and Special.

Fancy-In Bulk

Table listing fancy items like San Blas Goodies, Lozenges, plain, and Lozenges, printed.

Barreled Pork

Table listing barreled pork items like Mess., Back, and Clear back.

Dry Salt Meats

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PRODUCE IN CHICAGO.

Condition of the Market on Various Staples.

Chicago, July 16—March and April stock of eggs put in the coolers in good condition has advanced in value recently. The amount in storage is going to be less than last year and while two weeks ago 12½c would buy April stock, it can not be purchased to-day for less than 13@13½c, purchaser to pay full storage.

All eggs are losing very heavily. Stock from Wisconsin and Minnesota, which is looked upon as very good, will lose as high as seven dozen to the case. Very few of the summer eggs are going into the coolers, and that is why the holdings will be less this season. By Aug. 1 a fairly correct report can be had from the cooler managers, as to the amount of stock in store.

Saturday a car of candled Iowa stock, ready for the cooler, was offered for 12c without any takers. During the week the price of first in fresh and loss off eggs was advanced ½c, making the first in fresh 12c.

This means that 85 per cent. of the stock must be fresh laid, and at this season it is almost impossible to get the trade. In fact, not for three weeks has there been a sale of first in fresh made on the board. Loss off stock is 11c, and dealers agree on the loss before candling. The consumption of eggs has fallen off very materially.

Georgia watermelons weighing 40 pounds, red and sweet, are in abundance. Receipts are better and prices lower. The 40-pound average will not bring over \$27 a hundred. Texas and Arkansas as well as Mississippi melons are on the market. Next week the Missouri melons will move. The first car is scheduled to arrive the 20th. The freight is so much less from Missouri that prices will be lower.

Friday another car of the Arizona canteloupes, known as the Khakis, arrived by express. This car was a trifle riper than the one earlier in the week, which brought \$1.40. These went rapidly at \$4.50 per crate and there were shipping orders for more than half the car.

For a month there has been a terrible drought in the Salt River Valley, and so low has been the water for irrigation that the canteloupe growers have been forced to borrow from the orange growers, and now the orange growers threaten to shut down on the water. This condition may cut the melon crop short, but it will not affect the delicious flavor. Georgia canteloupes are next best to those from Arizona. The Arizona supply will be exhausted by July 25.

Butter is weaker, 18½c being the very top for fancy extras. There is quite a lot of butter which will grade 93 points, the amount necessary to pass board inspection, which can be had for 18¼c. The shipments show heat and make it considerably off. Flies are beginning to bother the cows, and in the Elgin district the fall cows are going dry.

The make will decrease right along now and the quality will also grow worse. Lower grades feel the drop in extras and packing stock, which was firm last week at 14½c, is sold freely this week at 14c. Receipts are considerably lighter.

Never before have the coolers of this city at this time had quite so much dressed poultry in stock as at present. Fully 15,000 boxes of frozen broilers will be carried over for next season, and these cost in the coolers, including storage, about 12½c a pound and for two months have been sold as low as 11c. The season for packing frozen broilers will be here soon, and as reports show the country has about 25 per cent. more poultry than it had last year, it is hard to tell what the fate of these broilers carried over will be.

Some of the finest tom and hen turkeys are still in the coolers, and recently half a dozen carloads have been shipped to the New England States to be consumed by summer boarders. The stock is very fine and will make a small

profit for the holders, while roasting chickens and frozen broilers are very slow. Frozen stock has been almost at a standstill, except the broilers, which have moved at a loss, and the Keokuk man who sold 90,000 lbs. of broilers four months ago to heavy dealers here at a profit feels as though he was a lucky man.

Mention was made recently of the large amount of dirties and checks which Armour & Co. have purchased this season for the purpose of canning. The matter seems to be rather a tender spot, as the big corporation does not want the outside world to know what it is doing.

Ten years ago M. Gray & Co., old-time commission men on the Street, still in business, conceived the idea of going into the industry of canning eggs. For a long time they had things to themselves, but of late years heavy firms, like Armour, and other big houses, have taken the matter up until there is no money in it, as compared with what there was years ago.

Cheese is some better than it has been for the past week. There was quite an export demand some time ago, but it has dropped off. The product in Wisconsin and in Canada, as well as New York, is said to be so large that there will be a surplus over the ordinary demand.

Values have been so high that conservative buyers have been unable to see a speculative profit, and the summer depression will cause much accumulation in the cold storage. The tendency abroad is a little lower, and while it was expected that the trend would be considerably downward, there is a trifle better feeling at this writing.

The local cheese board is banking on a good deal of business and becoming quite popular although less than three months old. Young Americas are held for 10¼c, with 10c bid. New twins and cheddars are 9½c.

How a Woman Started a Flourishing Industry.

From the Indianapolis News.

"Do you know," said a manufacturer, "that Indianapolis is the greatest sunbonnet manufacturing city in the world?"

The rise of the sunbonnet as an article of extensive wholesale manufacture was accidental and sudden. Ten years ago there were no manufacturers of sunbonnets in this country, so far as known. Sunbonnets were then and had been in use for scores of years, especially the old-fashioned Quaker gingham bonnet. Each community furnished its own supply—every woman made her own bonnet.

It had not occurred to any one that there would be profit in making them by the dozen, or hundreds of dozens. But that thought came to Mrs. M. L. Roberts of West Indianapolis.

A sunbonnet that Mrs. Roberts made for herself attracted the attention of a neighbor. It was not elaborate. It was simply made, but natty, and the tastiness of it added practically nothing to its cost. Would Mrs. Roberts make one for her? She would. She did. That started the trouble. There were other neighbors and friends. Bonnets had to be made by the dozen. Perhaps other women in the city would be glad to get such bonnets? The large retail stores were visited and trial orders were obtained. These orders were soon duplicated. Perhaps there would be a sale of them in Chicago, in Louisville and St. Louis? There was.

Once they were sampled there was too much of a demand for them. Three or four days after there had been a shipment of 100 dozen would come the order, "Ship another 100 dozen at once." Mrs. Roberts had converted sitting room, dining room and bed room into sewing rooms but the facilities were overtaxed. Part of the large barn was remodeled and fitted up with sewing machines, cutting tables, etc., but there was no catching up with orders. The large customers seeing that the demand could not be supplied in this way, started to manufacture their own sunbonnets. Sunbonnets were not patented, and there

was nothing to prohibit anybody from making even Mrs. Roberts' pattern of them.

As one large factory after another was started with unlimited capital behind it, Mrs. Roberts saw that it was useless to try to compete in the making of the popular cheap bonnet, and immediately set to work to manufacture the better and more expensive kinds and began the making of sun hats. Competition was headed off this time by the securing of a patent in a simple device which enabled the hat and bonnet to be taken apart to be washed and be easily put together again and appear as new.

There is a church bell in Salt Lake City, Utah, which seems to have a peculiar effect on dogs. On Sunday morning, as soon as the bell begins to ring, the canines within hearing distance start in single file for the church, in front of which they keep up a howling chorus until the bell stops ringing. No other bell in the city has the same effect.

YUSEA MANTLES.

We are the distributing agents for this part of the State for the Mantle that is making such a stir in the world.

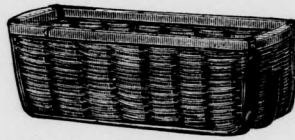
It gives 100 candle power, is made of a little coarser mesh and is more durable.

Sells for 50 cents.

Will outwear three ordinary mantles and gives more light.

GRAND RAPIDS GAS LIGHT CO., Grand Rapids, Mich.

Balloo Baskets Are Best



Is conceded. Uncle Sam knows it and uses them by the thousand.

We make all kinds.

Market Baskets, Bushel Baskets, Bamboo Delivery Baskets, Splint Delivery Baskets, Clothes Baskets, Potato Baskets, Coal Baskets, Lunch Baskets, Display Baskets, Waste Baskets, Meat Baskets, Laundry Baskets, Baker Baskets, Truck Baskets.

Send for catalogue.

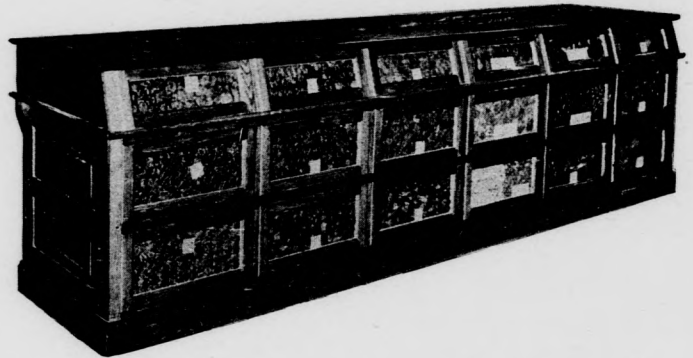
BALLOO BASKET WORKS, Belding, Mich

For anything in the line of Steam Heating, Hot Water Heating, Hot Air Heating, Plumbing or Sheet Metal Work of Galvanized Iron, Black Iron, Tin, Zinc or Copper, write your wants and you will receive full information; also as pertaining to Mantels, Grates, Tiling, Gas and Electric fixtures. Largest concern and best show rooms in the State.

==Weatherly & Pulte==

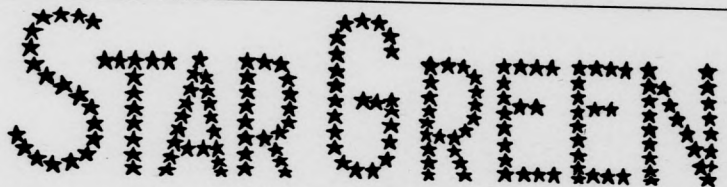
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Grand Rapids, Michigan



Manufacturers of all kinds of interior finish, counters, show cases, grills, fret-work, mantels, stair work, desks, office fixtures, church work, sash and doors. Write for prices and estimates to the

McGraft Lumber Co., Muskegon, Michigan



50 CIGAR SOLD BY ALL JOBBERS

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

How a Street Urchin Was Helped to a Position.
Written for the Tradesman.

"Please, Mister, you got any work I can do?"

The questioner was a ragged little fellow who bore upon his face and person the unmistakable stamp of the gamin. It was far from being an evil face, however, that gazed eagerly up into mine as if to read there a reply before words could frame one. It was not the apparent poverty of the boy that caught my attention, but the wistful eagerness and yet hopelessness of his expression. His sharp, searching eyes caught the thought that must have shown itself in my face, for he exclaimed quickly, "Please, sir, don't tell me what all the rest uv 'em has, I can't stand it no more. These is the best clothes I've got. If I had better ones I sure would a put 'em on. They ain't much, that's sure; but don't ye think they'd do if ye'd give me a job where I wouldn't be saw much? As soon's I earn some money I'd buy a decent suit."

His eyes, as he spoke, lost their hopeless look and his pinched little face took on an expression of beauty that surprised me. I was interested in spite of myself.

"Suppose we go over in the corner yonder and sit down," I said, "then you can tell me more about yourself."

I thought that to learn his history, short as it was, I might have to question him, so I began by asking where he lived.

"Down on the flats right under the Fourteenth street veaduck."

"Do you live with your parents?"

"Yes, sir, I live with dad."

"Is your mother living?"

"Yes, sir; but she don't live with us. There's another woman does, though, an' she's cruel to me—she beats me just awful sometimes. She ain't got no right to neither, 'cause she ain't married to dad—she just keeps house for him."

I saw that I was treading upon dangerous ground; but, being thoroughly interested now in the wretched little fellow, I continued:

"I don't suppose your stepmother beats you when you're a good boy?"

"Oh, yes, she does though. She beats me when I won't 'rush the can' for her. She's drunk 'most all the time—an' dad is, too; but he don't never tech me. He's good to me."

"Have you ever done anything to support yourself?"

"Oh, yes, sir; I've always sold papers and shined shoes ever sence I was 7 years old."

"How old are you now?"

"I'm most 14."

"What put it into your head to want a place as cash boy in a dry goods store—you know the pay is very small?"

"Yes, sir, but I'd be decent if I wuz a cash boy. A bootblack ain't never decent, an' he don't never get no higher. If I wuz a good cash boy I'd have a chance to work up, an' some day I might even git to be a clerk!"

I smiled at this last statement and could not help wondering, if the time should come when this ragged little bootblack had grown up into a dry goods clerk, if he would then think he had reached the acme of bliss.

"What is your name?"

"Earl Berry, sir."

"Well, Earl, I'll give you a job; but you will have to promise me that you will attend the night school in your district."

"Why, that's what I have been a doin' right along, sir."

"I'm very glad to hear that," I replied. "Keep at it. Don't let yourself get discouraged. Learn all you can, then if an advance should be offered you would be ready to take it. Now about your clothes; I guess you had better come along with me to the clothing department and let me get you a suit and a few other things that you need most."

"Oh, sir, I'd ruther not git 'em till I have the money enough earned to pay for 'em."

"Well, my boy, that's all right; but you're not going to pay for these. I'm going to buy them for you and make you a present of them. I am an old bachelor, you see, but I like boys if they are the right sort, and I think you are. I shall be greatly disappointed if you're not. Of course, if I had a boy of my own I'd have to spend my surplus cash on him; but, as I haven't, you shouldn't kick if I spend a few dollars to make you look 'decent.' When you grow up and are earning a fair salary you can repay me by doing the same thing for some other boy."

The little fellow looked at me in a peculiar sort of way, as if he scarcely understood, then he said, "Say, Mister, I wouldn't a thought ye was that sort of a chap. I passed here more'n six times b'fore I dared come in an' ask ye for a job. I saw ye a standin' front uv the doorway an' ye looked so sort uv high an' mighty an' proud that I felt sure ye'd tell me to git right out. I asked two other fellers what has jobs like yourn an' they both said they 'didn't hire no street Arabs to run their cash.' They wasn't slow 'bout tellin' me to git out, neither. I 'most made up my mind that I wa'n't fit fer nothin' but blackin' shoes; but I'm awful glad now that I didn't."

"Well, if you prove to be the right sort of boy I shall be glad also," I replied.

When he came out of the furnishings department rigged out in a neat blue serge suit with cap to match he couldn't conceal his delight. He didn't try to offer any thanks, but his thin little face, all lighted up with smiles and pride and satisfaction, was a pleasanter sight to behold than a thousand words of thanks would have been to hear.

He has proved himself more than worthy of any little kindness that I have shown him; and after a year's work as a regular cash boy he was selected by the superintendent, three weeks ago, as office boy. In his new position he is proving invaluable. I marvel at his faithfulness in the performance of his daily duties, at his honesty and steadfastness of purpose, in face of the evil home influences by which he is surrounded. I shall watch his future career with a great deal of interest and shall earnestly hope for his ultimate success.
Mac Allan.

A physician connected with the health department in Chicago has provided for himself and family a noise-proof house as a protection against the street dins, which persist despite the recently announced intention to enforce the anti-noise ordinance. The doctor's problem was to exclude the noises while admitting the air, and he solved it, he says, by stuffing all the cracks about the doors and windows with strips of rubber, perforated with zigzag holes. Through this the air is admitted, while the noise, it is said, is softened or completely deadened, the sound waves dying out in repeated reflections in the crooked passages.

The More They Bite 

the greater need is there to have a good stock of fly nets on hand.

Fly time is here. If you have not all the nets and lap robes you want, talk to us over the 'phone and we will make it easy for you to get what you want.

BROWN & SEHLER
Grand Rapids, Mich.

Our line of
WORLD Bicycles for 1900



Is more complete and attractive than ever before. We are not in the Trust. We want good agents everywhere.


ARNOLD, SCHWINN & CO.,
Makers, Chicago, Ill.

Adams & Hart, Michigan Sales Agents,
Grand Rapids, Mich.

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

The Oldest and Largest Manufacturers of

PURE, HIGH GRADE
Cocoas and Chocolates



Trade-Mark.

ON THIS CONTINENT.

Their preparations are put up in conformity to the Pure-Food Laws of all the States.

Grocers will find them in the long run the most profitable to handle, as they are absolutely pure and of uniform quality.

The above trade-mark on every package.

Walter Baker & Co. Ltd.
Established 1780. DORCHESTER, MASS.

Paris Green Labels

The Paris Green season is at hand and those dealers who break bulk must label their packages according to law. We are prepared to furnish labels which meet the requirements of the law, as follows:

100 labels, 25 cents
200 labels, 40 cents
500 labels, 75 cents
1000 labels, \$1.00

Labels sent postage prepaid where cash accompanies order. Orders can be sent through any jobbing house at the Grand Rapids market.

Tradesman Company,
Grand Rapids, Mich.

Established 1868.

Coal Tar

We are prepared to furnish the best coal tar in 50 gallon barrels at a price which will insure the trade a nice margin. Car lots for the Tar Sidewalk trade at right prices.

H. M. REYNOLDS & SON, Grand Rapids

WORLD'S BEST

S.C.W.

50. CIGAR. ALL JOBBERS AND
G.J. JOHNSON CIGAR CO.
GRAND RAPIDS, MICH.

LUCK IN A BLUNDER.

How a Telegrapher's Mistake Saved a Bank From Ruin.

From the Milwaukee Wisconsin.

This is the story of how a bank was saved through the mistake of a telegraph operator, a mistake that was not discovered for several months. The bank is the Bank of Cumberland. The hero was Judge Pereles. Therefore the story is true.

It was during the panicky days of that memorable period in 1893 when the bank without a run on it was the exception. Cumberland is a small town and the Bank of Cumberland a small bank. Judge Pereles and several other Milwaukeeans have interests in Cumberland and so one day he was not surprised to receive a message bidding him send from \$100 to \$500 to the cashier without delay. There was excitement in the town, for there was a run on the bank.

With that calm, judicial deliberation that has marked his career upon the bench Judge Pereles reasoned that \$500 would not go far toward staying a run, and so he drew his check for triple that amount, forwarded the money by express and then despatched a telegram to the cashier telling him that \$1,500 was on the way to help relieve the pressure.

There was more excitement in Cumberland when that message was received than on the day when the express wagon tore up Second street with the box of gold that came from Chicago to the relief of the Plankinton Bank. The eyes of the populace nearly popped out of the populace's head when they rested on the telegram so conspicuously posted on the window in front of the bank. Thus read the telegram: "Have just sent you \$15,000 to help you out. If you need more wire at once. James Madison Pereles."

It is suspected that the sudden change in the direction and the remarkable increase in the velocity of the wind on that particular day were due to the vacuum caused by the gasp of astonishment that the populace gave when it saw the figures. The amount was probably greater than the entire capital of any concern in Cumberland, and there was the invitation to send for more to this Milwaukee Croesus if necessary. But it did the business. The run on the bank was a thing of the past. Once while in New York Judge Pereles told the story, and for some months the tale of how \$1,500 saved a bank was the joke of New York banking circles.

In times of great excitement the credulity of the public generally seems to be increased in proportion as the pulses quicken, and trivial incidents go far toward relieving pressure upon banks. This is true bank story No. 2, with the scenes slightly shifted. Judge Pereles still remains the hero, while the bank is the Merchants' Exchange.

One of the timid clients of Nathan Pereles & Sons became infected with the panic germ and insisted upon the firm storing for him \$5,000 in gold that he had left with it on investment. It was a case where argument failed entirely, and so, with much trepidation, Judge Pereles was obliged to seek the bank where the money was deposited and make the demand for \$5,000 in gold. There were execrations when the bank officials learned of the demand. They could not be convinced of the client tale; they were suspicious, for it was an era of suspicion. Finally the money came forth.

Two messengers accompanied Judge Pereles, then just an ordinary lawyer, as he walked off with the pile of gold. It seemed as if every eye was on that innocent-looking satchel, and it seemed an awfully long way to the office. Finally it was reached.

Then the Pereles brothers held a consultation. There was the liability of burglars, and it was decided to rent a safety deposit vault and store the gold. The two brothers posted off with the gold between them, heading for the Merchants' Exchange Bank. It wasn't very far, but the gold seemed awfully heavy.

"There's a run on Nunnemacher's Bank," said one, as they passed across Wisconsin street.

The statement was true. There was an excited crowd outside the teller's window, anxious to withdraw deposits. In through the front door went the Pereles brothers. The late Bradley Schley was there and he espied the brothers.

"Hello! What have you got there, a satchel full of gold?"

"Yes," replied Judge Pereles, with a smile taking up the sally.

"Well," replied Schley, "this bank's all right with the Pereles brothers bringing gold to it."

The statement was loud enough for nearly every one to hear. There was a sudden check in the rush for the teller's window. People in the crowd paused, and then, noticing the bag of gold disappear into the private offices, hesitated, then turned away. The \$5,000 in gold was snugly stored away in a safety deposit box, where no depositor could have got it with a crowbar.

Hides, Pelts, Tallow and Wool.

The hide market is weak, with a downward tendency. Light stock, particularly, shows more decline than heavy. Tanners seem to be well supplied, and will only purchase as wanted, and even then except as price is shaded.

Pelts are slow sale and at the decline are not greatly desired.

Tallow is steady with No. 1 in good demand, especially edible. Soaper's stock is in large supply.

Wool is flat on its back, with not enough strength to look up, as the sick man was obliged to do. Sales were never more sluggish and uncertain or less in volume. The stuff seems to have no value as a necessary commodity. It is governed entirely by the London market, which is dormant on account of Eastern troubles affecting the money market and paralyzing trade. There are no bright spots in sight.

Wm. T. Hess.

Newaygo in Line on Organization.

Newaygo, July 16—The Newaygo Business Men's Association held a meeting at the Court House last Thursday evening, at which a permanent organization was formed for the purpose of the upbuilding of the business interests of Newaygo. This meeting was called for the purpose of settling up the affairs of the celebration and getting things in shape for the placing of the Association on a new and firmer basis than heretofore. A large number of the representative business men of the town were present and great interest was manifested by all. Officers were elected as follows:

President—B. T. Becker.
Secretary—E. O. Shaw.
Treasurer—M. F. Hatch.

The membership fee and yearly dues were placed at the very modest sum of \$1 each. For the present, weekly meetings will be held at the Court House, Thursday evening being decided upon as the most favorable one of the week for all concerned.

Trying to Profit by Another's Name.

Wm. A. Prandergast, Secretary of the National Association of Credit Men, writes as follows:

Information has been placed before this office to the effect that dunning circulars are being sent to merchants throughout the country by a concern calling itself the National Credit Men's Association and the similarity between this name and the title of the National Association of Credit Men has caused some of the recipients of these circulars to believe that the latter came from us.

We therefore desire to make it known, as emphatically as possible, that the National Association of Credit Men is not a collection agency, and conducts no collection department, and that we do not know of, and have absolutely no connection with the concern (whose circular does not contain any specified address, but bears upon it the name of thirty-three (33) cities calling themselves the National Credit Men's Association.

Deadly Character of Formalin, the Milk Preservative.

Chief Milk Inspector Gardy of Chicago says:

Formalin, the chemical used in milk preservatives, will kill a cat. What will it do to a child? Kittens and guinea pigs have been experimented on with the milk preservatives and the effect upon them has been as fatal, even if not as speedy, as a blow from a heavy club. Many of these "preservative" sellers declare that their compounds are harmless; absolutely non-injurious. I wished to give them a chance to prove the truth of their statements and so we instituted a series of experiments which have now lasted several weeks. Take two kittens, for instance—two healthy cats of the same age and size. We would feed one kitten on pure milk and the other on milk that had been doctored with preparations of formalin. The result was invariably the same. The kitten that was fed on pure milk grew fat and hearty; the other kitten began to droop, languish and lose strength. Soon it would fall sick; in two or three weeks it would die. Now then, again I say, if the stuff has that effect on cats, what will it do to children? Guinea pigs have also been treated the same way and the results have been identical.

We are trying to get these fellows, but it is a hard job. I can not see how a man with one spark of humanity in his nature can pour poison into the milk intended for little children, but they keep on doing it and it is no easy matter to catch them. The question of the percentage of butter fat in milk and such chemical problems fade into insignificance beside the thought of deliberate poisoning of innumerable children—at least in my opinion—and so we are doing what we can to check the evil. The milk and cream adulterated is usually of the highest grade—the kind that will not keep long and which the dealers hate to lose. Some of the "doctoring" is done out on the farms, some here in the city. A few drops of formalin preservative can be put in an 8 gallon can of milk, the can may be set in the sun, and the milk will be as fresh in three weeks as it was the day it was brought to town. The formalin, therefore, is a great money saver to the milkmen, but it is even greater and more successful as a life-destroyer.

All kinds of milk preservatives are dangerous to health, in spite of the declarations of healthfulness by the manufacturers. Babies and older children are particularly liable to injury, as they use large quantities of milk.

It will take many years, in the progress of civilization, for Christi nations to kill all the bad Chinamen there are in China and make them good.

Business Wants

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 payments.

BUSINESS CHANCES.

WANTED—A FLOURING AND FEED mill at South Lyons, Mich. The right man would receive encouragement; correspondence solicited. Address South Lyon Banking Co. 439

FOR SALE OR EXCHANGE FOR STOCK OF goods—lumber yard and planing mill in Central Michigan; doing a good business; a bargain for some one. Address No. 440, care Michigan Tradesman. 440

AN EXCELLENT OPPORTUNITY TO BUY or rent a good meat market; town of 6,000 inhabitants; owner wishes to retire; doing a profitable business. Further particulars write A. R. Hensler, Battle Creek. 445

HOUSE AND FIVE LOTS, REED CITY, Mich., for sale or exchange for Traverse City, Mich., property. Address W. T. Roxburgh, Traverse City, Mich. 443

DRUG STORE COMBINED WITH SMALL grocery stock for sale; doing a fine cash business; only drug store; splendid farming country; large territory; good corner location; rent low; best business in village; investigate for yourself. Reason for selling, other business. Address No. 433, care Michigan Tradesman. 433

GOOD DRUG STOCK NEAR MUSKEGON for sale or trade. Write quick. R. E. Hardy, 294 Concord Ave., Detroit. 391

FOR SALE—A FIRST-CLASS MEAT MARKET with a growing trade, in a charming town, at a bargain, as owners have other business and will sell at a discount. For information, address A. B. Hoyt, Bellevue, Mich. 432

DRUG STOCK FOR SALE—NICE, CLEAN stock; good live town of 450; no competition; good farming country; no cut prices; cheap rent; stock inventories about \$3,000; cash business last year \$6,000; snap for some one; will bear close investigation. Reason for selling, poor health. Address Druggist, care Michigan Tradesman. 430

FOR SALE—JEWELRY STOCK AND FIXTURES; location the best; cheap rent; population of city, 4,000. Address D., care Michigan Tradesman. 429

FOR SALE—GROCERY STOCK AND FIXTURES; also meat market, \$800; trade established; best town in Northern Michigan. Address 620 Grove St., Petoskey, Mich. 428

BRANCH STORE FOR SALE. CLEAN stock, postoffice and no competition; nice building; rent cheap; dwelling and store fixtures included. J. A. Pettit, North Star, Mich. 427

FOR SALE—WATER WORKS PLANT AND franchise in Northern Michigan. Write for particulars to D. Reeder, Lake City, Mich. 424

FOR SALE—HARDWARE, AGRICULTURAL implement and furniture stock and buildings; or will sell stock and rent buildings on reasonable terms. Address No. 423, care Michigan Tradesman. 423

FOR SALE—STOCK OF BOOTS, SHOES, rubber goods, gloves, hosiery and groceries; a good bargain for some one with cash; no trades. Write H. W. Clark, Portland, Mich. 416

FOR SALE—THE STOCK, FIXTURES AND good will of prosperous dry goods and millinery business in Michigan town of 4,500; sales \$35,000; stock \$10,000; splendid opportunity for live man. Address Bergain, care Michigan Tradesman. 438

FOR SALE DIRT CHEAP—SMALL STOCK of groceries and extra good fixtures; best location in Evart; 1,500 population; sixty foot room. Mills Bros. 437

FOR SALE—GROCERY AND MEAT MARKET in live town of 2,000 inhabitants in Northern Michigan. Other business. Address No. 422, care Michigan Tradesman. 422

FOR SALE OR EXCHANGE FOR GENERAL Stock of Merchandise—Two 80 acre farms; also double store building. Good trading point. Address No. 388, care Michigan Tradesman. 388

FOR SALE—BEST ARRANGED GENERAL store in Northern Indiana. Stock will inventory \$3,000. Can be reduced to suit purchaser. Will sell or rent store room and dwelling. No trades considered. Call on or address O. C. Himes, Cedar, Ind. 381

TO RENT—THE BRICK STORE AND basement in the Wurzburg Block, 118 Front St., Traverse City, Mich. Positively the best business location in the city. Size of store, 27 x 100 feet. Steam heat and artesian water. For further particulars call on or address Peter Wurzburg, Traverse City, Mich. 380

STORE TO RENT IN CADILLAC; centrally located; formerly used for drug store, later for grocery store. Dr. John Leeson. 377

HOTEL AND BARN TO EXCHANGE FOR merchandise; twenty-five rooms in hotel; resort region; a money-making investment. Address No. 318, care Michigan Tradesman. 318

FOR SALE—THE HASTINGS DRUG STORE at Sparta. One of the best known drug stores in Kent county; established twenty-six years; doing a prosperous business; brick building; central corner location; reasonable rent; long lease; belongs to an estate; must be sold. M. N. Ballard, Administrator, Sparta, or M. H. Walker, Houseman Building, Grand Rapids, Mich. 322

FOR SALE CHEAP—\$33,000 GENERAL stock of hardware, farm implements, wagons, buggies, cutters, harnesses, in good town and good farming country. Reason for selling other business. Address No. 320, care Michigan Tradesman. 320

FOR SALE—GENERAL STOCK, LOCATED at good country trading point. Stock and fixtures will inventory about \$2,000; rent reasonable; good place to handle produce. Will sell stock complete or separate any branch of it. Address No. 292, care Michigan Tradesman. 292

PARTIES HAVING STOCKS OF GOODS of any kind, farm or city property or manufacturing plants, that they wish to sell or exchange, write us for our free 24-page catalogue of real estate and business chances. The Derby & Cheate Real Estate Co., Lansing, Mich. 259

FOR SALE—FLOUR AND FEED MILL—full roller process—in a splendid location. Great bargain, easy terms. Address No. 227, care Michigan Tradesman. 227

FOR SALE CHEAP—\$3,000 GENERAL stock and building. Address No. 240, care Michigan Tradesman. 240

MISCELLANEOUS.

WANTED—SINGLE MAN FOR COUNTRY store. Best of references required as to honesty and habits. Address No. 441, care Michigan Tradesman. 441

WANTED—POSITION BY A SCANDINAVIAN druggist. Speaks Swedish and Finnish languages; ten years' experience five in this country; Upper Peninsula preferred. Address L., care Michigan Tradesman. 442

REGISTERED PHARMACIST WISHES steady position. Address No. 444, care Michigan Tradesman. 444

WANTED—ABLE-BODIED UNMARRIED men for United States army; age 18 to 35. Recruits for Philippines especially desired. Address Recruiting Officer, Grand Rapids, Mich. 434

WANTED—SITUATION BY YOUNG MAN; experienced stenographer; best of references. Address H. Overpack, Manistee, Mich. 431

MICA AXLE GREASE

has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a common saying that "Only one-half as much Mica is required for satisfactory lubrication as of any other axle grease," so that Mica is not only the best axle grease on the market but the most economical as well. Ask your dealer to show you Mica in the new white and blue tin packages.

ILLUMINATING AND LUBRICATING OILS

**WATER WHITE HEADLIGHT OIL IS THE
STANDARD THE WORLD OVER**

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

STANDARD OIL CO.

Place your Business on a Cash Basis

By abandoning the time-cursed credit system with its losses and annoyance, and substituting therefor the COUPON BOOK SYSTEM. Among the manifest advantages of the coupon book plan are the following:

- No Chance for Misunderstanding.
- No Forgotten Charge.
- No Poor Accounts.
- No Book-keeping.
- No Disputing of Accounts.
- No Overrunning of Accounts.
- No Loss of time.

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

**Tradesman Company,
Grand Rapids.**

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President, C. E. WALKER, Bay City; Vice-President, J. H. HOPKINS, Ypsilanti; Secretary, E. A. STOWE, Grand Rapids; Treasurer, J. F. TATMAN, Clare.

Grand Rapids Retail Grocers' Association
President, FRANK J. DYK; Secretary, HOMER KLAP; Treasurer, J. GEORGE LEHMAN

Detroit Retail Grocers' Protective Association
President, WM. BLESSED; Secretaries, N. L. KOENIG and F. H. COMZENS; Treasurer, C. H. FRINK.

Kalamazoo Retail Grocers' Association
President, W. H. JOHNSON; Secretary, CHAS. HYMAN.

Bay Cities Retail Grocers' Association
President, C. E. WALKER; Secretary, E. C. LITTLE.

Muskegon Retail Grocers' Association
President, H. B. SMITH; Secretary, D. A. BOELKINS; Treasurer, J. W. CASKADON.

Jackson Retail Grocers' Association
President, J. FRANK HELMER; Secretary, W. H. PORTER; Treasurer, L. PELTON.

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President, A. C. CLARK; Secretary, E. F. CLEVELAND; Treasurer, WM. C. KOEHN

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

Pt. Huron Merchants' and Manufacturers' Association
President, CHAS. WELLMAN; Secretary, J. T. PERCIVAL.

Alpena Business Men's Association
President, F. W. GILCHRIST; Secretary, C. L. PARTRIDGE.

Calumet Business Men's Association
President, J. D. CUDDIHY; Secretary, W. H. HOSKING.

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President, THOS. BROMLEY; Secretary, FRANK A. PERCY; Treasurer, CLARK A. PUTT.

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President, H. W. WALLACE; Secretary, T. E. HEDDLE.

Grand Haven Retail Merchants' Association
President, F. D. VOS; Secretary, J. W. VERHOEKS.

Yale Business Men's Association
President, CHAS. ROUNDS; Secretary, FRANK PUTNEY.

Grand Rapids Retail Meat Dealers' Association
President, L. M. WILSON; Secretary, PHILIP HILBER; Treasurer, S. J. HUFFORD.

Travelers' Time Tables.

PERE MARQUETTE

Chicago Trains.

Lv. G. Rapids, 4:00a *7:10a 12:05p *4:30p *11:55p
Ar. Chicago, 8:00a 1:30p 5:00p 10:50p *7:05a
Lv. Chicago, 7:30p 6:45a 12:00m 4:50p *11:50p
Ar. G. Rapids, 12:30a 1:25p 5:00p 10:40p *6:20a

Milwaukee Via Ottawa Beach.

Lv. G. and Rapids, every day..... 10:10pm
Ar. Milwaukee..... 6:30am
Lv. Milwaukee..... 9:30pm
Ar. Grand Rapids, every day..... 6:55am

Traverse City and Petoskey.

Lv. Grand Rapids 12:40a 7:55a 1:55p 5:30p
Ar. Traverse City 4:55a 1:15p 5:10p 10:40p
Ar. Petoskey 6:25a 4:10p 9:00p

Trains arrive from north at 3:45am, 10:50am, 4:15pm and 11:00pm.

Ludington and Manistee.

Lv. Grand Rapids..... 7:55am 1:55pm 5:30pm
Ar. Ludington..... 12:05pm 5:20pm 9:25pm
Ar. Manistee..... 12:28pm 5:50pm 9:55pm

Detroit and Toledo Trains.

Lv. Grand Rapids * 7:10am 12:05pm 5:30pm
Ar. Detroit..... 11:40am 4:05pm 10:05pm
Ar. Toledo..... 12:35pm
Lv. Toledo..... 7:20am 11:55am 4:15pm
Lv. Detroit..... 8:40am 1:10pm * 5:15pm
Ar. Grand Rapids: 1:30pm 5:10pm 10:00pm

Saginaw and Bay City Trains.

Lv. Grand Rapids..... 7:00am 5:20pm
Ar. Saginaw..... 11:50am 10:12pm
Ar. Bay City..... 12:20pm 10:46pm
Ar. from Bay City & Saginaw: 11:55am 9:36pm

Parlor cars on all Detroit, Saginaw and Bay City trains.
Buffet parlor cars on afternoon trains to and from Chicago. Pullman sleepers on night trains. Parlor car to Petoskey on day trains; sleepers on night trains.
*Every day. Others week days only.

June 17, 1900. H. F. MOELLER,
Acting General Passenger Agent,
Grand Rapids, Mich.

GRAND Rapids & Indiana Railway July 1, 1900.

Northern Division.	Going North	From North
Trav. City, Petoskey, Mack.	* 4:05am	* 9:30pm
Trav. City, Petoskey, Mack.	+ 7:45am	+ 5:15pm
Trav. City, Petoskey, Mack.	+ 2:00pm	+ 12:20pm
Cadillac Accommodation	+ 5:35pm	+ 10:45am
Petoskey & Mackinaw City	+ 10:45pm	+ 6:00am

7:45am and 2:00pm trains, parlor cars; 11:00pm train, sleeping car.

Southern Division	Going South	From South
Kalamazoo, Ft. Wayne Clin.	+ 7:10am	+ 9:40pm
Kalamazoo and Ft. Wayne	+ 1:30pm	+ 1:50pm
Kalamazoo, Ft. Wayne Clin.	* 9:45pm	+ 10:15pm
Kalamazoo and Vicksburg	+ 12:30pm	* 3:55am
Kalamazoo	* 6:00pm	* 7:00am

9:45pm train carries Pullman sleeping cars for Cincinnati, Indianapolis, Louisville, St. Louis and Chicago. Pullman parlor cars on other trains.

Chicago Trains.

TO CHICAGO.
Lv. Grand Rapids..... +12:30pm * 9:45pm
Ar. Chicago..... + 5:25pm * 6:30am
12:30pm train runs solid to Chicago with Pullman buffet parlor car attached. 9:45pm train has through coach and Pullman sleeper.

FROM CHICAGO
Lv. Chicago..... + 5:15pm *11:30pm
Ar. Grand Rapids..... +10:15pm * 7:00am
5:15pm train runs solid to Grand Rapids with Pullman buffet car attached.
11:30pm train has through coach and sleeping car.

Muskegon Trains.

GOING WEST.
Lv. Grand Rapids..... +7:55am +1:53pm +5:40pm
Ar. Muskegon..... 9:00am 3:10pm 7:00pm
Sunday train leaves Grand Rapids 9:15am; arrives Muskegon at 10:40am. Returning leaves Muskegon 6:30pm; arrives Grand Rapids, 6:50pm.

GOING EAST.
Lv. Muskegon..... +8:10am +12:15pm +4:00pm
Ar. Grand Rapids..... 9:30am 1:30pm 5:20pm
*Except Sunday. *Daily.

C. L. LOCKWOOD,
Gen'l Pass'r and Ticket Agent.
W. C. BLAKE,
Ticket Agent Union Station.

MANISTEE & Northeastern Ry.

Best route to Manistee.

Via Pere Marquette R. R.

Lv. Grand Rapids..... 7:30am
Ar. Manistee..... 12:05pm
Lv. Manistee..... 8:40am 3:55pm
Ar. Grand Rapids..... 2:40pm 10:00pm

50 Cents Muskegon Every Sunday G. R. & I.

Train leaves Union Station at 9:15 a. m. Returning, leaves Muskegon, 6:30 p. m. 50 cents round trip.

Crushed Cereal Coffee Cake.

- Better than coffee.
- Cheaper than coffee.
- More healthful than coffee.
- Costs the consumer less.
- Affords the retailer larger profit.
- Send for sample case.
- See quotations in price current.

Crushed Cereal Coffee Cake Co. Marshall, Mich.

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ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages... \$2 00
3 Quires, 240 pages..... 2 50
4 Quires, 320 pages..... 3 00
5 Quires, 400 pages..... 3 50
6 Quires, 480 pages..... 4 00

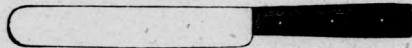
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So double pages, registers 2,880
invoices..... \$2 00

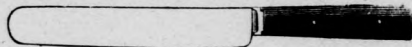
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Grand Rapids, Mich.

First Quality Table Knives and Forks

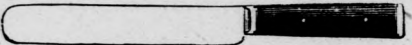
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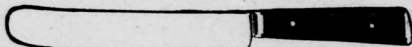
No. 10 Knife and Fork. Redwood handle.



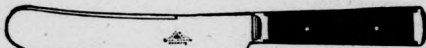
No. 20 Knife and Fork. Redwood handle.



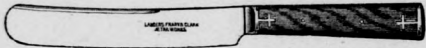
No. 30 Knife and Fork. Redwood handle.



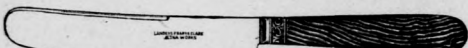
No. 40 Knife and Fork. Redwood handle.



No. 50 Knife and Fork. Redwood handle.



No. 60 Knife and Ford. Redwood handle.



No. 70 Knife and Fork. Redwood handle, nickle silver caps.

We can furnish these carefully selected table knives and forks, packed 12 sets assorted in a case, as follows:

No. 1 Cutlery Assortment

2 sets No. 10 knives and forks @.....	\$ 35	\$ 70
2 sets No. 20 knives and forks @.....	55	1 10
2 sets No. 30 knives and forks @.....	70	1 40
2 sets No. 40 knives and forks @.....	78	1 56
2 sets No. 50 knives and forks @.....	92	1 84
1 set No. 60 knives and forks @.....	1 12	1 12
1 set No. 70 knives and forks @.....	1 18	1 18
Net.....		\$8 90

No charge for package.

**Good Sellers
will bring you
Handsome Profit**

Sold only in original case. Order quick before they are all gone.

The Daudt Glass & Crockery Co.,
236 Summit and 230, 232, 234, 235 and 236 Water St.,
Toledo, Ohio

We make showcases.
We make them right.
We make prices right.

Write us when in the market.

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Kalamazoo, Mich.

The Story Has Been Told

Results have demonstrated what we say regarding the good qualities of our products: **NORTHROP SPICES, QUEEN FLAKE BAKING POWDER.** We feel that the case has been sufficiently argued from our standpoint, and merely desire the trade to look around and see for themselves what a positive hit has been made by our goods. Manufactured and sold only by **NORTHROP, ROBERTSON & CARRIER,** Lansing, Mich.

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Manufacturers of all kinds of high grade

House, Mill, Warehouse, Whisk

Brooms



Our prices are right. Send for descriptive price list and samples and give us a trial order. If on receipt of goods they are not satisfactory, return them at our expense. **Union Made. Not in the Trust.**

Fleischmann & Co.'s Compressed Yeast



**Strongest Yeast
Largest Profit
Greatest Satisfaction**
to both dealer and consumer.

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Wheat Meat

A delicious, crisp and pleasant health food.

Golden Nectar

Absolutely the finest flavor of any Food Coffee on the market

If your jobber does not handle order sample case of

KALAMAZOO PURE FOOD CO., Kalamazoo, Mich.

AMERICAN JEWELRY CO.

Manufacturers and Jobbers
JEWELRY AND NOVELTIES

Our Fall Line will be ready August 1.
Write for samples and have our travelers call, showing latest ideas and all the new things.
AMERICAN JEWELRY CO., 45 and 46 Tower Block, Grand Rapids.



Tanglefoot Sealed Fly Paper

Catches the Germ as well as the Fly.

Sanitary. Used the world over. Good profit to sellers.

Order from Jobbers.

Our new line of
Holiday Goods
will soon be ready. Watch for announcement.
Kinney & Levan
Crockery Cleveland, Ohio

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Made of heavy, 6 ply tough card board. Six denominations, 1c, 5c, 10c, 25c, 50c and \$1.00. Each denomination on different color of board. 60c per 100 prepaid. 20 per cent. discount on 500 or over. Send for free samples.
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