



If You Are Alive

To the interests of your business you will not buy any FELT BOOT or SOCK COMBINATIONS till you have seen ours. The prices are not dictated by a trust.

Our salesmen are now on the road and will call on you shortly.

The Beacon Falls Rubber Shoe Co.,

207 and 209 Monroe Street,

Chicago, Illinois

Not in Any Trust.



GRANDFATHER'S
 FATHER'S
 YOUR
 OUR
 THE

BEST

IN THE WORLD ARE

Royal Tiger 10c, Tigerettes 5c

A Smoker's Smoke

PHELPS, BRACE & CO., Detroit, Mich.

The Largest Cigar Dealers in the Middle West.

Carolina Brights Cigarettes "Not Made by a Trust."

F. E. BUSHMAN, Manager Cigar Department.

See Illustration of Booked Havana Brand on page 25.

EGG Baking Powder

Prove for yourself that Egg Baking Powder is making new friends every day and many of them.

It Contains No Alum and It Does Contain Egg.

Home Office, 80 West street, New York.
 Western Office, 523 Williamson Bldg, Cleveland.
 Branch Offices:
 Indianapolis Detroit
 Cincinnati Fort Wayne
 Grand Rapids Columbus

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.

OLD RELIABLE **B.L. CIGAR** ALWAYS BEST.

BETTER THAN EVER

STARBUCK
 50 CIGAR SOLD BY ALL JOBBERS.

Start the New Century Right

by sending us an order.

Walsh-DeRoo Milling Co., Holland, Mich.

WORLD'S BEST

S.C.W.

50 CIGAR. ALL JOBBERS AND
G. J. JOHNSON CIGAR CO.
 GRAND RAPIDS, MICH.

Big Tumble In Tumblers!

We offer 100 barrels tumblers to the trade at 15c a doz., 4 kinds banded, (one kind in each barrel), 22 doz. in barrel, shipped from factory. Mail your orders at once before they are gone, to

DeYoung & Schaafsma

Importers and Manufacturers' Agents

Office and Salesrooms over 112 Monroe Street, Grand Rapids

THE ACME ARC LAMP



For Outdoor.

EXCELS THEM ALL. It is the neatest, strongest, brightest and simplest. More brilliant than electricity, cheaper than kerosene oil. Tested to stand 100 pounds pressure. Absolutely safe to stand or hang anywhere. No smoke, no odor. Nothing to get out of order. Especially adapted to lighting stores, halls and churches; also street lighting. A guarantee with each lamp covering a period of one year. Good agents wanted everywhere. Write for catalogue and prices.

ACME METAL SPINNING & MANUFACTURING CO.,

45 & 47 S. CANAL ST., CHICAGO, ILL.

MICHIGAN TRADESMAN

Volume XVIII.

GRAND RAPIDS, WEDNESDAY, JANUARY 23, 1901.

Number 905

A. BOMERS,
..Commercial Broker..
 And Dealer in
Cigars and Tobaccos,
 157 E. Fulton St. GRAND RAPIDS, MICH.

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.

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.

ASSOCIATE OFFICES IN ALL PRINCIPAL CITIES

Commercial Credit
 Private Credit Advances
 Collections and
 Commercial
 Litigation

References: State Bank of Michigan and Michigan Tradesman, Grand Rapids. Collector and Commercial Lawyer and Preston National Bank, Detroit.

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.

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

William Connor, 20 years with us, will be at Sweet's Hotel, Grand Rapids, Mich., Jan. 26 to Jan. 30, with Spring Samples Ready Made Clothing, from \$4.50 up. Customers' expenses allowed or write him care Sweet's Hotel and he will call on you. We guarantee quality, prices and fit. Our 50 years' reputation for stouts, slims and all specialties requires no comment. All mail orders receive prompt attention. **KOLB & SON, Wholesale Clothiers, Rochester, N. Y.**

N. B.—If you are low on Winter Ulsters, Overcoats, Suits, Wm. Connor can show you large line.

Tradesman Coupons

IMPORTANT FEATURES.

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3. Success and Failure.
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30. Window Dressing.
31. Review of the Market.
32. Solution of the Telephone Problem.

THE QUEEN IS DEAD.

The wires have never throbbed with sadder words than those which told us of the death of England's Queen and never before in the history of the world have so many hearts been saddened by a common sorrow. She had lived so long and been so good through the whole of her stainless life that when at last she lay upon her bier at Osborne House, that royal residence became at once the center of an amphitheater whose circumference is the earth's, crowded with mourners of every nation and every clime who stand with quivering lip to pay a tearful tribute to the distinguished dead. Humanity, crowned and uncrowned, loved her and that humanity which the earth is not large enough to hide is grieving to-day for the loss of the good Queen, of the devoted wife and mother and of the worthy woman who has laid aside the pomp and power of an earthly kingdom for an immortal crown.

It is a long line and a kingly one that reaches from Victoria back to the early Saxon of an earlier century whose head was honored by the first English crown, and the scholar who cares to consider the noblest reigns and compare them will not hesitate to pronounce the last and longest one by far the best of the English sovereigns. There are Saxon names coupled with worthy deeds which the world will not willingly let die; there are kings in the Norman line whose sturdy hearts and strong right hands have covered themselves with glory and left a noble and worthy inheritance to this last sweet Norman rose; the undimmed halo that hovers over the Tudors brings back the splendors that made glorious the reign of "good Queen Bess;" but, bright as these reigns are, brighter is the one just ended when Victoria, the best and noblest ruler that ever sat upon the English throne, went from her work to her reward.

Royal and righteous as the Queen has been, she was, above all things, a wife and mother. The realm might exact its

rights of the sovereign; but, magnificent as it was and powerful as it was, it was not grand enough nor strong enough to make her forget for an instant the duties that were ever uppermost in her mind and heart. Beside the crown and the scepter and the throne she had a husband, a home and children; and she cared for them, Queen although she was, as any woman would have cared for these blessings that she believed came to her from heaven. She bore her children and nursed them. She knew what was going on in the home life which she directed, and no household in the kingdom was better cared for than hers. These things are known and remembered and, now that she is gone, it is not strange that the households of the earth should stand weeping at her coffin and grieve that a mother in Israel as well as a queen has passed away.

A woman who has been more than sixty years a Queen, a devoted wife and mother, and a blessing in each relationship, can not be regarded by other women other than the glory of their sex. The English Queen was exactly that. Her womanhood stood first and always in what she did. The English court was corrupt with the hereditary vices of the centuries and she made it pure. Strong in her ideas of right and wrong, she became a strength and a support to those around her and to the world at large. She did what she could to uplift humanity and make it better and she was a living example of nobleness, goodness and truth. At the door of her castle, as well as upon her throne, she was the lady, personified, that fairest word in English speech; and, now that she is dead, the womanhood of the whole earth, bereaved, stands sorrowing at her grave.

The annual report of the Michigan Telephone Co. discloses the fact that it costs the company \$20.80 per year to maintain a telephone. In the face of this fact, it is putting in residence telephones in this city for \$12 per year, entailing a loss of \$8.80 for every telephone thus installed. Besides, the local manager admits that the company is giving free service to 300 customers and has 300 dead-beats on its list of patrons, which necessarily increases the cost of each telephone fully 20 per cent. No business can be conducted on this basis for any length of time and avoid going into liquidation, which must necessarily be the fate of the Erie Telephone Co., which owns a controlling interest in the Michigan Telephone Co. A man who lives at the rate of \$4,000 a year on a \$2,000 income inevitably winds up in the bankruptcy court or the suicide's grave, and one fate or the other stares the Michigan Telephone Co. in the face. Time will soon demonstrate which fate is in store for the Bell company.

An Indiana man has filed a petition in bankruptcy in order to get rid of a breach of promise judgment. Speculative spinsters should make a note of this and hedge in time against the bankrupt law.

GENERAL TRADE REVIEW.

The current week sees the resumption of the advance from the speculative reaction of preceding days. This reaction, which took place in spite of the fact that industries as a whole were never so active, is simply a pause in speculation. Whether this is caused by manipulation, or is a natural stopping for breath, the result can not fail to be beneficial. The resumption of trading activity this week, with advancing prices, is the normal effect of the general tide of business. There was a time, not many years since, when the change in the royal authority in England would have caused serious and widespread disturbance, but now it is scarcely noticed even as a minor disturbing element. Affected by the traditions, there was a natural dulness in the Continental Bourses, but the effect was scarcely noted this side the water.

Weather conditions are at last becoming more seasonable, but it is too late to realize the usual distribution of seasonable goods. This naturally causes some anxiety in textile circles as it is not a pleasant prospect that much of the winter stock should be carried over. The long activity of cotton production is leading to a reduction of time in some mills. Operators are afraid of pushing the output too far at the high price of the staple.

It was noted that the opening of the year was remarkably free from labor disturbances, but there is more of the manifestation of agitation as the month advances. These disturbances are pretty well scattered and are largely the result of union agitation.

Iron and steel manufacturers have orders for months ahead, and little concern is manifested over the lighter enquiries on foreign account. It is reported that European makers are attempting to meet competition by large reductions in quotations, and the recent cut in cost of transportation has not been sufficient to equalize the difference. Domestic demand is all that could be desired, however, and there is less talk of lower quotations. On the other hand, higher prices seem equally improbable in view of the latest developments as to new enterprises by the leading company. Addition of the proposed tube and sheet mills to its already enormous facilities suggests the possibility of aggressive competition with concerns now holding practical control of those products. The future of this branch of the industry is sufficiently uncertain to cause delay in placing new contracts wherever it is possible to wait.

Shipments of boots and shoes from Eastern manufacturers are heavy, although they were exceeded by the unusual movement of last year. Prices are well sustained. Factories in the West and South are pushed to their capacity. Hides are well sustained in price at Chicago although receipts are heavy.

There is some suspicion that Washington lobbied as a whole for that larger House. It means more mouths to feed and more whistles to wet.

The Use of Experts in Preparing Advertisements.

The question is often asked, Is it advisable to employ an expert in preparing advertisements?

I have no hesitation in answering in the affirmative, whenever practicable.

It is practicable to employ expert talent whenever the interests are large enough, or are of sufficient duration to warrant it. It would be foolish for one to undertake the sale of a specialty for general use throughout the country without employing the best ability in preparing the advertising that can be obtained as well as the best advice as to media. Nearly every successful projector of an advertising specialty will bear me out in the statement that the most difficult question he had to deal with was that of finding the proper channels through which to reach the people and the next most difficult was the securing of the best advertising matter.

But it would not be generally interesting to enlarge upon the methods of specialty advertising, as this branch of publicity constitutes a field by itself. I will only say that the adventurer into that branch of trade does well to get the best advice possible. This may be that of the widely advertised specialist, although many of these are actuated in their advice by that which will redound most to their profit. If the advice of the specialist is depended upon it is well to have it seconded by as much less interested counsel as can be commanded.

To what extent is it advisable to employ expert ability in the every day work of mercantile publicity? I should say to the extent that such ability can be obtained. I do not mean by this that the country merchant should employ professional advertising writers for all his work, and in many cases such assistance is not available.

But successful advertising can not be prepared without the use of brains. In many cases the merchant brings his own overworked mind to the task and the result is an incongruous jumble of good ideas which the printer may be able to put into shape, or he may not.

I believe that the best ability the general merchant can command in localities where thoroughly established specialists are not available is that of his own mind. He knows the conditions better than any one else. He knows what he wants to push. He knows best what will make the best leaders. And he would know how best to say what he wishes if he would withdraw his mind from other matters and devote sufficient time to preparing his advertisements.

In doing this every one must be governed by the conditions. In many cases it is not necessary to work out all the detail of the advertising. A consultation with the intelligent printer will enable him to perfect detail, to select shape and space and decide upon principal display.

I know that it is heterodox for me to advise a merchant to write his own advertising, and I do not do this in cases where the magnitude and nature of the business will admit of a specialist. But there are too many amateur specialists, and many times the merchant can command no other. It is not well to leave the task to the aspirations of some callow clerk, although I would not deprecate the ambition of these, but if the advertising is to be made the best the judicious merchant will leave some other

The Battle Continues against High Prices...



That big Before-Holiday Sale was in every way satisfactory to us and doubtless to our customers for they received big value with little money. But in spite of the big trade we had we find the store in possession of winter goods which must be sold now. So these goods will all go at prices which will close them out quickly.

Winter Clothing in
OVERCOATS
LADIES' JACKETS
CAPES
COATS and
COLLARETTES.

The remaining garments will not last long at the prices we have marked them at so if you are planning on a purchase don't wait too long.

Those Boy's Water Proof Shoes which we advertised some time ago are proving to be great leaders. The prices are \$1.50 and \$1.75 per pair. Price differs according to size. We guarantee them.

LOUIS CAPLAN.

IN A FREIGHT CAR,

From New Orleans to Howard
City.

The distance was covered in less than three weeks without incident or accident and Crittenden & Co. received their first shipment of Genuine New Orleans Molasses direct from New Orleans. By buying direct we can save the middleman's profit and give you a much better article for the same or less money. We have stocked three grades of this genuine New Orleans Molasses and quote as follows:

Dark N. O. Molasses, per gallon	30 cts.
Medium " " " "	40 cts.
Light " " " "	50 cts.

Be sure to buy molasses of

Crittenden & Company,

Potato Crates

I am now manufacturing Potato Crates of the best grade at my planing mill. Parties wishing crates will do well to call on me. I have put in two first-class planers and will give special attention to custom planing.

If you desire to build let us figure with you on Lumber, Shingles, Lath, Mouldings, Columns, etc.

M. VAN WILTENBURG
Prop. Sparta Lumber Yard.

Best Spring Wheat Flour

Four Dollars and Fifty Cents per bbl.
16 lb Granulated Sugar for One Dollar.
18 lb Light-brown Sugar for One Dollar.

THE OLD RELIABLE,

HORACE HOFFMAN.

Good Cause

for congratulation at our last year's business. No lagging of Groceries here. Right prices for right goods always. Glad you've found it out. Our interests and yours are identical.

S. E. HOSMER & CO.
Hitsman Building, Cooperaville.

ALL VARIETIES OF...

Frozen Dainties

FOR YOUR
SUNDAY DINNER
AT

EILENBURG & REYNOLDS.

Downey House Drug Store.

Get Ready for a Rainy Day

by having Loop, the tinner, fix up your house with his galvanized Eaves Trough. There is nothing like it for durability and the price will be low.

Sheet metal work promptly attended.

JAMES LOOP, The Tinner
Sparta, Mich.

The C. D. Store

.. Is Just ..
ONE YEAR OLD.

Thanking you for past patronage, I shall continue to do business in the future as in the past.

For Groceries and Price
Call at my store.

Yours Respectfully,

B. F. DONOVAN.
(16)

VIGORAL

the noted
Nerve Tonic
is now dispensed
at our Hot Soda Fountain.
We serve it with
celery and water.

5c
WAIT'S Drug Store.

Be a Model of Style—
Patronize Benda

IT'S A PUZZLE!

to many—they can't see
how we can afford to sell
first-class:

Reliable Clothing

and furnishings at lower
prices than at any other
store.

Men's \$29 Suits... 18.00
Men's \$15 Overcoats 10.50
Men's \$6 Pants... 3.75
Men's \$1.50 Shirts... 1.00
Men's \$5.00 silk vest... 3.00
Men's \$6 Bath Robe... 3.50
Boys' \$6 Ulsters... 4.00

Everything at Squeezed
Down Prices!

S. Benda
& Co's.

124 Front St.

details of his work to his assistants and devote the time and study necessary to satisfy himself at least that his expenditure is doing its proper work.

* * *

Louis Caplan heads the list for criticism, presenting an advertisement that has many points of excellence, especially in the wording and general design. The plan of the border is good in that it gives unity and distinctness to the advertisement as a whole. The eye catches the white border, instead of the black—an excellent plan when it can be managed. In the wording I would suggest that a less general expression in place of the upper display lines, having a bearing on the special closing out sale of the winter stock, would have increased the strength and made the display more effective. The advertisement, as a whole, is an exceptionally good one.

Crittenden & Company have written an advertisement that will gain attention and will increase not only sales of molasses, but other goods. This, however, is an advertisement that should not be run without change. The printing is not so happy as the wording. The border could not well have been worse. Such dark borders, with fine engraved ornamentation, have no use in a newspaper. Then the printer makes the mistake of giving too little white space inside the border. The paragraph should have been set in smaller type, leaded. Had the writer cut out three or four unnecessary words, it would have made the paragraph shorter and more readable.

When an advertisement gives so strong a display to a specialty as that of M. Van Wiltenburg it is not well to introduce too many other subjects in the wording. It would have been better to put the references to planing and to lumber, etc., into a small panel at the left and the signature at the right. The printer has done his work fairly well, as to border and white space, but he should at least have made a separate paragraph of the reference to planing.

A neatly-displayed and well-balanced advertisement is that of Horace Hoffman. The three quotations are calculated to command attention. The space is well occupied.

S. E. Hosmer & Co. make a sententious reference to the favorable conditions in their business in a way to interest. The advertisement is all right for an issue, but advertisements of this class should be constantly changed.

Eilenburg & Reynolds are happy in their wording and have fallen into the hands of a printer who succeeds in producing a suitable result in a kind of letter few would have chosen for the wording and business. This he has done by careful selection of sizes and plenty of well-proportioned white space. His adherence to one style of type is especially to be commended.

Another well-written advertisement is that of James Loop. The double meaning in the display is exceptionally good and is not so obtrusive as to injure the effect. The printer has done well in proportioning space, except that the paragraph should have been lowered slightly.

B. F. Donovan introduces too many subjects in his wording without carrying any to a strong conclusion—his work is too scattering. "Yours Respectfully," is never in place in a business advertisement. The general display is fairly good, but too great a mixture of type styles is called into play and the border might be improved.

S. E. Wait makes a simple announcement, which is handled well by his printer and produces a good effect.

S. Benda & Co. have fallen into the hands of a good printer and his treatment of their prices and display gives a good result. I can not say that I like the border, and yet it will give distinction if it is not killed by too heavy neighbors. I am not partial to the class of expressions employed in the wording, but I presume they sell goods or they would not be so frequently used.

SUCCESS AND FAILURE.

Methods Which Have Landed Merchants at Both Extremes.

During the last month I have two men who in method and principle are so completely the direct opposites of each other that I am going to make them the subject of this week's article.

One of these men is a grocer out in Lancaster county. He has the leading grocery business in a thriving town. He has had the store only about five years, taking it originally on a debt. At the time he obtained possession of it he had absolutely no knowledge of the grocery business, having been a coal dealer, but he decided to take hold of the place himself and build it up if he could to a good property. When he took it it was running behind.

What would you have done, gentle reader, if you found it suddenly up to you to run a grocery store without the slightest knowledge on the subject? How would you get the knowledge?

Let me tell you how my Lancaster county friend got it. He scoured around until he found which were the best two trade papers in the country. When he found which they were he subscribed for both. He has had both of these papers now ever since he engaged in business, and never an issue but what he reads through and through.

He does more than read 'em. Everything that can be saved he clips out and pastes in scrap books. One day about a month ago he showed me five big books loaded with clippings from these papers.

This grocer uses good judgment as to the stuff he clips. He doesn't take an article about the current egg market, for instance, because a week from the time it was printed may find it all wrong. He takes articles such as tell how to hold coffee demonstrations, how to blend coffee, how to hold store receptions and openings, and so on. He pointed out one article that had been especially valuable to him—it gave a calculation as to the percentages of expense in running businesses of different volumes. This grocer concluded about a year ago that his business was costing him too much to run. He applied the calculations given in this article and found that his expenses aggregated over 2 per cent. more than they should for the size of his output. When he once demonstrated that, he set about paring them down, making a difference of several hundred dollars in his income.

That is the way in which my friend uses his clippings—as a book of reference. Every book is indexed, so that if he wants suggestions on any feature of storekeeping whatever, all he needs to do is to turn to the proper department and he's overrun with 'em. He has enough material about advertising among his clippings to make a good-sized book of itself.

This man I consider a business man. He not only has ideas of his own, but he has intelligence enough to gather in the best ideas of other people. Although only five years old as a grocer, there is no doubt that he knows three times as much about the business as many a grocer who has grown up in the trade, and he has a library on grocery topics that is probably approached by but few if any in the country.

The other grocer is a New Jersey man. He failed only a short time ago and is now clerking in a hardware store in the town where he formerly had a store of his own.

This man never read a trade paper.

He has told me probably ten times that no trade papers were any good and that he didn't need anybody to tell him how to run his business. He never took a trade paper in his life and any sample copies that found their way to him he never read after he found out what they were.

This grocer never made much money. He got in a groove. He was not an ingenious or imaginative man and was a dead failure at devising ways and means to boost his business. About nine months ago his store passed the line where expense exceeds income and began to lose ground. He realized the condition it was in and strove honestly to stem the tide. His wife, who is an old friend, told me that he did everything he could, but that was very little. He could not advise with his local competitors, partly because no man likes to make such a confession to his competitors and partly because he was not on sufficiently friendly terms with them to do so if he had wanted to. He didn't feel like going to see his jobber, partly because he was an entire stranger and partly because his story would have instantly caused the prudent jobber to shut down on his credit.

He couldn't appeal to a trade paper, for he didn't have any, and besides, he "didn't need anybody to tell him how to run his business," and "trade papers were no good, anyway."

So this poor shortsighted brother brooded alone. Businesses once started on the down track go further by the sheer force of gravity. His kept getting further and further away from a self-supporting plan. Finally, it went to smash, and the man who never thought it necessary to get anybody's ideas except his own is a poor, broken-spirited, silent and discouraged hardware clerk.

I haven't the least doubt in the world that the regular reading of a good trade paper or two would have saved this man.

Have you?—Stroller in Grocery World.

Fewer Mutilated Coins in Circulation.
From the Washington Star.

"Within the past few years mutilated coins have been slowly but surely retired from circulation as compared with ten years ago, and in this connection I will tell you of a good joke a husband played upon his wife, who, it is unnecessary to add, was not a Washington woman, as I believe the Washington women have more sense," said a Treasury official.

"Last Christmas in another city a man presented on Christmas eve a nicely prepared ham sandwich to his better half. She was evidently of a fiery disposition, which partook of the nature of the glowing coals in the grate of the parlor, which up to that moment had probably been peaceful in atmosphere, for, instead of inserting her pearly teeth into the wholesome bread and pungent ham and thanking her stars that her husband was well off and well disposed enough to give her even a ham sandwich, she gave it a pitcher's swirl into the fire in the grate.

"Then she felt sorry, for it was only then that her adoring husband informed her that neatly wedged in the bread between the slices of ham were five five-dollar gold pieces, which he had intended for a pleasant surprise presented in a unique form. It is an even money bet that she was the first on her knees with a poker to rake out of the coals what was left of the gold, and when we get through examining the lump of melted metal, for her husband sent it to the Treasury for redemption, she'll know how much she lost.

"The Government buys mutilated coin at its bullion value only, and last year bought a denominational value of \$2,000, paying about \$1,000 for it. The Treasurer's office receives about \$400 to

\$500 a month of this kind of coin. Much of the coin received for redemption shows evidences of the fire, proving the carelessness of its owners in putting it into the stove or in such places where it may be melted by the flames.

"The retirement of mutilated coin so completely has been brought about by the people themselves, who refused to accept it, following the rule of the banks, railroads, and other big money-handling concerns. Elevated railroad ticket sellers used to place a plugged dime, for instance, in the center of a little pile of nine dimes and a nickel in change for a dollar bill, and the passenger would be on the train before he'd discover the cheat. Some street car conductors will attempt this now, and coin should always be examined for defective pieces.

"While punched or clipped coin will not be redeemed by the Government, pieces that are stamped, bent or twisted out of shape or otherwise imperfect, but showing no material loss of metal, will be redeemed or exchanged into lawful money if presented at the Treasury or any of the Sub-Treasuries.

"The Government purchases at its mints in Philadelphia, San Francisco and New Orleans mutilated or uncurrent silver coin in sums of \$3 and upward, at a silver value fixed by the Director of the Mint. In this way the public may dispose of its holdings if it chooses. The Government will also buy its own mutilated or uncurrent gold coins at its mints and assay offices at the rate of \$20.67 per ounce fine, or \$18.60 per ounce standard, or .900 fine. The lady will be thus paid for her gold-lined sandwich.

"Counterfeit coins are often transmitted under the supposition that they are genuine, or the remitters may think they will slip by the Treasury experts. Vain thought. They are detected at once and canceled and sent to the Secret Service office. The same course is pursued with counterfeit notes.

"The public should make it an invariable rule to refuse mutilated coins, no matter how skillfully the plugging may be done. A rigid general observance of this rule will tend to their finding their way into the melting pot for want of circulation."

She Demanded Experience.

Kitty—I don't think I can ever care for Fred again.

Bertha—Why not? I thought you and he were very much in love with each other.

Kitty—So we were; but last night Fred told me I was the first woman he had ever loved.

Bertha—I should think that would make you very happy.

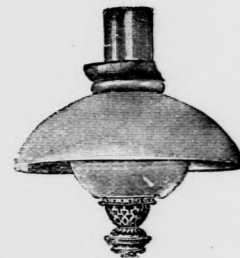
Kitty—On the contrary, it makes me miserable. It is so awful, you know, to think that a man begins his love making with you at a time when he has had no experience. It's no compliment to your attractiveness, don't you see?

It is much easier to be critical than to be correct—Disraeli.

NO MORE DUST!



GAS READING LAMPS



No wick, no oil, no trouble—always ready. A Gas Reading Lamp is the most satisfactory kind to use.

A complete lamp including tubing and genuine Welsbach Mantles and Welsbach lamps as low as \$3.

Suitable for offices and stores as well.

GRAND RAPIDS GAS LIGHT CO.,
Pearl and Ottawa Sts.

The New White Light Gas Lamp Co. ILLUMINATORS.



More brilliant and fifteen times cheaper than electricity. The coming light of the future for homes, stores and churches. They are odorless, smokeless, ornamental, portable, durable, inexpensive and absolutely safe. Dealers and agents be judicious and write us for catalogue. Big money in selling our lamps. Live people want light, dead ones don't need any. We have twenty different designs, both pressure and gravity, including the best lighting system for stores and churches. Mantles and Welsbach supplies at wholesale prices.

THE NEW WHITE LIGHT GAS LAMP CO.,
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Handled by all Jobbers.

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SUMMIT CITY SOAP WORKS, Fort Wayne, Ind.

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.

Around the State

Movements of Merchants.

Menominee—Edward Lewis, undertaker, has sold out to M. H. Kern.

Cassopolis—Hayden & Reagan recently opened a new hardware store.

Baldwin—T. G. Hoyt is moving his drug stock from Honor to this place.

New Era—H. H. Plescher has moved his general stock into his new building.

Rapson—The Rapson Mercantile Co. has sold its stock to P. G. Hagen & Son.

Saginaw—Julia M. (Mrs. F.) Stoner, confectioner, has sold out to J. F. Tallmadge.

Brighton—J. H. Gamble, of Detroit, has purchased the grocery stock of F. G. Judson.

Allegan—David E. Burgess has engaged in the retail furniture business at this place.

Eastmanville—John A. Wagner has sold his general merchandise stock to S. F. Smith.

South Haven—Suhr Bros. have purchased the drug and grocery stock of Chas. S. Hill.

Bay City—J. C. Pierce succeeds Pierce & Daniels in the merchant tailoring business.

Cedar—Ward & Culver continue the general merchandise business of Billman & Culver.

Marlette—M. L. Seibert succeeds Seibert & Smitton in the dry goods and grocery business.

Watervliet—Myers & Chase, grocers and meat dealers, have sold out to H. B. & E. P. Allen.

Houghton—John Treas, of Ishpeming, has opened a confectionery store in the Harrington building.

Marion—A. A. Johnson has purchased the interest of his partner in the drug firm of Johnson Bros.

Bangor—George J. Stephenson has sold his drug stock to Oscar Karmen, formerly of Greenville.

Saginaw—W. C. McKenzie continues the grocery business of W. C. McKenzie & Co. in his own name.

Union City—Bradner & Sitt succeed Rheubottom & Bradner in the furniture and undertaking business.

St. Joseph—R. G. Rice, of the grocery and crockery firm of Rice Bros., dropped dead on the street Jan. 19.

St. Louis—Al. Beadle has disposed of his interest in the meat business of Brewer & Beadle to W. R. Brewer.

Crystal Falls—Local people have organized the Finnish & Swedish Mercantile Association, a co-operative concern.

Owosso—Thos. Madill has retired from the Owosso Paint & Wall Paper Co. The style of the firm remains the same.

Allegan—Burrell Tripp has purchased the furniture stock of Sherwood & Adams, removing the stock to his own location.

Monroe—M. A. Duckette has purchased the interest of his partner in the picture frame business of Duckette & Mulhollen.

Saginaw—The wholesale grocery house of Phipps, Penoyer & Co. has increased its capital stock from \$60,000 to \$100,000.

Midland—Mrs. C. LeFeuvre has purchased the bazaar stock of John Beamish and the millinery stock of Mrs. J. W. Beamish.

Elk Rapids—A. E. Wells has purchased the Blakeley Bros. clothing stock and will continue the business at the same location.

Coopersville—Geo. Lang has purchased the grocery stock of Reed & Co. and will continue the business at the same location.

Ferry—P. F. Ernst has moved the general stock from his branch store at Shelby to this place and consolidated it with his stock here.

Detroit—Lieberman & Krohn have formed a copartnership to continue the wholesale jewelry and novelty business of Harry Lieberman.

Pearline—J. Horlings has sold his stock of general merchandise to his son-in-law, A. Vonk, who will continue the business at the same location.

Cassopolis—Charles Adams has moved his grocery stock to Elkhart, Ind. Druggist Johnson has been adjudged a bankrupt. The store is closed.

Marquette—A. M. Mathews & Sons are established in their new store building in the LaLonge building. They handle paints, oils and wall paper.

Clio—I. M. Beeman, who for thirty-five years conducted a general merchandise store at Clio, retired on Jan. 1, being succeeded by E. L. Beeman.

Shelby—J. C. Munson has purchased the interest of his partner in the clothing firm of Gunn & Munson, and will continue the business in his own name.

Elk Rapids—M. J. Flanelly has retired from the management of the Antrim Hardware Co.'s store here to take the management of the J. S. Stearns general store at Odanah, Wisconsin.

Lansing—Lyman Hull and Clyde Lewis have formed a copartnership and engaged in the grocery business at 401 Washington avenue, north. The stock was furnished by Phelps, Brace & Co.

Detroit—Everett S. Marvin, paper merchant of Detroit, has filed a petition and been adjudicated a bankrupt. His liabilities are scheduled as \$13,658.10 and assets \$7,533.77, of which \$2,100 is claimed to be exempt.

Boyer City—A Business Men's Association has been organized at this place by the enterprising merchants and business men of our village, the officers being as follows: President, J. F. Fairchild; Vice-President, I. Nurko; Treasurer, J. B. Watson; Secretary, S. R. Wilson.

Detroit—J. J. Crowley, the old-time druggist of 421 Michigan avenue, has retired from active business, after thirty-three years' faithful service. He will be succeeded by Geo. W. Crane, formerly with Frank Houpp, of Sixth and Michigan. Mr. Crane has been engaged in the drug business twenty-one years.

Ludington—Rye & Adams, leading local merchants, have purchased the Busy Big Store stock, valued at \$35,000, and will form one of the largest mercantile institutions in Northern Michigan. The Busy Big Store has been owned for four years by Wm. Rath and W. A. Cartier, and is one of the oldest concerns in the city.

Lake City—J. K. Seafuse & Co. have uttered a trust mortgage on their general stock, securing creditors to the amount of \$2,086.10. F. O. Goffney is named as trustee of the mortgage. The property covered by the mortgage has been inventoried at \$1,374, being \$212 for fixtures, \$75 for horse and wagon, \$438 for dry goods and \$649 for groceries, crockery, woodenware and tinware. The trustee hopes to be able to realize enough from the sale of the assets to pay the creditors 25 cents on the dollar. The largest creditors are the Wm. Barie Dry Goods Co., of Saginaw, and the Ball-Barnhart-Putman Co., of Grand Rapids.

Albion—Mary Howard, who has been engaged in the grocery business here for a number of years, has executed a trust mortgage to Calvin T. Smith, trustee, and will dispose of her stock and divide the proceeds proportionately among her creditors. A trust mortgage was formerly executed to Wallace Bain, which favored a few creditors, but, upon protest, the one to Mr. Smith was substituted.

Lansing—A. D. Hensel, who retired from the hardware business several weeks ago, was arrested Jan. 21 on a capias sworn out by Hibbard, Spencer, Bartlett & Co., of Chicago, who claim that they gave Hensel \$300 credit on the strength of a statement of assets and liabilities made some months ago. It is alleged that this statement did not show an indebtedness of \$4,200 to Jacob Stahl, who recently acquired possession of Hensel's stock. Hensel secured the required bail and was released.

Manufacturing Matters.

Adrian—The Century Post Co. has been organized with a capital stock of \$20,000.

Owosso—The Vincent Valve Co. has increased its capital stock from \$25,000 to \$75,000.

Omer—Squires & Sterling will stock their mill with mixed logs from the Rifle River.

Alpena—The Alpena Portland Cement Co. has increased its capital stock from \$300,000 to \$500,000.

Cheboygan—The Cheboygan Hoop Co. has filed articles of association. Its capital stock is \$9,000.

Detroit—Parke, Davis & Co. contemplate building a \$300,000 addition for their scientific department.

Detroit—Glenn C. Bliss succeeds Ernest C. Hamilton in the manufacture of lamp shades and bazaar goods.

Monroe—The capital stock of the Monroe Canning & Packing Co. has been increased from \$5,000 to \$8,000.

Crystal Falls—The Kimball Lumber Co. has been organized with a capital stock of \$10,000 to engage in the manufacture of lumber.

Freeport—The Freeport Creamery Co. has declared a 10 per cent. dividend, which is an indication that the corporation is well managed.

Mt. Clemens—A new lumber concern has been established at this place under the style of the Mt. Clemens Lumber Co., with a capital stock of \$20,000.

Flint—The Durant-Dort Carriage Co. will erect a varnish factory, with a capacity of 40,000 gallons of varnish a year, to be used in its carriage plant.

Cheboygan—The machinery in the Whitehall mill at Cheboygan has been purchased by Moon & Kerr and is to be taken to Georgia to be placed in a sawmill.

Crisp—The Crisp Creamery Co. has declared a dividend of 10 per cent. from the profits of 1900. The output of the factory during the year was 128,000 pounds.

Kalkaska—J. E. and Wm. Kenney have formed a copartnership and engaged in the cigar manufacturing business under the style of the Kalkaska Cigar Co.

Vanderbilt—Hixon & Olds have built a new sawmill and are stocking it with 2,000,000 feet of elm, maple and beech. They are paying \$6 a thousand feet for maple logs.

East Tawas—C. D. and Orville Bennett, two practical shingle manufacturers, have built a shingle mill and it is about ready to run. It will have a capacity of 40,000 shingles a day.

Saginaw—Charles Merrill & Co. have started camps in Gladwin county and will cut pine, having enough to keep their mill going for two seasons. They will ship logs by rail to Saginaw.

Port Huron—J. W. Benedict and F. A. Luce will start a cigar factory here which will give employment to about forty-five cigarmakers. Both men are experienced in the cigar business.

Manistique—The White Marble Lime Co. expects to start its shingle mill at Whitedale soon. This company has a fine stock of white cedar posts on hand and is getting in the usual amount this winter.

Benton Harbor—Berkheiser & Moore have begun the work of rebuilding their cabinet factory. The plant will be improved in many ways over the old one and construction will be pushed with all possible speed.

Mt. Clemens—The business men of Mt. Clemens did not thaw very much over the scheme to locate a beet sugar factory in their city. They consider the demands of the Detroit promoters altogether too high.

Saginaw—The A. W. Wright Lumber Co. has reduced its capital stock to \$5,000. It was originally \$250,000, but has been reduced from time to time by the surrender of stock, the last reduction amounting to \$20,000.

Zeeland—The Zeeland Furniture Co. has declared a dividend of 15 per cent. on last year's business and re-elected M. Schram, President and C. Van Loo, Secretary and Treasurer. The output for 1900 was \$134,000.

Quincy—The Quincy Canning Co. has been obliged to give a chattel mortgage on its stock in order to meet pressing obligations, but expects to shortly realize on its stock on hand and will meet all outstanding obligations.

Hardwood—The Parkinson Cedar Co. has purchased 6,000 acres of hardwood timber lands near this place, for Menominee parties. The consideration was \$20,000. The company will build a sawmill here in the spring to cost \$40,000.

Atkinson—The Metropolitan Lumber Co. is rebuilding the planing mill, which was destroyed by fire in November. T. G. Atkinson, Secretary of the company, says it will complete its sawing operations in the Upper Peninsula next fall and may move the mill South.

Kalamazoo—The Standard Show Case Co. is the name of a new manufacturing concern started in Kalamazoo with headquarters at 139 East Cedar street. R. E. Sweetland is manager. The company will be incorporated later. Show cases and store furnishings will be manufactured.

Menominee—C. H. Worcester & Co. are negotiating for the purchase of 52,000 acres of cedar and hemlock timber in Menominee county of Samuel Crawford & Sons. A logging road is proposed from Cedar River to Nadeau, a distance of thirty-two miles, to penetrate the timber lands.

Cheboygan—A greater quantity of cedar was moved from Cheboygan last year than ever before, the total number of pieces aggregating 920,218. There was also moved 46,334,800 feet of lumber; 15,900,000 feet of logs rafted to lower lake ports; 2,337,000 shingles and 6,518,000 pieces of lath. These were water shipments. The greater portion of the shingle output of the mills there as well as considerable lumber went out by rail. Cheboygan mills will be fairly stocked for next season.

Grand Rapids Gossip

The Produce Market.

Apples—The market is steady but weak, fancy fruit commanding \$2.25@3. Bananas—Prices range from \$1.25@1.75 per bunch, according to size.

Butter—Factory creamery is in moderate demand at 20c and choice to fancy dairy is finding an outlet at about 12½c, at which price local handlers have been able to move considerable quantities during the past week. Country shippers and country merchants are holding their stocks, rather than dispose of them on this basis, which has a tendency to improve the present market, although it will produce a congested condition of the market later in the season.

Beets—\$1 per bbl.
Cabbage—50@60c per doz.
Carrots—\$1 per bbl.
Celery—Scarce at 30c per bunch.
Cider—13c per gal. for sweet.
Coconuts—\$2.75@4.50 per sack.
Cranberries—Jerseys have declined to \$3 per bu. and \$8.75 per bbl.

Eggs—The market is beginning to take on signs of life, in anticipation of the activity which will rule a little later. Receipts of fresh are increasing and find ready takers on the basis of about 18c.

Game—Local handlers pay \$1.20 per doz. for gray and fox squirrels. Common cottontail rabbits are taken readily at 70@80c per doz. Belgian hares command 8@10c per lb. for dressed.

Grape Fruit—75c@1 per doz.; \$6.50 per box.

Hickory Nuts—\$2@2.25 per bu.
Honey—Fancy white is scarce, but the demand is slow. Prices range from 15@16c. Amber goes at 14@15c and dark buckwheat is slow sale at 10@12c.

Lemons—Californias continue steady at \$3.25 for 300s and \$3 for 360s.

Lettuce—Hothouse stock is stronger and higher, commanding 15c per lb. for leaf.

Limes—\$1.25 per 100; \$1@1.25 per box.

Lima Beans—7c per lb.
Onions—Dry are strong and have advanced to 90@95c. Spanish are slow sale at \$1.50 per crate.

Oranges—Floridas are in plentiful supply at \$2.50 for all sizes. Californias range from \$2.85 for choice to \$3.15 for fancy.

Pears—Cold storage Kiefers are in limited demand at 75c per bu.

Pop Corn—\$1 per bu.

Potatoes—The market is firm and steady on the basis of 28@32c at the principal outside buying points.

Poultry—Turkeys are in better demand and chickens and ducks are in only fair demand. Local dealers pay as follows: Spring turkeys, 10@11c; old, 8@9c; spring chickens, 9@10c; fowls, 7½@8c; spring ducks, 9@10c—old not wanted at any price; spring geese, 8@9c—old not wanted.

Sweet Potatoes—\$2.50 for Virginias and \$3.50 for Jerseys.

Squash—2c per lb. for Hubbard.
Turnips—\$1 per bbl.

The Grain Market.

Wheat bulls had a hard task during the week. Receipts were about as usual in the Northwest, which had a depressing effect and many large lines were disposed of. Still it was all absorbed by the large elevator interest—as report has it—which looks as though some parties had faith in wheat. When the visible supply showed a decrease of 640,000 bushels, the market made an advance of 1¼c per bushel in futures and 1c on cash wheat. As stated before, receipts in the Northwest were fairly up to last year. The contrary is the case in winter wheat. Receipts are falling off daily. Exports are fully up to expectation and large lots were disposed of by rail from Chicago, all of which goes to show that foreigners are taking our wheat. Reports from Argentine are very contradictory as to the ex-

portable surplus. Some put it as low as 35,000,000 bushels, which is one-half of what was exported from there during the last crop season. While our visible seems large, it should be taken into consideration that the large proportion is of a very poor quality—hardly fit for milling purposes—which will have an effect on prices later on.

Corn held its own, neither advancing nor falling off in prices. It rather looks as though better prices would be obtained for contract corn later on.

Oats are likewise firm, with a strong undertone.

Rye is stronger, but only a very choice variety is wanted. Michigan rye is hardly up to its usual quality, caused by the damp weather during harvest.

Flour is in some better demand. There are more foreign enquiries and they have raised their bids almost high enough for export basis. Local and domestic demand also shows improvement.

Mill feed is very steady and the demand keeps up remarkably.

The week's receipts have been as follows: Wheat, 45 cars; corn, 6 cars; oats, 6 cars; rye, 3 cars; flour, 2 cars; beans, 1 car, potatoes, 10 cars; hay 1 car.

Millers are paying 74c for No. 2 red wheat.

C. G. A. Voigt.

Hides, Pelts, Furs, Tallow and Wool.

Hides remain firm in price, with a good demand. Some holders weakened last week and let go a few hides at lower values. The market did not respond and old prices prevailed, with a tendency to still higher values. The supply does not accumulate.

Pelts are low and slow of sale, with an accumulation at several points. Holders speculate on the future, believing they must, from necessity, advance from the extreme low values.

Furs do not change and buyers are awaiting the result of the London sales now in progress. A low market is looked for, in consequence of the Queen's sickness and death. Tallow is firm, with fair sales. Stocks are ample for all demands.

Wool is still on the sick list, with small lots going into consumption. This article seemingly is at the low point, being even lower than under free trade and so low in price that all legitimate margins of trade are wiped out. Holders are strong in their views, while the long wait for an advance—which does not come—gives them that "tired feeling." The new clip, being close at hand, does not strengthen their courage.

Wm. T. Hess.

Philip Hilber has purchased the interest of his partner, Otto Goetz, in the meat firm of Hilber & Goetz, 109 Canal street. Mr. Hilber has been engaged in the meat business for nine years and is an expert cutter and shrewd business man and is to be congratulated on the success he has achieved in a business way.

Frank N. Barrett, editor of the American Grocer, New York, was in the city the early part of the week for the purpose of inspecting the displays of fine furniture, on which he is a connoisseur.

John Heinzelman, who recently leased his meat market at 570 South Division street to Watkins & Witson, is again in possession, the lease having been surrendered by the lessees.

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

The Grocery Market.

Sugar—The raw sugar market is weaker, showing a decline of 1-16c, with the general tendency of the market downward. This makes the price of 96 deg. test centrifugals now 4 5-16c, but sales are small and refiners are not ready purchasers. The refined market is also lower, prices having declined 10 points on all grades. The demand has, however, improved somewhat during the last day or two and no further reduction is expected in the near future.

Canned Goods—There is nothing of particular interest in the canned goods market. Conditions are practically unchanged and trade remains quiet. Sales are mostly for small lots of almost everything on the list, showing that stocks of nearly all lines are light. The tomato market is a trifle stronger and the demand is more active, but there is no change in the price. The demand for corn is very light and there is no prospect of improvement in this article in the near future. Peas are steady, with considerable enquiry for the better grades, which are scarce. Lima beans are very strong and holders are asking an advance of 5@10c per dozen. The demand for gallon apples is good and the market is somewhat firmer. There has been an active movement in peaches and practically all of the early packing is sold out. There is no particular interest in the pineapple market. No prices have been made for new pack, nor will packers book any orders until they ascertain the probable cost of the raw material. The oyster market does not take on any increased activity and buying, while of a satisfactory character, does not call for very large orders. No change in values is anticipated, nor do the packers expect anything but the regular run of every day orders. The salmon market continues firm, but with rather light demand. Stocks of almost all grades are light and there can be no doubt of their being almost entirely cleaned up before the beginning of another season.

Dried Fruits—The dried fruit market is in fairly good condition. Sales are not large, most orders being for small lots for immediate requirements. Prunes are lifeless and the general sentiment seems to be that prices will have to go still lower before the goods will move to any extent. Business in raisins is very light. The carry-over now in the hands of the California Raisin Growers' Association is the largest in some years. The stock on hand is of good quality and, no doubt, a large quantity of it will be marketed between now and August next. A decline is looked for in seeded raisins. The demand for peaches is improving, particularly for the fancy goods, which are very scarce. Prices are firmly held. Apricots are firm, with good demand, and stocks are light. The low price of Smyrna figs is attracting buyers and an advance is likely to take place soon. California figs are selling well, also, at firm prices. Currants are in good demand at unchanged prices. Dates are dull, with rather a downward tendency. There is considerable demand for evaporated apples, both in 50 lb. boxes and 1 lb. cartons. Stocks are practically exhausted and what few lots are left are in the hands of parties who are holding for higher prices.

Rice—The rice market is quiet. Sales are not large, but prices are fully maintained and, as spot supplies are moderate and stocks throughout the country are small, holders remain confident. The trade has been carrying light stocks

in anticipation of lower prices which have not materialized. Owing to the decreased crop estimate, it is now believed there will be no lower prices named.

Tea—A better feeling is noted in the tea market and the demand is considerably improved, buyers showing a better disposition to purchase, although there is a preference for the low grades. Prices are unchanged, but are firmly held. Business since Jan. 1 shows an improvement over the corresponding period last month and holders generally feel more confident. The trade throughout the country is carrying practically no stock and, as the larger portion of the supplies for this season have reached port and the total stocks in the United States show a quantity that could be easily used up before next season, there is every probability, looking at it statistically, of higher prices as soon as assured activity asserts itself.

Molasses—Sales of grocery grades of molasses are small, holders asking prices which are above the views of buyers. Stocks are light. Prices continue firm for all grades and indications point to a probable advance in the near future.

Nuts—There is a fair demand for nuts of all kinds, although the heaviest demand of the year is passed. No great amount of activity is expected from now on. Stocks of Tarragona and Ivica almonds and Sicily filberts are all becoming well cleaned up. Almonds are firm, with the tendency toward higher prices. Walnuts, both French and Grenobles, are somewhat lower. Pecans are strong and in good demand. Peanuts are strong and active at unchanged prices.

Rolled Oats—The rolled oats market is quiet, most buyers having filled up just before the last advance and are well supplied for the present. Prices are unchanged.

Pickles—There is some demand for pickles, but the views of holders are somewhat above those of the buyers and practically no business is transacted.

The Boys Behind the Counter.

Elk Rapids—Edward DeYoung, who for some time past has been in the employ of J. W. Slater at his store in this city, expects to leave soon for Conklin, where he secures an interest and assumes the management of a branch store of Brown & Sehler, of Grand Rapids.

Nashville—Daniel Garlinger has resigned his position with C. L. Glasgow, which he has held for the past sixteen years, and is repairing his store building preparatory to going into business for himself. He is not yet ready to announce what line he expects to carry.

Sturgis—Seventeen Sturgis merchants have agreed to close their stores at 6 o'clock, except Tuesday and Saturday evenings, from Jan. 1 to April 1.

Elk Rapids—Stephen Beach, who has been connected with the Bellaire branch of the Antrim Hardware Co., has taken the management of the main store of the Antrim Hardware Co. in this city.

Pettis & Co. in Bankruptcy.

Charles L. Pettis & Co., 204 Duane street, New York, who were exposed as fraudulent by the Michigan Tradesman before the matter was referred to by any other trade journal, have been thrown into bankruptcy by three irate creditors, one of whom has a claim of \$2,406.81.

Never mention your own faults; others will attend to it for you.

MEN OF MARK.

Charles W. Garfield, President Grand Rapids Savings Bank.

If there is one comfort which the larger and the better part of humanity delights in, more than another, it is the hand grasp of a business man who does not think it is "all of life to live, nor all of death to die." Work is wholesome. Toil is necessary. Devotion to business should be cheerfully given; but to wear out one's body and soul the first half of life for the sake of slowly and painfully dying the last half is not the Divine intention nor the part of good sound common sense. A creed like that, early believed in and practiced, may not end in the accumulation of millions; but it does ensure almost to a certainty a life free from fret and anxiety and worry, with time enough to do all that was expected to be done, when the struggle for existence began.

Unless there has been a faulty reading of signs, that kind of life began on the 14th of March, 1848, at Wauwatosa, a town near Milwaukee, Wis., when Charles W. Garfield was born. The family, of New England ancestry, moved from Wisconsin to Grand Rapids in 1858 and settled upon Burton Farm, just south of the city. Here the 10 year old boy made himself useful in carrying out that part of the daily routine of the farm that fell to him. There were chores to be done, there was work to do, and he did both, apparently recognizing the fact at that early age that he had all the time there was, and that by taking it by the forelock and seeing to it that if the minutes were not lost the hours would take care of themselves, and that, too, without any over anxiety on his part. So the summers came and went and when winter took up the burdens of the year, the farm boy became a pupil and went on with his daily work in the school room. This life he led until the high school course was finished at 18, when he turned his schooling to practical account and taught school for two years, at the same time going on with his own studies and, in 1868, entering, as a sophomore, the State Agricultural College. He was graduated from that institution in 1870 after two industrious years, made more so by the fact that he had determined to take upon himself the burden of his expenses accomplishing his purpose by teaching and at the same time keeping up with his class. They were years of hard work and they tested, as nothing else could, the creed which compelled him to turn the minutes to the best possible account while they were passing.

Four years of that kind of effort was too much. The bow that is bent all day must be unstrung at night if it is to retain its usefulness, but the young student, in his desire to get through his course, forgot the fact and never or rarely unstrung his bow. He was ambitiously doing double duty and, when the course was finished and the college honors won, he was in no condition to take up the calling he had determined upon and he was forced to find occupation out of doors on account of his impaired health. This he found as a horticulturist with the firm of Storrs & Harrison, Painesville, Ohio. After a year with them he took up on his own account the nursery business, but the winter of 1872-73 made such havoc with his venture that, to repair his losses, he gave up the nursery and accepted the position of foreman of the gardens of the Agricultural College. In connection

with this he became Secretary of the State Horticultural Society and had the management, at the same time, of the farm department of the Detroit Free Press. He was meeting, to the satisfaction of all, the demands of these triple duties when his father died, and Mr. Garfield returned to Grand Rapids in the fall of 1877 to the old homestead, which has since been his and which he has made his home. He retained the Secretaryship of the State Horticultural Society until 1885, but he found again that he was doing too much, that, while the spirit was willing, the flesh was weak and that he must call a halt.

His duties at the Grand Rapids Savings Bank, where he at once became a director, soon so centralized as to force him to drop almost all outside interests, a condition of affairs which was confirmed when he became President of the bank in 1894, a position he still retains.

more than twelve years he has been a member of the governing board of the State Agricultural College and many organizations of state and nation devoted to rural affairs have felt the wholesome influence of his inspiration and counsel. The Farmers' Institute owes its existence largely to him. The American Park and Outdoor Art Association claims him as a leading spirit. He was appointed a member of the Michigan Forestry Commission under a recent enactment of the Michigan Legislature and was afterward elected President of the Commission. As a member of the Legislature of 1881 he rendered valuable service in connection with enactments in the interests of rural affairs and Arbor Day, as it is now celebrated in this State, owes its existence to Mr. Garfield, its foster father.

Whatever business claims him, he finds his comfort and his joy on his farm and turns to it with a never-end-

are found to balance when the season is over. Quails whistle without fear of the shot gun and the partridge drums unmolested in the sheltering undergrowth of this modern Sabine farm. It is the ideal life. It is a mingling of what is best in business and enjoyment. Money is an acknowledged blessing, but, made to know its place, becomes neither arrogant and exacting nor a burdensome care. Here under his own vigorous vines and abundantly bearing fig trees Mr. Garfield enjoys, as he always has, the advantages of the city with all that is best in the country. He easily stands for what is best in both. Successful in business, he commands the respect of business circles. A son of the Agricultural College he brings his culture to bear upon the life about him, and makes his home among his trees the center of those far-reaching influences which the State and the Nation acknowledge and enjoy. In this delightful home Mr. and Mrs. Garfield, the daughter of Mr. Thomas Smith, a gentleman well known as a prominent factor in this city's development, are constantly illustrating the fact that business can be a success and that life can be enjoyed if men will so far recognize the claims of both as to make them both subordinate to what is best in each.

Censored Trade-Marks.

Turkey is not a practical place for a foreigner to do business in. This is due, in part, to the tyranny of the Turkish censor, who exercises his legal function at the custom house so that nothing shall pass that can possibly offend the religious or political susceptibilities of the subjects of the Sultan. Two examples illustrate the scope of his control. A firm designed a trade-mark for use in Turkey in which the star and crescent formed a part. The design was forbidden. Another firm, profiting by the advice of a British consul, had the advertisement and directions that accompanied their goods—a special brand of soap—translated to Arabic. The translation was done in London, and in the phrase, which in English read "Soapmakers to Her Majesty the Queen," appeared a title which in Turkey is only applied to the Sultan. When the first consignment was examined by the censor he offered the importer the alternative of returning the soap to England or removing the obnoxious label. In the meantime British merchants are warned against sending any goods to Turkey bearing trade-marks or circulars which could by any stretch of the imagination be in any way connected with Islamism or the Sultan.—Profitable Advertising.

Where Danger Lurked.

A little girl who has spent her life in the city went out to visit her grandparents, living in the country, during the holidays, and, as usually happens in such cases, the little city lady displayed her ignorance.

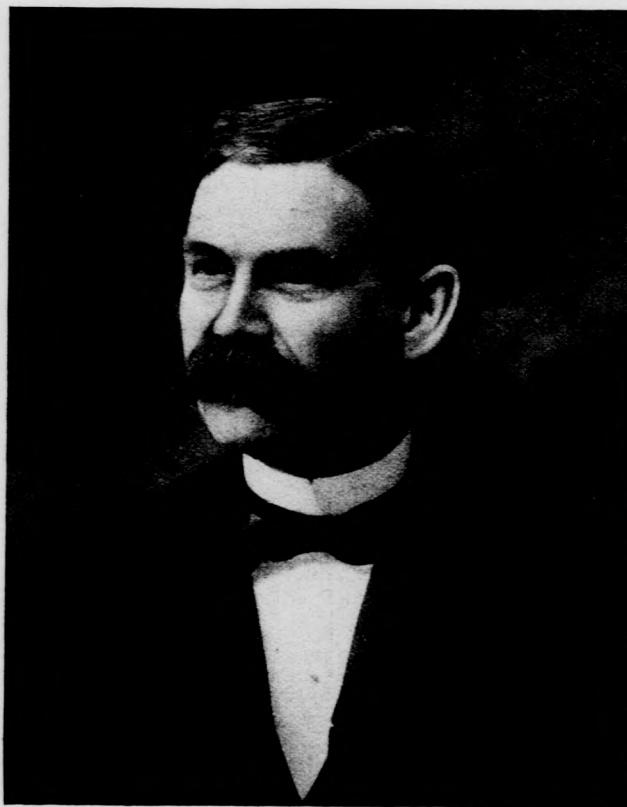
The little girl, soon after her arrival in the country, manifested great apprehension of being hooked by the cows about the place. One day her mother told her to go to a neighbor's home and carry a message. The little girl started, but at the gate she encountered a cow, one of the muley species.

In great excitement she ran back to her mother, crying, "Oh, mamma, there's a cow down there!"

The mother looked out of the window and saw the meek looking bovine.

"Why, daughter, that's a muley cow. She hasn't any horns and can't hook you."

"But, mamma!" exclaimed the child, "she hasn't any horns, but she might hook me with her pompadour!"



This brought him into more active business pursuits and he gave himself up to its requirements. He was one of the incorporators of the Peninsular Trust Co. and was its Vice-President until it was merged into the Michigan Trust Co. He became, and is now, a director in the Grand Rapids Fire Insurance Co. He was one of the incorporators of the Worden Grocer Co., and is still a director of that corporation. He was one of the prime movers in the Grandville Improvement Co., in which he is still interested.

While thus compelled to give up the pleasing pursuits that had come to be a second nature, Mr. Garfield has kept himself in close touch with these rural interests and has come to be a power, if not the leading spirit, among them all. Giving up the Secretaryship of the American Pomological Society, he is still the chairman of the Executive Committee of that organization. For

ing delight. While business is not irksome to him, when its hours are over, the harness is not reluctantly put off and he betakes himself to the fields that are constantly calling to him. It is the old story of the poet and his Sabine farm. He finds there what pleases him best and most. From his boyhood he has been among its pleasures and of them and at heart the two are one. It is a place where trees unmolested grow. He plants shrubs and they thrive. The wild flower greets him with its brightest blooms. Vines flourish where he wants them and the landscape, at his suggestion, discloses unwonted beauty. Orchards bloom and are burdened with the choicest fruits. The grape takes time to do its work and hangs up its tempting clusters to ripen in the October sun. The birds there hold high carnival from June to June and are always welcome. The strawberries suffer and the cherries go for a song, but the books

Village Improvement

The Influence of Pleasing Surroundings Upon Character.

"I never thought anything about it until my wife called attention to it, but have any of you ever noticed that Jim Faxton hardly ever swears on Sunday? Well, you keep it in mind and you get Jim to talking any time after he's got into a clean shirt and you'll find that he has as good as dropped his swearing. My wife has a theory about it—I don't see exactly where it hitches on, but she says that when a man takes himself in hand on Sunday morning and scrubs himself clean and shaves and puts on clean clothes, and good ones, the idea of cleanliness sort of soaks in, and in Jim's case it puts him on his guard. I do believe there's something in it. I got over there early last Sunday before he began his 'cleaning up.' He didn't speak without swearing. I waited until he was ready for the walk we had arranged to take and, do you know, that man never swore once during the whole morning. His wife says that Jim doesn't swear until he has soiled his shirt sleeves. He is worse on Monday night than he is on Monday morning and when he gets home on Wednesday night the flood gates are open and you want to stand back. She insists on a clean shirt for Thursday morning and she would like one for him every morning, but Jim draws the line right there; he can't stand more than two periods of godliness—Sundays and Thursdays when he puts on a clean shirt!"

There was a laugh in the little circle of chosen spirits in the village store where the above remark was made and before the conversation drifted away from the subject the same speaker went on with his idea:

"That's about what the Improvement Society has in mind, I suppose. The outside does have a great influence over the inside, as Jim's clean shirt keeps him from swearing, and I've noticed it more or less that you'll find the likeliest folks in the houses where things are kept picked up. You don't have to tell me anything about a man with a one-hinged gate, back or front. There's something wrong about him somewhere. Circumstances may be all against him, but if he's what he ought to be, when the change comes the gate's fixed. Ever hear that story about General Grant? It brings out my point exactly: Before the war he was having a dreadful time getting along. After he got way up and everybody had a sort of an idea that his success might turn his head, somebody asked him one day what he was going to do next. He stopped a minute and, says he, 'The first I'm going to do when I get home to Galena—if it was Galena—is to have that front gate fixed!' After that I never had any doubt about General Grant."

The clean shirt incident may have little or no foundation, but the fact remains that a wholesome outside has much to do with the formation of character. The single well-cared-for house in the village stands a constant reproach to its neglected neighbors and by the painful contrast incites the indifferent and the thoughtless to action. In one sense health is as catching as disease and when all that is wholesome breaks out into landscape gardening lines the result is as gratifying as it is lasting. Always and everywhere it makes its presence felt. The first villager to clear his sidewalk in winter is very apt to be

the man who is found at the head of every worthy improvement, and a village whose public interests are promptly cared for will be a place where thrift lives and where the moral character behind it makes the community clean and wholesome clear through.

The place of places to which the Improvement Society should give undivided attention is the village school. The teacher is an agent that should be made much of and whose influence should be early enlisted in the teaching of this all-important lesson of making "a goodly outside" harmonize with the indwelling spirit. The school grounds, the interior, usually bare and uninviting, the personal comforts of teacher and pupil alike, should receive attention and whatever will add efficiency to the work done there should be earnestly encouraged. There is no place in the world where a beautiful picture or other work of art can be displayed at so great an advantage and yet, outside of the city school room, there is no place where such beauty is less often seen. The village selfishly keeps from its growing boys and girls what they most need for their mental, moral and physical training, and then wonders, when they have passed beyond the boundaries of a barren and desolate childhood, why the children at the earliest opportunity, with a delight they do not attempt to conceal, hurry to the city, where all sorts of temptations await them.

Let the Improvement Society do its work well and this will be changed. Where beauty and thrift settle down together there will be the best of the city life be glad to come and stay. The city does not dislike the country and never has disliked it. In the whirl of gaiety going on there, there is a constant longing for the simpler life that the country gives. The pure air is a type of the purer life lived there. The lack of the hurry and the rush is thought of and longed for and the lengthening of the summer stay in the country long after the summer heat is over only confirms the fact that the country is getting to be more and more what it was—the best place to live and by far the best place for childhood to grow into the best manhood and womanhood, which is so much needed now and always will be; and, what is quite as much to the point, the best place for maturity to do this all-important work of child training. A village with surroundings that will make this life work easy is what parentage is looking after—a fact which affords convincing proof that environment is an important element in home life and that the village that looks out most carefully for this is the one most sought after by those who have their children's interests most at heart.

Good Reason for Sitting.

A Glasgow servant girl went home a few evenings ago with her head wrapped up in a shawl.

Her young mistress asked her what ailed her, and was told that she was suffering from a bad attack of toothache, brought on by sitting in the park.

"But you ought not to sit on such a cold, chilly night as this," said the mistress. "You should walk at a smart pace."

The girl looked at her a minute, as though pitying her ignorance, and then answered:

"You can na coort right walking; you must sit doon."

Marrying a man to reform him is like eating a toadstool to find out if it is a mushroom. It's all right if it happens to turn out right.

COSTLY EXPERIENCE.

Fraudulent Representations by the Manufacturers of Oilettes.

The Tradesman deems it a duty to warn the trade against the Regal Manufacturing Co., 250 Market street, Chicago, which claims to be the exclusive manufacturer of "Oilettes," a name it applies to cheap reproductions of portraits on an enlarged scale. The latter head of the company bears the illustration of an eight story building with flags and signs of the concern, but an inspection of the premises discloses the fact that the flags and signs are confined to distorted illustrations of the building and do not actually exist. The Tradesman entertains the theory that the man who will act a lie will tell one, and, judging by the vacillating policy of the company and the character of the men it has sent into Michigan to represent it, the manager is not inclined to stop at one lie, but is disposed to utter untruths in wholesale quantities. The modus operandi of the concern is set forth in the following letter from a reputable merchant in the interior of the State:

The Regal Manufacturing Co. has made us a big expense and a lot of trouble with our customers. Its agents called on our customers and told them all kinds of stories in order to secure their photographs to be enlarged. Some of them informed the agents that they did not have a photograph they wished enlarged, but were persuaded to give them any photograph they might have, which the agent would leave at our store to be exchanged for a better one, when we would forward it to the company. Some of those who had given the agents their photograph followed them to the depot and demanded the return of the picture, which they agreed to do, stating that they would return same by mail, but they failed to do so. The company enlarged the whole collection, with the exception of two which belonged to our best customers. We can not get any response from the house, although we have written three times. There are a number of the oilettes which are refused by our customers, as they intended exchanging the photographs for better ones before they were sent to the company. When we entered into a contract with the house, we were to pay for only what picture frames we used and for such photographs as we sent them. They shipped us 165 picture frames, for which we paid \$247.75 and \$145 for oilettes, spot cash. We will have on hand at least one hundred frames more than we can dispose of and about one-half of our customers have refused to take the frames. We have insisted on the company taking back the extra frames, as agreed to in the contract. One of the photographs solicited by the agent comprised eight persons, and the customer was informed that there would be no extra cost for the group, but we were charged 50 cents for each person in the picture. The customer was angry and would not take the picture.

How 'Twas Done.

Old Gentleman—Here, sir, how is it I catch you kissing my daughter?
 Lover—By sneaking in on us, sir.

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MANTLES
 Glovers' Gems, Satisfaction, and Perfection are the best.
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They darkness into daylight turn. And air instead of money burn. No smoke, no odor, no noise, absolutely safe. They are portable, hang or stand them anywhere.

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Simplest and
 Most Economical
 Method of Keeping
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 Printed blank bill heads, per thousand..... 1 25
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One Dollar a Year, Payable in Advance.

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

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

E. A. STOWE, EDITOR.

WEDNESDAY, - - JANUARY 23, 1901.

STATE OF MICHIGAN } ss.
County of Kent

John DeBoer, being duly sworn, deposes 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 Jan. 16, 1901, 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 nineteenth day of January, 1901.

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

THE PASSING OF THE SWORD.

It is said that Lord Roberts, during the Boer war, gave orders to the line officers in the field to dispense with the sword and carry only pistols as side arms. In the recent war with Spain, and in the present war in the Philippines, the sword was found to be not only useless, but very much in the way of its wearers. That this state of things should have come to pass is a necessary consequence of the latest methods of civilized warfare. No longer do armies stand and face each other. The men do not stand at all, but in action lie down, and when they advance they crawl. As for the cavalry, of which the sword was the chief arm, everything is changed. The cavalryman is one only in name. His horse is only intended to carry him to the scene of action. Arrived there, he dismounts and grovels on the ground. A sword of any sort, but particularly the long saber, would be an intolerable nuisance and would clog his every movement, therefore the sword has been discarded from the military service.

This radical change in doing away with the most celebrated weapon ever used in war, and one which has held a foremost place not only in battle, but in literature, for thousands of years, was brought about by the use of the long-range guns which have lately come into vogue. Opposing armies, under the new system, really do not come in sight of each other. With small arms which carry bullets half a mile, and cannon throwing their heavy shot five to eight miles, long before armies approach close enough to see or be seen, the firing becomes deadly.

The Civil War in America was fought with muzzle-loading guns of moderate range, and contending armies stood within a few hundred yards of each other. Then bayonet charges were frequent; and cavalry combats hand-to-

hand were not uncommon. It is true that many of the so-called cavalry commands were really mounted infantry, moving rapidly on horseback to some desired position and fighting there on foot; but, nevertheless, not a few cavalry regiments, particularly those first organized, were armed with sabers and distinguished themselves in hand-to-hand combats.

The Franco-German war was fought with breech-loading rifles and machine guns, but they were not so far-reaching as are the present small arms, and there was still a great deal of cavalry fighting; but with small arms and machine guns which will carry a mile, and artillery throwing shot and shell many times that far, battles are now fought with the contending armies so far apart that they do not even see each other. This makes bayonet and saber fighting impossible, and while the latest wars have demonstrated more than ever the need of mounted troops, the horses are only for purposes of transportation, while the fighting is done by the men lying in ditches or behind other such shelter from long-distance firing.

All the romance of war is crystallized around the sword. It has been celebrated by every great poet of every nation in the world. The swords of the great warriors were invested with magic properties. The war cry of the conquering Israelites, thousands of years ago, when they were overthrowing the nations which occupied their promised land, was: "The sword of the Lord and of Gideon!" The ancient sacred writers compared Divine truth to a sharp sword. The famous Excalibur of King Arthur, of Round Table fame; the Durandal of Roland, and the Balmung of Siegfried, are a few of the celebrated swords supposed to possess magic power.

Romance and poetry, however, have no place in an age of commercialism and material development, and the sword which has held a supreme place in war as well as in song and story for all the ages since man was able to forge an iron blade and harden it into steel must be banished from all use, to be preserved only in museums of obsolete curiosities. This is the era of war in which the destruction of human life in the most complete and practical manner is sought, and no opportunity is given for those adventures and that gallantry which have been dignified into heroism and glorified in poetry and romance. This is the age of matter and force, with man as the deity, who alone works the machine.

A penny lunch room, opened in Chicago by the St. Luke Society, has been so successful that nineteen others are to be established. Every article on the menu is 1 cent, and the bill includes coffee, with sugar and cream; rolls, mush and milk, oatmeal and cream, doughnuts, soup, weinerwurst and pork and beans. In one day 1,200 persons were fed at the new lunch room.

Venezuela should be very cautious about getting this country mad just now. We need pitch lakes in our business and have adopted a policy of annexing weak countries where the commercial advantages would seem to offer opportunities to ours.

For several months Charles J. Glidden, President of the Erie Telephone Co., has insisted that "something would drop" about Jan. 1. For once his prediction has been verified. Glidden was

THEY ARE NATURE'S OWN.

After the leaves had changed in October and the streets of the city were flanked and canopied with color, attention was called one day to the fact that, countless as the leaves were, there were no two alike; that, while the prevailing colors were yellow and red, no two were stained alike; that after the leaves were gone no two twigs or branches or boles would be found alike, and that in the whole world of woods there are no two trees exactly alike. "It is strange, it is wonderful; but that is Nature's way, and these are Nature's own."

It is also a fact that this variety in unity is not confined to the woods. Women have the peculiarity of the leaves. In the limitless fields of dress all must have gowns, but each must be unlike its neighbor in cut, in color and in design. "I saw to-day," said one of these wise ones, "a white silk waist trimmed as I shall have mine trimmed that is now making. It was my favorite shade of purple, but my trimming is to be of velvet, which will have a much finer effect than hers of silk. I meet this woman rarely, so there is little danger of our being dressed alike, and if chance should bring our similar waists together I'll stare at her first and let her see that I think her waist is a copy of mine!" She and her sisters are Nature's own and so are—shall we say unconsciously?—carrying out Nature's universal law.

Wideawake trade has long been aware of this. "If the day be fair on Sunday," says one who speaks whereof he knows, "there will be worn in Grand Rapids no less than 45,000 head coverings and it is safe to state that not one will be like another. There will be all sorts of shapes and all sorts of material—straw and felt and velvet and silk. Colors will vary from the faint tint to the intense. Ribbons of all widths and values, arranged in every conceivable and inconceivable fashion, will flaunt their splendor in envious faces. The best of these, on such a Sunday, will join the crowd out of church or in, and if it should so happen that any two of these 45,000 head coverings are alike, or too nearly that and so suggest a likeness, there will be no peace for the tortured two until the likeness is destroyed and each woman, her individuality asserted, can again join "the madding crowd" without wearing anything at all like another's. Surely these are Nature's own, and they show by this one touch their nearness to Nature's heart.

If this lesson of fickle Fashion, caught from the leaves, could end where it began there would be great rejoicing, but it does not. The maple, from the foundation of the world, is convinced that no veination is so good as hers, no outline quite so varied and so pleasing, no coloring quite so beautiful. From April to the last clinging leaf in November the oak scorns the whole maple idea and from bark to acorn tip insists that the best is his; but the human Oaks and Maples have no such unbending lines and the merchant who undertakes to cater to their changing fancies has not learned enough of Nature's methods to be sure of the result. He is never confident, as she is, that green will be the prevailing color in spring. The apron of the woodland Eves never changes its pattern; but the wives of the world's Adams are not sure of wanting any aprons at all and the merchant, who must judge in the fall what garment is to be worn in the spring, must not de-

pend upon guesswork if he is to reap a goodly financial harvest.

Varied, however, as humanity is and uncertain as its caprices are, they who are somewhat skilled in satisfying these believe that there are certain lines which, studied, will lead to certain results. A desire for novelty, a determined exclusiveness, an intense personality, are all to be depended on. Certain ideas, certain qualities, certain harmonies, all having in them attributes which the beautiful can always claim, are sure to be appreciated and loudly called for. They do indeed declare that they whose whims are satisfied are still Nature's own and that the caterer to these whims, be they what they may, will be successful only as he understands and follows Nature in dealing with her own.

THE DOOM OF GLIDDENISM.

So rapidly have events followed each other in connection with the Erie Telephone Co.—the largest company owning Bell licensees—that the general public does not realize the tremendous changes that have taken place. As President of the Erie Telephone Co., Charles J. Glidden has for several years been the most conspicuous figure in the telephone world. During the past two years his management of the Erie has been so extraordinary as to astonish his Bell allies and confound his opponents in the independent field. While Mr. Glidden and his associates have been apparently confident of making his policy a success and have liberally subsidized the press of this and other states to advertise and aid in the carrying out of that policy, conservative men in and out of the telephone business have predicted and expected failure and were amazed that success seemed to carry forward Gliddenism month after month.

A year ago Erie stock was quoted at 128. Under the reckless management of President Glidden it gradually declined to 101 on Jan. 1. Since the annual report was published, showing the Erie company to be six million dollars in the hole, the stock has dropped to 65, with no movement even at that price. The desperate effort to secure a temporary loan to tide over the emergency and prevent the corporation going into bankruptcy and the enforced retirement of President Glidden from the management of the business are still fresh in the public mind.

Glidden is a thing of the past and Gliddenism is doomed!

A recent illustration of the passion for litigation is furnished by a citizen of New York, who was a guest at one of the Mills hotels there, and whose undershirt was lost in the wash. What was deemed compensation for the lost garment was offered him, but he preferred to carry the case to the courts, where he sued Mr. Mills to recover 75 cents. He was non-suited, and then he carried the case up to the higher courts, and now the appellate term of the Supreme Court has affirmed the judgment of the lower court. It has cost the litigious plaintiff the price of several dozen undershirts.

German capitalists have planned the construction of a railroad through the Samoed peninsula with the object of bringing the wheat of Western Siberia quickly and economically into the world market. The wheat will be shipped by the Ob and its navigable tributaries to Obdorsk; then by rail to the seacoast, and thence by vessel to London or other ports.

EUROPE'S FEAR OF AMERICA.

The nations of Europe at the beginning of the twentieth century are astonished at the enormous natural resources, the immense accumulated wealth, the extraordinary progress of the United States in the invention and use of labor-saving machinery and the prodigious activity of the American people in manufacturing and other productive industries.

Some time ago an Austrian Minister of Commerce declared that the time was at hand when the European nations would be forced to make a commercial combination or coalition against the Great Republic. They would have to enact high tariffs against its products and establish free trade, or as nearly that as possible, among themselves.

It so happens, however, that the United States produces in the greatest abundance many articles of necessity which Europe must have, and, since a combination against the importation of those products would only have the result to make the people of many European nations suffer, the idea of such a commercial coalition has never been generally accepted. Cotton, grain, meats, timber and petroleum have long been staple articles of export from the United States to various European countries, and now coal and iron are being added to the list.

The Hamburger Fremdenblatt, a leading paper in one of Germany's chief commercial cities, reviews the progress of the United States commercially and industrially in an article entitled the "American Danger," and it is worth while to note the view it takes of the menace of America to European trade and industries.

The Fremdenblatt starts out with the statement that the Union came out of the Civil War during the early sixties with one of the heaviest debts recorded in history. This debt was, for the most part, paid far earlier than the world, or even the Americans, expected, and it was paid mainly by the export of agricultural products. When, about twenty years ago, the industries of the United States began to revive, and, under the encouragement of protective duties, developed and strengthened, they suffered in all branches—often seriously—for want of domestic capital. The great transcontinental railways were built partly—in some cases, principally—with foreign, principally English and German, money, and, similarly, different great industries were obliged to draw capital directly or indirectly from Europe to extend and increase their facilities.

It was a natural result of those conditions that Europe held a large share of the railway and industrial securities on which the United States had to pay interest abroad, and, since this interest was payable in gold, there was a strong and constant outflow of the yellow metal, to the injury of the financial situation at home. From this it resulted that during many years the imports from Europe reached higher figures than the exports from the United States, and the resulting adverse balance had to be paid to Europe, likewise in gold.

Such were the reasons for the constant scarcity of money, especially gold, which during the later eighties and the early nineties, in connection with the then unstable financial policy of the Government, repeatedly brought the gold reserve below the legal limit for the protection of the currency and necessitated at that time a new loan and

new gold imports and an increase of interest to be paid to Europe. Things went so far that the United States became financially wholly dependent upon Europe, and the rate of interest was practically dictated from London.

A nation, like an individual, is constantly under the operation of the laws of trade and finance, and, while many short-sighted persons were seeking to find in domestic politics the causes of the financial troubles and industrial depression which fell upon the country in the early nineties, and culminated in the money panic of 1893 of the last century, the apparent mystery was all the time an open book to those who knew the actual trade conditions of the Great Republic. Fortunately, however, a change of conditions came over the country. It did not come all at once, but, while several important factors were at work, their effects were felt in a gradual and progressive improvement. Several unusually good harvests succeeded each other, and two of these, coming in conjunction with bad crops in Russia, changed the balance of trade in favor of the United States and brought a corresponding flow of money to America, instead of from this country to Europe.

As a consequence of the improvement of the money situation, many industries which had been languishing were restored to activity and new enterprises were set on foot. As soon as the American industries thus got upon their own footing and were in a position to support the railroads, which were strengthened by increased freights and the gigantic harvests, and were thus brought into a greatly improved financial condition, they likewise undertook the task of freeing themselves from foreign capital—in other words, of reclaiming the industrial securities which were in European hands; and then they began to dominate foreign markets—first, those of Central and South America, Asia and Africa, and finally those of Europe.

The steel manufactories of the United States, which two decades ago were in their infancy, to-day control the markets of the world, dictate, either directly or indirectly, the prices of iron and steel in all countries and, partly through the richness of their supply of iron ores and coal, partly by the use of labor-saving machinery and skillful, effective means of transportation, have attained a position not only to compete with the older iron-and-steel-producing countries, but even profitably to export their products to England; while the experience of the past few months proves that, within a not far distant period, the coal of the United States will play the same role in the markets of the world.

Such are the commercial and industrial conditions that Europe must meet, and it is a realization of this situation that has induced European commercialists and financiers to cry out against the danger.

The greatest evil that can overtake a country is the paralyzing of its productive industries, because that means the impoverishment of its people. Under these circumstances, there is no wonder that the astonishing industrial and commercial progress of the United States has produced a profound sensation in Europe. It bodes serious consequences to us, as well as to European nations.

Include in your stocktaking a careful estimate of your business capabilities. Maybe you're insolvent in that direction.

AFTER DINNER PHILOSOPHY.

Never is the world so rosy to a man as when he gets up from the dinner table perfectly satisfied. It hardly matters what the day has been—easy or difficult, it is all over, his physical needs have been taken good care of and, with a favorite brand of cigar between his fingers, he sinks into his easy chair not only thoroughly convinced that life is worth living, but ready to prove it from any number of modern instances. His reasoning is logical and always inductive. That has something practical about it which the simplest can understand. It begins with undisputable fact, and he is usually that undisputable fact. His own case disposed of, other similar successes are made use of, and others still, so that when the irrefutable conclusion is reached and the general law declared there is the universal assent.

It is not unusual for these one-sided discussions to take up, treat and settle some economic question of the day. Naturally business is the theme and, just as naturally, the causes of its successes and failures. Dealing only with fact, which is known and admitted to be a stubborn thing, he proves beyond all doubt that success is always assured to the man who has the courage to endure mistakes and mishaps constantly occurring. They are to be expected and so are provided for. An unlucky step upon a hidden piece of commercial ice prostrates him. It is a misfortune, but it is not the man who falls once or a dozen times that makes a permanent failure in business—it is the man who does not get up again. "My own case proves that. It was at first a succession of failures. Skies were never darker than mine were. Sunlight and starlight were both shut from them. I slipped and fell time after time; but I clambered to my feet undismayed and went at it again. Finally Fortune concluded she had met her match, gave it up and I—well, I have nothing to complain of. The only thing I want to say is what I have stated already, that the failure is due to the not getting up, and the man that doesn't do that fails and he ought to fail. Q. E. D.

"There are also others that prove the proposition—there is Higgins, the oilman. You just ought to hear his story. Eighteen wells, covering I have forgotten how many years, all of them failures, were sunk one after another, every one of them taking every cent he had. You see where he is to-day—fairly rolling in wealth. What if he had failed to get up the eighteenth time when circumstances threw him down and, you might add, stamped on him? It's pluck that does it, say I, and the man who hasn't that and lots of it you will find to be always the man that, when he falls, doesn't get up again; which was what I said at the outset."

With a good dinner put where it will do the most good, with a luxurious home doing its best to cater to the slightest wish of this man living on Easy street, there is "much reason in his sayings;" but his instances follow too closely a single line. Given health and pluck and push, with the world standing back, or made to stand back, a fall is often only an incentive; but what are even these three under often existing conditions which all can name? Men so fall sometimes that they can not get up. They are not discouraged. Helped at last to their feet, they bravely look the world in the face; but there is a limit, and they have found it. They have only to look the inevitable in the

face and with the health and pluck and push fight to the finish the losing contest.

These are instances which the after dinner philosophy does not reach. If touched upon at all, seen through the blue smoke of the fragrant Havana they are illustrations of tamely yielding to adverse circumstances. "They might if they would. I did, they can; and they have only to thank themselves for the misfortunes which have come upon them." It is simply logic; and yet the man without the dinner and the fine cigar may, from his view of the conditions, reach far different conclusions—in too many cases the only ones.

THE END OF LIFE ON THE EARTH.

The finish of this earth has been set for diverse dates, all mistakenly so far as experience has gone. The period figured out by Prof. Lee, astronomer attached to the naval observatory at Washington, can be accepted with composure. The Professor's conclusions may be disputed, but can not be disproved. They may be right and may be accepted as entirely right without causing a minute's loss of sleep or change in any existing contracts. Prof. Lee fixes the wind up of all business on this planet at 3,000,000 years hence. The end will not be by conflagration or smash up, but by freeze up or out.

The astronomer has entertained this view for some time, but was not thoroughly confirmed in it until after his observations of the sun's total eclipse last year. The theory that the sun is burning out was strengthened, to Prof. Lee's mind, by the clearer, brighter rays of the corona then observed. The phenomena explained the increased heat of last summer—a fiercer consumption going on in the sun—and strengthened the deduction that the end of heat and light, received from the sun, is approaching. When it arrives the solar system will be in total darkness. Cold, which no thermometer yet invented could measure, will be upon the earth and, of course, on other planets of the system. Life will cease. The freeze up will be complete, defying artificial contest.

There will be no change in the operation of the solar system and the several worlds that compose it. The attractive and propelling forces will continue in operation. The earth and moon and Venus and the rest will continue their voyages through space, revolving about the sun—whose fires will have gone out—all in a total darkness compared with which a bottle of ink in a barrel of tar at the bottom of Michigan's deepest copper mine alone is comparable for intensity of blackness.

Prof. Lee puts the sun's original supply of fuel as sufficient for 27,000,000 years. Eight-ninths of it or thereabouts have been consumed. The flames rage with increasing fierceness, which, as observed, accounts for the extra heat of last summer, and will finish the remaining ninth in 3,000,000 years. Whether our summers are to continue getting hotter the while, the astronomer does not say. Nor does he explain how the sun can lose so much of its substance and still be able to control as a central attraction the movement of the planetary system. Perhaps it doesn't matter—to people of the twentieth century.

Those who despise the day of small things forget when the acorns were planted.

Shoes and Rubbers

Ideas Suggested by Interviews With New York Shoe Dealers.

The retail shoe dealers in New York are experiencing a lull in business which has kept them busy for some time past. The salesmen have all been active during the period immediately preceding the holiday relaxation, giving the arch-fiend no opportunity to "find some mischief still for idle hands to do."

The week before Christmas was sharp and cold, and the demand for seasonable goods correspondingly brisk, and this, combined with the holiday trade, kept the salesmen from lingering by the wayside.

The verdict of the retailers is that the past year has been generally successful. No one has any fault to find with the past, and there is a general inclination to look forward to a prosperous year for the beginning of the new century.

No one takes upon himself to say upon just what grounds he bases his prediction, but there is a remarkable degree of unanimity in expressing the conviction that the coming year will surpass any previous one in the retail trade.

The general idea seems to be that an era of prosperity is upon the country and that a full portion is to fall to the share of the shoe trade.

The Christmas season was not heralded and marked by the retail stores by decoration and ornamentation to any considerable extent. A few stores made some display in this direction, but the majority had little or no evergreen or other strictly Christmas decorations.

In some windows appeared small signs, "Holiday Gifts," or other appropriate words, and the display of slippers and other "gift" goods was proportionately greater than at any other seasons of the year.

Retail dealers are not looking for any material change in styles in the near future, although it may be mentioned that button boots are worn more than they have been for some years past.

A prominent dealer, commenting on the changes of style, says that there is little probability of any recurrence of the "freak changes" which have heretofore been characteristic in the trade.

"In years gone by," he said, "a concern having good salesmen and money enough to back the game could put on the market any kind of a shoe, if it was only enough different from the prevailing style, and immediately his shoe was the rage. Now that is all gone by. What people want is a shoe having a real value and made on such lines as to fit the foot."

The department store, according to another authority who expressed substantially the same views, has been a factor working in the same general direction; that is, the department store has drawn away a part of the retailer's customers, but, as a rule, the class who are least critical in the matter of the fit and appearance of their shoes. This diminution of clientele has enabled the retailer to carry a better stock and to cater to a better class of trade, so that, while the department store has to some extent diminished the number of sales, it has enabled the retailer to sell better goods at a better profit to himself.

More and more is it apparent as the years pass that men, and women too, are insistent upon having shoes that fit

the individual foot rather than to submit to the conventional decree of fashion in regard to "length, breadth, height, depth and any other creature," having reference to the dimensions and comfort of footwear.

Another dealer, speaking of the changes which have taken place in the shoe trade in the onward march of the race, mentioned the matter of window dressing. This subject, as a fine art, has become prominent only within a few years. Formerly, a few pairs of shoes thrown into the window in any grouping which chance dictated was all that was considered necessary to call the attention of the public to the fact that there were shoes for sale within, but now that is all changed. A window displaying the old "higgledy-piggledy" array of men's, women's and children's shoes will not attract any attention whatever, while an artistically arranged window will attract and hold the notice of the public, to the manifest advantage of the dealer.

The same gentleman commented on the difference in store furniture, fixtures and appointments, and it is to be conceded that there is a vast difference between the present arrangement of the interior of a retail store here at the present time and that of a time not very long past. New York, of course, always has claimed supremacy in its retail bazaars, and still holds to that proposition, hence it may be remarked in passing that the improvement in furnishings and fixtures is greater and more marked here than elsewhere. Everything that can be done for the comfort and convenience of patrons is done, and the discomfort and inconvenience of "trying on" new shoes is reduced to a minimum.

Retailers are greater advertisers than in many places. One of them said to the writer: "The daily papers reach every one within shopping distance of New York, and by no other means can we bring our goods to the attention and notice of so many possible customers."

And here again the professional gentleman has an opportunity. A plain notice of "shoes for sale" is by no means sufficient, and the writing of "advertisements" has become a fine art, and nowhere is it carried to a greater degree of perfection than here.

It might not be possible to paste the picture of any dealer on an envelope with no writing whatever and have the letter delivered, as has been done with at least one prominent Massachusetts manufacturer and retailer, but the advertisements are put up for the purpose of gaining custom, and they accomplish their end.

Another feature of the retail business, to which much attention is paid, is the retention of a customer after he has become such. Individual tastes and desires are noted by salesmen for future use, and when the customer comes the second, or at any future time, he can be suited in much less time than would be possible without the memory—and perhaps the note book—of the salesman.

The idea of specialization is carried here to its legitimate and logical conclusion, and, as the dealers claim, with the best of results.

Instead of carrying a general stock of all kinds and of all grades many of the largest dealers carry only one make, and this principle is carried to the extreme of keeping in stock shoes of only one price. A concern has just opened here on this basis, having already a large number of stores in other cities. It is

claimed by those who have tried this scheme that it is more satisfactory to both retailer and customer than any other way to do business. Naturally this method calls for a grade of shoes rather better than the average, but, as it affords no opportunity for argument between buyer and seller, it is not without its advantages.

In a word, it may be said that the retail dealer in New York has studied the subject from every point of view, and that he "knows his book." Every possible coign of vantage is sought out and occupied, and the experience of the whole retail business is utilized in the arrangement of plans of campaign. Any new scheme which promises well is sure of a trial by some one or more of the many retailers, and a very short time suffices to show whether it is a success or a failure.

For instance, the souvenir has had its day here, and has gone the way of all the earth. There was not enough return to make it profitable, hence the whole souvenir scheme was dropped. Again, holiday decorations, as stated at the opening of this letter, have been almost entirely omitted this year, as there seems to be no tangible result from the outlay of time and money.

And from a business standpoint, of course, the retailers are right. They are not carrying on the trade for their health, nor yet for what pleasure there is in it. It is simply a business proposition, and whatever enhances and increases the business is valuable, and, conversely, whatever is of no monetary advantage is put aside.

As consistent worshippers at the shrine of the Almighty Dollar, the retailers of New York are in the van of the procession.—Boot and Shoe Recorder.

PREMIER

STOCK NO. 2424

Patent Calf vamp and quarter Vici Kid top, Flexible sole, O. G. heel. Write for one of our New Spring Catalogues.



Price
\$2.15



Geo. H. Reeder & Co.

28 and 30 S. Ionia St.

Grand Rapids, Michigan

Will Stand the Racket

OUR OWN MAKE
CHILDREN'S BOX CALF SHOES

Are made with greatest care as to appearance; they are neat and nobby. But they'll stand the racket longer than any other shoes made. We also make them in Misses' and Little Gents' sizes.



HEROLD-BERTSCH SHOE CO., Grand Rapids, Mich.
MAKERS OF SHOES.

We Cannot Help It that Everyone Wants Our Factory Make of Shoes



Folks seem to know a good thing when it comes to the wear. We know that we have put our trade to considerable inconvenience in not filling their orders promptly, but in future we will do better as we have increased our capacity and are turning out more shoes daily than ever before. Send in your orders early and they will receive prompt attention.

RINDGE, KALMBACH, LOGIE & CO.,
10-22 NORTH IONIA STREET,
GRAND RAPIDS, MICHIGAN

The Old-Time Shoe Dealer.

With changed and changing business conditions on every hand, the present-day merchant, whether a wholesale or retail dealer, must of necessity be constantly on the alert to take advantage of every move in the business game. The time has gone by forever when every man's business, to a great extent, ran itself; when the same patrons could be counted on, year after year, with almost unflinching certainty, and when the danger from active competition was nearly nil. This is particularly true of the retail shoe trade. What shoe retailer, grown gray in the business, does not fondly remember the good old days when laying in the stock was the hardest part of the business; when sizes were few and customers not over fastidious and a sale could be made without talking up the merits of a dozen styles, all more or less conflicting.

In those days a slumberous quietude might brood over the store, with perchance the spider spinning his web among the cartons, but the business would be none the worse for it. Flashing plate glass and artistic window displays were not necessary, and even of so short a period as a score of years ago, what reader of Facts can recall any particularly striking store display made to catch the eye of the public? What were then considered very ornate and elaborate exhibitions of window dressing and store decoration in the largest cities are now more than equalled in every town of 10,000 inhabitants. The possibility of developing a class of artists unique in themselves, whose lives would be entirely devoted to store beautifying, would then have been laughed at. They would have laughed also at the possibility of many other things. The specialty shoe idea, for instance, and the daring methods employed in exploiting it; the special sale fad, the rummage sale fad, and the fad for selling shoes below cost—the most costly fad of all, as it benefits no one but the public, and is sure to injure many—all these would have made the old-time retailer gasp, and if the shades of any of the aforesaid easy-going shoe dealers, who did business in their own drowsy way, ever revisit the earth in the "witching glimpses of the moon," they doubtless hasten back to shadowland, scared by the fierce hurry and turmoil of modern methods, and no doubt feeling well content with the peaceful shores of the Styx as a place of residence forevermore.—Shoe and Leather Facts.

The So-Called French Sizes.

There are manufacturers who find it difficult to meet the varied demands of retailers regarding the stamping of the so-called French sizes on shoes.

There is such a variety of views among retailers using French sizes that much trouble and expense are placed upon manufacturers. Naturally they desire to meet every reasonable and just demand of the retailer. They do not object to using regular French sizes, but they do find fault when retailers send along exclusive sizes which they use in their business, believing that such a practice helps them in trade.

All this is done to give the women an idea that their feet are smaller than they really are. Everybody understands that this is a point of much importance in retailing.

Convince a woman, by a showing of figures, that her foot is one size smaller than she imagines it to be, and you have gone a long way toward establish-

ing a permanent customer. They like to be flattered in this direction and retailers are not slow to meet the demand.

One shoe manufacturer has informed the writer that he uses from fifteen to twenty different French sizes for retail customers. This illustrates the general situation. Bogus French sizes no doubt exist in other shoemaking localities, and it would be a great service if more uniformity could be secured in this direction. Doubtless it will be a difficult evil to remedy because there is such a difference of opinion upon the subject. Manufacturers find that bogus French sizes are developing in such a manner that much trouble and expense are created.

It doubtless does not seem anything like a large proposition to the retailer, but if he were running a shoe factory and a dozen or fifteen different sizes were running through the workshop, he would very promptly become of the opinion that bogus French sizes should be obliterated. Manufacturers who have looked into the question believe that retailers have a wrong idea concerning the worth of this deception. The manufacturers do not believe that it influences women to the extent that many retailers imagine. Therefore they think that uniformity should exist and that shoe manufacturers, through their associations, should do everything possible to break up the practice of bogus French sizes.—Boots and Shoes Weekly.

Rise and Fall of the Bicycle Shoe.

From the Boot and Shoe Recorder.

"The rise and fall of bicycle shoes is a subject which is very interesting to contemplate," remarked a shoe salesman in Boston the other day. "A few years ago I kept one factory, and a big one at that, steadily employed in filling orders for men's bicycle shoes. I know there were a whole lot of women's bicycle shoes sold as well. Now the orders which I take for bicycle shoes wouldn't keep even a corner of the factory busy a few months in the year. It is surprising what a change has been brought about within the past two or three years in this respect. With the subsidence of the craze for wheeling, the manufacture of bicycle shoes has dropped from millions of pairs yearly to a few hundred thousands, and is still falling."

Shoe Store Thoughts.

Exclusive prices—inexpensive prices. Built for winter.

Our object is to save your sole. He who enters here makes his exit with a bargain.

Fashion waits for our styles—notice our patrons.

No matter how low our price is, the value is never impaired.

We are willing to bet our shoes against any other dealers when it comes to value for the money.

The best is cheapest in the long run—you get it here.

Yes, our variety is endless, but no style is out of date.

To see a pair is to want a pair; to try a pair is to buy a pair.

Muscular Rheumatism.

Sir James Grant, an English physician, attributes some forms of muscular rheumatism to the presence of electricity stored in the tissues. He avers that for some years he has treated cases of this kind by inserting fine steel needles into the muscles and that the electricity being drawn off relief comes almost instantly. The Chinese have an elaborate system of treatment known as acupuncture, which utilizes this idea.

His Position.

Mrs. Hoon—Mrs. Gaddleby can talk entertainingly in three different languages.

Mr. Hoon—Yes; and I have noticed that her husband has to keep still in one.

For Prompt Service

Write us when in need of sizes in Rubbers. Distributors of Goodyear Glove, Hood and Old Colony



Hood 25-5 off. Old Colony 25-10-5 off.

HIRTH, KRAUSE & CO., Grand Rapids.

"YERMA" CUSHION TURN SHOE

A SHOE FOR DELICATE FEET

The "YERMA" is an exclusive product of our own factory and combining as it does the best materials and workmanship, produces a shoe far excelling the so-called Cushion Shoes now on the market. Our salesmen carry samples. Ask to see them. The process by which this shoe is made makes it possible to use much heavier soles than are ordinarily used in turned shoes and reduces to a minimum the possibility of its ripping. The cushion is made by inserting between the sole and sock lining a soft yielding felt, serving the double purpose of keeping the feet dry and warm as well as making it the most comfortable turned shoe ever made.

F. Mayer Boot & Shoe Co.

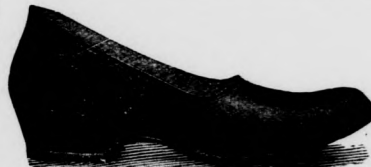
Exclusive Manufacturers. Milwaukee, Wis.

Mail Orders

Use our catalogue in sending mail orders. Orders for staple boots and shoes filled the same day as received. Full stock on hand of Goodyear Glove and Federal Rubbers. Send us your orders.

Bradley & Metcalf Co., Milwaukee, Wis.

American Rubbers



Princess

These cuts show two of the most popular styles of the famous American rubbers—highest in quality, most elegant in style and fitting perfectly. We deal exclusively in rubber footwear; seven different brands:

AMERICANS, PARAS, WOONSOCKETS, RHODE ISLANDS, COLONIALS, CANDEES, FEDERALS

Write for prices

A. H. KRUM & CO.

Detroit, Mich.



Sensible Over

GOOD TAX LAWS.

Their Importance From an Ethical Standpoint.*

The sole subject that we are called upon to consider at this, our annual meeting, is "State Taxation." Heretofore various subjects have been presented at our annual meetings, but this year the choice of the subject by your Executive Committee was determined by the fact that it is paramount in the minds of the people of this State at this time. No subject has so engrossed the attention of our legislators during the last four years, and the attention of the people of the State at large has been constantly called to consider it. We have had an executive officer at Lansing who would give us no rest, and in spite of much that has been said to the contrary we may yet see cause for gratitude that we have not been permitted to let this matter run on in the old grooves. One thing is very apparent—many of us are waking up to some sense of our individual responsibility to the State and we are casting around for more light.

The papers to be presented at this time for your consideration and the consideration of the people of this State will, I trust, assist in lifting this subject out of the gloom that at present surrounds it. I may say, however, that this State is not the only one that is struggling with this vital subject. Only recently a committee of the Chamber of Commerce of New York City, composed of five gentlemen of high standing and unquestioned ability, was appointed by that body from its membership to consider this question and to report what, in their final judgment, would be an equitable and workable tax bill—one which could be recommended to the State Legislature as the sentiment of that responsible body of New York's brightest, brainiest men.

In rendering this report a few days ago, the committee commenced by making this acknowledgment:

Your committee appreciates the fact that it is dealing with a difficult subject and that any proposition which it could submit or which could be submitted by any authority on taxation would be open to question.

It can not be doubted that conditions of property are very different to-day from what they were in earlier years and that the laws considered wise under earlier conditions might not meet the requirements of the present time.

If this be so, and we are not to have help from the action of the past, then, indeed, we have an unusual and very serious work on hand. The more serious the condition the greater cause is there for congratulation that this subject is occupying the attention of many thoughtful, able minds in this and other states, for out of the darkness there is certainly to come light—light that will be welcomed by the great body of the people—for the people, as a whole, desire that just and equitable conditions should exist. At this time it is evident to all that existing conditions are not as they should be. Our present system of taxation does not bear upon all equally. The demand for reform is pressing and, as another has well said: "We face a transition period in taxation and the practical question is whether inevitable changes shall be evolutionary or revolutionary," and further adds: "The result will depend upon whether these changes shall be directed by intelligence and experience or by ignorance and prejudice."

That conditions have existed in the

past, and still exist, involving glaring injustice, continuing from year to year without protest, is known to those who have been in the thick of business affairs. You who are engaged in the activities of business life will bear me out in this broad statement. Many are bearing heavier burdens than justice demands, simply because others are unwilling to bear their true share. Certain forms of property never escape taxation, for they are subject to observation. The humble home invariably bears its full share and, as a rule, constitutes the sole possession of its owner. The home of the wealthy neighbor also bears its full share, each property being assessed, we will say, at its proper valuation, but here the equality stops; the assessor goes no further and in many cases the personal property which constitutes the larger portion of its occupant's wealth remains undiscovered, he having found himself unable to go further. This for reasons

other quite similar instance occurred, where, however, the income was considerably larger from various taxable property and securities, the assessment being the same as in the first instance.

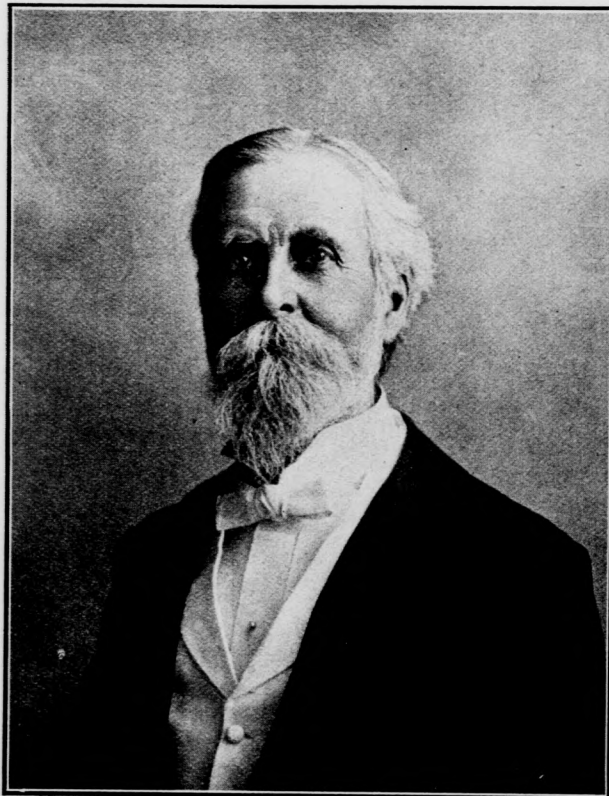
In each of these cases, the gentlemen were men of high standing and undoubted integrity. Neither of them would for a moment have felt it right to have withheld from an individual the last cent to which he was entitled, but somehow—you can tell how, as well as I—strict responsibility ceased with these gentlemen when it had to do with the impersonal. I am only stating facts that have been duplicated many times within the knowledge of the observant man. It is this condition of affairs, growing more and more serious from year to year, that arouses public attention as never before, and so serious is it that the question may well be asked, Will the inevitable changes that must occur be evolutionary or revolutionary?

hind the commission. I have only words of commendation for the work of that commission, so far as the effort has been made on the part of its members to bring hidden things to light, thus making the unequal equal, so far as seemed possible. Must such a body having the best interests of all, be compelled forever to seek—yes, ferret out—the hitherto unobserved taxable properties that have thus far escaped taxation? Is the individual conscience sensitive enough to its responsibility to the individual to have no sense of civic responsibility? Passing strange, yet is it not too true? that there are many who see no wrong, no injustice, in placing undue burdens upon the public who would repudiate such action toward the individual.

On the other hand, corporate interests, however useful and sacred, must with equal intent recognize the rights of the humblest individual. The people, as a whole, are to be the masters and controllers of events and not the few who, by reason of temporary conditions, seem for the time being to hold the reins.

The importance of good tax laws was the subject upon which I was invited to speak, but how can we have good laws and have those laws operative unless the individual—singly or collectively—recognizes the duty of standing on a higher level of responsibility and action? The ethical side of this question, shun it as we may, is after all the real side. That the ethical side is looming up and claiming universal attention is cause for sincere gratitude, for otherwise how could legislation, as now enacted or to be enacted, do more than work upon the outside? "To transfer the didactic into the practical is the task that awaits the teacher of the twentieth century."

To-day we are witnesses to the fact that certain persons are transferring personal property to other states where the same may, for the time being, escape observation and taxation. This line of action has gone on, too, in the face of the fact that until now they have never borne their full share of the current expenses of the State, a demand never onerous, in proportion to benefits received, if equally shared by all. The lamentable fact exists that there are not a few of our citizens that seem to be utterly oblivious to the privileges and benefits that the State has conferred. What state has treated her citizens more generously, conferred upon them greater freedom of action or more enlarged opportunities—as a native of this State and always a resident I ought to know whereof I speak—and under an equitable system of taxation would place lighter burdens upon property? Let the citizen seriously consider this side of this burning question, learn to treat the state as a person and a friend, and I believe it will go far toward that satisfactory solution for which many men are longing. The continued social and industrial prosperity of our people depends upon the attaining of justice, so far as that is possible, in the collection and expenditure of public monies. If centralization of wealth is to continue without corresponding sense of responsibility on the part of its recipients, we may bid adieu to those principles of justice and equity which are the birthright of the people. Increase in wealth should be synonymous with the well-being of all. How important are good tax laws and their proper observance! Their value is beyond estimate. The perpetuity of republican institutions hinges upon the just conclusion of this matter.



many—some good and some otherwise. One or two instances bearing upon this matter, out of many that I might give, will sufficiently illustrate my statement. I may properly say here that the persons referred to have gone where the subject we are to discuss to-day does not enter; at least, that is our hope:

One gentleman, whom I had long and favorably known, usually uncommunicative, in an unusual outburst of confidence, informed me that he was receiving a net income from bonds, mortgages and other taxable securities of not less than \$15,000, and that he was paying taxes upon \$5,000 of personal property. I remonstrated with him, reminding him that he was shifting a portion of the burden that was justly for him to bear upon other shoulders. He replied that the assessor had placed that sum upon his books and that he had not felt it imperative to see that the figures were increased. An-

During the larger part of the last four years the State has had this subject presented earnestly, if not always in the wisest way, by our late Governor, and some legislation has been enacted having for its object the solution of this vexed and vexing question. Doubtless there is more of legislation to follow; how wise it will be, time only can tell. Already a commission, the powers of which to some seem extraordinary, has been instituted and much hard work has been done by it. Much of its work, I venture to say, has been of a very uncomfortable nature. It has, as we well know, pursued its duty with energy and, as I believe, with the sincere purpose to act justly according to the facts obtainable, but, as a rule, working under great difficulties that in some cases must have seemed insurmountable. This must continue to be so from the very nature of the duties imposed, although the law with its dignity is be-

*Paper read at annual meeting Michigan Political Science Association by Harvey J. Hollister, of Grand Rapids.

A Bit of Commercial Golden Rule.
Written for the Tradesman.

The four traveling men were from the same place and were determined to have a decent good time. They evidently knew how and were doing all in their power to realize their ideal. They were all the way from twenty to thirty-five, without a back number among them, and for the time were centering their hopes in billiards. Twenty-year-old was playing against luck and Twenty-six was giving it to him "where Rosa wore her beads." The younger was no fool of a player, but it was his "almost" day and, however bold his conception, his execution was not equal to it. It was just a miss every time, and his opponent made the most of it. He was all right. The ivories and he perfectly understood each other and as they clicked he chuckled and player and played did have a royal good time.

There may be a better test of the temper than a game of billiards, but probably not. A man, young or old, rarely enters upon a game without the idea, amounting almost to conviction, that the other fellow is going to get the worst of it. There is a concession that the other fellow is a good player—where would be the fun of the game if he were not?—but after all when you come right down to fact—"Oh, well, deeds not words! Let's go on with the game!"

Twenty had begun the game with that idea. His winning the lead confirmed it and when with a resounding click his ball hit the other white one, to all intents and purposes the game was won and the intervening plays were only so many matters of form. His next play was "a corker." Twice around that table with the velocity of light and unerring as the path of a planet, the ivory sped and hit its mark with the same exactness. The murmur of applause was deserving—all the more so because the player was young and handsome, with other numerous marks about him that indicated the wholesome good fellow—and with the flush that reddened his cheeks just a little there wasn't a bystander or a by-sitter who didn't hope the boy would win.

But he didn't. That last play did the business for him. Twenty-six had a square jaw and some sound teeth and he shut them firmly together and sawed wood. Every stroke told and, as he counted, poor Twenty lost and when the game was up the discouraged young fellow threw down his cue declaring he never could play billiards and it was nonsense for him to try.

Then was the time for a little heart-work, and it was right there. Heavy mustached Thirty-five promptly proposed a four handed game and insisted on having fresh-lipped Twenty for his partner. That was the time the fun began; and it centered in watching the hope steal back into that young face it had so shamefully deserted a little while ago. Oh but Thirty-five knew what he was about! He, too, got the first play; but it didn't fool him. He, too, made that first opening point that tickles to death every billiard player when he first makes it, but that didn't "phase" him. He and the balls were good friends and they had a good time together until he made ten. Twenty pronounced the number with several exclamation points and promptly marked them. Twenty-six chalked his cue and from a most unpromising "lay-out" reaped a well-earned six and then Twenty came forward. He wasn't the same fellow. His teeth were not to-

gether, but he "didn't have to." A lock of glossy brown hair—it was the oriflamme of victory!—fell down upon his clear white forehead. For an instant he stood with poised cue—is it recorded anywhere that Apollo played billiards?—and then went to work. There was no set-up waiting for him, but that made no difference now. Thirty-five had confidence in him, if no one else had, and that confidence was not to be misplaced. Click, click! The difficult shot was made and then the balls, as if they were thoroughly ashamed of themselves, seemed determined to make amends for past faithlessness. They went where he wanted them to go and, gathering into a corner, gave him fifteen, and would have made it sixteen if he hadn't let his delight get the better of him and he missed because he had to laugh!

There is no need of going on with that game. Thirty-five and Twenty came off with flying colors. When it was over and they had put up their cues Twenty put his arm around Thirty-five and with the jolliest of young faces, said, "That was a good one, Fred, for if it hadn't been for you I couldn't have done a thing. You sort of stiffened my backbone for me somehow, so that I felt if I couldn't beat Dick with my cue I could with my fists, and it didn't make any difference to me which I pounded him with—I was going to do it! Let's have a cigar; it would do my soul good to smoke with you."

"The fact is," the words came out between the puffs of Thirty-five attendant upon "lighting up," "the fact is, you were all discouraged. I saw that and tried to let you see that I had confidence in you. The minute you felt that you were all right you played a better game than I did. A little bit of the Golden Rule in billiards, Billy, that's all; and you'll find a good man times when you're on the road, or anywhere else for that matter, that a cheery word and a little lift go a great ways when the other fellow need them, and it's part of the business, my way of thinking, to be ready to give them, and in quantities to suit the conditions."

Richard Malcolm Strong.

Detroit to Florida Without Change of Cars.

Beginning with Monday, Jan. 14, and continuing daily thereafter, excepting Saturday and Sunday, a through Pullman drawing room sleeping car will be operated between Detroit and Jacksonville and St. Augustine, Fla., leaving on Michigan Central train at 12:35 p. m., arriving at Jacksonville 7:40 and St. Augustine 8:40 p. m. the following day—only one night out. Full particulars obtainable at Michigan Central ticket offices. 906

Gottlieb Layer, a prominent butcher of Louisville, Ky., will have a hard job collecting a meat bill he holds against the city for \$4,600. A city ordinance specifies that any man occupying the position of Park Commissioner is not eligible to bid for city contracts. Mr. Layer happens to be a park commissioner. He put in a bid for meat, the contract was awarded to him, he supplied the goods, and presented his bill. The city authorities refuse to O. K. the bill. To collect his bill he will have to resign as park commissioner. We suggest to Mr. Layer that he make no further effort to collect until such time as his term of office shall expire; then he will have collected his full salary for the office, and will be in a position to demand payment of the meat bill with interest.

Some people are always grumbling because roses have thorns. I am thankful that thorns have roses.—Karr.

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THE ALABASTINE COMPANY, in addition to their world-renowned wall coating, ALABASTINE through their Plaster Sales Department, now manufacture and sell at lowest prices in paper or wood, in carlots or less, the following products:

Plasticon

The long established wall plaster formerly manufactured and marketed by the American Mortar Company (Sold with or without sand.)

N. P. Brand of Stucco

The brand specified after competitive tests and used by the Commissioners for all the World's Fair statuary.

Bug Finish

The effective Potato Bug Exterminator.

Land Plaster

Finely ground and of superior quality.

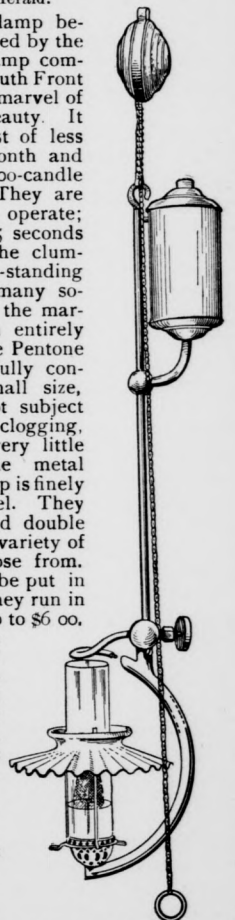
For lowest prices address

Alabastine Company,
Plaster Sales Department
Grand Rapids, Mich.

A Beautiful Lamp.

From the Sunday Herald.

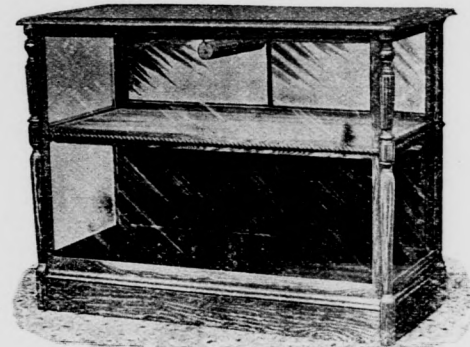
The new gas lamp being manufactured by the Pentone Gas Lamp company, No. 240 South Front street, city, is a marvel of economy and beauty. It burns at a cost of less than 25c per month and produces a 100-candle power light. They are very simple to operate; it takes but 15 seconds to start one. The clumsiness and long-standing defects of the many so-called lamps on the market have been entirely overcome. The Pentone Lamp is gracefully constructed of small size, brass tubing, not subject to corrosion and clogging, and requires very little attention. The metal work of this lamp is finely finished in nickel. They have single and double burners, with a variety of globes to choose from. The lamps can be put in any house. They run in price from \$4.50 to \$6.00. The factory is open all day and night until 9 o'clock. Call and see the coming lamp of the day. Mail orders promptly filled.



PENTONE GAS LAMP CO.
240 South Front Street
Grand Rapids, Mich.
Near Fulton Street Bridge. PRICE COMPLETE \$5.00

GRAND RAPIDS FIXTURES CO.

Cigar Case. One of our leaders.



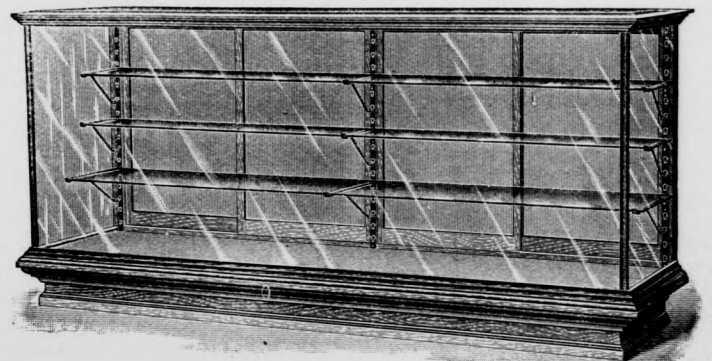
Shipped knocked down. First class freight.

No. 52.

Description: Oak, finished in light antique, rubbed and polished. Made any length, 28 inches wide, 44 inches high. Write for illustrated catalogue and prices. We are now located two blocks south of Union Depot.

Cor. Bartlett and South Ionia Streets, Grand Rapids, Mich.

OUR BUSY SALESMAN NO. 250



We manufacture a complete line of fine up-to-date show cases. Write us for catalogue and price list. **BRYAN SHOW CASE WORKS, Bryan, Ohio**

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—Bleached cottons are quiet in all directions. Prices show practically no change, although in spots there are said to be some concessions made in order to move stocks, principally in low grades of unticketed goods. Wide sheetings show a little better business, but without any change in price. Brown sheetings and drills show considerable irregularity in price, but beyond this there is no pressure in any way to move goods. All coarse colored cottons have been well cleaned up, and the market is steady. There is a fair demand still coming forward. The general appearance of the staple market is healthier than for some time past. Concessions in prices have enabled agents to clear up odd lots that were hanging around, so that when buyers are ready to do business, the agents will have a clear field in which to operate.

Prints—There is but little change in actual ordering over our last report, but the pressure for deliveries is increasing. Buyers have been placing orders, but in a very conservative manner, and are more anxious about the goods which they already have under contract than for contracting for new business. Narrow fancy prints have really become a secondary consideration in the market this season, and few fancy calicoes are being turned out except under contract. This, of course, keeps the supply well in hand.

Linings—The week has shown no development of great importance, the attendance of buyers being too limited to affect greatly the sum total of business. The salesmen are starting out on their travels, so that our next report should show an increase of business. It is hinted that this increase will mean a softening of price. A fair business has accrued from the clothing trade this week, principally in cotton twills, serges, Italian, Alberts, cotton warp lines and mohairs. There have been no open price changes, but there are slight alterations in datings and discounts.

Dress Goods—Business is confined principally to staples and dark fancies of a mild character. Some duplicate orders have materialized, but not enough to amount to anything. These orders are in the lines of staples and fancies, above mentioned. This duplicate business promises, however, to continue good for the next month or so. Among the duplicate orders that have been placed are some fairly good ones for broadcloths, venetians, and some other lines used for similar purposes. There has been some further development in the trade in skinning fabrics, mention of which was made last week. Buyers have not apparently come any nearer to forming an opinion in regard to what fabrics are likely to be wanted for suitings. They are simply waiting.

Underwear—There is said to have been a big business in ribbed goods, which have been selling four or five weeks on the road, but the uncertain condition in the raw cotton market during that time, and recent developments, make the sales of the earlier part of the period rather an uncertain quantity. Cancellations and revisions are feared. So far the business has been in cotton mixed goods, all wool garments having been generally neglected, because the jobbers, so they say, have not yet made up their minds what to do for next fall.

A feeling is sweeping over the market that the next heavyweight season will show a tremendous demand for specialties—a demand for such lines as the retailers can advertise and in which they can show some points of advantage. These will be goods that are specially trimmed or have features out of the ordinary or are designed especially for comfort, convenience or better wear. There has for a long time been good business in this direction, and even when the general market was at its duller period, specialties continued to move with fair regularity. There have been a number of new lines of such goods introduced. Some of them show only extra trimmings, but even these demand better prices and greater attention than other lines. It is a little early to look for duplicate spring orders, but it is hoped that the beginning is not far off. Manufacturers of fleeced goods have advanced prices in several of the lines in which they have become pretty well sold out.

Hosiery—Manufacturers of hosiery are well contented with the present condition of the market. Most of them have sold up the product of their mills for several months. Samples for next season are practically ready, but agents are biding their time, and will not force matters. Reports show that there are but small quantities of hosiery on hand in any of the markets, and the situation appears to be bright for the future.

Carpets—The market for three-quarter goods continues quite active. Manufacturers are busy and wholesalers are doing their share of the business. The road men are nearly all back from their regular trips and some of them are well satisfied with the amount of business which has passed through their hands. Others have not been quite so fortunate. During the past week one large Philadelphia manufacturer of ingrain has set the price of his product $1\frac{1}{2}$ ¢ per yard higher. Had the same disposition been shown by all the manufacturers at the opening of the present season, and had the prices of the previous season been maintained this year, the present deplorable condition of the ingrain carpet business would probably not have been brought about. The cut in prices at the opening was entirely unexpected. To many the cut seems unwarranted. The retail trade in general during the past year has not been as good as usual, except with the large department stores. Their sales exceeded those of the previous year. With the other retailers there is no improvement to report for the new year, and this month has not been a good one in the general retail trade, except where sales and bargains are offered.

Rugs—One large Philadelphia department store recently bought up the entire stock of a Smyrna rug mill, which was in need of ready cash, and this store has been selling all sizes at about half the regular retail price.

What the Brain Will Stand.

A French investigator has come to the conclusion that the brains of military and naval men give out most quickly. He states that out of every 100,000 men of the army or naval professions, 100 are hopeless lunatics. Of the so-called liberal professions, artists are the first to succumb to the brain strain, next the lawyers, followed at some distance by doctors, clergy, literary men and civil servants. Striking an average of this group, 77 go mad to each 100,000.

"No trouble to show goods," looks well in print, but the average salesman knows different.

Coming Styles in Neckwear.

The spring and summer styles, as shown by the manufacturers of fine neckwear, prove that the public want smaller shapes. The big English square is no longer considered as even possible, and the largest shape that is acceptable is the flowing end imperial. The narrow four-in-hand or derby has taken hold of public favor in a way that shows it will be the correct thing for the warm season. That this would be so was evident a year ago this time, when the exclusive haberdashers and those who made neckwear to order received instructions from their most particular customers to make them up neckwear in this style. Manufacturers are glad enough to accept these, because it means that they will save a very considerable amount of silk on each cravat, and at the same time be able to give a

better quality for the same price, and consequently better satisfaction to the customer. It is a question, in the small sizes, whether the butterfly or batwing will have first call. Both styles have their advocates, and the retailers, in many cases, say that honors rest with the butterfly. There is another feature of the season that promises to be important, and that is the number of solid colors. In the fancy patterns small figures and small groups in fancy combinations are prominent, but stripes will not hold the same high place that they did last year.

In the Public Eye.

Reporter—You remind me of a barrel of ashes on a windy day.

Politician—Sir!

Reporter—Oh, no harm! I mean that you also are in the public eye.

<p>American Jewelry Co.</p>	<p>Season 1901</p>	<p>Manufacturers and Jobbers</p>
<p>Carry the largest and most complete assortment of the Latest Novelties in Jewelry. New Spring styles now being shown in their sample lines. Newest designs in Buckles, Broaches, Belts, Barrettes, Bracelets, Beauty Pins, Hat Pins, Ferretes, Spikes, Scarf Pins, Links, Cuff Buttons, Rings, Combs and Hair Ornaments.</p> <p>Write for our Travelers to call on you.</p> <p>AMERICAN JEWELRY CO. GRAND RAPIDS, MICHIGAN</p>		

<p>Be Sure and Read</p>	<p>We still have a good assortment of underwear, hosiery and mittens. Orders will receive prompt attention.</p>
<p>P. Steketee & Sons Wholesale Dry Goods Grand Rapids, Mich.</p>	

LAST YEAR



A great many merchants complimented us on our large and well selected line of Percalé and Work Shirts. That and the result pleased us. We believe our line this spring is even better and not only that, the prices are right. It matters not how far away from home you go to buy you cannot do any better. Look us over and see if this isn't so.

Voigt, Herpolsheimer & Co.,
Wholesale Dry Goods, Grand Rapids, Mich.

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Clothing

How to Move Stock During Dull Seasons.

From now until spring business opens, brains and energy are required to keep the ball rolling. Some clothiers think a little rest after the holidays is beneficial. The merchants who think so are the ones who are always just a short way behind the times in everything.

There is no time during the year, August perhaps excepted, when greater effort is necessary to keep things moving and when everything depends upon forced energy.

Advertising should be kept up, continuity now counting for more than large space used at intervals or spasmodically. Make the advertisements small in space but have them bristle with bargains. You have the goods to do it with. Make them create talk if not sales. This will pave the way for early spring trade even if it does not result in immediate returns.

Keep your window displays constantly changing. It is usually the case that after the holiday trims have been taken out of the windows any old thing is put in to fill up. This is generally left in until it becomes intolerable, when another equally meaningless display takes its place. This sort of thing is consistent only with the merchant who believes in resting after the holidays.

Look out for your interior displays and interior show cards. Cards often call attention to offerings which clerks overlook.

Keep up this forced activity and energy even if trade does not seem to warrant it. It keeps the clerks awake and in trim for the early spring trade.

Just now new and attractive ideas for special sales are in great demand and are hard to get. This is a time when merchants can best afford to test original ideas.

The writer at one time advised the following sale scheme, which resulted in one of the most widely-talked-of events of the season.

The proprietor had picked up a job of twenty-six dozens of fancy shirts at \$7.50. They were a \$10.50 grade offered at that price to close the lot. About half of them were very undesirable patterns which would be difficult to sell by themselves at almost any price. The question of sorting up the lot and naming different prices was the usual thing until the scheme was suggested.

The idea was to operate a sale that would bring trade, create brisk buying and clean up the lot, at the same time make buyers pay for choice patterns in the proper ratio—all got the same good quality.

The shirts were advertised on Friday evening and Saturday morning to be sold on a new plan—at "down-sliding prices" to be governed by time. They were advertised as a standard make and worth fully \$1.25 to \$1.50. The details of the sale were that the following sliding prices would prevail:

- From 5 to 6 o'clock at 95 cents.
- From 6 to 7 o'clock at 85 cents.
- From 7 to 8 o'clock at 75 cents.
- From 8 to 9 o'clock at 65 cents.
- From 9 to 10 o'clock at 55 cents.

The result furnished much for the study of human nature and how to play upon vanity.

Between 5 and 6 o'clock there were twenty-six shirts sold at 95 cents. These were, of course, the very choicest patterns, but the customers paid a premium for the privilege of getting them, and cut-

ting out the men who waited until 9 o'clock to pay less for a shirt.

From 6 to 7 o'clock the sales recorded fifty-three shirts sold at 85 cents.

The busiest time was from 7 to 8 o'clock, when ninety-four shirts were sold at 75 cents. Up to this time the prices and profits were above what the proprietor had counted upon making the sale for. His idea had been to cull out some of the choice patterns and sell the rest at 60 cents.

From 8 to 9 there were sixty-seven shirts sold at 65 cents and forty-nine sold from 9 to 10 o'clock at 55 cents.

The result was that 289 shirts had been sold and twenty three remained. These were disposed of in lots of three for 75 cents, the bunch. The entire job was cleaned out for \$216. The effect of the sale was felt in every other department in the house, furnishing goods being especially benefited.

The success of the scheme, of course, depends wholly upon the amount of interest that can be raised and the number of people that will attend. The advertisement should dwell strongly on the advantages of an early selection.

If any sort of a crowd of customers can be attracted the buying will be spirited and early from a purely selfish motive on the part of the customers to get the best patterns.

No one at 7:55 would wait until 8 o'clock to get a shirt at 65 cents when his neighbor could pick it up for 75 cents. Rivalry in buying increases as time passes and little is thought of sliding prices.

This idea may be practically used in other lines and would create the same talk as if used on shirts, as here cited.

In reducing prices on goods to be sold at clearance sales there are so many things to consider that no set rules can be made. It is generally the case that too low a price is worse than not low enough. A price which is so low that it is not in any way consistent with an honest value raises in the mind of the prospective buyer the suspicion that there is something wrong—more than merely unsold stock.

This is especially true of the higher priced goods—merchandise which attracts the intelligent and better class of trade. For instance, it is the experience of many Chicago clothiers that a \$30 suit reduced to \$26, or \$25 at most, sells much more readily than if reduced 25 per cent., while a \$15 suit reduced only 20 per cent. is no attraction at all. A \$15 suit to close at \$12 is seldom heard of in a Chicago clearance sale—\$10 is the favored closing price. The foregoing seems inconsistent, but it is given out as a fact which has been established by experience.—Apparel Gazette.

Chemical Dye Used in Colored Hosiery.

Every little while there appears an article in the papers in regard to the poisonous effects of the dyestuffs in hosiery, the argument being used that cheap hosiery or that which is improperly dyed affects the tender skin of the feet. The recent death of United States Senator Cushman K. Davis was attributed to his colored stockings. The best authorities seem to agree that there is no danger of anything serious arising from poor dyeing in the stockings; at most, they say, a local disturbance or irritation of the skin might result.

Dr. William Royal Stokes is among those who doubt the possibility of chemical dye becoming the active principle in a case of blood poisoning.

"I do not know the details of the illness and death of Senator Davis," he said, "but I know no reason to justify the statement that dye from colored

hosiery could have had that result. On the other hand I would say, there is positively no such serious danger involved. A certain susceptibility might result in a local skin irritation, which would not by any means result fatally, and chemical dye in contact with an abraided surface might render that surface less impregnable to pyrogenic bacteria, and might thus become an accessory to the fact of blood poisoning, but that the germ of the malady existed originally in the dye and that blood poison followed its absorption by the system is, to say the least, highly improbable, if not impossible. Blood poisoning results from a distinct germ with which the system must become inoculated. That germ does not exist in chemical dye, and, as I say, the dye could not possibly do more toward producing this malady than the indirect assistance of rendering a cut or wound susceptible to the microbe.

"It is a matter of common observation that skin eruptions are produced by certain varieties of dyed woolen and cotton fabrics, but these are mere local affections and far different from an inoculation which might be expected to result fatally. The most severe poisoning will spend its force on a localized inflammation, and local application is all that is needed to restore a healthy condition of the skin. The wearing of colored hosiery might produce such an effect as this, and I have no doubt that there are some peculiarly susceptible to such local irritations who have found the wearing of these articles impossible without some suffering and certainly great inconvenience. For the great majority, however, who are not thus affected I know no reason why they should fear harm from even the most gaudy hose.

"Closer investigation, I am sure, will bring to light another more scientifically probable theory as to the cause of the fatal illness of Senator Davis. Certainly, there is no scientific foundation for the laying of the blame on chemical dye."

STRONG TALKING POINTS

A good salesman can sell anything—ONCE, but if the goods fail in merit the second attempt is not so easy. In other words, the old Lincoln aphorism about "fooling the people" holds forth in all its force in regard to selling clothing.

"H. Bros. Correct Clothes" are made on merit; made not to sell once, but to hold your customers and make them call for the same kind next time.

As a practical clothing dealer you will appreciate the many strong talking points in our spring line. You will find satisfaction in telling them to your customers.

You will appreciate the fine tailoring, the excellent way in which the garments are put together, the sterling quality of materials, linings, trimmings and findings used.

You will show the well worked sleeves, the large and roomy arm scyes which in no way mar the fit of the coat, but rather improve.

You will find cause for good conversation in the neatly worked button-holes, the well-built pockets, the gracefully-turned collars.

You will call attention to the natty set of the trousers, the way they fit over the shoes, their very graceful lines.

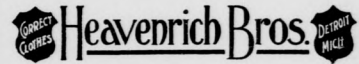
You will show the build and style, that certain originality and difference admired by all men; particular characteristics peculiar to the custom tailor suits and to ours.

Incidentally we call attention to our line of Men's Clothing for Spring, 1901, to retail at \$10 and \$15 the suit. These are our specialties this season, and we have thrown tremendous efforts into them, that you shall have a good profit, and your customers the best suits at the price on the market.

Drop us a line. We'll send samples or have a representative call. "You're the doctor"

You can do without "H. Bros. Correct Clothes" next spring, but—

You can't make any money by doing so.



SAMPLE BOOK

SENT FREE TO MERCHANTS

We will send to merchants, free of all expense—express charges prepaid—our New Book of **SPRING and SUMMER CLOTHING SAMPLES**, containing 160 samples of Men's, Boys' and Children's Ready-to-wear Clothing. You can do a successful, profitable clothing business with our outfit. Send in your application at once.

DAVID ADLER & SONS CLOTHING CO. MILWAUKEE, WIS.

DAVID ADLER & SONS CLOTHING CO. MILWAUKEE

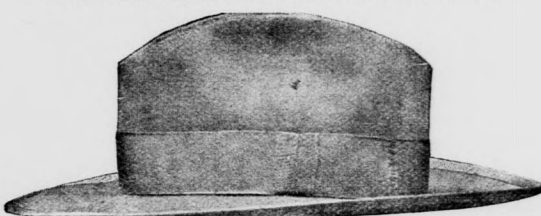
SPRING & SUMMER 1901



WALTER BUHL & CO.,

DETROIT, MICH.

ARE HEADQUARTERS FOR NOVELTIES.



THE 1901 WINNER IN ALL NEW SHADES

Prompt attention to all mail orders.

TRADESMAN COUPON BOOKS

Hardware

Retrospective View of the Trade by a Veteran Dealer.

There is a time, in every year, when the business man looks two ways at the same time—backward and forward. Backward at the results of the year that is gone, and forward to the year that is coming. And, as he closes his books for the year, there will naturally come to him some questions. If he has made money, the question comes, "Will it be possible to extend the business so as to increase the profits?" If he has lost money then certainly the question should be, "What has been done to bring about so undesirable a result, and what remedy can be applied to change the current of the business?"

The old century that has just passed away leaves to the new century a heritage of many things. Not the least among them are the new ways of doing business. Methods, systems and conditions of which our fathers never dreamed. And the business man of the twentieth century must meet them, if he expects to continue in business.

It is impossible to lay down any rule, or set of rules, by which, if a man follow, he will of necessity make money. But there are some rules that a man in business must follow if he hopes for a measure of success in his business career. It will not do to do business as it was done a quarter of a century ago. Failure is almost certain for the one who tries it.

To-day the business man must have a telephone in his office, a writing machine on his desk or at his elbow, and perhaps a stenographer, a cash register on his counter to care for his money and keep account of his business and to incite his help, if possible, to greater efforts. He wants to know every night how his help are doing, and his help should want him to know that they are attending to business, and are, therefore, of value to him.

Some clerk may say, "I do not like this espionage; I do not want to be watched all the time." To such an one I would say that a cash register does not watch you; it simply tells the proprietor what you tell it to say. And the story it tells will be fair to you, for it is your own story. If you are not a good hand to tell a story to a register, it certainly is not the fault of the register. The proof of all you say is contained in the drawer of the register, and the kind of story you tell depends on your efforts exclusively. The time should certainly have passed by for a hardware man to strain every faculty to build up a business and increase his sales, and then to throw his money loose in a drawer, with no opportunity to detect or correct an error.

To err is human. To be able to know when you have made an error, and to have a way to correct it, is certainly good business. For, to correct an error is to guard against future errors in that direction. To be able to say to an employe, "You have made a mistake, and to have the convincing proof at hand, is sure to help him against further mistakes. Every corrected mistake makes a man stronger. I regard, therefore, the presence of a cash register in a store as a means for increasing the efficiency of the clerical force of any business house. It gives every clerk a chance to make his own record; it shows who is doing his work in the best manner; it tells who is waiting on the largest number

of customers; who is making the largest sales; and at the same time, it protects each clerk from any false statements as to his efficiency. Then it is a counter-check against many of the mistakes that are liable to be made in a store; of failure to charge; of failure to make the right change; of failure to give credit for payments on account; of failure to keep a record of money paid out, and, not least, of the temptation, sometimes too strong otherwise to resist, of getting pay twice for the same work.

When a young man comes into a hardware store to learn the business, his employer is certainly his "brother's keeper." To know how your employes spend their time outside of business hours, and who their associates are, is none the less a duty because so often neglected. A young man's education is hardly complete who is not taught that honesty and integrity are the most valuable assets a man can have.

The improvement in business methods is one of the things with which we enter the new century. The arrangement of the stock in a store, so as to have a place for everything, and everything in its place, is a great help, not only to the salesman, but to the buyer. The stocktaker's work is more easily done and the danger of overbuying is avoided. To have goods scattered around, with no definite place for anything, makes double work, and gives an excellent opportunity for goods to get lost, until invoice time, and then they are often unfit to sell as first-class goods.

Store advertising is a very important adjunct to modern methods. Boxing your goods on the shelves, and sampling the contents, is one way of improving your store and increasing your sales. A label on a box does not give much information to a possible customer, but the sight of something he may perhaps be looking for, and yet is unable to name, often leads to a sale that otherwise would be lost. Some merchants have fine displays in their windows that are often changed, but on entering the store the goods are found to be in the original paper boxes, and the store advertisement ends at the windows. The shelves look ragged, and there is no information for the customer except what he gets by asking questions. Whereas, if the shelves were filled with boxes and the goods properly stamped, the window advertisement would continue into the store. Shelves that are filled with boxes add to the neatness of the store, and the boxes protect the goods from dust and lessen the work of caring for them. A good window display is one of the necessities of the present day. It is a standing advertisement to the passer-by, that here is a store that is worth going into. First impressions are apt to color our judgment of individuals. The rule holds just the same in regard to stores. Therefore, it is quite as important to have the store look nice as it is to have a nice window display.

Then, the modern hardware man needs a library. We all like to talk with a man who knows what he is talking about. A man comes into your store. He may be a regular customer of your competitor. He is after information. He wants to know where to get some article not usually kept in stock. With your well-thumbed library of catalogues at your hand you are enabled to give him the desired information, and more than probably get his order. This may, as it often does, lead to securing him as a regular customer.

And so, heaven's first law—order—comes in play in the office quite as necessarily as in any other part of the store. Time is very important. So the ability to put your hand on the required information quickly is a means of retaining the hurry customer, who would not wait if much time was consumed in looking over a lot of catalogues. Therefore, indexes and a thorough system are absolutely necessary in a well conducted office.

In these modern days a large number of the retail hardware men buy their supplies of stock in their own stores. There is no profit in going to the city to buy, as often better prices can be secured from the salesmen who call upon you than could be obtained at the stores in the city. So there seems to be no occasion to spend the money necessary to take trips to the city. This fact tends to strengthen the habit of putting the three hundred and twelve business days of every year in work behind your counter to the betterment of your business. Ruts are good, provided they are not too deep; but when a rut gets so deep that you can not look out over the sides, there comes the idea that as you look up you see all the world. It is not good for any merchant to stay in his store all the time. Knowledge comes from experience, and experience comes from contact with men. The greater our contact, the greater our experience, provided we go around with our eyes open. So the occasional visit to the city gives the observing man food for thought and ideas to be used in improving his store and ways of doing business. More especially is this true in the case of those who make it a business to attend the meetings of hardware associations.

OUR TRAVELERS are coming to get your orders for spring; be sure to see what they have to offer.

BOSTICK'S BANNER COOK STOVES are the best stoves in the market for the money.

CALLAGHAN & RICHARDSON,
Manufacturers' Agents,
REED CITY, MICH.

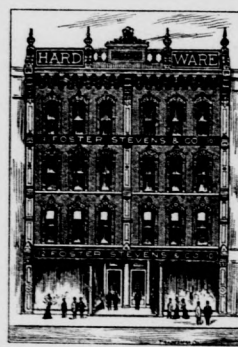
Aluminum Money

Will Increase Your Business.



Cheap and Effective. Send for samples and prices.

C. H. HANSON,
44 S. Clark St., Chicago, Ill.



Sporting Goods, Ammunition, Stoves, Window Glass, Bar Iron, Shelf Hardware, etc., etc.

Foster, Stevens & Co.,

31, 33, 35, 37, 39 Louis St.

10 & 12 Monroe St.

Grand Rapids, Mich.

THE **Keeley Cure**

Long Distance Phone 634.

GRAND RAPIDS, MICH.

Alcohol, Opium, Tobacco, Neurasthenia

Drunkenness, Drug Using and Neurasthenia absolutely cured by the Double Chloride of Gold Remedies at T. H. Keeley Institute, Grand Rapids, Mich. Correspondence strictly confidential. Write for particulars.

There are two ways of going to an association. One is as an excuse to go to the city to see the "sights," and to come home, after a few days, less fitted than ever to carry on business. The other way is go with the intention of carrying away all the good things that you possibly can assimilate in relation to methods and ways of doing business. There is no way to get so complete a comparison of views of different ways of doing the same thing as to listen to the discussions of the hardware association. "But," says one, "what is the use of my going? I get the substance of all that is said in the papers." To such an one I would say: "Well, perhaps you do, but if all hardware men felt and acted as you do, where would you get your information? And besides, perhaps you have some ideas that may be of use to others, and your duty certainly is to give as you are willing to receive.

Then not least of the advantages of an association is the social part. To sit down with congenial people and compare notes and relate experiences helps to broaden a man. For he soon finds that he is not the only one, but that there are others who have experiences pleasant and otherwise. So a man should go home from a meeting of the association refreshed and ready to go to his work with renewed courage. The stay at-home does not get these opportunities. True, he can read in the papers of the meetings, but there are many questions to be asked and answered that do not appear in the record of the proceedings of an association. A face to face talk is always better than correspondence. Still, reading the papers is much better than nothing, and is a step in the right direction. So those who attend the meetings of the associations can take heart from the fact that the ideas gotten from the papers may spur many who are not now members to come forward and join.

And yet some say, "What have the associations done for the retail hardware trade?" In answer to this question I would say they have opened a way for hardware men to get together once a year and ask questions of each other; to see new faces, and perhaps meet their competitors, and learn to like them; to meet men who know more about some subjects than their fellows do. It has created a feeling among hardware men that there is strength in union. Strength inspires respect. This gives a standing to a complaint that entitles it to a prompt and respectful hearing. It has opened the way to a better understanding between jobbers and retailers as to their rights and their duties towards each other. It has made it possible for differences arising between retailers and jobbers to be referred to a committee of disinterested men, who will give the subject fair treatment, with the strong probability of being able to renew amicable relations between the parties to the dispute. This much they have already accomplished, and they are young yet.—W. P. Bogardus in American Artisan.

The Evolution of the Hoe.

Written for the Tradesman.

It is only the aged observer who can realize to what degree the evolution of time has wrought upon the evolution of material things. The present generation read of great changes in familiar things with a sense of admiration and wonder, but to realize the evolution in its varied stages of development is only for those who have trod the path and

kept step with the music of progress. Their outlook is drawn from reality, their experience is that of contact with the changes as they have transpired. A review of some of the changes in small things, in contrasting the present with the past, the writer hopes will interest some of the readers of the Tradesman.

Of all the implements employed by the husbandman that simple little tool, the hoe, is the oldest because the necessity for its invention came with the necessity of production to sustain human life. It was the first agricultural implement invented and used by the farmer, and bids fair to outlive all others. He used it to stir the virgin soil and prepare it for the seed and it was his constant companion from seed time until harvest. The hoes in use within the remembrance of the writer were called "boy killers." One of them would weigh as much as five of the polished beauties displayed at the hardware stores of the present period. Although comparatively but little in use by the farmer now, they were once the main implement relied upon in cultivating all kinds of crops.

I find it difficult to draw a pen picture of their uncouth appearance and clumsy construction that will convey a correct idea to the reader. They were forged out by the village blacksmith from any piece of iron that would make them heavy enough where the eye was made. This was only a round hole at the top with a tapering socket about an inch and a half long to receive the handle, which was thrust through the eye from bottom, the same way as the modern grub hoe is now handled. About one-third of the width of the blade was made of steel welded into the iron and hammered to the required shape and thinness to finish the blade. The grinding and polishing—when there were any—were done on the farmer's grindstone at home, a process long to be remembered by the farmers' boys for the backaches it entailed.

The first step in evolution was constructing the eye and blade in separate pieces, the blade being made of steel plate about the thickness of a crosscut saw. The eye was a triangular shaped piece of iron riveted to the blade with three rivets, one in the lower angle and one at each side of the eye at the top. This improvement reduced the weight, but did not prove to be strong enough to resist hard usage. The steel blade broke where it was riveted to the eye. As a consequence this improvement soon gave way to the "goose neck" and solid eye of the hoe now in use. The handle continued to be thrust into the eye from the under side. Constant use kept the handle from getting loose or the hoe from coming off. By the aid of the village blacksmith a broken crosscut saw furnished my grandfather with hoes for many years.

The first implement invented to relieve the hard labor with the hoe was a small cast iron plow of one horse draft, introduced by the pioneer inventor of cast iron plows, W. Wood. Running this small plow twice in a row was a great saving of labor with the hoe. The introduction of the horse hoe, or cultivator, as it was called, is within the recollection of the writer. It was a three-toothed triangle known as "grass-hopper." It is still in use to a moderate extent and under certain conditions does good work. It at once took the place of the one horse plow, in consideration of its utility and cost. The next change

was the invention of a one-sided two-toothed cultivator with mould board teeth which turned all the soil to the right. This never found great favor with the farmer because it was necessary to go twice in a row to insure good work. Then followed the five and seven-toothed cultivators, first in wood and then in iron frames, and the shovel plow, all of which, except for the use of market gardeners, have passed into history, being superseded by the fine two horse sulky cultivator which the farmer proudly rides behind a spanking team, doing more and better work in one day in the corn or potato field than ten men could accomplish with the hoe. The two horse sulky cultivators have reduced the cost of producing corn or potatoes by the old method of cultivation fully one-half. W. S. H. Welton.

Hardware Price Current

Augurs and Bits			
Snell's.....	60		
Jennings genuine.....	25		
Jennings' imitation.....	50		
Axes			
First Quality, S. B. Bronze.....	7 00		
First Quality, D. B. Bronze.....	11 50		
First Quality, S. B. S. Steel.....	7 75		
First Quality, D. B. Steel.....	13 00		
Barrows			
Railroad.....	17 00		
Garden.....	32 00		
Bolts			
Stove.....	60		
Carriage, new list.....	65&10		
Plow.....	50		
Buckets			
Well, plain.....	\$4 00		
Butts, Cast			
Cast Loose Pin, figured.....	65		
Wrought Narrow.....	60		
Cartridges			
Rim Fire.....	40&10		
Central Fire.....	20		
Chain			
	1/2 in.	5-16 in.	3/4 in.
Com.....	7 c.	6 c.	5 c.
BB.....	8 1/2	7 1/2	6 1/2
BBB.....	8 3/4	7 3/4	6 3/4
Crowbars			
Cast Steel, per lb.....	6		
Caps			
Ely's 1-10, per m.....	65		
Hlek's C. F., per m.....	55		
G. D., per m.....	45		
Musket, per m.....	75		
Chisels			
Socket Firmer.....	65		
Socket Framing.....	65		
Socket Corner.....	65		
Socket Slicks.....	65		
Elbows			
Com. 4 piece, 6 in., per doz.....net	65		
Corrugated, per doz.....	1 25		
Adjustable.....	40&10		
Expansive Bits			
Clark's small, \$18; large, \$26.....	40		
Ives' 1, \$18; 2, \$24; 3, \$30.....	25		
Files—New List			
New American.....	70&10		
Nicholson's.....	70		
Heller's Horse Rasps.....	70		
Galvanized Iron			
Nos. 16 to 20; 22 and 24; 25 and 26; 27, List 12 15 14 15 16.....	28		
Discount, 70.....	17		
Gauges			
Stanley Rule and Level Co.'s.....	60&10		
Glass			
Single Strength, by box.....	85&		
Double Strength, by box.....	85&		
By the Light.....	80&20		
Hammers			
Maydole & Co.'s, new list.....	33 1/2		
Yerkes & Plumb's.....	40&10		
Mason's Solid Cast Steel.....	30c list		
Hinges			
Gate, Clark's 1, 2, 3.....	60&10		
Hollow Ware			
Pots.....	50&10		
Kettles.....	50&10		
Spiders.....	50&10		
Horse Nails			
Au Sable.....	40&10		
Putnam.....	5		
House Furnishing Goods			
Stamped Tinware, new list.....	70		
Japaned Tinware.....	20&10		
Iron			
Bar Iron.....	2 25 c rates		
Light Band.....	3 c rates		
Knobs—New List			
Door, mineral, jap. trimmings.....	75		
Door, porcelain, jap. trimmings.....	85		
Lanterns			
Regular 0 Tubular, Doz.....	5 00		
Warren, Galvanized Fount.....	6 00		
Levels			
Stanley Rule and Level Co.'s.....	60		
Mattocks			
Adze Eye.....	\$17 00. dis		
600 pound casks.....	7 1/2		
Per pound.....	8		

Miscellaneous	
Bird Cages.....	40
Pumps, Clsterm.....	75
Screws, New List.....	80
Casters, Bed and Plate.....	50&10&10
Dampers, American.....	50
Molasses Gates	
Stebbins' Pattern.....	60&10
Enterprise, self-measuring.....	30
Pans	
Fry, Acme.....	60&10&10
Common, polished.....	70&5
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 1/2 per pound extra.	
Planes	
Ohio Tool Co.'s, fancy.....	50
Scota Bench.....	60
Sandusky Tool Co.'s, fancy.....	50
Bench, first quality.....	50
Nails	
Advance over base, on both Steel and Wire.	
Steel nails, base.....	2 55
Wire nails, base.....	2 55
20 to 60 advance.....	Base
10 to 16 advance.....	5
8 advance.....	10
6 advance.....	20
4 advance.....	30
3 advance.....	45
Fine 3 advance.....	70
Casing 10 advance.....	15
Casing 8 advance.....	25
Casing 6 advance.....	35
Finish 10 advance.....	25
Finish 8 advance.....	35
Finish 6 advance.....	45
Barrel 1/2 advance.....	85
Rivets	
Iron and Tinned.....	50
Copper Rivets and Burs.....	45
Roofing Plates	
14x20 IC, Charcoal, Dean.....	6 50
14x20 IX, Charcoal, Dean.....	7 50
20x28 IC, Charcoal, Dean.....	13 00
14x20 IC, Charcoal, Alloway Grade.....	5 50
14x20 IX, Charcoal, Alloway Grade.....	6 50
20x28 IC, Charcoal, Alloway Grade.....	11 00
20x28 IX, Charcoal, Alloway Grade.....	13 00
Ropes	
Sisal, 1/2 inch and larger.....	8
Manilla.....	12
Sand Paper	
List acct. 19, '86.....	dis 50
Sash Weights	
Solid Eyes, per ton.....	25 00
Sheet Iron	
	com. smooth.
Nos. 10 to 14.....	\$3 20
Nos. 15 to 17.....	3 20
Nos. 18 to 21.....	3 30
Nos. 22 to 24.....	3 60
Nos. 25 to 26.....	3 70
No. 27.....	3 80
All Sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
Shells—Loaded	
Loaded with Black Powder.....	dis 40
Loaded with Nitro Powder.....	dis 40&10
Shot	
Drop.....	1 45
B B and Buck.....	1 70
Shovels and Spades	
First Grade, Doz.....	8 00
Second Grade, Doz.....	7 50
Solder	
1/2@%.....	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
Squares	
Steel and Iron.....	65
Tin—Melyn Grade	
10x14 IC, Charcoal.....	\$ 8 50
14x20 IC, Charcoal.....	8 50
20x14 IX, Charcoal.....	9 75
Each additional X on this grade, \$1.25.	
Tin—Alloway Grade	
10x14 IC, Charcoal.....	7 00
14x20 IC, Charcoal.....	7 00
10x14 IX, Charcoal.....	8 50
14x20 IX, Charcoal.....	8 50
Each additional X on this grade, \$1.50	
Boiler Size Tin Plate	
14x56 IX, for No. 8 Boilers, } per pound..	10
14x56 IX, for No. 9 Boilers, }	
Traps	
Steel, Game.....	75
Oneida Community, Newhouse's.....	40&10
Oneida Community, Hawley & Norton's.....	65
Mouse, choker per doz.....	15
Mouse, delusion, per doz.....	1 25
Wire	
Bright Market.....	60
Annealed Market.....	60
Coppered Market.....	50&10
Tinned Market.....	50&10
Coppered Spring Steel.....	40
Barbed Fence, Galvanized.....	3 20
Barbed Fence, Painted.....	2 90
Wire Goods	
Bright.....	80
Screw Eyes.....	80
Hooks.....	80
Gate Hooks and Eyes.....	80
Wrenches	
Baxter's Adjustable, Nickleed.....	30
Coe's Genuine.....	30
Coe's Patent Agricultural, Wrought.....	70&10

The Meat Market

Magnitude of the Beef-Producing Industry.

There is an innocent and widespread impression that a beef carcass is practically all roast and steak, and that, since the live animal is bought for from 5 to 7 cents per pound and roasts and steaks are sold from 16 to 25 cents per pound, some one must be making unchristian profits. The mind must clear of this misapprehension at once when the fact is considered that a dressed beef carcass is only about 55 per cent. of the original animal, and that the roast and steak cuts constitute only 28 per cent. even of the dressed carcass, or less than 16 per cent. of the whole animal. The retailer's complaint is that but little else is asked for. Commonly, there is so great a disparity between the demand for choice and common beef that the retailer has to pickle the chuck, shin, plate and flank portions of the carcass or sell these back to the packers at low figures for them to preserve. These inferior parts approximate 50 per cent. of the dressed carcass. The round steak, which retails at a little more than half the price of loin steak, constitutes 22 per cent. of the dressed animal. Hence the portions for which there is little demand stand at 72 per cent. against the 28 per cent. for which there is strong demand, and out of which the bulk of profit must be realized.

The demand being so insistent for the choice portions of the animal, it is small wonder that this competition increases the price of the thing desired. The general statement of retailers of meat is that if the less desirable parts of the beef carcass could be sold at a profit the choice cuts could be reduced in price. But only a price which in many instances is an actual loss will carry off the common meat to the American public. Obviously, if the American beef eater will have only "the finest in the land" he must, perforce, pay for it.

The chief cause of decrease in the aggregate quantity of American cattle has been the diminution of open grazing grounds in the plains country. The invention of barbed wire and the homesteader's claim are, and honorably enough, at the bottom of the trouble. The tide of emigration, flowing westward until, like a wave reaching from Mexico to British America, it swept against the very bases of the Rockies, has left the ranging herds small space comparable with the limitless pasturage of the old days. Swedes, Norwegians, Germans, Americans, each with his quarter section or section of land, have formed the invading force which has unhorsed the main army of the cowboys. The restriction of grazing lands in the plains country, however, has been responded to in a degree by the expansion of cattle feeding in the Central Western areas. Time was when the farmers of the corn-growing empire found that the competition of the plainsmen was butressed on too sure a natural advantage. There was a wide difference between free forage growing on unbought and untaxed land, and provender grown on purchased and taxable soil. Still the breeders of the Central West were nearer the primary market and naturally produced the more desirable beef. This, up to a certain per cent., neutralized the plainsmen's advantage, and the corn region stuck to the business, although profits were often doubtful. With the narrowing of the outflowing stream of cattle from the free range area and the

inevitable pushing upward of prices, the productive energies of the vast central regions quickened and are now giving off a larger supply.

Other causes for higher beef prices than the falling off in general quantity must be recognized; such as the decrease in the pork and mutton supply, the growth of population, the expansion of foreign demand, and the increasing American habit of generosity with self in prosperous times. The writer distinguishes several hopeful possibilities in the field: continued and further increase in the beef supply from the Central West as a consequence of better prices, a more general habit of raising beef cattle by farmers of the Plains States as their thriftiness advances, and a larger output from the mountain and arid regions by reason of broadening area through irrigation. Three movements, looking toward greater production in the more or less arid regions are receiving indorsement from the breeding associations of the West: the leasing of open Government lands to cattle men for a series of years, in order that the lands may be fenced and held; the opening of the nation's forest reserves to sheep pasturage, that the open range may be relieved to some extent of the grass-destroying flocks, and a General Government and state partnership in extensive irrigation improvements, that large areas now nearly sterile may be made fertile. Whether or not these aids shall be fully realized lies, of course, with the unsolved problems of the future; but that the Far West will ultimately furnish a larger output than at present seems reasonably certain.

Alvah M. Kerr.

The Great Prototype of the Commercial Traveler.

The history of the first commercial traveler is well known, as is also the route over which he traveled. We even know the first article sold, to whom it was sold, and the price for which it was sold. We know just how he went to work to interest his customer, who was a married man. He formed the acquaintance of the wife, and praised her beauty, told her what a lovely disposition she possessed, and that she was the fairest image that God ever created. He then described his merchandise with such wonderful power that that which before had seemed worthless now appeared to be priceless.

She worked with the salesman on the old man and the sale was made.

The article sold was a little red apple, for which a greater price was paid than for any other commodity in the world, either in the past or will be in the future.

The name of this prince of salesmen, whose methods are so closely copied by all good commercial men of to-day, was Satan, commonly called the devil by his more intimate acquaintances.

His route was from hell to the Garden of Paradise.

His first customers were Adam and Eve.

Although this occurred some time before the crime of '73, money was very scarce in this locality and neither Adam nor Eve had a cent in their pockets.

How did they pay the bill, you ask. They gave all of the innocence the human race had at that time or ever would have at any future time.

Why did they pay such a fabulous price for this little scrubby apple for which they had no need, having, no doubt, an abundance of fruit of every

conceivable variety, and very likely at that time, there were water melons such as they raise in Kansas just longing for some one to eat them.

They could not resist the salesman.

He was a hot number.

It also seems strange that Satan should have accepted such pay. He must have imagined that there would be a much greater demand for this commodity than ever existed since that time. The human race have stubbed along with a good brand of imitation innocence since that time, except the children under the age of three years, who, after reaching that mature age, tossed the genuine aside, and, forever afterward used the imitation as freely as shoddy aristocrats use paste diamonds.

I leave you to solve the problem of what he did with it, and state boldly that if it had not been for Satan's little business venture, there never would have been a commercial man. No dry goods or clothing man could make expenses, if the much maligned father of all commercial men had not opened up a new field for trade.

Some may dispute that Satan was a commercial man, as he took on the form of a serpent. Those who make this claim come nearer having the genuine article of innocence that I know of.

A good commercial man is compelled to take on such forms as suit his surroundings.

He is not the same in all towns, and neither is he the same in every store in any one town. He is a Boar (bore) to one, an ass to another; to another he appears a sucker, to many he is a l-y-i-n every day and to the fair sex he generally appears to be a goose or duck, according to the wisdom of the female.

When you speak ill of a traveling man's ways you are slandering Satan, who has many excellent traits, although very much disliked by his competitors.

The following traits are common to both Satan and the commercial man of to-day:

- First. Knowledge of their business.
- Second. Knowledge of human character.
- Third. Adaptability to their surroundings.
- Fourth. Knowing when to talk, how much to say and when to stop.

Fifth. Ceaseless energy.
Sixth. The Bible says no man can serve two masters. It does not say that the devil can not and the good traveling man, being a direct descendant of Satan, permits him to serve two masters to the benefit of both. A good salesman works for his customer's interest as cheerfully as for his firm, advises him truthfully and conscientiously, is as loyal to him as he is to his employers.

Seventh. They are regular in their visits. Sunshine or cloud; rain or snow; blizzards or hot winds, do not stop them. The rare exception of similarity is in one or two instances have we known the men of to-day to hoof it, while the original hoofs it all the time. Many a man imagines that if the salesmen were all withdrawn that everything would be cheaper, which is very doubtful. If you confine yourself to open orders, you soon learn that it is much better to have someone with a complete knowledge of his line with you when selecting a bill of goods. The commercial man has existed for all the ages of the past and will continue until the human race is no more. All good ones deserve your best wishes and they certainly have mine. Frank Parkhurst.

Good Light Draws Trade

You can have the VERY BEST GAS LIGHT anywhere, equal or better than 5 electric bulbs or 10 or 12 coal oil lamps at

20c a month

Get the Self-Making

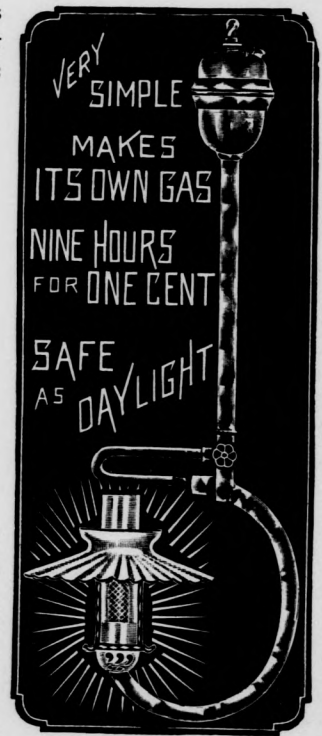
Brilliant Gas Lamp

We have made and sold over 90,000 during the past three years, all of which are giving perfect satisfaction. Always right and ready for use. No pumping up or artificial air pressure required. They run themselves; guaranteed. Approved by the Insurance Boards. Big money to Agents. Write for your district.

Brilliant Gas Lamp Co.

GEO. BOHNER, Agent

42 State St., Chicago



ADVERTISEMENT WRITING.

The Simplest Way of Learning to Do It Successfully.

The first step in considering advertisement writing as a profession is to understand what the work is. Stripped of all theories, and of the glamor of literary or artistic skill, the advertisement writer is merely a salesman. His sales are not as direct as those of the man across the counter, or the traveling salesman; but in the final analysis he is simply trying to do in print what any other salesman does in person.

Naturally he is obliged to employ methods somewhat different from those of a salesman who talks in person to a customer; he deals with the crowd rather than the individual; it is the difference between carrying a message in person and writing a letter about it. The personal element is largely eliminated; there is no shaking hands, no responsive glance of the eyes, no inflection of the voice; there is no deft, tactful dealing, as occasion may arise in conversation, with the peculiarities or whims of the customer. All these things which the successful salesman may do in person are largely impossible.

Not altogether impossible; the best advertising has a sort of personality, the personality of the business it represents; in some cases a very powerful factor in getting results.

It is not difficult to understand the qualifications for the work if this view of its character be kept in mind. A good advertisement writer should have the selling instinct, which is as difficult to define as any other instinct. Some advertising men, just as some salesmen, have more of it than others; it is an essential; and it is generally developed by actual mercantile experience. To this must be added some skill in the use of words in print; a literary faculty of a peculiar sort, terse, epigrammatic and direct.

These two qualifications—the selling instinct and the writing faculty—are necessary; the rest may be acquired; and, of course, these may be greatly increased and developed by the use and experience. It is difficult to say which of the two is more important, but it is undoubtedly a fact that men with the latter are more likely to acquire the former than vice versa.

The field is a good one. The enormous increase in the amount of advertising done during the past few years has created a demand for the special talents of the advertisement writer. Business men—storekeepers, manufacturers, agents—must advertise if they would keep up. The progressive business man now recognizes the need of the specialist in advertising, just as he has always recognized the need of the lawyer or the doctor; he employs an advertising man just as he employs a head accountant, not necessarily because he could not do the work himself—although he rarely can do good advertising—but because he can spend his time to much greater advantage to the business than by keeping books or writing advertisements. This is the view of the work now held by the wisest and most advanced business men.

The question is, how shall a young man who looks to this profession find out if he have the ability? And how shall he prove it? First, get into business, any business that is respectable. Second, study it with the selling methods in view. How can the sales be increased? Study the requirements of the

people who buy; learn as much as possible of their wishes and expectations; find out why they buy, and why they do not buy. Then apply the knowledge gained to the art of "winning with printed words" those who can not be reached in person. A knowledge of the goods is important, essential; but it should be knowledge which augments and assists the buyer's knowledge, rather than that which is merely the secondhand knowledge of the seller.

There are difficulties in the way; the information desired and needed can not always easily be had; a young man employed in a business house in any other than the advertising department has something to do besides studying advertising. But brains will find a way.

There is no general rule of good advertising; each case must be dealt with by itself. Methods and matter suitable for one business are not always suitable for another; the character of the public to be reached by the advertising is an important study; the character and scope of the publications by which to reach them is even more important, so much so that this branch of the advertising business has developed its own specialists.

There are, however, great general principles of advertising which may be applied to all of it; they are mainly found in the canons of common sense and of good literature, for successful advertisement writing is literature; and some of it literature of a very high order, requiring great intellectual power, a large knowledge of human nature, and unusual business ability. The work of J. E. Powers, Nestor of advertisement writers and giant among them still, is good literature; terse, cogent, and interesting, judged simply as literature, and it is great advertising. Mr. Powers laid the foundation of his reputation years ago writing advertisements for Wanamaker's Philadelphia store, a reputation which has since enabled him to charge and receive for his services \$100 a day with all expenses paid, a remuneration equaled by few men in any profession.

There is probably not another man in the business who approaches Mr. Powers in price, and few, if any, who come anywhere near him in ability. But his experience shows what can be done with advertisement writing as a profession. Henry P. Williams.

Just an Idea.

If Mrs. Brown comes to the establishment of Mr. Smith and buys a quarter's worth of goods for twenty cents, she makes a saving of five cents. Probably she has other purchases on which there are savings, so that in the spending of \$2 or \$3, she will have saved forty or fifty cents. If she paid the full amount for these goods and had the saving credited on a little pass book or punched on a card, and then on that amount she drew interest, the same as in a building and loan company, she would more fully appreciate the advantage of dealing with that firm. If this merchant continued to give values through the year, on each of which there was a saving, it would be natural to suppose that in the course of a year some of the patrons of that store would save many dollars; and if this were credited on a book and interest paid the first of January of each year, the same as building and loan companies, there would certainly be quite a furor over the doings of the establishment, especially at the time when the interest was credited to customers.—Advertising World.

Why Tommy Was a Model Boy.

"Tommy is such a good boy," said Mrs. Taddells to the minister, as he served the pastry. "You know, Dr. Choker, that pie isn't good for little boys."

"That is very true, Mrs. Taddells," the minister assented, as he put a mouthful of the custard pie where it would do the most good—or harm—"that is very true, Mrs. Taddells. When I was a boy I was not allowed to eat pastry, and all mothers must watch their children's diet very carefully."

"But I am not at all harsh with Tommy, you will understand, Doctor," Mrs. Taddells went on. "Whenever I have something for dessert which Tommy can not eat—pie, for example—I give him 5 cents to pay for his deprivation. And Tommy takes it so cheerfully, Doctor. He never objects in the least. Tommy is such a dear boy, Dr. Choker."

"I am very glad to hear it, Mrs. Taddells. No, thank you, I could not think of eating more than one piece of pie, excellent as it is. But I am truly glad to hear of Tommy's manliness and cheerfulness when deprived of pie, for most children act in a very disagreeable manner when they can't have what their elders have at the table, and when they are prevented from indulging in something they like. I suppose, Tommy," the clergyman went on, "you like pie?"

"Yes, sir."

"What makes you take the 5 cents so cheerfully to go without?"

"Oh, with the nickel I can get a whole pie at the grocery around the corner."

Business is not business unless conducted with sympathy and love, and if you have any religion the proper thing for you to do is to mix it in with your business, and for six days in the week.—Elbert Hubbard.

In exhibiting a line of goods offer the cheaper grades first to avoid prejudicing the buyer's mind at the start.

The most attractive,
the most labor-saving,
the most modern, the
most successful

Retail
Grocery
Stores

in the Union have been
designed and fitted by

F. A. FLESCHE,

manager grocery store
outfitting department.

Borden &
Selleck Co.,

Chicago, Ill.

Correspondence for partial or complete outfits solicited.

COUPON
BOOKS

Are the simplest, safest, cheapest and best method of putting your business on a cash basis. ♣ ♣ ♣
Four kinds of coupon 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.

Woman's World

Sensible Advice to a Young Bride.

You have just returned from your bridal tour, my dear little girl, and you and the dearest fellow in the world have settled down into the new home that is as spic and span and sweet as love and care can make it. In a way you are at the very beginning of real life and you are wondering how you shall best guide your little boat across the ocean of years that lie before you.

It has been my observation that brides share the common human quality of not hankering for advice. Still, no old salt can see a young and inexperienced sailor put out to sea without wanting to load him down with compasses and maps and charts to steer by, and it is in my heart to give you a word of counsel and cheer as you start out on your journey.

In the first place I would bid you take a death grip on your courage. You will never have greater need of it than now. The most bitter piece of sarcasm that has ever been perpetrated is calling the first few months of married life the honeymoon. Ninety-nine times out of a hundred it is a period of tears and friction and disillusioning when a man finds out that he has married a woman with a temper instead of an angel and the woman discovers that the hero of her romantic dreams eats onions and can get into a towering rage and say things, if dinner is ten minutes late. If a "glory ticket," as our colored friends call a marriage license, had a return trip coupon and there was a halfway house located anywhere in the first three months of the journey, many a couple would never reach the wooden wedding station at all. Before the new wore off of their silver-plated wedding presents, they would be making a bee line back to freedom.

Nor is there anything strange in this. There is no other such example in the world of the persistence with which hope rises superior to experience as that which leads every one of us to believe that two people brought up in different environments, with different tastes and habits and ways of thinking and believing about religion and politics and women's clubs and cooking, can ever adjust themselves to each other without collisions in which somebody is mighty liable to get hurt. Later on we learn to regard a difference of opinion with philosophy, but in the honeymoon it is a tragedy, and the possibility of such a thing comes as a terrible shock to both parties. To the woman, because she has been flattered and petted, and the knowledge that the adoring lover can turn into a critical husband is like a douche of ice water. To the husband, because every man gets the jar of his life when he finds out that his wife isn't going to be merely the echo of himself, but is a creature with opinions and views who is just as much set in her ways as he is in his.

Don't get discouraged, little bride, because you have found out that married life is a field where each of us must hoe his own row, instead of a garden of delight in which to dream away the idle hours. Don't conclude, either, because you have discovered that your idol has feet of clay, that he isn't worth worshipping. There's a lot of pure gold mixed up with the baser material. Make the most of that. After all, a good, honest, loving man who is willing to work to support you is worth a dozen

hot air poets or impossible heroes of romance who would make fine speeches while you did the cooking. Reflect, also, that your husband is probably just as much disappointed in you as you are in him, and that you are shattering just as many of his ideals as he is smashing dreams of yours. This is a nasty pill to swallow, but it is guaranteed to cure.

Try to use some common sense. Try to realize that marriage means partnership and that your part of the bargain is to make a comfortable home. If you fail to do that you default on your contract and are the worst sort of a swindler. If you have had the misfortune to have had a mother who, through lack of sense or mistaken tenderness, has taught you nothing of the domestic affairs a woman ought to know, for pity's sake have enough strength of character to go to work and remedy the mistake that has been made in your education. Any woman not a fool can learn to cook and keep accounts and manage a house, and if she's the right sort of a wife she will do it. The man who loafs around a corner grocery and drinks and smokes while his wife takes in washing to support him is not a whit lazier or less account, or more to be blamed, than the woman who spends her days lying on a couch reading novels while her servants idle and steal and waste and get up any kind of a mess for a tired and hungry man to eat after he comes home from a hard day's work. Women always seem to think that knowing how to keep house comes by inspiration, and if they don't happen to be born with it, they are no more to be blamed than for not having golden hair and blue eyes. It is rank nonsense. It's a question of industry and good sense and something any woman can do if she wants to.

Then, for goodness' sake, let a man down easily on the lovemaking business. Men carry sentiment only as a ballast to the rest of the other cargo of life. Women are loaded down to the guards with it. Every girl expects the man she marries to keep up the high-pressure lovemaking of courting days. Of course, he doesn't do it. One doesn't keep chasing the thing one has caught, but women can't understand this, and when a man no longer feels it necessary to assure her every hour of the day that he adores her, she jumps to the conclusion that his affection is dead. My

dear child, there are several other things in the world besides love. Among them are bread and butter, and it is absolutely necessary that John should devote the best of his time and his attention to considering them, unless you want to go hungry. Don't make it hard for him. Don't go off and sulk or wail out that he doesn't l-l-l-o-v-e you any more, boohoo, the first time he betrays more interest in the grocery business than he does in your conversation or prefers reading the paper to holding your hand. Love and caresses are the dessert of existence, delicious in small quantities, but nobody but a school girl wants to make a full meal off them. Be reasonable. It is woman's greatest charm and the most uncommon.

Take the right start. There's nothing like getting off on the right foot. Don't make a doormat of yourself because you happen to be so desperately in love. There's nothing that a husband acquires so quickly as the habit of walking over his wife if she prostrates herself before him and invites him to trample on her. You were a woman before you were a wife and you owe something to your womanhood. Insist from the very start on a settled allowance for the house and for yourself. That removes you from the list of beggars and puts you in the ranks of independent women who earn their own livelihood by the prosecution of a profession. If your husband can only give you \$1 a week, take the dollar, and don't have it doled out in nickels. There are just exactly thirty chances less of friction in getting an allowance once a month than there are in getting money every day. It is a mathematical proposition that should appeal to everybody. Don't permit your husband to use language to you that he would not dare to use to any other lady that had an able-bodied brother. Because a man is married to a woman gives him no right to abandon courtesy and good manners to her. But stick a pin in this, little sister: you must set the example. If you fly out into tantrums and say things that are sharp and disagreeable, you can't expect to get any better than you give. Harsh speeches are an evil brood of chickens that always come home to roost.

Don't let your husband get into the way of thinking any old thing will do for you. You are entitled to a fair

share of the pleasures and perquisites of life. Take them. Nothing is so true as that a man takes his wife at her own valuation. If she keeps young, pretty, bright, attractively gowned, he admires her and likes to be seen out with her. If she is content to sit, like Cinderella, in the ashes of home, he gets in the way of going out without her and having a pretty good time. Every bride starts out as a little queen. It is her own fault if she abdicates her throne.

Don't tell your troubles, not even to your mother. It's a temptation, of course. It's so nice and soothing to be pitied and told one is a martyr and to weep out one's heart on a sympathetic breast. Don't do it, little girl. That way the divorce court lies. You were angry and hurt with John, and in the first heat of your passion you blurted out the whole story to your dearest friend—in confidence, of course, but she repeated it, also in confidence, to her best friend, and before you knew it the air was rife with gossip about your marital discord.

Strange though it seems at first thought, the society woman has helped to diminish the sanctity of the marriage bond and to make divorce a common thing. Statistics and observation show that among those people where wealth and luxury abound there are many divorces granted. It is more than probable that in comparison with the number of people who compose the society under discussion there are more decrees of divorce granted than in any other circle in America.

Statistics, so far as they go on this question, are terribly eloquent in their pleading for society to change its awful course. In this circle there are often divorces granted which are the result of well-known scandals, but, because those involved are wealthy and powerful, the so-called "high society element" does not rebuke them by ostracism, but permits them to continue as "leaders in society."

Finally, beloved, remember the advice of the wise woman who was asked to give a formula for managing a husband. She said: "Feed the brute."
Dorothy Dix.

If you're ready to do business do it. Procrastination costs money and also time, which is more than money.

They all say

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

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

How a Woman May Retain Her Identity.

If Shakespeare had ever considered the subject from a woman's standpoint, he would never have asked so airily, "What's in a name?" He would have known that there are all sorts of worry and bother and confusion worse confounded in it. To begin with, he wouldn't have known whether he was a woman or a lady or just merely a plain female. Then he would have found out that every time he went to sign his name he was involved in a labyrinth of doubt as to whether it was best to follow fashion or perspicuity. For while a rose by any other name may smell as sweet, it doesn't follow that a letter addressed to Mrs. Mary Evelina Smith will reach Mrs. John Smith, although they are one and the same person.

This is a very small, but insistent, aggravation in the woman's name muddle. It is the height of bad form for a woman to sign her name Mrs. Somebody or other—as if she were throwing her marriage certificate at us—and when she does we set her down as not knowing what's what, but all the same it keeps us guessing. How is one to know, off hand, that Alicia Montmorenci Brown's other name is Mrs. Bill Jones? In spite of fashion, it is a silly custom that makes it incumbent on every married woman to have as many aliases as a burglar.

Then there is another trouble that every mother with sons has to face the moment they marry. What is she to be called in a country where the title of dowager doesn't obtain? If they all live in the same community it is necessary to differentiate her from her son's wife, yet how bald and uncomplimentary to refer to her as "old Mrs. Smith," when perhaps she is on the sunny side of 50. It has been suggested that the best way out of this difficulty is to call a woman "madam" after the marriage of her sons, and the idea seems a graceful solution of the problem.

Still another difficulty is presented by the professional woman. In olden times when woman was expected to be merely a dabbler and amateur in any calling, the woman who wrote was an authoress, the one who scribbled verses a poetess, the one who administered pills a doctress, and so on. It carried with it pretty much the same implication as if one was called butterine or silkoline or any other name that signified an imitation of a good thing. It is ridiculous in these days when woman is competing on an equal footing with man in every sort of work, for her to be branded with any kind of a feminine professional appellation, and the "esses" ought to be dropped. She is either a sculptor or a doctor or an author or she isn't, and there is no more reason why she should be given any peculiar title to indicate her sex than there is why one should signify by some special appellation whether a man doctor is young or old or handsome or ugly.

Another problem that is raised here is the case of the woman who makes her name famous and then marries. How is she to keep identified with the name that represents her achievements when the law gives her another? Actresses cling to the name they have made of value on a billboard, but the woman writer or sculptor is apt to sink her identity in that of her husband or at least qualify it by adding his name to hers, which may be all right from a sentimental standpoint, but is poor business.

Any way you look at it, the question of what to call a woman is beset with

difficulties, and it is a subject that women's clubs ought to take up. Their united wisdom may formulate some plan by which a woman may retain her identity and still take the name of her husband.
Cora Stowell.

Getting Back to First Principles.
Written for the Tradesman.

The house stands in the best quarter of the city, handsome and imposing. It was "built upon honor." There was not a stroke of work that was not well paid for, not a beam or a board that was not sound and put where it would do the most good, and when the whole was finished and furnished and the millionaire and his family moved in and, after a good hearty house-warming—which it did one's heart good to see—settled down to enjoy what they had been planning for and hoping for for years, the good man and his equally good wife gradually found out and slowly admitted that it "wasn't quite what they had thought it was going to be," and "they almost wished they hadn't." It was good enough to have, but "somehow they didn't seem quite to fit in." The old furniture was too good to throw away or to burn and they stored it in the attic. First "his" chair, with the disordered creak and the demoralized splints, crept down into the kitchen and then "she" thought it seemed more like the old times to have her old sewing chair and work basket "right where she wanted them." Then, as the cold came on, "it seemed snugger somehow" to get down by the kitchen stove and hear the old familiar creak and pull up to the old light on the table and have the evening all to themselves; and if the front hall wasn't lighted and if the handsome sitting room was dark, what of it? They didn't build the house and furnish it for their acquaintances, but for their own enjoyment, and if they rather sit on the old chairs in the kitchen and have popcorn right from the popper, what was to hinder? The neighborhood shook its busybody head and said, "O, the pity of it! To have that handsome house and all that handsome furniture and live in the kitchen! It's a shame!"

The pity of it all is not the enjoyment of the kitchen—the only part of the handsome house they know how to enjoy—but in the mistake so many make in trying to find enjoyment beyond what is the simplest, and so the best. The old chair, in the progress of the years, had by constant use become fitted to its nightly occupant. Its creak was music and for years had been its happy occupant's lullaby. With the day's work done and the fire at its best and the lamp not too bright, what was there better for either? The simple meal, the simple room, the real comfort that comes from roof and food and fire—that is all even the kings of the earth can have, and he is a king of the earth who knows his limit and is satisfied with it.

I am no pessimist. The good things of the earth are made to be enjoyed, and should be, but only as they, in turn, bring out the best that they who possess them have. The best food—it is rarely the richest—is needed for the best work, be it of brain or hand. Shelter that is warm and cosy and abounding in what is convenient and beautiful need not be costly and is never extravagant. Clothing, if chosen with care, may be handsome and durable and always becoming without being expensive; and all these needs, even when they expand into wants, can be kept simple—the real test,

after all, of all good living. Whatsoever is more than these leads to evil, because it leads to that we do not need. These are comforts; the rest are things that we cumber ourselves with for the reason that others, whom we really do not care for, expect us to have them. It is a flame that is not worth the candle and when we toil and toil for something we can not have, and would not enjoy if we could get it, like the millionaire and his wife who get back to first principles in their kitchen, we have only to go back to the old creaking chair and the old work basket and insist on the simple as we have known it and tested it in the years that are gone.

R. M. Streeter.

The business man who is always going to be progressive to-morrow wonders why he is a failure.

Michigan Fire and Marine Insurance Co.

Organized 1881.
Detroit, Michigan.

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

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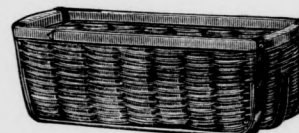
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L. BUTLER,
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Balloo Baskets Are Best



Is conceded. Uncle Sam knows it and uses them by the thousand. We make all kinds.

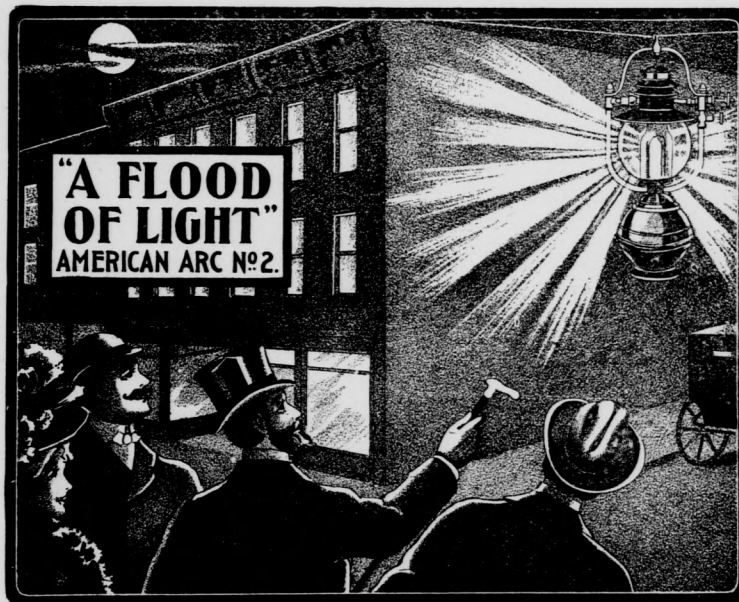
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Send for catalogue.

BALLOO BASKET WORKS, Belding, Mich.

A MODERN WONDER

Approved by the National Board of Fire Underwriters; can therefore be used in any insured building without additional cost for insurance.



The finest artificial light in the world. Hang or stand them anywhere. One lamp lights ordinary store; two ample for room 25 x 100 feet. No smoke. No odor. Very simple to operate. Burns ordinary gasoline. Absolutely non-explosive. 800 candle-power light at a cost of 5c for 10 hours.

BRASS MFG. & SUPPLY CO.

192-194 Michigan Street, CHICAGO.

Ask for Catalogue.

Butter and Eggs

Observations by a Gotham Egg Man.

The condition of the egg market is now such that frequent fluctuations in value must be expected. This is always the case in the winter, and especially in a season when refrigerator reserves are small. In January and February the hens in nearly all sections of the country are ready to lay eggs freely if encouraged by bare ground and sunshine, even when the temperature is fairly low, and as consumptive demand is at this season affected by the previous liberal use of refrigerator eggs and the relatively high prices previously ruling, it takes only a fairly good run of fresh stock to over supply the outlets and cause a comparatively low ruling of prices.

On the other hand it is a season when the whole egg producing territory is liable to severe weather, sufficiently general to check production and produce scarcity and high prices, and between the two possibilities values are certain to fluctuate rapidly and frequently according to the preponderance of speculative sentiment or its absence.

* * *

Of course, these facts are so well known that it is hardly worth repeating them except to lead up to the point of "shippers' limits," about which there are some matters worth considering. At this season of the year it is very common for commission merchants to receive consignments of eggs on a declining market with orders to hold, usually accompanied by information such as "bad snow storm here," "very little stock coming in," etc., etc. No objection can be made to a shipper ordering stock temporarily off the market if he does so with an adequate range of information, an appreciation of the effect of such action upon the market here and of the impossibility of selling out on an advance caused alone by such withdrawals. But I am inclined to think that a good many shippers order stock off the market with too narrow a range of information, particularly those who are situated in the more northerly sections. It is a big country and most of it is more or less in the egg business. The states lying south of the Ohio River and those west of the Mississippi below the central line of Iowa are big egg producers at this season when the weather is favorable, and it is in those sections that the effects of prevailing weather are to be considered in estimating the chances of the market. It sometimes happens that severe wintry storms may cover Ohio, Indiana, Illinois and the Northwest, cutting egg production down to almost nothing, and yet receipts from the South and Southwest may be sufficient to carry prices down in the teens.

* * *

But there are times when winter arrivals are in excess of current demand, leading to a naturally downward tendency in values, when the withdrawal of stock may be sufficient to check the decline and even to cause an upward reaction without any healthy basis. Declines in value always come with a surplus over current needs and sometimes in anticipation of such surplus. Receivers here usually have information as to prospective supplies from all sections of the country and prices sometimes go down under reports of larger shipments from the South and Southwest even before the increase is fully realized. At such times limits on stock

in hand may cause a check to the decline and perhaps a recovery, but it is manifest that when an advance is caused by accumulating eggs in first hands, thus reducing the available supply, it becomes impossible to maintain the advance when the accumulations are set free.

* * *

Of course when the withdrawal under limits is based on a belief in decreased supplies which is afterward realized, and when subsequent receipts fall below actual needs the accumulations can be sold at the resulting advance; but my observation is that in most cases, stock accumulated under shippers' limits creates a surplus as soon as orders to sell come in and that a majority of the advances that are caused or materially aided by such accumulations can not be realized on the stock so held. Shippers can not expect, therefore, that receivers here can hold their goods to any considerable extent and return for them at the market price any day they may order sales. The consumptive demand for eggs can not be greater than the supply available; when this supply is reduced by orders to hold, sufficiently to cause an advance in prices, outlets are inevitably lessened; when the accumulations are ordered sold the lessened outlets are overstocked at once and the advance is lost before the accumulations can be unloaded.

* * *

These facts should be borne in mind when limits are placed on eggs arriving; and when the effect of values here upon country cost is duly considered it is safe to say that the interference with the natural trend of values by limiting consignments very frequently does more harm than good by creating unhealthy market conditions.—N. Y. Produce Review.

Rules For the Government of a General Store.

The following rules are in force in the general store of the N. C. Foster Lumber Co., at Fairfield, Wis.:

1. Customers must be waited on promptly.
2. Always ring the bell when there are more customers than you can attend to.
3. Never leave your department unguarded at any time; if you must leave it, have some one take your place.
4. Write down all goods on your slip as you sell them. Don't trust your memory a minute.
5. Never take advantage of a man's ignorance and never misrepresent goods for the sake of a sale.
6. Children should always be waited on promptly and treated as well as grown people.
7. When goods are to be charged to other than the person getting them, the one who gets them must be named on the charge ticket.
8. We will hold salesmen responsible for goods charged, without authority, to bad accounts.
9. All cash sales must go directly to the cashier, with the proper ticket.
10. Each article in stock must be sold from the original package.
11. Each class of goods, in every department, must be "bunched" by themselves.
12. Each salesman must keep his own department in good order, and this can be done only by incessant personal effort; "if you would be well served," in this matter, "serve yourself."
13. Being "out" of articles is a disgrace to any department and the salesman is responsible for not having used the want book in time to have avoided it.
14. Accidents occurring through carelessness will be charged against employee.
15. All goods purchased by employees

must not be paid for, but charged to their respective accounts.

16. Don't wait to be "poked up" by your employer; do what needs to be done without it.

17. You are allowed one hour for meals, not one hour and five minutes.

18. Gum, tobacco or rag chewing not tolerated during business hours.

19. If it becomes necessary to speak of your competitor, speak well of him. This is not only good morals, but good business.

20. The salesman who is polite and accommodating is in a fair way to become a proprietor. No capital ever paid a more liberal per cent. than true politeness.

Sued Because He Didn't Call for an Order.

A queer law case is being tried in Toronto, Canada, wherein a restaurant man is suing a butcher for damages because he failed to call for an order. It seems that the restaurant proprietor had agreed to buy all his meat from the butcher, who had in turn agreed to call every day for an order. Things progressed harmoniously for some time, but one day the butcher evidently forgot to make his customary call. The restaurant man, instead of using a little sense, and sending his order to the butcher for a change, turned hungry men away with the explanation that there was no meat in the house. This, he claims, has damaged his business, and he wants the butcher to pay for it. At last accounts all the evidence was not in, and the butcher doesn't know whether he is liable for damages or not. It seems to us that the restaurant man should be fined for maliciously ruining his own trade, and that the butcher should be paid for the time he has lost defending his end of the case.

A Kansas editor claims that the juice of the common sheep sorrel, made into a paste and put on a cancer, will cure it in a few days. He says he has tried it and knows what he is talking about.

Lambert's Salted Peanuts

NEW PROCESS



Makes the nut delicious, healthful and palatable. Easy to digest. Made from choice, hand-picked Spanish peanuts. They do not get rancid. Keep fresh. We guarantee them to keep in a salable condition. Peanuts are put up in attractive ten-pound boxes, a measuring glass in each box. A fine package to sell from. Large profits for the retailer. Manufactured by

The Lambert
Nut Food Co.,

Battle Creek, Mich.

We Are Direct Carload Receivers

of California and Florida ORANGES and jobbers of the best of everything in seasonable fruits, nuts, figs, dates, etc., for holiday trade. Your mail orders will receive careful attention.

Wanted—Beans, Onions, Apples, Potatoes, Honey. Write us what you have to offer.

Vinkemulder Company,

14 Ottawa St., Grand Rapids, Mich.

WHOLESALE

OYSTERS

In can or bulk. Your orders wanted.

F. J. DETTENTHALER, Grand Rapids, Mich.

POTATOES

CAR LOTS ONLY

State quantity, variety and quality. If have car on track, give initial and number of car—station loaded or to be loaded.

H. ELMER MOSELEY & CO., GRAND RAPIDS.
CLARK BUILDING, OPPOSITE UNION STATION.

Four Kinds of Goupon 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.

The New York Market

Special Features of the Grocery and Produce Trades.

Special Correspondence.

New York, Jan. 18—Coffee is weaker, despite the efforts made in some directions to prove the contrary. Cables from Europe have been of a character showing a downward tendency and, as arrivals at primary points continue fairly large, the general tone is certainly not stronger. At the close Rio No. 7 was quotable at 7 1/4c. The stock in store and afloat aggregated 946,751 bags, against 1,096,268 bags at the same time last year. West India growths were in light demand and prices were practically without change. East India sorts are about steady.

Some changes have been made in sugar prices, but there is very little animation in the market for refined. The orders coming to hand have been of a character that indicates buying only for everyday wants and neither side appears to care whether anything more is done or not. Owing to a case of smallpox in the American refinery at Brooklyn, some 1,300 of the men were vaccinated yesterday. Judging from appearances these fellows are about the worst the labor market affords. It is probably necessary to have such labor if refiners are to make both ends meet; but we doubt if real Americans could live as these men do.

The improvement in the tea market which has been noted for some little time past continues and the outlook is still brighter. Sellers are not especially anxious to part with holdings and will make no concessions. On the other hand, buyers are not inclined to shop around to any great extent, realizing that teas on the present basis are worth the money.

A little larger volume of business has been done in rice, but there is still room for improvement. Prime to choice Southern is worth 5@5 1/2c. Foreign sorts are steady and unchanged.

Pepper is fractionally higher. Other lines of spices remain unchanged, and are meeting with about such demand as might be expected.

Molasses stocks are light, comparatively, and, while the demand is not especially active, prices seem to be firmly sustained. Foreign sorts are quiet and unchanged.

Syrups are meeting with some demand from exporters, but home trade is hardly of an average character. Prime to fancy, 20@25c.

If the canned goods market could be more quiet this week than last, it has reached that stage. There is hardly a thing doing and some brokers have not sold a case for delivery this fall. Maine packers are now after the scalps of Illinois packers who are packing Western corn under the Maine labels. Probably more "Maine" corn is packed in Illinois and Indiana than in Maine. Last year the Baltimore packers were prosecuting the California men who packed California peaches and labeled them Maryland goods. The California peach, as all know who have paid 10c for three, is simply an imitation peach, colored by Dame Nature. The coloring is all right; but Baltimore draws the line there. Tomatoes are dull and Jersey No. 3 cans are worth about 80c on the spot.

The dried fruit market, since the holiday trade ceased, seems to have shrunk into mighty small proportions. There is a little better feeling for currants, perhaps; but, as a rule, almost every item lacks animation. Prices are about unchanged, but the tone is not reassuring. Domestic dried fruits are in very moderate request.

Oranges have been in moderate request and prices are very well sustained.

California navels are selling up as high as \$3.50; Floridas, \$2@3.25. Lemons are quiet and without change.

The butter market is again weaker, but the better creamery is hardly a fraction above 21c; factory, fresh, fancy, 13@14c; choice roll, 14 1/2c.

There is a fair trade in cheese from domestic dealers and the general situation is rather more encouraging, although prices are not quotably higher than last week.

Prices on eggs have jumped up within a few days and on Friday the market ruled at 23c for best Western; selected fancy, 22 1/2c; common to fair, 21@21 1/2c.

Beans are rather quiet. Choice marrow, \$2.57 1/2@2.60; medium, \$2.25; pea, \$2.35; red kidney, \$2.42 1/2@2.45.

More Fun in Advertisements Than in the Joke Column.

These curiosities of advertising have been collected by a man in Washington: By a colored couple in Georgia: "Your presents is required to a swell wedding at the home of the bride. Come one, come all. Gentlemen, 25 cents; ladies, 15 cents."

By a St. Louis Man: "Wanted—A respectable gentleman, widower preferred, to marry the housekeeper of an aged gentleman who has been an invalid for years, and who respects her as a good and true servant, whom he would like to see in the happy state of matrimony before he dies. She has had three husbands, but is willing for a fourth."

By a North Dakota justice of the peace: "I am reliably informed that some of our local clergy are cutting prices and thereby demoralizing business. I will not reduce prices to perform the marriage ceremony, but will give time if necessary, or will take meats, potatoes, grain, and will agree not to kiss the bride unless perfectly satisfactory."

By an English country gentleman: "Wanted—For a sober family, a man of light weight, who fears the Lord and can drive a pair of horses. He must occasionally wait at table, join the household prayers, look after the horses and read a chapter of the Bible. He must, God willing, arise at 7 o'clock in the morning, and obey his master and mistress in all lawful commands. If he can dress hair, sing psalms and play at cribbage, the more agreeable."

By a dog fancier: "\$5 Reward—Strayed from the premises of the subscriber, in Centerville, on the 1st of October, a small dog near the color of an opossum, with yellow legs and head and tail cut off."

By a Philadelphia girl: "Wanted—A young unmarried woman without children wants a position as cook or housekeeper."

By a presiding elder: "Advent Meetings—Elder D. M. Cantright, of Boston, and Elder D. M. Farnsworth, President of the Iowa Conference, will preach in the Baptist Church from Friday evening, April 5, till Monday evening."

By a West Virginia merchant: Bibles, blackboards, butter, Testament, Tars, Treacle, Godly books and Gimlets, For Sale Here.

Some Things to Avoid.

- A poor location.
- Too much politics.
- Dirty front windows.
- Getting even with people.
- A proprietor that "boozes."
- Cutting off the trade paper.
- Changing location too often.
- Selling poor butter for "good."
- Clerks that can't make friends.
- Waiting on customers out of turn.
- A lack of public spirit and enterprise.
- Showing partiality to favorite customers.

Funny Toothache Cures.

Before the day of dentists, and when people generally believed in the value of charms, there were ever so many mysterious ways of preventing toothache.

One of these was to dress the right side of the body first—right stocking, right shoe, right sleeve, right glove. A favorite plan in Scotland was to draw a tooth, salt it well and burn it in full view on glowing coals. In Cornwall many save their teeth by biting the first young ferns that appear.

The custom of catching a common ground mole, cutting off the paws while the little creature still lives, and wearing them, is traced to Staffordshire, England. Some people who are fond of exercise believe that walking twelve miles—no more, no less—to get a splinter of the toothache tree that grows particularly well in Canada and Virginia will drive away the worst ache and pain that ever tortured a poor tooth.

The belief that toothache is caused by

a worm at the roots is prevalent in many parts of the world; hence this cure: Reduce several different kinds of herbs—the greater variety the better—to a powder. Put a glowing cinder into this powder and inhale the incense. Afterward breathe into a cup of water and the worm will be gone forever.

Country Sausage a City Product.
From the New York Sun.

"Why do they call it country sausage?" asked the reporter.

"Because the hogs were raised in the country," responded the packing house man promptly.

Probably that isn't the reason, but it is as good as any other. There was a time when every farmer made his own sausage, just as he cured his own hams, and did without fresh meats; but that was before the days of refrigerator cars. To-day the farmer buys most of his provisions from the nearest corner grocery, and the country sausage is a city product.



Highest Market Prices Paid. Regular Shipments Solicited.

98 South Division Street,

Grand Rapids, Mich.

BEANS===BEANS

WANTED—Beans in small lots and by carload. If can offer any Beans send one pound sample each grade and will endeavor to trade with you.

MOSELEY BROS.

Jobbers of Fruits, Seeds, Beans and Potatoes

26, 28, 30, 32 Ottawa Street

Grand Rapids, Michigan

If You Ship Poultry

Try the Leading Produce House on the Eastern Market.

F. J. Schaffer & Co., 398 East High St. DETROIT, MICH.

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.

B E A N S

We are in the market for all grades, good or poor, car lots or less. Send one or two pound sample.

ALFRED J. BROWN SEED CO.,
BEAN GROWERS AND DEALERS
GRAND RAPIDS, MICH.

We can use your **SMALL SHIPMENTS** as well as the larger ones.

L. O. SNEDECOR Egg Receiver

36 Harrison Street, New York

REFERENCE—NEW YORK NATIONAL EXCHANGE BANK, NEW YORK

We want Fresh **EGGS.** We are candling for our retail trade all the time.

Clerks' Corner.

The Weather as a Means of Testing Character.

Written for the Tradesman.

It was a storm in good earnest. It began at daybreak and settled right down to business from the start. The wind got an early inkling of what was going on and, concluding to take a hand, went at it. The two seemed to have a grudge against Springborough and to be determined to get even once for all. They blockaded the single street and barricaded every door and gateway. They rattled the shingles wherever they found them loose. With their ghostly hands they shook the windows, and the sleepy Carl was awakened from "the dreamless sleep of youth" by their shrilly calling for him down the chimney. A moment later he heard the clock strike six and without a yawn was soon hurrying into his clothes. Half past five was his usual rising hour, but the snow had been packed by the wind high up on the windowsill and so had darkened the little chamber.

Not once since he had carried the store key in his pocket had the store door been locked and the preliminary work undone at the coming of the proprietor, and a half hour does make quite a difference. So he literally shot into his clothes and downstairs and the kitchen fire was blazing and the teakettle on at the end of the next five minutes, when he started for the store.

As a good start it wasn't a success. "I wouldn't be in too much of a hurry," the snowbank seemed to remark as he opened the door and stared blankly into its white expressionless face. "You'll need a shovel in the first place and after you tunnel through here you'll have a job of wallowing to the store that will test your muscle. Come on!"

He didn't have to come—he was there, snow shovel in hand, and plunged into the feathery whiteness. Mastering that, he shunned the drifted sidewalk and had the store opened and ready for business some minutes before Old Man Means came stamping in.

"Had to get a young 'hustle on' minus a t, didn't you, this morning?" he said as he stood a few minutes later with his back to the stove and looked approvingly upon the freshly "rid up" establishment. "I thought I was going to find you all balled up and here you are opened up and ready for customers. Been to breakfast?"

"I'm going now; and say, Old Man, you'd better let up on your t's. You're an ignominious failure in that line anyway and you're old enough to know better! I'll be back shortly," and through the snow and the storm he plunged, the storkeeper watching him from the window.

"There's a boy that is going to make his way in this world, if a boy ever did, and he's going to do it with everything clean and aboveboard. The idea of his getting out here at this time in the morning when there was no earthly need of it and having everything spic and span when he could have had all the morning to do it in! That's because he has made up his mind that it's the thing to do and because he wants to please me. Well, it does. I don't believe I'm lazy, but I came here this morning expecting to find him at it up to his ears and was going to help and didn't have to. Now he'll go home and after breakfast will shovel all the paths there are to shovel, and his father, sitting behind the stove, will swear at the

weather. It's all right. To-day is tomorrow's father and right here, in just this way, the boy is laying the foundation for a future that is going to be the pride of everybody who knows him then and now. It is in this way that the finest characters are formed and that the best men train themselves for life. I've a notion to give him a little talk on that to-day if I get a chance. It'll be a dull time for business and if I can unload without seeming to it won't do me any harm and may do him considerable good. Those stormy-day talks of Dominic Johnson are about the only practical things I remember. I suppose it's because I didn't have to learn 'em!"

An hour after, fresh and rosy and hearty, came in the wideawake Carl. "This is the kind of weather that suits me. I always feel as if the storm was 'stumping' me and I just like to take the stump! It seems to say, 'You poor little spindling whiffet, what do you amount to anyway?' and grabs me for a wrestling match. I know you'll laugh, but when there's a snow storm like this I always think of Jacob's wrestling with the angel, and fancy I'm making the feathers fly when the snow comes into my face! I get the best of it anyhow; and I think I know how the old patriarch felt when he made that last lunge with a 'There now, take that and see how you like it!' This corner is where I'm sure to catch it. It just hugs the side of the building and jumps for me! But it hasn't downed me yet, and it shan't. No chance for any trade to-day."

"Let's see—it's Wednesday. We shall have two customers, Deacon Willets from the next township and either Mrs. Jewett or, if it keeps on like this, the old man. One or the other will be here by half past two, unless they are both stricken down with the smallpox or typhoid fever. It takes such a storm as this to find out what people are made of."

"How did you happen to hit on those two?"

"Because Wednesday is their day. Ever since I've been in Springborough, and that is getting to be quite a while now, Deacon Willets has driven up to that post and hitched his old gray mare somewhere between ten and half-past. I shall expect to see him to-day not later than eleven o'clock."

"You take these old codgers and with them it's a mere matter of habit. It makes me think of the old fellow in New England who wouldn't buy an almanack and kept run of the days of the week by the baked beans on Saturday. For some reason or other one Saturday his wife didn't cook the beans and the old man yoked up his oxen the next morning and went off to plowing. That was a case of habit."

"Yes, and what's that but character crystallized? Take the Jewetts. The old lady is the strong one there. He was inclined to be frisky when he was young, I've been told, and they had no end of trouble in gaining the consent of the old folks to their marriage. Mrs. Jewett started in with the idea of bringing the old man up and has never let up on it. Clockwork is one of her angel virtues and winter and summer she has kept him at it, and herself, too, for that matter, and if a thing's to be done, that's all there is about it, it's simply got to be and nothing but sickness or death is to prevent. She's kept the old man agoing for some forty years now and you can't get him to drink a glass of soda unless she says he may. They both have got to thinking that Wednes-

day is Springborough day and between two and three is about the right time to strike the store. They think a good deal of 'the hoss' and they'll both come, if it isn't going to be too much for him. About a quarter to three you'll hear the old man say, 'Well, I van! if this ain't the wust storm that I ever went anywhere then I won't say so!' 'Van' and 'went anywhere' are the old man's oaths I guess. Nobody seems to know just what he means by 'em—I'm sure I don't. It is habit; but away back there somewhere it wasn't and there's where the character comes in. Mrs. Jewett found out long ago that the best way to get ready for the future—and nobody knows what it has for us—is to do thoroughly, bravely and cheerfully whatever our hands find to do day by day. She learned early that a man does not grow strong by sheltering himself from possible disaster, but by living as if there wasn't any such thing. The man that skulks is as likely to get hit as the one that bravely faces the fire, and a genuine man will always do that. Fear controls the one and courage the other. Neither is secure—life has no security—but I guess you've lived long enough to see what every playground shows, that courage is always safer than cowardice. That's what I fancy I see in watching the Jewetts and comparing the results with the theory. The old lady, in season and out of season, has succeeded in building the old man up; and she has done it so patiently and determinedly and lovingly that he never has seen the day that he was sorry he married her. I've sometimes wondered if she hasn't occasionally wished that he had more of the incorrigible in him than she found! That's about all there is to it, Carl. A person must build himself up

to his ideal. It is going to be a little-by-little process, and the higher the ideal the longer the job is going to be. It won't be a piece of perfection when he gets through; but even if he has perfection as his ideal he must create it in himself before he can claim it as a condition. You want to remember that.—Hark! What did I tell you? Those are Deacon Willets' sleighbells and it's just five minutes after ten."

Richard Malcolm Strong.

Do Not Keep the Child Waiting.

The true man always respects childhood on its own account. It is a mistake only too common to treat children as though they were merely to be tolerated. Some clerks are mean in their treatment of children. They will wait on any adult that comes into the store and let a child stand aside until there is nothing else to do but attend to him. This is a gross injustice, and is bad policy for two reasons: Children have a far better conception of what is due them than most people imagine, and resent injustice quite as strongly as grown-up folks. It is unwise to provoke this resentment. Then also parents who send children to a store, and who, perhaps, await their return with impatience, become indignant at their being kept waiting unnecessarily, and will vent their indignation upon the perpetrators of the injustice. We advise merchants to think over the proposition seriously. Beware of offending "one of these little ones."

A Real Optimist.

Watts—I broke a mirror yesterday. Isn't there a superstition of some kind connected with breaking a mirror?

Potts—Yes. It means seven years' bad luck.

Watts—It does? I'm glad to hear it. If I am in for seven years' bad luck, I am sure of living that long, anyhow.



The Guarantee of Purity and Quality in Baked Goods. Found on every package of our goods.

Good goods create a demand for themselves. It is not so much what you make on one pound. It's what you make in the year.

National Biscuit Co.

Grand Rapids, Mich.

Commercial Travelers

Michigan Knights of the Grip
 President, GEO. F. OWEN, Grand Rapids; Secretary, A. W. STITT, Jackson; Treasurer, JOHN W. SCHRAM, Detroit.

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.

Does Not Believe in the Many Sided Traveler.

Written for the Tradesman.

The article in last week's Tradesman entitled, "Leaf from the life of the many sided traveler," to my mind is not a safe one for the young traveler to read, for it certainly conveys a dangerous meaning. The salesman whose success is permanent is not the "many sided" man, but one who maps out a course that to him seems right and then "hews to the line." Duplicity is sure to bring disaster and humiliation, for aside from the loss of self-respect incurred by such a course, and consequent loss of self-control, it is only a question of a very short time until he is found out and then loss of trade ensues. Only last week I was riding on a train with a brother traveler and, knowing he had practiced duplicity at a town we were passing, I asked him if he was selling any one at that town, and he said he was not making it any more, as it did not pay.

If a Republican, the traveler should be one at all times. If a Democrat, he should be a Democrat, but be tactful. If a Methodist or Baptist or atheist or agnostic, he should have some good and sufficient reason for being such and not ashamed to give it, if occasion requires, but he should be careful about forcing his issues upon his trade. If he is a moral man, he should not be afraid of being ridiculed for being such, for every one, no matter how depraved, respects and honors the moral man. If he is an immoral man, he should change his habits or quit the road and stop disgracing the noblest class of men on earth!

If he is out and out just what he really is, he may be talked about to some extent, but he should remember that his customers feel just a little bit safer trading with him than they do with the "many sided" man, for they know he is honest and true, while they can not vouch for the other, for the man who is dishonest with himself and his own conscience will not long continue to be honest with others. No one wants to "tie up" to the wishy-washy man. He may do to amuse, like the jester at the king's court, but when weighty matters come up for consideration, like the jester, he is put aside, and the straightforward, honest man is called to the front.

If he must take a "smile," he better take it alone in the privacy of his room until such time as he can gain the mastery over himself sufficiently to "cut it out" entirely, "for at the last it biteth like a serpent and stingeth like an adder." If he takes it with his customer and the customer notices that he has a decided taste for such, and that one doesn't satisfy, he loses some of the respect and confidence he might

have had for him before, and once lost it is hard to regain.

If he smokes cigarettes—he better stop it before he loses his trade, his manhood, his friends, his mind and his life. The "many sided" man never can get to the front and stay there.

E. Starbuck.

Gripsack Brigade.

The American Jewelry Co. is covering its territory with five traveling representatives—W. F. Wurzburg, E. O. Phillips, Ed. C. Emmer, Bert A. Withey and Horace G. Smith.

M. A. Russell has engaged with Phelps, Brace & Co., of Detroit, for another year and will continue to cover his old territory, where he has justly won the esteem and respect of all of his customers.

Hillsdale Standard: Arthur French has secured a position as traveling salesman for the Great Northern Portland Cement Co., of Detroit. His territory comprises Northern Ohio and Indiana and Southern Michigan.

Adrian Times: William Miller, of Cincinnati, who has been traveling for several years, has decided to quit the road and has taken a three years' lease of the Stebbins store on East Maumee street, where he proposes installing a stock of general merchandise. He expects to be ready for business Feb. 1.

F. J. McWilliams, for seven and one-half years employed in the house and on the road for H. Leonard & Sons, has engaged with the Olney & Judson Grocer Co. to represent that house in Central Michigan, the engagement to take effect March 1. He is the son of Geo. H. McWilliams, who has represented the same house on the road for several years.

Wail of the Pessimist.

Nothing to do but work,
 Nothing to eat but food,
 Nothing to wear but clothes
 To keep one from going nude.

Nothing to breathe but air
 Quick as a flash 'tis gone;
 Nowhere to fall but off,
 Nowhere to stand but on.

Nothing to comb but hair,
 Nowhere to sleep but in bed;
 Nothing to weep but tears,
 Nothing to bury but dead.

Nothing to sing but songs,
 Ah, well, alas, alack!
 Nowhere to go but out,
 Nowhere to come but back.

Nothing to see but sights,
 Nothing to quench but thirst;
 Nothing to have but what we've got;
 Thus thro' life we are cursed.

Nothing to strike but a gait;
 Everything moves that goes;
 Nothing at all but common sense
 Can ever withstand these woes.

Over \$62,000,000 was donated and bequeathed for public purposes by residents of the United States during 1900. Nearly \$35,000,000, or considerably more than one-half of the above named sum, went to universities, colleges and other educational institutions. Of the remaining \$27,000,000 a little more than half went to charities, while nearly \$9,000,000 was given to churches. The sum of \$5,000,000 was divided about evenly between museums, art galleries and libraries.

On account of so many countries having turned their attention to the cultivation of beets for sugar the markets of the world are becoming glutted. The European producing lands are Germany, Austria, Russia, France, Belgium, Holland, Sweden, Denmark, Serbia, Bulgaria, Roumania, Switzerland, Italy, Greece and Spain. Persia is just entering the field and Egypt is realizing that her soil is adapted to the cultivation of the beet.

Joint Meeting of the Boards of Directors.

Jackson, Jan. 21—The old Board of Directors of the Michigan Knights of the Grip held its final meeting at Lansing last Saturday, all the members being present.

Secretary Stitt presented his report, as follows:

General fund: Receipts, \$721; remitted to Treasurer, \$721.

Death fund: Receipts, \$1,384; remitted to Treasurer, \$1,384.

Deposit fund: Receipts, \$63; remitted to Treasurer, \$63.

Treasurer Gould presented his report, as follows:

General fund: On hand, \$1,223.73.

Death fund: Paid death claims of M. F. Conine, J. T. Patton and Myron E. Clark, \$1,500, leaving balance on hand of \$473.79.

Deposit fund: On hand, \$85.

The reports were approved by the Finance Committee, on whose recommendation the reports were adopted.

Proofs of four death claims were received and audited and the claims ordered paid, as follows:

J. C. Ayers, Chicago, to Mary A. Ayers.

H. W. Ferguson, Detroit, to Elizabeth D. Ferguson.

J. C. McBurney, Cadillac, to Caroline McBurney.

D. C. Tillotson, Muskegon, to Annette S. Tillotson.

On motion of Mr. Howarn, the bond of \$4,000, furnished by the Secretary, was accepted.

On motion of Mr. Howarn, the bond of Treasurer Schram was referred to the new Board.

On motion of Mr. Howarn, the Board thanked the retiring President and members of the Board for their many courtesies and expressed their regret over the severing of relations.

On motion of Mr. Howarn, the following resolutions were adopted:

Whereas Post A, M. K. of G., has so generally and completely entertained the State officers on the occasion of the joint meeting of the Board at Lansing, Jan. 18 and 19, 1901; therefore be it

Resolved—That this Board extend to the members of Post A and their ladies their sincere gratitude for the magnificent entertainment tendered them; and be it further

Resolved—That these resolutions be spread on the minutes of this meeting and a copy transmitted to Post A and Ladies Auxiliary No. 1;

Resolved—That the sympathy of this Board be extended to Director John A. Weston in his present affliction and that we hope for his speedy and complete recovery.

Resolved—That the thanks of this Board are hereby tendered to the proprietors of the Hotel Downey for the courteous treatment accorded the members of this Board and their ladies on the occasion of this meeting.

On motion of Mr. Thorne, the old Board adjourned and turned over their business to the new Board.

The new Board was called to order by President Geo. F. Owen.

On motion of Mr. Howarn, the bond of the incoming Treasurer was referred to President Owen, with instructions to accept same as soon as corrections were made satisfactory to that office.

A warrant for \$50 for stamps was ordered drawn in favor of the Secretary.

On motion of Mr. Howarn, the figures submitted on grip tags were referred to the Furnishing Committee, with power to act.

On motion of Mr. Gould, an assessment was ordered March 1, to be closed April 1.

Mr. Schram tendered an invitation to the Board of Directors to hold their next meeting in March in Detroit. The invitation was accepted.

Bills were allowed, as follows:
 A. W. Stitt, on salary account...\$447.85
 O. C. Gould, on salary account... 75.00
 Hunt Printing Co..... 7.25
 A. W. Stitt, office supplies..... .89

Also expenses of the Directors for attending Board meeting, as follows:

E. J. Schreiber.....\$6.16
 Geo. H. Randall..... 6.16
 M. Howarn..... 5.52

O. C. Gould..... 3.60
 M. E. Stockwell..... 5.10
 A. W. Stitt..... 3.98
 J. W. Thorne..... 3.08
 John W. Schram..... 5.52
 Geo. F. Owen..... 5.10
 Chas. W. Hurd..... 3.50
 The meeting then adjourned.
 A. W. Stitt, Sec'y.

AMERICAN GREED FOR TITLES.

Despite the fact that the Constitution of the United States forbids the granting of patents of nobility or rights of social precedence, the fact remains that the American people are cursed by a most strange and overpowering rage for titles.

Every lawyer who has passed middle age is dubbed "judge." As for "doctor," this is conferred on every person professing any function in the healing art, from cutting corns up to the most dangerous surgery and from the street quack who sells his nostrums from the curbstone to the diplomaed dispenser of all sorts of new-fangled drugs.

"Professors" are so numerous that one brushes against them at every turn, while pretty nearly all the remainder of the adult male population sport military titles without regard to any possible experience or acquaintance with military affairs. In the midst of this multiplicity of titles, it is but rarely that a plain "mister" is seen anywhere.

Probably there is no title more absurdly used than is that of "honorable." It is applied to all sorts of people of every class and color and has nothing whatever to do with moral conduct or character. The Brooklyn Times, commenting on it, remarks that it is placed as a prefix to the name of every office holder at every ward politicians' ball, and in this respect it probably serves a purpose in distinguishing those who draw the money from the city treasury from those who put it in.

There is no law for the use of the title "Hon." in this country, and any character that custom may have given it in the past has been so abused as to make it ridiculous and useless. The title belongs distinctively to England and is fixed by law, and as one of the rights of the reigning sovereign, and why Americans should ape it passes beyond comprehension. The younger sons of an earl and the sons and daughters of a viscount or a marquis are entitled to be called honorables in England, and so are members of the Cabinet, but ordinary members of Parliament may not use the title, although Parliament as a whole is an honorable body, and in the course of debate a member is the honorable member, instead of being the gentleman from So-and-So, as in the United States Congress.

The American people have been mercilessly lampooned and laughed at for their inordinate greed of titles, but all to no purpose. They cling to this shadow of privilege as if it were anything real. Doubtless they will continue to be absurd in this way. It really does no harm.

Railroad men at Atchison, Kan., are puzzled over a question of duty or orders. On one of its sections near Atchison a railroad has just two men, the foreman and one hand. The printed rules of the company require that in case a rail should be found broken one section hand must go in one direction and another in the other for the purpose of flagging trains. Now, the question troubling Atchison is, how could the rail be mended with the entire force away flagging trains?

Drugs--Chemicals

Michigan State Board of Pharmacy

Term expires
 L. E. REYNOLDS, St. Joseph - Dec. 31, 1901
 HENRY HEIM, Saginaw - Dec. 31, 1902
 WERT P. DOTY, Detroit - Dec. 31, 1903
 A. C. SCHUMACHER, Ann Arbor - Dec. 31, 1904
 JOHN D. MUIR, Grand Rapids - Dec. 31, 1905
 President, A. C. SCHUMACHER, Ann Arbor.
 Secretary, HENRY HEIM, Saginaw.
 Treasurer, W. P. DOTY, Detroit.

Examination Sessions.

Grand Rapids, March 5 and 6.
 Star Island, June 17 and 18.
 Sault Ste. Marie, August 28 and 29.
 Lansing, Nov. 5 and 6.

Mich. State Pharmaceutical Association.

President—CHAS. F. MANN, Detroit.
 Secretary—J. W. SEELEY, Detroit.
 Treasurer—W. K. SCHMIDT, Grand Rapids.

Peculiarities of the Profession of Pharmacy in China.

Written for the Tradesman.

It is not considered good form in China for merchants to allow their own names to appear in connection with their business enterprises, so such appellations as "Hall of Joyful Relief," "Vast Age Hall," "Promised Life Palace" are displayed on the vertical signboards before the Chinese apothecary shops. But, not content even with these flowery designations, another signboard, done in gold characters on a brilliant red or blue background, announces to the passers-by, "Here fresh and perfect medicines are decocted," or "Decoctions accurately prepared from the most fragrant materials," or "Boluses, powders, ointments and pills carefully mixed." Not only does the Chinese pharmacist thus blow his own trumpet, but he also advertises by means of handbills and placards, and of late years in the papers.

Quackery is a synonym for pharmacy in China. A large portion of Chinese medicine is really magic. According to Chinese ethics only quacks advertise.

The practice of medicine and pharmacy are usually combined in China. One may rise from a mere hawker of drugs to the dignity of a first-class physician.

To begin with, when a male child is born in China, learned astrologers are usually consulted as to what the child shall be in later life. The soothsayer, quite frequently a Taoist priest, consults the stars, performs some feats of necromancy and declares the child's future. It is in his star that he becomes a pharmacist or no. If the stars have thus indicated he may be apprenticed to some learned practitioner, whose medicinal monstrosities he will compound—and mayhap hawk—while he is learning his profession.

Those who thus sell drugs have stalls outside of the physician's place of business. In his stock the vendor of drugs carries an immense list of simples, a few gums and some minerals. These are sold in packets containing a dose enveloped in a wrapper which describes the use of the medicine. This vendor of drugs will also tell your fortune for a slight consideration.

Of medicine the Chinese have very crude ideas, as is shown by their scheme of the human body—in which the heart is placed in the center, with the other organs arranged around it—and their unphilosophical theory of the pulse, which plainly demonstrates that they are ignorant of the circulation of the blood.

Although their knowledge of medicine is poor, their materia medica contains an immense repertory of what are in most cases absurdly useless "remedies." These the youthful apprentice must learn by heart, during a more or less lengthy apprenticeship. Of what prac-

tical good this is, except as an exercise for developing the memory, can not be discovered, for when he comes to practice, should his patient for any reason object to an ingredient which enters into the compounding of the prescription, he will be obliged to leave it out. A Chinese medico-pharmacist's visit to a sick person would certainly prove fatal to one not inured to it from earliest childhood.

When a person falls ill exorcism is first resorted to. If the patient survives all the hubbub and confusion attending this treatment and is not relieved of his malady the physician is called in. He usually tries a little magic and incantation business himself and then finally gets down to business.

Diagnosis of a case in China is simplicity itself. There are but two classes of disease known to the Chinese physician: The patient is either suffering from an excess of the principle of heat or that of cold. If the doctor finds that the patient is suffering from an excess of the principle of heat he treats him with black medicine, corresponding to the direction north and representing water. The doctor will then order a cooling concoction made of pomegranate skins, oyster shells and dragon's bone and tusk. Or, if the patient is suffering from cold and the physician wishes to increase the natural fires of the body, he writes a prescription calling for silk-worm moth, dried red spotted lizard and stalactite. Asses' glue and birds' nests boiled together compose "a mild and tranquilizing tonic."

But these are but simple remedies. In their medical books are long lists of ingredients to be employed which to the Occidental are horrible in the extreme. A few of the parts of the human body are used, such as human hair, dandruff, teeth filings, ears, beard of the upper lip, blood, gall, etc. From the animal kingdom they employ such peculiar ingredients as "glue made from a black mule's hide," the hoof of a white horse, dragons' bones, and others equally disgusting to a white man's mind. The mineral kingdom furnishes its quota as well, iron filings being a most common ingredient. Roots, leaves and flowers of vegetables are used. The ingredients are usually boiled together in baked clay long enough to blend their medicinal properties and the uninviting brew is then administered cruelly hot.

The doctor, after writing out his prescription, reads it aloud to the patient and, if it is satisfactory, repairs to his apothecary shop at his house, where he becomes the pharmacist and compounds the dose. Thus, if the patient should die, the physician can not shift the responsibility to the druggist for not having compounded properly. But a slight mistake is not of as much consequence in the Flowery Kingdom as in the United States, for if the patient fails to recover the Chinese physician philosophically remarks, "There is a medicine for sickness, but none for fate." The physician, however, has some excuse for this attitude, for if, on reading the prescription aloud, as frequently happens, the patient—or, if he be too ill, his family—insists upon dispensing with some of the more expensive ingredients, after some haggling the man of medicine obligingly leaves them out. If the sufferer is very old, or so ill that there is very small hope of his recovery, the family may decide to dispense with the medicine entirely and put the expense thus saved into an extra fine

coffin! Medicine, however, is sold comparatively cheap in China.

If you fancy, after a reasonable trial, that the doctor's medicine has done you no good you are not obliged to pay for it. This would lead one to believe that the Chinese must have been the originators of the "No cure, no pay" system one sees so frequently advertised in the papers. There is no schedule of prices for physicians' services in China. The man of medicine charges according to the patient's means and his own necessities.

A curious custom prevails everywhere in China as regards the disposal of the material of which a prescription is compounded, after having been made use of. Infusions and decoctions are the favorite remedies and when these have been prepared the refuse is carefully deposited in the center of the street or highway, a superstitious idea being prevalent that if the mess is snuffed at by the horse on which the spirit of the T'ien-i star rides the result will be certain to be favorable to the patient. The T'ien-i star, or "Celestial cure," is supposed to have a beneficial influence upon invalids and the spirit which inhabits it is believed to patrol the streets nightly to keep watch over the welfare of the inhabitants.

There is not much free competition in China as regards the price of goods, for those who manufacture the same class of articles frequently combine to fix the wholesale price; and the same is the case among the retailers. In some shops price lists are posted up which have been agreed upon at meetings of the trade. Were some such system adopted here we might hear less of the disastrous "cut-rate," which it is claimed is ruining the drug trade of Michigan. G. Holt.

The Drug Market.

Opium—Is very firm and prices show a slight advance. This is on account of reported injury to crop by frost.

Morphine—Is firm but unchanged.

Citric Acid—Is very firm. Higher prices are looked for when the season opens.

Salicylic Acid—American, as well as foreign manufacturers, have reduced their price. The tendency of the market is weak.

Cocaine—Has again declined 75c per ounce, making a total deduction of \$1.25 per ounce this month. This reduction in price is on account of more plentiful supply of cocoa leaves and easier markets abroad.

Sassafras Bark—Is scarce and very firm.

Prickly-Ash Berries—Are practically out of the market and very high prices are asked for small stocks on hand.

Oil Wintergreen—Is lower, on account of better supplies.

Oil Cloves—Is very firm, on account of strong position of the spice.

Gum Camphor—Is in good demand for this season of the year. Higher prices are looked for later on.

Cut Althea Root—Is very scarce and has advanced.

Linseed Oil—Has advanced 2c per gal.

No Venture About It.

"Is this your first venture in matrimony?" the preacher asked while the bridegroom was out in the vestibule giving certain instructions to the best man, who was also his head clerk.

"My dear Mr. Goodleigh," she replied, almost blushing, "this isn't a venture at all. He has given me deeds to more than \$60,000 worth of property already."

Milk a Universal Antidote.

Experts now endorse the use of milk as a universal antidote applicable to most cases of poisoning. By its fatty matter and its casein it protects the mucous membrane against the corrosive action of acids, alkalies, and other caustic or irritant substances. The chemical role of casein is here very remarkable and very valuable. It is able to fill the double part of acid and of base, in the presence of compounds with which it is in contact. It not only coagulates under the action of acids, by combining with them, but it also yields a precipitate with most mineral bases, forming insoluble caseates.

If precipitation does not immediately take place with a product having a given reaction—acid or basic—this precipitate will appear through the intervention of another substance of contrary reaction. Dr. Crowzel proposes to add to the milk 5 per cent. of borate of soda. This salt is not toxic, and is employed because it precipitates as insoluble borates all the mineral bases, except harmless or slightly poisonous alkaline bases. The poison acids decompose it, seizing on the soda and setting free boric acid, which is less poisonous and less soluble.

The mixture of borate of soda and milk is an antidote at once neutralizing and precipitant. It can be used especially with mineral poisons, although we must except cyanids, ferrocyanids, ferricyanids, chlorates, nitrates, arsenites, and oxalates. Of these, the first three are precipitable by a mixture of ferrous and ferric sulphate, while chlorates and alkaline nitrates can not be precipitated by any offensive reagent. Arsenites and alkaline arseniates can be eliminated by magnesia. In any case no risk is run, and good may be done by giving milk with borate of soda to one who is thought to have been poisoned. It is the first thing to be done after emptying the stomach. If arsenic is suspected, magnesia should be given. If there are vegetable poisons, the best antidote is a 1 per cent. solution of permanganate of potash, which is harmless in this degree of dilution, and easily obtained.

Nothing More Important than System.

When we see an office boy who has got sense enough to lay out his work systematically and check it and keep tab on what he has in hand and what he has accomplished, we say to ourselves: That youngster has a future. We all know how disheartening it is to find the days go by, wages pile up, with a lot of people around you who do not know what they have accomplished except that they have been "busy"—not one in fifty having the bump sufficient to make a memorandum of what they have done and what they have yet to do. Of course, there is a way of overdoing the thing same as the miser overdoes the virtue of thrift; but we do not know of anything so necessary to the success of a business, after one has first determined upon the work in hand, as system.

Her Strenuous Way.

"You didn't seem to get on with that Boston girl."

"No; she sat on the edge of her chair, ready to run and look up my pronunciation in the dictionary."

KASKOLA THE BEST
 DYSPEPSIA
 CURE

Manufactured by
 THE P. L. ABBEY CO., Kalamazoo, Mich.
 Your orders solicited.

WHOLESALE DRUG PRICE CURRENT

Advanced—Althae Root, Linsed Oil.
Declined—Salicylic Acid, Oil Wintergreen, Cocaine.

Acidum	Conium Mac. 50@ 60	Scilla Co. @ 50
Aceticum 60@ 8	Copalba 1 15@ 2 25	Tolutan @ 50
Benzoleum, German. 70@ 75	Cubeba 1 30@ 1 10	Fruntum virg. @ 50
Boraclo @ 17	Exechthitos 1 00@ 1 10	
Carbolicum 30@ 42	Erigeron 1 10@ 1 20	Tinctures
Citricum 45@ 48	Gaultheria 1 90@ 2 10	Aconitum Napellis R 60
Hydrochlor. 3@ 5	Geranium, ounce. @ 75	Aconitum Napellis F 50
Nitrosum 8@ 10	Gossypii, Sem. gal. 50@ 60	Aloes and Myrrh. 60
Oxalicum 12@ 14	Hedeoma 1 40@ 1 50	Arnica 50
Phosphorium, dil. @ 15	Junipera 1 50@ 2 00	Atropo Belladonna. 50
Salicylicum 50@ 55	Lavandula 1 50@ 1 60	Aurati Cortex. 50
Sulphuricum 1 1/2@ 5	Limonis 1 40@ 1 60	Benzoin 50
Tannicum 1 10@ 1 20	Mentha Piper. 1 50@ 1 60	Benzoin Co. 50
Tartaricum 38@ 40	Mentha Verid. 1 20@ 1 25	Barosma. 50
	Morruhu, gal. 4 00@ 4 50	Cantharides 75
Ammonia	Myrra 75@ 3 00	Capsicum 50
Aqua, 16 deg. 4@ 6	Olive 10@ 12	Cardamon 75
Aqua, 20 deg. 6@ 8	Picis Liquida @ 35	Cardamon Co. 75
Carbonas 13@ 15	Picis Liquida, gal. 1 00@ 1 08	Catechu 1 00
Chloridum 12@ 14	Ricina @ 1 00	Cinchona 50
	Rosmarini @ 1 00	Cinchona Co. 60
Aniline	Rose, ounce. 6 00@ 6 50	Columba 50
Black 2 00@ 2 25	Succini 40@ 45	Cubeba 50
Brown 80@ 1 00	Sabina 90@ 1 00	Cassia Acutifol. 50
Red 45@ 50	Santal 2 75@ 7 00	Cassia Acutifol Co. 50
Yellow 2 50@ 3 00	Sassafras 50@ 55	Digitalis 50
	Sinapis, ess., ounce. @ 65	Ergot 35
Baccæ	Tigili 1 50@ 1 60	Ferri Chloridum 50
Cubebæ po. 25 22@ 24	Thyme 40@ 50	Gentian 60
Juniperus 6@ 8	Thyme, opt. @ 1 60	Gentian Co. 60
Xanthoxylum 1 25@ 1 30	Theobromas 15@ 20	Gulaca 50
		Gulaca ammon. 50
Balsamum		Hyoscyamus 75
Copalba 50@ 55	Potassium	Iodine, colorless. 75
Peru @ 1 85	Bi-Carb. 15@ 18	Iodine, K. 50
Terabin, Canada. 55@ 60	Bichromate 13@ 15	Kino 50
Tolutan 40@ 45	Bromide 52@ 57	Lobelia 50
	Carb. 12@ 15	Myrrh 50
Cortex	Chlorate. po. 17@19	Nux Vomica 50
Ables, Canadian. 18	Cyanide 34@ 38	Opil 75
Cassia 12	Iodide 2 60@ 2 65	Opil, comphorated. 1 50
Cinchona Flava. 18	Potassa, Bitart, pure 30	Opil, deodorized. 50
Euonymus atropurp. 30	Potassa, Bitart, com. @ 15	Quassia 50
Myrica Cerifera, po. 20	Potass Nitras, opt. 7@ 10	Rhatany 50
Prunus Virgini. 12	Potass Nitras 6@ 8	Rhel 50
Quillala, gr'd. 12	Prussiate 23@ 26	Sanguinaria 50
Sassafras po. 20 15@	Sulphate po. 15@ 18	Stromonium 50
Ulmus po. 15, gr'd 15		Tolutan 50
	Radix	Valerian 50
Extractum	Aconitum 20@ 25	Veratrum Verde. 50
Glycyrrhiza Glabra. 24@ 25	Althæ 30@ 33	Zingiber 20
Glycyrrhiza, po. 28@ 30	Anchusa 10@ 12	
Hæmatox, 15 lb. box 11@ 12	Arum po. @ 25	Miscellaneous
Hæmatox, 18 13@ 14	Calamus 20@ 40	Ether, Spts. Nit. F 30@ 35
Hæmatox, 1/8s. 14@ 15	Gentiana po. 15 12@	Ether, Spts. Nit. 4 F 34@ 38
Hæmatox, 1/4s. 16@ 17	Glycyrrhiza. pv. 15	Alumen 2 1/2@ 3
	Hydrastis Canad. @ 75	Alumen, gro'd. po. 7 3@ 4
Ferru	Hydrastis Canad. @ 80	Annatto 40@ 50
Carbonate Precip. 15	Hellebore, Alba, po. 12@ 15	Antimoni, po. 4@ 5
Citrate and Quinia. 2 25	Inula, po. 15@ 20	Antimoni et Potass T 40@ 50
Citrate Soluble 75	Ipecac, po. 4 25@ 4 35	Antipyrin @ 25
Ferrocyanidum Sol. 2 25	Iris plox. po. 35@38	Antiebrin @ 20
Solut. Chloride 15	Jalapa, pr. 25@ 30	Argent Nitras, oz. @ 51
Sulphate, com'l. 2	Maranta, 1/8s. @ 35	Arsenicum 10@ 12
Sulphate, com'l, by 80	Podophyllum, po. 22@ 25	Balm Gilead Buds. 38@ 40
bbl. per cwt. 7	Rhel, cut. 75@ 1 00	Bismuth S. N. 1 90@ 2 00
Sulphate, pure 8	Rhel, pv. 75@ 1 35	Calcium Chlor. 1s. @ 9
	Spigelia 35@ 38	Calcium Chlor. 1/2s. @ 10
Flora	Sanguinaria. po. 15	Calcium Chlor. 1/4s. @ 12
Arnica 15@ 18	Serpentaria 40@ 45	Cantharides, Rus. po. @ 80
Anthemis 22@ 25	Senega 60@ 65	Capsici Fructus, af. @ 15
Matricaria 30@ 35	Smlax, officinalis H. @ 40	Capsici Fructus, B. po. @ 15
	Smlax, M. 10@ 12	Capsici Fructus B. po. @ 15
Folia	Scilla po. 35 10@	Caryophyllus. po. 15 12@ 14
Barosma 30@ 35	Symplocarpus, Foeti- @ 25	Carmine, No. 40. @ 3 00
Cassia Acutifol, Tin- 20@ 25	us, po. @ 25	Cera Alba 50@ 55
Cassia, Acutifol, Aiz. 25@ 30	Valeriana, Germ. po. 30	Cera Flava 40@ 42
Salvia officinalis, 1/8s 12@ 20	Valeriana, German 15@ 20	Coccus @ 40
and 1/4s 8@ 10	Zingiber a 14@ 16	Centraria @ 10
Uva Ursi. 8@ 10	Zingiber j. 25@ 27	Chloroform 55@ 60
		Chloroform, squibbs @ 1 10
Gummi	Semen	Chloral Hyd Crst. 1 40@ 1 65
Acacia, 1st picked. @ 65	Anisum po. 15 @ 12	Chondrus 20@ 25
Acacia, 2d picked. @ 45	Apium (graveleons). 13@ 15	Cinchonidine, P. & W 38@ 48
Acacia, 3d picked. @ 35	Bifid, 1s. 4@ 6	Cinchonidine, Germ. 38@ 48
Acacia, sifted sorts. @ 28	Carul. po. 18 12@ 13	Cocaine 5 80@ 6 00
Acacia, po. 45@ 65	Cardamon 1 25@ 1 75	Corks, list, dis. pr. et. @ 70
Aloe, Barb. po. 18@20	Coriandrum. 8@ 10	Cresosotum @ 35
Aloe, Cape. po. 15. @ 12	Cannabis Sativa. 4 1/2@ 5	Creta bbl. 75 @ 5
Aloe, Socotri. po. 40 @ 30	Cydonium 75@ 1 00	Creta, prep. @ 11
Ammoniac. 55@ 60	Chenopodium 10@ 12	Creta, Rubra. @ 9
Assafoetida. po. 45 45@ 50	Dipterix Odorate. 1 00@ 1 10	Crocus 20@ 25
Benzoinum 50@ 55	Fœniculum @ 7	Cudbear @ 24
Catechu, 1s. @ 13	Fœnugreek, po. 7@ 9	Cupri Sulph. 6 1/2@ 8
Catechu, 1/4s. @ 14	Lini 4@ 5	Dextrine 7@ 10
Catechu, 1/8s. @ 16	Lini, grd. bbl. 4 4 1/2@ 5	Ether Sulph. 75@ 90
Camphore 69@ 73	Lobelia 35@ 40	Emery, all numbe.s. @ 8
Euphorbium. po. 35 @ 40	Pharlaris Canarian. 4 1/2@ 5	Ergota 85@ 90
Galbanum @ 1 00	Rapa 4 1/2@ 5	Flake White. 12@ 15
Gamboge po 65@ 70	Sinapis Alba 9@ 10	Galla @ 23
Gustacium. po. 25 @ 30	Sinapis Nigra 11@ 12	Gambler 9@ 9
Kino. po. \$0.75 @ 65		Gelatin, Cooper @ 60
Mastic @ 60	Spiritus	Gelatin, French 35@ 60
Myrrh. po. 45 @ 40	Frumentum, W. D. Co. 2 00@ 2 50	Glassware, flint, box 75 & 5
Opil. po. 5.10@5.30 3 70@ 3 75	Frumentum, D. F. R. 2 00@ 2 25	Less than box. 11@ 13
Shellac 25@ 35	Frumentum 1 25@ 1 50	Glue, brown. 15@ 25
Shellac, bleached. 40@ 45	Juniperis Co. O. T. 1 65@ 2 00	Glycerina. 17 1/2@ 25
Tragacanth 60@ 90	Saacharum N. E. 1 90@ 2 10	Grana Paradisi. @ 25
	Spt. Vini Gallii. 75@ 80	Humulus 25@ 55
Herba	Vini Oporto. 1 25@ 2 00	Hydrarg Chlor Mite @ 1 00
Absinthium. oz. pkg 25	Vini Alba. 1 25@ 2 00	Hydrarg Chlor Cor. @ 90
Eupatorium. oz. pkg 25		Hydrarg Ox Rub'm. @ 1 10
Lobelia oz. pkg 25	Sponges	Hydrarg Ammoniat @ 1 20
Majorum oz. pkg 25	Florida sheeps' wool 2 50@ 2 75	Hydrarg Unguentum 50@ 60
Mentha Pip. oz. pkg 25	Nassau sheeps' wool 2 50@ 2 75	Hydrargyrum 85
Mentha Vir. oz. pkg 25	Velvet extra sheeps' @ 1 50	Ichthyobolla, Am. 65@ 70
Rue. oz. pkg 39	wool, carriage. @ 1 10	Indigo 75@ 1 00
Tanacetum V. oz. pkg 25	wool, carriage. @ 1 25	Iodine, Resubl. 3 85@ 4 00
Thymus, V. oz. pkg 25	Grass sheeps' wool, @ 1 00	Iodoform 3 85@ 4 00
	carriage. @ 75	Lupulin. @ 50
Magnesia	Hard, for slate use. @ 1 40	Lycopodium 80@ 85
Calced, Pat. 55@ 60	Yellow Reef, for @ 1 40	Macleis 65@ 75
Carbonate, Pat. 18@ 20		Liquor Arsen et Hy- @ 25
Carbonate, K. & M. 18@ 20	Syrups	Liquor Potass Arsenit 10@ 12
Carbonate, Jennings. 18@ 20	Acacia @ 50	Magnesia, Sulph. bbl @ 1 1/2
	Aurant Cortex @ 50	Manna, S. F. 60@ 60
Oleum	Zingiber @ 50	
Absinthium 6 50@ 7 00	Ipecac @ 50	
Amygdala, Dulc. 38@ 65	Rhei Arom. @ 50	
Amygdala, Amara. 8 00@ 8 25	Ferri Iod. @ 50	
Anisi 2 10@ 2 20	Smlax Officinalis. 50@ 60	
Auranti Cortex. 2 25@ 2 30	Senega @ 50	
Bergamli 2 75@ 2 85	Scilla @ 50	
Cajiputi 80@ 85		
Caryophylli. 80@ 85		
Cedar 65@ 90		
Chenopadii. @ 2 75		
Cinnamomi 1 30@ 1 40		
Citronella 35@ 40		

Menthol @ 4 60	Selditz Mixture. 20@ 22	Linseed, pure raw. 60 63
Morphia, S. P. & W. 2 25@ 2 50	Sinapis @ 18	Linseed, boiled. 61 64
Morphia, S. N. Y. Q. & C. Co. 2 15@ 2 40	Sinapis, opt. @ 30	Neatsfoot, winter str 54 60
Moschus Canton. @ 40	Snuff, Maccaboy, De @ 41	Spirits Turpentine. 43 48
Myristica, No. 1. 65@ 80	Snuff, Scotch, De Vo's @ 41	
Nux Vomica. po. 15 @ 10	Soda, Boras. 9@ 11	Paints BBL. LB.
Ox Sepia. 35@ 37	Soda, Boras, po. 9@ 11	Red Venetian. 1 1/2 2 @ 2 8
Pepsin Saac, H. & P. D Co. @ 1 00	Soda et Potass Tart. 23@ 25	Ochre, yellow Mars. 1 1/2 2 @ 2 4
Picis Liq. N.N. 1/2 gal. doz. @ 2 00	Soda, Carb. 1 1/2@ 2	Ochre, yellow Ber. 1 1/2 2 @ 2 3
Picis Liq., quarts. @ 1 00	Soda, Bi-Carb. 3@ 5	Putty, commercial. 2 1/2 2 1/2 @ 3
Piper Liq., pints. @ 85	Soda, Ash. 3 1/2@ 4	Putty, strictly pure. 2 1/2 2 1/2 @ 3
Pil Hydrarg. po. 80 @ 50	Soda Sulphas. @ 2	Vermilion, Prime 13@ 15
Piper Alba. po. 35 @ 30	Spts. Cotogne. @ 2 60	Vermilion, English. 70@ 75
Pilx Burgun. @ 7	Spts. Ether Co. 50@ 65	Green, Paris. 14@ 18
Plumbi Acet. 10@ 12	Spts. Myrcia Dom. @ 2 00	Lead, Peninsular. 13@ 16
Pulvis Ipecac et Opil 1 30@ 1 50	Spts. Vini Rect. bbl. @	Green, red. 6 1/2 @ 6 1/2
Pyrethrum, boxes H. & P. D. Co., doz. @ 75	Spts. Vini Rect. 10gal @	Lead, white. 6 1/2 @ 6 1/2
Pyrethrum, pv. 25@ 30	Spts. Vini Rect. 5 gal @	Whiting, white Span. @ 85
Quassia. 8@ 10	Strychnia, Crystal. 1 05@ 1 25	Whiting, gliders' @ 90
Quinia, S. P. & W. 30@ 40	Sulphur, Subl. 2 1/2@ 4	White, Paris, Amer. @ 1 25
Quinia, S. German. 29@ 39	Sulphur, Roll. 2 1/2@ 3 1/2	Whiting, Paris, Eng. @ 1 40
Quinia, N. Y. 29@ 39	Tamarinds 28@ 30	Universal Prepared. 1 10@ 1 20
Rubia Tincturum. 12@ 14	Theobroma. 60@ 65	
Saccharum Lactis pv 18@ 20	Vanilla 9 00@16 00	Varnishes
Salaicin 4 50@ 4 75	Zinci Sulph. 7@ 8	No. 1 Turp Coach. 1 10@ 1 20
Sanguis Draconis. 40@ 50		Extra Turp. 1 60@ 1 70
Sapo, W. 12@ 14	Oils	Coach Body. 2 75@ 3 00
Sapo M. 10@ 12	Whale, winter. 70 70	No. 1 Turp Furn. 1 00@ 1 10
Sapo G. @ 15	Lard, extra. 60 70	Extra Turk Damar. 1 55@ 1 60
	Lard, No. 1. 45 50	Jap. Dryer, No. 1 Turp 70@ 75

Drugs

We are Importers and Jobbers of
Drugs, Chemicals and Patent Medicines.

We are dealers in Paints, Oils and
Varnishes.

We have a full line of Staple Drug-
gists' Sundries.

We are the sole proprietors of Weath-
erly's Michigan Catarrh Remedy.

We always have in stock a full line
of Whiskies, Brandies, Gins, Wines and
Rums for medicinal purposes only.

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

All orders shipped and invoiced the
same day received. Send a trial order.

Hazeltine & Perkins Drug Co.,

Grand Rapids, Michigan

SOAP

Table listing various soap brands and prices, including Bell & Bogart brands, Coal Oil Johnny, and others.

STARCH



Table listing Kingsford's Corn Starch and Kingsford's Silver Gloss products and prices.

STOVE POLISH



Table listing Enameline Stove Polish products and prices.

TEA

Table listing various tea products including Sun-dried, Regular, and Fancy grades.

GUNPOWDER

Table listing various gunpowder products and prices.

YOUNG HYSON

Table listing Young Hyson tea products and prices.

TOBACCO

Table listing various tobacco products and prices.

VINEGAR

Table listing various vinegar products and prices.

WASHING POWDER

Table listing various washing powder products and prices.

Advertisement for Rub-No-More Wicking product.

WOODENWARE

Table listing various woodenware products including baskets, plates, and crates.

Grains and Feedstuffs

Table listing various grains and feedstuffs including wheat, flour, and corn.

Fresh Meats

Table listing various fresh meats including beef, pork, and mutton.

Provisions

Table listing various provisions including salted meats, sausages, and other food items.

Candies

Table listing various candies including stick candy, mixed candy, and fancy-in-bulk items.

SALT FISH

Table listing various salt fish products and prices.

Herring

Table listing various herring products and prices.

Mackerel

Table listing various mackerel products and prices.

Trout

Table listing various trout products and prices.

Whitefish

Table listing various whitefish products and prices.

SPICES

Table listing various spices including whole spices and ground spices.

SEEDS

Table listing various seeds including anise, canary, and others.

SUGAR

Table listing various sugar products and prices.

SYRUPS

Table listing various syrups including corn and maple.

TABLE SAUCES

Advertisement for Lea & Perrin's Sauce, including product image and price list.

Advertisement for Musselman Grocer Co. with text: 'Prices always right. Write or wire Musselman Grocer Co. for special quotations.'



Text describing the Gold Medal Flour product and its quality.

Text providing contact information for the Grocer Co.

Hides and Pelts

Table listing various hides and pelts including sheep, cow, and other animal skins.

Beef

Table listing various beef products and prices.

Pigs' Feet

Table listing pig's feet products and prices.

Meat

Table listing various meat products and prices.

Feed and Millstuffs

Table listing various feed and millstuffs products and prices.

Corn

Table listing various corn products and prices.

Oats

Table listing various oat products and prices.

Hay

Table listing various hay products and prices.

Corn

Table listing various corn products and prices.

Caramels

Table listing various caramel products and prices.

Fruits

Table listing various fruits including oranges, lemons, and bananas.

Fish and Oysters

Table listing various fish and oyster products and prices.

Nuts

Table listing various nut products and prices.

Window Dressing

False Faces and Phosphorus—Cartridge Paper—Weird Window.

The possibilities of the false face in window trims is sometimes overlooked by trimmers. There are some false faces that are very good reproductions of the human features, and very often the false face can be used on a background or on window fixtures with novel effect. A perfectly plain background with rows of false faces attached in alternation with articles of various kinds would attract much attention. A very weird and novel trim could be made for night display by trimming the window with black cloth and placing on it a variety of false faces that have been rubbed with phosphorus. As is well known, phosphorus gives off a flickering light in the dark, and if a judicious selection of grotesque faces were made and the phosphorus were applied so as to bring out their salient peculiarities, a very unique window could be gotten up. Articles for display in such a window would have to be in plain white, such as white shirts, night shirts, white lawn or silk ties, etc. It is well known that it was the custom of the stone carvers working on the cathedrals of the Old World to carve rows of grotesque faces about the capitals, columns or bases of the pillars supporting the roof. It would make a novel background to reproduce a pillar of this sort for the background or corner of a large window. The pillar would naturally be of a stone color and the false faces used would be painted with stone colored paint. If phosphorus were applied to them so they would be luminous at night, such a window trim would be an odd attraction. Any druggist who has access to the U. S. Dispensary will be able to furnish a quality of phosphorus that will be safe for such use.

Many readers are well acquainted with the use of cartridge paper for backgrounds, but there are some who are not aware of its advantages. A background may be made of it by covering the back of the window with the paper, which is applied in the same manner in which cheesecloth is applied in puffing. A plain paper is used and after it is in place a sponge is saturated with gold, silver or copper paint and all the bold angles of the paper are touched lightly with it. The background can be applied so as to give a very bold or a very fine effect, depending on the amount of paper used and the amount of crumpling it receives at the hand of the trimmer. A background of cartridge paper in solid color can be put up plain and spattered with gold or silver paint, which is applied in irregular circles, lines or figures. A background of light blue paper with a design of silver fleur de lis is very tasteful.

Lined gloves should now be brought into the foreground of the haberdasher's window. They can be made ready for window display by turning the wrists over so that the lining is visible and putting them about on the floor of the window. If the floor of the window is covered with collar boxes, which in turn are covered with squares of silk and have gloves laid on them as above described, the effect is good.

Another window device that is weird in its effect can be made by draping the window in black and from all four sides stretching black cloth to a square open-

ing placed at the center of the window well toward the rear. A background of black cloth is placed at the rear of this opening. In the opening itself is placed a false face of the evil one. This false face is well coated with phosphorus, which in a dark window will give a peculiarly ghastly effect. If an electric light is placed behind it in such a way that light without illuminating the window streams through eyeballs made of translucent paper, the effect will be heightened. As phosphorus is only visible in the dark this scheme requires an absolutely dark window. It might be tried in a small window on the dark side of the store.

A little novelty can be introduced into shoe trims by the use of swings. Oblong or circular pieces of board are cut out and covered with suitable material, screw eyes are fastened in the sides and small brass chains are used to suspend them from the roof of the window. A background of plain white with brass chains drawn over it, to which the shoes are attached by clips, is another simple idea.

In making a display of especially fine clothing for dress wear it is a good thing to pay particular attention to the display of the lining, especially if the light on the window is such that it is not possible for the spectator to readily distinguish for himself the difference in the quality of the goods placed in it. It is a bad thing to display dress suits of different values side by side in the window unless pains is taken to mark the difference in value. This can be done by making a careful showing of the linings. A suit placed in the window can be turned inside out so that the method of trimming it can be seen at a glance. People are able to see the quality of the lining and they appreciate it at its real value. It should always be the trimmer's aim to place good articles in the window in such a manner that their quality is never forgotten by the man who inspects them. By selecting the foreground of the window for their display, spacing them with more care, displaying better accessories with them and using similar devices, it is possible to mark the difference between them and the cheaper goods.—Apparel Gazette.

A Sad Outlook.

Little Ethel had been out playing with little Harold from across the street for at least an hour before grandma succeeded in getting her to come in the house.

"What do you and Harold play, anyway?" the old lady asked.

"Oh, we play that we are like Cousin Addie and Mr. Dutton."

"Goodness me! Why, your Cousin Addie is Mr. Dutton's intended!"

"Yes, I know, and I'm Harold's intended."

"Goodness me! But they are going to get married."

"So are we, when we grow up."

"Goodness me! And what then?"

"Oh, I suppose we'll have children."

"Goodness me! And then what?"

"Then they'll get to be intendeds."

"Goodness me! And what next?"

"I suppose then they'll have children and I'll be a foolish old lady and hold my hands up whenever the little ones get to talking, and not be able to say anything but 'Goodness me!'"

An Opportunity Wasted.

"See here," exclaimed the shopper, excitedly, "there's a man just dropped dead in that bargain crush!"

"How inopportune!" cried the floor-walker. "We have not yet opened our undertaking department."

Crackers and Sweet Goods

The National Biscuit Co. quotes as follows:

Butter	
Seymour.....	6
New York.....	6
Family.....	6
Salted.....	6
Wolverine.....	6 1/2
Soda	
Soda XXX.....	6 1/2
Soda, City.....	8
Long Island Wafers.....	10
Zephyrette.....	12
Oyster	
Faust.....	7 1/2
Farina.....	6
Extra Farina.....	6 1/2
Saltine Oyster.....	6
Sweet Goods—Boxes	
Animals.....	10
Assorted Cake.....	10
Belle Rose.....	8
Bent's Water.....	16
Cinnamon Bar.....	9
Coffee Cake, Iced.....	10
Coffee Cake, Java.....	10
Cocoanut Macaroons.....	18
Cocoanut Taffy.....	10
Cracknels.....	16
Creams, Iced.....	8
Cream Crisp.....	10
Oban.....	11 1/2
Currant Fruit.....	12
Frosted Honey.....	12
Frosted Cream.....	9
Ginger Gems, large or small.....	8
Ginger Snaps, N. B. C.....	8
Gladiator.....	10
Grandma Cakes.....	9
Graham Crackers.....	8
Graham Wafers.....	12
Grand Rapids Tea.....	16
Honey Fingers.....	12
Iced Honey Crumpets.....	10
Imperial.....	8
Jumbles, Honey.....	12
Lady Fingers.....	12
Lemon Snaps.....	12
Lemon Wafers.....	16
Marshmallow.....	16
Marshmallow Creams.....	16
Marshmallow Walnuts.....	16
Mart Ann.....	8
Mixed Picnic.....	11 1/2
Milk Biscuit.....	7 1/2
Molasses Cake.....	8
Molasses Bar.....	9
Moss Jelly Bar.....	12 1/2
Newton.....	12
Oatmeal Crackers.....	8
Oatmeal Wafers.....	12
Orange Crisp.....	9
Orange Gem.....	8
Penny Cake.....	9
Pilot Bread, XXX.....	7 1/2
Pretzelettes, hand made.....	8
Pretzels, hand made.....	8
Scotch Cookies.....	9
Sears' Lunch.....	7 1/2
Sugar Cake.....	8
Sugar Cream, XXX.....	8
Sugar Squares.....	8
Sultanas.....	13
Tutti Fruiti.....	16
Vanilla Wafers.....	16
Vienna Crimp.....	8

Crockery and Glassware.

AKRON STONEWARE	
Butters	
1/2 gal., per doz.....	52
2 to 6 gal., per gal.....	6 1/2
8 gal each.....	56
10 gal each.....	70
12 gal each.....	84
15 gal. meat-tubs, each.....	1 20
20 gal meat-tubs, each.....	1 60
25 gal meat tubs, each.....	2 25
30 gal. meat-tubs, each.....	2 70
Churns	
2 to 6 gal., per gal.....	7
Churn Dashers, per doz.....	84
Milkpans	
1/2 gal. flat or rd. bot., per doz.....	52
1 gal. flat or rd. bot., each.....	6 1/2
Fine Glazed Milkpans	
1/2 gal flat or rd. bot., per doz.....	60
1 gal. flat or rd. bot., each.....	6 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.....	64
3/4 gal. per doz.....	48
1 to 5 gal., per gal.....	8
Sealing Wax	
5 lbs. in package, per lb.....	2
LAMP BURNERS	
No. 0 Sun.....	35
No. 1 Sun.....	45
No. 2 Sun.....	65
No. 3 Sun.....	1 00
Tubular.....	45
Nutmeg.....	50
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun.....	1 50
No. 1 Sun.....	1 66
No. 2 Sun.....	2 36
First Quality	
No. 0 Sun, crimp top, wrapped & lab.....	2 00
No. 1 Sun, crimp top, wrapped & lab.....	2 15
No. 2 Sun, crimp top, wrapped & lab.....	3 15
XXX Flint	
No. 1 Sun, crimp top, wrapped & lab.....	2 75
No. 2 Sun, crimp top, wrapped & lab.....	3 75
No. 2 Sun, hinge, wrapped & lab.....	4 00

Pearl Top	
No. 1 Sun, wrapped and labeled.....	4 00
No. 2 Sun, wrapped and labeled.....	5 00
No. 2 hinge, wrapped and labeled.....	5 10
No. 2 Sun, "Small Bulb," for Globe Lamps.....	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).....	3 75
No. 2 Flint (80c doz).....	4 70
Electric	
No. 2 Lime (70c doz).....	3 75
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 58
2 gal. galv. iron with spout, per doz.....	2 78
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.....	4 95
5 gal. Tiltng 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.....	4 85
No. 1 B Tubular.....	7 40
No. 15 Tubular, dash.....	7 50
No. 1 Tubular, glass fountain.....	7 50
No. 12 Tubular, side lamp.....	13 50
No. 3 Street lamp, each.....	3 60
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

Carbon Oils

Barrels	
Eocene.....	@11
Perfection.....	@10
Water White Michigan.....	@ 9 1/2
Diamond White.....	@ 9
Deodorized Stove Gasoline.....	@11
Deodorized Naptha.....	@10
Cylinder.....	29 @34
Engine.....	19 @22
Black, winter.....	@10 1/2



CHOCOLATE AND COCOA

Guaranteed Absolutely Pure. Direct from Manufacturer to Retailers.

In localities where jobbers do not handle our line, we will sell direct to retailers in order to introduce our goods more thoroughly. Will you write today for descriptive circulars and special prices for trial orders?

AMBROSIA CHOCOLATE CO., Milwaukee, Wis.

Winter Supplies

All those things that pertain to sleighs, cutters, harness, robes, blankets, and implements—that you want in a hurry—are here. Will be put on next train if you 'phone or wire.

BROWN & SEHLER

GRAND RAPIDS, MICH.

Review of the Egg, Poultry and Game Market.

In reviewing the poultry and egg situation for the last twelve months we find that the season of 1900 will be one long remembered for its productiveness and profitable results. We can not remember a time in our thirty years' experience in the commission business (with possibly the exception of World's Fair year) when production was any larger or prices more remunerative than they have been the season just closed. There has been a strong and steady demand for the yield of the farmyard, and the persistent and independent manner of the producer, as regards values his stock should bring, clearly demonstrates that he was "onto" the situation and was determined his produce should bring its full market value, or he would hold it until such times as the market would justify him in selling, which clearly shows that the farmers or country dealers in general are in a prosperous condition and not obliged to force their stock on the market to relieve present emergencies. A careful compiling of reports from the different poultry and egg-producing sections of our country shows that the supply, as compared with former seasons, is considerably larger; especially is this noticeable in turkeys and chickens, while there appears to be somewhat of a falling off in the percentage of ducks raised the last year, which is attributed to the low values of same on the different markets of the country for several years past. The finer line of poultry, such as the capons, broilers and soft meats, appear to be sufficiently plentiful to meet all necessary requirements and appease the appetites of those whose palates require something outside of the ordinary.

Take it as a whole, we consider that receipts have not only been larger, but values of a higher and steadier nature this season than for many years past, and there appears to be a tone of content throughout the poultry market.

A broad smile of satisfaction illuminates the features of the individual who placed his money in storage eggs during the spring months, which is in sharp contrast to the disappointment and reverses of the market twelve months previous. This season has certainly been a profitable one for the egg speculator.

Each successive year finds less game coming to market. Not that it is becoming extinct by any means, but the game laws throughout the different states and territories are becoming more stringent each year. Whether this is for the protection of game or the sportsman is an open question. Very few deer are found on our market this season, owing to the fact that they can not be exposed for sale unless a license is attached. We therefore assume that this beautiful animal that has graced the doorways of markets, restaurants and the like will be conspicuous for its absence hereafter unless the now stringent laws are modified.

H. L. Brown.

Care in Case Buying.

For cold storage purposes the egg case question is one to be carefully looked after, because it is of prime importance, and there is a close relationship between carelessness in selecting cases for storage and unsatisfactory results in the fall, when the eggs are taken out of the refrigerator. The material of which the case is made should be as free from odors as it is possible to get it, and should be made to give up its natural

sap before it enters the storage room. A green case means favorable soil for the propagation and development of a species of fungus. The medical profession has long known that the annihilation of disease germs is an utter impossibility, but they have also discovered that proper regard for and observance of the laws of hygiene are attended with no small measure of success in creating a condition of the physical system that repels the action of disease germs instead of inviting it. This is precisely the line of action to be followed by the cold storage man. A dry, well seasoned case repels the action of the fungus spore, while the green case invites it and lays the foundation whose superstructure is mold, must, and final destruction.

As this is the season when most dealers are buying cases for their spring needs it will be well to keep in mind the importance of procuring the right kind of stock, and if it is green to put it through the proper drying process before the storage season opens.—Egg Reporter.

One Way to Circumvent Mail Order Houses.

The Wallace Co., general dealers at Port Austin, has issued the following circular letter to its customers:

Read it and be convinced of its boldness. So many people have got to thinking that they can buy cheaper of the department stores and catalogue houses of Chicago, St. Louis, Cincinnati and elsewhere. They think that their home merchants charge more than a reasonable profit, and in too many cases we are sorry to admit it is true.

Now, as we state above, we propose to make a bold announcement. We propose to meet the prices of any of the department stores or catalogue houses. All that we ask of you is that you deal with us on the same basis that you deal with the catalogue house, and give us the same amount of time to get the goods which would require to get them from them. Plank your money down when you order the goods, and we will meet each and every price they make, and furnish you the same goods at the same prices they offer you.

We will go further. We don't ask you to take any goods where mistakes are made in ordering. We'll shoulder the mistakes. If any of you have ever had anything ever come wrong you know what a nice little job it is to get it corrected, no matter how willing the firm is to do so. It takes correspondence, stamps and freight on the goods to get them exchanged, to say nothing of the loss of time.

Some people prefer to buy away from home because it sounds big to be able to say they ordered from Chicago, etc. We know of one party who is actually paying more for goods bought away from Port Austin than he could buy them of his dealer here. This kind of people we can do nothing for, but the kind who are making the dollar go just as far as they can, we can and will do something for.

Give us a trial on the proposition we make, if you are one of those who have been buying away from home. Bring your catalogue with you. If we fail to furnish the goods without a reasonable excuse, don't give us your confidence again. Try us once. We don't fear the result.

We are residents of Port Austin. We are your home merchants. We help pay taxes. We have to live and must consume some of your products.

An Extraordinary Person.

Uncle Grimm—Mrs. Soggy is the queerest old lady of my acquaintance.

Nephew—How so?

Uncle Grimm—Why, although she weighs 210 pounds and has a wart on her chin, she never boasts about what a terrible flirt she was when a girl!

Two Syndicates Organized to Grow American Tea.

Gradually the predictions of the Secretary of Agriculture that in a few years the South would be a well-recognized tea-growing supply seem to be taking shape. The announcement was made by the Agricultural Department in Washington last week that two syndicates were being formed to raise tea in large quantities on the fertile truck lands near Charleston. Following this statement was the announcement that Connecticut millionaires had negotiated for the purchase of more than 4,000 acres of land near Charleston, where 300,000 pounds of tea would be raised annually for the American market, and that other lands would probably be bought for the use of the syndicate.

The cultivation of this product in the South is expected to yield rich returns. Col. A. C. Tyler, of New London, Conn., who is behind the scheme, is so sure that the industry will be profitable that he will back it with large capital. Secretary of Agriculture Wilson, when in Charleston recently, said that the prospects were bright for tea culture, and he is heartily in accord with the movement on foot now to employ the fertile soil thereabouts in that industry.

There is only one place in the Western Hemisphere where commercial tea is grown, and this is at the Pinehurst estate at Summerville. Ten years ago Dr. Charles Shepard began the experiment on a small acreage. Lately he received the assistance of Secretary Wilson, and now has sixty acres in full cultivation. The gardens contain plants from the seed of many lands. Dr. Shepard's idea was to determine what variety of tea would prove the most remunerative, and also the most favorable conditions of cultivation and manufacture. During the past few years the product from the Pinehurst gardens has found ready sale on the market and the tea sold at \$1 a pound.

When you are again in need of MANTLES, make a trial order of Gasoline Imperial Mantles. These are good mantles for either gas or gasoline and are sold at a reasonable price. Can be sent by mail or by express. Price per dozen only \$2.00. Also write us for catalogue and prices on The Imperial Gas Lamp, which we believe to be the most satisfactory gasoline lamp on the market. Order a sample lamp and prove it.
THE IMPERIAL GAS LAMP CO.
132 East Lake St., Chicago

You ought to sell

LILY WHITE

"The flour the best cooks use"

VALLEY CITY MILLING CO.,
GRAND RAPIDS, MICH.

Write for Samples and Prices on

Street Car and Fine Feed Stuffs

DARRAH BROS. CO., Big Rapids, Mich.

WALL PAPER BUSINESS FOR SALE

A flourishing wholesale and retail wall paper, shade and painters' supplies business in the city of Detroit must be disposed of on account of sickness. Price will be low and easy terms allowed.

Address Box 1000,

care Michigan Tradesman.

Perhaps

you want some unique style in printing—something different than others. Let us place you with thousands of other satisfied patrons. The price of good printing must be higher if you count quality, but be careful where you go for good printing—get quality.

Tradesman Company,
GRAND RAPIDS, MICHIGAN

Rational Solution of the Telephone Problem.

Written for the Tradesman.

Why should not the telephone business be handled in the same manner as is other quasi public business?

The railroads have adopted a standard gauge for their tracks and interchange business on a basis more profitable to them and the public than if such interchange was not made.

A package can be sent to any express office in the United States or Canada over lines of more than one company, which has proven a benefit both to the companies and to the people.

The telephones used by the independent companies of the State have granular carbon (long distance) transmitters and could talk over the toll lines of the Bell companies equally as well as do the Bell long distance instruments. The expense of connecting the two systems together is too small to mention. There is no electrical objection to transferring business from the Bell to the independent lines and vice versa. No more difficulty would arise in the keeping of proper records and effecting of proper settlements than has heretofore been overcome between the Bell licensees and between the independent companies. Such an arrangement would greatly benefit the public and be to the financial benefit of both companies. The Bell or a combination of telegraph and long distance interests would thus secure, permanently, all long distance business, the originating of which and the payments for which would rest not with individuals, but with exchanges, thus making a loss in fees impossible and the cost a fixed item, being a percentage upon originating business. The present Bell company could then furnish toll service to 50 per cent. more exchanges and telephones in Michigan, Ohio, Indiana and other states than at present and at a good profit.

The independent exchanges would secure long distance service to many sections not now reached by them. Immediate benefits to the public would most probably be accepted as full compensation for the lack of further reductions in toll rates, or even a possible advance in certain rates that at present are unprofitable for the toll companies; and, also, for a probable advance in exchange rates in certain places where service is being given at cost, or even less, at the present time. Such an arrangement would not result in the restoration of former high rates, for the establishing or regulation of rates can be controlled by the Legislature. So widespread has been the education of the people upon telephone matters, as to the cost of building and operating exchanges and toll lines, that their representatives at Lansing are better qualified to act wisely and justly upon telephone interests than upon railroads and many other quasi public interests coming before them each session.

This solution of the telephone problem is the only one which would probably prove beneficial to both Bell and opposition companies and, also, to the public.

The greatest difficulty to its adoption lies in the fact that it is in violation of the established Bell policy. This policy is determined by men who do not come in contact with the business world except slightly, and then through the financial side and under the baneful influences of Wall Street. They do not understand the people and are not in touch with the users of telephones. The

intimate acquaintance of the public with the officials of the independent companies explains their success, and the lack of such knowledge, the Bell failure.

Unless the Bell companies adopt a radically new policy in harmony with the needs of the people, and give good service and reasonable rates, the future will demonstrate more conspicuously than has the past that the Bell policy is wrong in principle and that the policy of the independent companies is right.

FISHING FOR PEARLS.

In the neighborhood of Prairie du Chien in the Mississippi River there is a clam bed ten miles long. A pearl was lately found there weighing 100 grains and said to be the largest ever found in that river. The price paid for it is reported to be \$3,000. Others of less value have been found, one man during the last two years clearing over \$5,000. The rumor of this has spread and the old story of Sutter's saw mill and the Klondike is repeated, with similar results, and the clam diggers are rushing for the upper river beds with the expectation of an early return loaded down with \$3,000 pearls.

When the Klondike excitement swept over the country there was very reason for a rush to the Northern gold fields. Business was everywhere prostrate and men with nothing to do were compelled to sit with idle hands and see their families suffer for the needs of life which they could not provide. It was a choice of evils, either to sit and wait and hopelessly suffer with them or, with little or much more suffering, as the case might be, face the dangers of the journey and the rigorous climate with the hope of finding relief in that distant Eldorado. With these inducements at both ends of the line, the army of gold hunters was not a surprise. It was the California experience repeated, with the same result: A few met extraordinary success, but the many came home empty handed except with the hard learned lesson that there are bitter things to endure than waiting and that the same energy perseveringly expended at home would have been more generously rewarded, with far less suffering of mind and body.

The Mississippi River pearl fishing, however, is another affair. There are no families at home suffering for the needs of life. The foundry, the factory, the mine, are alive with men who have come from comfortable homes, where are well cared for boys and girls. There is no inducement at the home end of the line to seek the precarious returns of fresh water clamming. True, the Wisconsin climate offers no terrors, but at the same time it offers only the uncertainty of chance as wages, and yet clam diggers in crowds are rushing for the upper river beds. Houseboats have been towed up the stream and more than a thousand men are encamped along the river bank by the ten-mile clam bed and the number is daily increasing. At every town along the river scow building is the leading activity and clamming outfits are the chief feature of trade. Already the business is overdone and it will not be long before the inevitable weeping and wailing and gnashing of teeth will begin. Rotting scows will be familiar objects, in the river view, clamming outfits will be at a discount and the deluded pearl-seekers who hoped to be burdened with \$3,000 pearls by the basketful, be they professional clam diggers or amateurs, will

finally conclude that the man who sticks to his clam boat and hooks and contentedly follows his calling will do much better than those who spend their time in pearl hunting.

The lesson is by no means confined to the clam diggers. Every industry in the field of labor can apply it to its toilers with advantage, certain that the more widely it is known the fewer will be the evils coming from the ignorance of it.

Detroit—At the annual meeting of the shareholders of the Detroit Twist Drill Co. the directors were authorized to increase the capital stock of the company from \$30,000 to \$80,000, of which \$50,000 is to be 7 per cent. cumulative preferred stock. Thirty-five thousand dollars of the new stock has been subscribed for and will be issued on Feb. 1, the remaining \$15,000 to be held in the treasury and reserved for future use in extending the company's plant.

Wyandotte—The capital stock of the Solvay Process Co. has been increased from \$4,000,000 to \$5,000,000. The amount of capital actually paid in is stated to be \$4,000,000, and the debts and liabilities are fixed at \$2,750,000. The rapid development of the Solvay Co. has necessitated this step. Extensive improvements have been made at the works. The new cooper shop and coke ovens have been put in.

Lyons—W. W. Eaton, manager and part owner of cheese factories at Fenwick and McBrides, was in Lyons last week with a view of starting a cheese factory here, to be located in the creamery building. Mr. Eaton is a practical cheeseman, having been engaged in that business for 22 years, and it is his intention, if a factory is started, to move here and give the business his personal attention.

Alpena—The Churchills own about 100,000,000 feet of standing hardwood timber tributary to Alpena, enough to stock a mill for several years. They are trying to secure the right of way for a sidetrack from the Detroit & Mackinac road to the mill owned by this firm. This hardwood timber will be manufactured at this mill; otherwise the mill will be dismantled.

It is more or less discouraging to remember that posterity will look back upon this as the age in which the cash register was invented.

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.

GOOD OPENING FOR GROCERIES, DRY goods, shoes or general store. Address Lock Box 616, Howell, Mich. 667

FOR SALE—PARTY WITH \$1,500 OR \$2,000 can pick that amount from a \$10,000 stock of dry goods and clothing and have possession at once of best store location and trade in town of 1,000 population. No traders or fakirs need apply. Address No. 671, care Michigan Tradesman 671

FOR SALE—A FINE LINE OF PICTURE mouldings, Marsh mitre machines, mat board, etc.; also two furniture wagons at a bargain. Address Box F., Dansville, Mich. 654

TO EXCHANGE—\$1,800 MODERN GRAND Rapids residence for stock of drugs in live town or city; must be well established. Address No. 6-3, care Michigan Tradesman. 663

DOUBLE YOUR MONEY. BUY GRAND Rapids reality before rise sure to come in spring. Clark's Real Estate Exchange, Grand Rapids. 661

HARDWARE, DRUGS, GENERAL, SHOES, grocery stocks way below par. Clark's Business Exchange, Grand Rapids. 662

FOR SALE OR EXCHANGE—A CLEAN stock of drugs and jewelry or either one separate; best location in the city, opposite Union depot and boat docks. Address Union Pharmacy, Muskegon, Mich. 664

WILL PAY CASH FOR \$4,000 TO \$8,000 DRUG stock doing a good business. Address No. 663, care Michigan Tradesman. 663

FOR SALE—A BARTHLOMEW "NICHOLMINT" popcorn and peanut roaster combined; in use one year. Address 201 Washington Ave., S., Lansing. 666

FOURTY ACRES OF IMPROVED FARMING land, well fenced, including good house and barn, 3 1/2 miles from suburban trolley line, to exchange for stock of merchandise. E. D. Wright, care Musselman Grocer Co., Grand Rapids. 644

FOR SALE—GENERAL STOCK OF GOODS, store building, fixtures and horses, in thriving mining town of Northern Michigan. Address No. 642, care Michigan Tradesman. 642

FOR SALE—176 SUBURBAN LOTS NEAR electric cars. Would exchange for boot and shoe stock. Address Publisher, Carrier No. 40, Grand Rapids, Mich. 658

FOR SALE—\$3,000 STOCK OF HARDWARE and implements, with tinshop, in thriving town with extra prospects; best reasons for selling. Prefer to sell buildings and land, but will lease. Address Thriving, care Michigan Tradesman. 655

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 & Choate Real Estate Co., Lansing, Mich. 259

FOR SALE CHEAP—\$2,000 GENERAL stock and building. Address No. 240, care Michigan Tradesman. 240

FOR SALE—DRUG STOCK AND FIXTURES complete. Address Box 494, Shelby, Mich. 650

A SMALL DRUG STORE FOR SALE CHEAP, with fixtures. Address John I. Crissman, Utica, Mich. 652

MONEY ON THE SPOT FOR CLEAN stock of merchandise, \$5,000 or over. Address Box 113, Grand Ledge, Mich. 660

BIG RETURNS FOR SMALL CAPITAL—We have just succeeded in securing the exclusive control and manufacture of the celebrated Doran Hydro-Carbon Lighting System, which is the best system light yet invented for interior and street lighting; each lamp gives 1,200 candle power light, can be turned on or off instantly, the same as electricity; absolutely safe, simple and satisfactory. Correspondence solicited from all interested parties and municipal officers, and those who would like a good paying business in their own city or town. Address Brass Works, 20 South Jefferson St., Chicago. 659

WANTED—ENERGETIC COUNTRY printer who has saved money from his wages to embark in the publication of a local newspaper. Will furnish a portion of the material, take half interest in the business and give partner benefit of long business experience, without giving business personal attention. None need apply who does not conform to requirements, which are ironclad. Zenia, care Michigan Tradesman. 631

WANTED—AN AGENT IN EVERY CITY and town for the best red and olive paints on earth. Algonquin Red Slate Co., Worcester, Mass. 612

FOR SALE—STOCK OF GROCERIES, DRY goods and shoes inventorying about \$2,500, enjoying lucrative trade in good country town about thirty miles from Grand Rapids. Will rent or sell store building. Buyer can purchase team and peddling wagon, if desired. Terms, half cash, balance on time. Address No. 592, care Michigan Tradesman. 592

FOR SALE—GENERAL MERCHANDISE stock, involving about \$7,000; stock in A1 shape; selling about \$25,000 a year, with good profits; trade established over twenty years; a fortune here for a hustler; terms, one-half cash down, balance one and two years, well secured by real estate mortgage; also store building and fixtures for sale or exchange for good Grand Rapids residence property on East Side; must be free from debt and title perfect. Address No. 520, care Michigan Tradesman. 520

WANTED—MERCHANTS TO CORRESPOND with us who wish to sell their entire stocks for spot cash. Enterprise Purchasing Co., 153 Market St., Chicago, Ill. 585

FOR SALE—DRUG STOCK INVOLVING \$2,000, in good corner store in the best town in Western Michigan. The best of reasons for selling. Address No. 583, care Michigan Tradesman. 583

FOR RENT—A GOOD BRICK STORE IN good business town on Michigan Central Railroad; good living rooms above; good storage below; city water and electric light. Address Box 298, Decatur, Mich. 588

HOTEL FOR RENT OR SALE—STEAM heat, electric lights, hardwood floors, etc.; located in Bessemer, Mich., county seat Gogebic county. Address J. M. Whiteside, Bessemer, Mich. 523

MISCELLANEOUS

WANTED—REGISTERED PHARMACIST at once. State salary wanted. Address No. 669, care Michigan Tradesman. 669

WANTED—BY EXPERIENCED MAN position as clerk and stock-keeper or book-keeper in dry goods, shoe, clothing or general store; seven years' experience; best of references. Address No. 608, care Michigan Tradesman. 608

REGISTERED PHARMACIST, SEVENTEEN years' experience, wants situation; A1 references; employed at present. Address Box 277, Elk Rapids, Mich. 670

WANTED—SITUATION AS CLERK OR manager of general store. Nine years' experience. Can give good references. Address, J. G. Cameron, Millbrook, Mich. 583

If you want to secure more than
\$25 REWARD

In Cash Profits in 1901, and in addition give thorough satisfaction to your patrons, the sale of but one dozen per day of

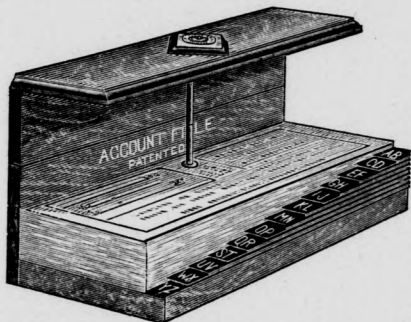
**FLEISCHMANN & CO.'S
 YELLOW LABEL
 COMPRESSED YEAST**

will secure that result.

Grand Rapids Office, 29 Crescent Ave. Detroit Office, 111 W. Larned St.

**BOUR'S
 COFFEES
 MAKE BUSINESS**

**Simple
 Account File**

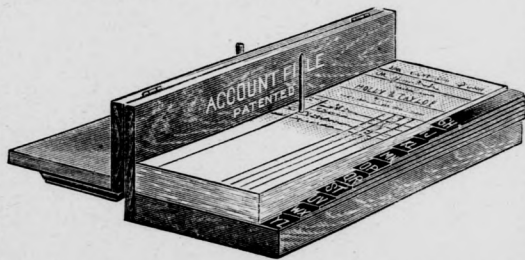


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save

one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This

saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer.



TRADESMAN COMPANY, Grand Rapids

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Grand Rapids Retail Grocers' Association
 President, FRANK J. DYK; Secretary, HOMER KLAP; Treasurer, J. GEORGE LEHMAN

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 President, E. MARKS; Secretaries, N. L. KOENIG and F. H. COZZENS; Treasurer, C. H. FRINK.

Kalamazoo Retail Grocers' Association
 President, E. L. HARRIS; Secretary, CHAS. HYMAN.

Bay Cities Retail Grocers' Association
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Earthenware Meat Tubs

15, 20, 25, 30 gal. All sizes in stock. We can ship promptly. Prices are right. Send us your order.

W. S. & J. E. Graham
 GRAND RAPIDS, 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
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So double pages, registers 2,880 invoices... \$2 00

Tradesman Company
 Grand Rapids, Mich.

Travelers' Time Tables.

PERE MARQUETTE

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Fast trains are operated from Grand Rapids to Chicago, Detroit, Toledo, Saginaw, Bay City, Petoskey, Ludington, Manistee, Muskegon, Traverse City, Alma, Lansing, Belding, Benton Harbor, St. Joseph, and intermediate points, making close connections at Chicago with trains for the south and west, at Detroit and Toledo with trains east and southbound. Try the "Mid-Day Flyers," leaving Grand Rapids 12:05 noon, each week day, arriving at Detroit 4:05 p. m. and Chicago 5:00 p. m.

H. F. MOELLER, G. P. A.,
 W. E. WOLFENDEN, D. P. A.

GRAND Rapids & Indiana Railway
 Dec. 2, 1900.

NORTH	Except Sunday		
	Except Sunday	Except Sunday	Except Sunday
Lv. Grand Rapids.....	7 45am	2 10pm	10 45pm
Ar. Cadillac.....	11 20am	5 40pm	2 10am
Ar. Traverse City.....	1 30pm	7 50pm
Ar. Petoskey.....	2 50pm	9 15pm	5 35am
Ar. Mackinaw City.....	4 15pm	10 35pm	6 55am

Local train for Cadillac leaves Grand Rapids at 5:30 p. m. daily except Sunday.

Pullman sleeping or parlor cars on all through trains.

Trains arrive from the north at 6:00 a. m., 10:45 a. m., 5:15 p. m. and 10:15 p. m. daily except Sunday.

SOUTH	Except Sunday		
	Except Sunday	Except Sunday	Except Sunday
Lv. G'd Rapids.....	7 10a	12 30p	1 50p
Ar. Kalamazoo.....	8 50a	1 45p	3 22p
Ar. Ft. Wayne.....	12 10p	6 50p
Ar. Cincinnati.....	6 25p	7 15a

6:00pm train carries Pullman sleeping car to Cincinnati. 11:30pm train carries through coach and Pullman sleeping car to Chicago.

Pullman parlor cars on other trains.

Trains arrive from the south at 6:45 a. m. and 9:10am daily, 2:00pm, 9:45pm and 10:15pm except Sunday.

MUSKEGON	Except Sunday		
	Except Sunday	Except Sunday	Except Sunday
Lv. Grand Rapids.....	7 35am	2 05pm	5 40pm
Ar. Muskegon.....	9 00am	3 20pm	7 00pm

Sunday train leave Grand Rapids at 9:15am.

Trains arrive from Muskegon at 9:30am, 1:30pm and 5:20pm except Sunday and 6:50pm Sunday only.

CHICAGO TRAINS

G. R. & I and Michigan Central.

TO CHICAGO	Except Sunday	
	Except Sunday	Daily
Lv. G'd Rapids (Union depot)	12 30pm	11 30pm
Ar. Chicago (12th St. Station)	5 25pm	6 55am

12:30pm train runs solid to Chicago with Pullman buffet parlor car attached.

11:30pm train has through coach and Pullman sleeping car.

FROM CHICAGO

Lv. Chicago (12th St. Station)	Except Sunday	
	Except Sunday	Daily
Ar. G'd Rapids (Union depot)	10 15pm	6 45am

5:15pm train runs solid to Grand Rapids with Pullman buffet parlor car attached.

11:30pm train has through coach and sleeping car. Phone 606 for information.

**Muskegon
 BUSINESS COLLEGE.**

Young men and women admitted any week in the year. Every graduate secures employment. Living expenses low. Write for catalogue.
 E. C. BISSON, Muskegon, Mich



It pays to attend "The Best"
**The McLACHLAN
 BUSINESS UNIVERSITY.**

The Proof

Over 150 students have left other Business Colleges to complete their work with us. We occupy 9,000 square feet floor space. Send for list of 700 students at work. Beautiful catalogues FREE.

D. M. McLACHLAN & CO.

19-21-23-25 S. Division St., Grand Rapids, Mich.

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Glass & Crockery Co.**
WHOLESALE
Earthenware, China & Glassware
TOLEDO, OHIO

Kinney & Levan
Importers and Jobbers of
Crockery, Glass, Lamps, House
Furnishing Goods
CLEVELAND, OHIO

Buckwheat Flour

Made by
J. H. Prout & Co.,
Howard City, Mich.

Has that genuine old-fash-
ioned taste and is
ABSOLUTELY PURE
Write them for prices.

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.

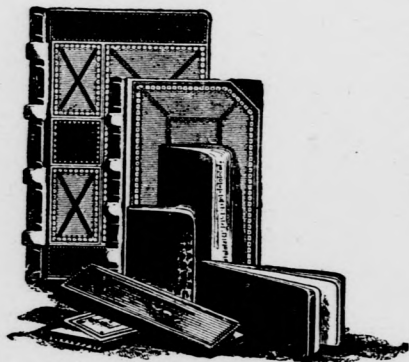
Crushed Cereal Coffee Cake Co.
Marshall, Mich.

“PERFECTION”

We are doing a splendid business in our Perfection Brand Spices because the merchants who handle them find they are as represented—pure and unadulterated. If you are not handling them you should for they are quick sellers and profit earners. Manufactured and sold only by us.

NORTHROP, ROBERTSON & CARRIER,
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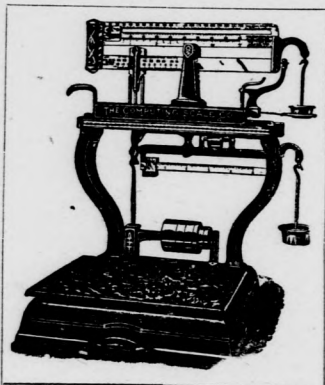


Meteor 100 Piece Dinner Set

W. H. Grindley & Co.'s finest semi-porcelain, graceful in shape with daintily embossed, beaded fancy design borders, which are strikingly decorated in beautifully blending tints. Comes in three different combinations of colors, viz.: Dark green with light blue, pale green and pink, and pale green with lemon color. Gold ornamented handles and knobs. A decided novelty in decorated dinner ware, entirely different from anything offered heretofore.

Price per set of 100 pieces, \$9.75

H. LEONARD & SONS, Grand Rapids, Michigan



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There is a scale made in Detroit, Michigan, which copies our form, patent, trade name and trade mark, in its entirety. We hereby warn jobbers, merchants or any others attempting to market or use this scale, that they are trespassing on our rights, if they use, sell or offer for sale this infringing article, and we will institute proceedings to collect the damages due us in every case of violation of our rights, coming to our notice.

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