

MICHIGAN TRADESMAN

Nineteenth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 27, 1902.

Number 988

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made everywhere—for every trader.

C. E. McCRONE, Manager.

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

1232 Majestic Building, Detroit, Mich.

Kent County Savings Bank Deposits exceed \$2,300,000

3½% interest paid on Savings certificates of deposit.

The banking business of Merchants, Salesmen and Individuals solicited.

Cor. Canal and Lyon Sts.

Grand Rapids, Michigan

Glover's Gem Mantles

For Gas or Gasoline. Write for catalogue.

Glover's Wholesale Merchandise Co. Manufacturers, Importers and Jobbers of Gas and Gasoline Sundries

Grand Rapids, Michigan

Commercial Credit Co., Ltd.

Widdicomb Building, Grand Rapids
Detroit Opera House Block, Detroit

We furnish protection against worthless accounts and collect all others.

William Connor Co.

Wholesale Ready-Made Clothing

Men's, Boys', Children's

We can stock your store completely, for we represent millions of dollars' worth of clothing and can show you the very cheapest as well as the very best.

28-30 South Ionia Street

Grand Rapids, Mich.

Tradesman Coupons

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UNMARRIED MEN AND WOMEN.

The statement is frequently made—and it is in accord with the general supposition—that the number of unmarried ladies in this country exceeds that of the bachelors. Statistics, however, do not bear out this assertion. It can only be explained on the theory that a maiden lady attracts more attention than a single man. The Philadelphia Times has been looking up these statistics and they are decidedly interesting. Every community has plenty of men and maidens who are not married but who ought to be and who, for that matter, would like to be, and figures concerning them can not fail to be both instructive and entertaining. It is said that there are in the United States to-day 5,427,767 bachelors, against 3,224,594 spinsters. These figures will not look so big when it is understood that people of 20 years and over still unmarried are thus designated. The general presumption is that 20 is scarcely a marriageable age on either side.

They say figures will not lie and accordingly they must be accepted in this connection as accurate. It has always been supposed that Massachusetts in particular abounded and was almost over-run with old maids, while on the contrary there are 226,085 bachelors and 219,255 spinsters, showing that even in Boston and throughout the State unmarried men are more numerous than unmarried women. It is true that there are more old maids in Massachusetts than in any other State in the Union proportionately, but even there the bachelors are in excess. Rhode Island is a little State and not much of an affair at best and the excess of bachelors there is about 2 per cent. It is curious to note that the excess of unmarried men in Maine is 37 per cent. and in Vermont 54 per cent. In New Jersey it is 22, in New York 26, and in the District of Columbia only 8 per cent. In some of the Western States it is even larger. The figures seem to warrant the advice, "Go West, young woman," and yet when even in Massachusetts there is a Jack for every Jill, westward travel does not seem so very much of a neces-

sity. It is often said that somewhere there is a man for every woman, but according to these figures there is not a woman for every man.

THE DISCRIMINATING MOSQUITO.

There are a great many unpopular insects. In fact, there are very few to which this statement does not apply. The one notable, shining and stinging exception is the busy bee. That has been talked about in poetry and prose a great deal and highly extolled. Among the insects cordially hated, the mosquito is ubiquitous and enjoys great prominence. To this miniature songster scientists have paid a great deal of attention. They hold him responsible for the transmission of yellow fever and other diseases. The learned men have sat up nights to invent some scheme for mosquitocide and there is a fortune in store for the fellow who finds something that is absolutely sure and inexpensive. The most recent scientific investigation along this line is that conducted by a Chicagoan, who declares that the mosquito is most attracted to red, that he likes black and abhors yellow.

Thus does science pay a belated tribute to this pestiferous insect. Scientists and other people have long charged him with pretty much every crime in the calendar and proved the indictment in most cases. It is tardy recognition to give him credit for having pretty good sense in the way of colors. The learned man of Chicago says that people dressed in yellow will be left alone by the mosquito, but most people would rather take their chances with the pest than array themselves in clothes of this color. Just why it should be so is not perhaps easily explained, but to say that anything is yellow is in the nature of disparagement. Yellow journals, for example, are the unworthiest exponents of the craft. The slang phrase, "there is a streak of yellow in him," is accounted as severe criticism. Until the discovery of the Chicago scientist it was not generally known that throughout the mosquito kingdom there is the same abhorrence for this color. If the theory be correct, those who are willing to attire themselves in yellow can be immune and mosquito proof, but ladies and others of good taste will hesitate to pay the price, feeling that the remedy is worse than the disease.

In the retirement of Phin Smith from active business, the mercantile fraternity of Hastings loses a man who has always been an active factor in the trade. Although he followed mercantile pursuits forty years, he never became fossilized and his last year in business was marked by the same spirit of energy and progressiveness which characterized his long and interesting career.

The discovery of what is true, and the practice of that which is good, are the two most important objects of philosophy.—Junius.

A drunkard is a man who commits suicide on the installment plan.

THE WEST INDIES.

Ever since the war in which the United States achieved such a swift and sweeping victory over Spain, there has been more or less suggestion that some day in the perhaps not very distant future, the West Indies would seek to come under American control. That course was taken with Puerto Rico at once. The Danish islands have been made the subject of negotiations still pending. Cuba has a republic, a government of its own, and yet there are many influential citizens there who hope for annexation. There are uneasiness in Jamaica and other islands in that region and some discussion among their own residents as to the advisability of giving up their old allegiance to find a new one with the United States. This Government will not seek any such arrangement unless the desire for it is entirely voluntary and made emphatic by the people most concerned.

One of the reasons which prompts these suggestions is probably the very successful administration of affairs in Puerto Rico. The people there are prospering as never before and they are having a voice and vote in local government, which is a new and very enjoyable sensation. In a recent number of the North American Review, L. S. Rowe, chairman of a Committee to Revise Puerto Rican Laws, has an article on "The Extension of American Influence in the West Indies." He says that the West India Islands have ceased to be an object of desire to the governments of the Old World since the coming of that industrial and commercial decline which has made them a burden on their foreign owners, rather than a source of revenue. Summarizing the subject he says: "Thus a combination of irresistible economic and political forces is driving the West Indies into the arms of the United States." Their geographical situation makes alliance with this preferable to any other country, but it will be for them to say. If they make overtures presumably they will be favorably received; but there will be no reaching out after them. They must come voluntarily and on their own motion, if at all.

Twenty years ago one-quarter of the farms in this country were worked by tenants. According to the last census a little over one-third are in the hands of tenants. There was an increase of 81 per cent. in the number of tenants operating farms on shares. The change here indicated represents to a large extent the advance of the negroes in the South. From simple farm hands they have developed into tenants. Still, this does not entirely account for the change. There is a steady tendency, it is said, among farmers in the Eastern States to move into the towns and rent their farms to tenants. This is a tendency which may produce baneful results if carried to such extremes as may be observed in Europe.

The man with an alcohol-tinted nose seldom deserts his colors.

Getting the People

Increasing Influence of Newspaper Illustrations.

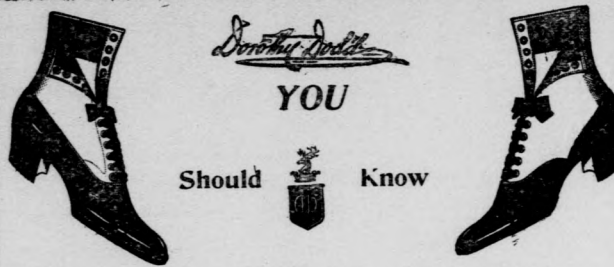
The most remarkable phenomenon of the modern development of journalism is beyond doubt the great increase in the use of pictures. While this revolution is coming with wonderful rapidity, it is yet so gradual that many do not realize it. Already the use of profuse illustrations of every subject or incident of interest is taken as a matter of course, as though it was a condition of many years' standing. As a matter of fact, it is only five or six years since the use of halftones in newspapers was found to be possible. Since that time there has been practically created a great industry in the preparation of newspaper halftone plates. Every metropolitan daily has found it necessary to put in a special plant for preparing such plates and thus the manufacturers and designers of apparatus have been called upon for their best exertions.


In turn this has invited the creation of a new field of photography. To-day every great daily has to maintain its staff of photographic reporters. In all the great cities such reporters are on hand to catch every interesting phase of public events, political or social. A notable instance to illustrate this fact is the photo-halftone representation of the coronation of King Edward. Every individual, every stage of the imposing processions, every incident and movement of the principal personages is faithfully recorded by a multitude of lenses and reproduced all over the world. In our own country every movement of notabilities is assailed by the ever-present camera, usually without resistance. Every political or noted foreign visitor hears not only the click of the surreptitious snapshot but is more willingly caught in every movement by the ever-present staff artist. The snapshot nuisance is of long standing, but the reportorial recorder is only now coming into the field.

Then comes the recording of the random passing accident or incident of importance. In the large cities the photographic reporter is hurried to such scenes with all the expedition of a fireman to a conflagration. Then all over the country reportorial photographing is so far developed that a picturesque incident in the most distant localities is caught by some one near. For instance, a most remarkable sight was the burning of a gushing oil well by lightning stroke in Louisiana. It is taken as a matter of course that views of this should appear in many of the great papers.

Now what is the effect of the admission of such a quantity of picture writing upon advertising? I think not entirely bad. There is no doubt but that it tends to lessen the effect of advertising display. It engages the attention and overbalances its surroundings. On the other hand, it is to be borne in mind that the illustrated periodical meets many more eyes. One of the wonders of modern publishing is the rapid increase in newspaper circulations. This is largely the result of picture using, but the instinct of picture representation which caused the primitive man to carve his doings upon the rock makes graphic delineations of far more interest to the mass of people to-day than any other possible means of expression.

To what degree is it possible for the advertiser to compete in the same field?



Dorothy Dodd
YOU
Should  Know

"DOROTHY DODD"
The Latest. The Greatest. The Best.

A ladies' shoe fit for anybody at a price that fits everybody.

\$3 All the latest style lasts.
Any leather you desire.
Nothing so faultless fitting. **\$3**

A new creation in shoedom that is bound to create a sensation.

See Our South Window.

RICE & CASSLER

OLD, TRIED, TRUE—THE BEST INSURANCE IN THE WORLD.
ESTABLISHED 1850.

National Life Insurance Co.

OF VERMONT.

Sells the most modern, profit-sharing, non-forfeitable contracts of Life Term, Endowment and annuity insurance. Good agency contracts for reliable men. Apply to

M. W. MARSHALL, Gen. Mgr.
MARQUETTE, MICH. 8-15-17 NESTER BLOCK.

IT'S TIME

to be buying student-room furniture, or at least to be thinking about it.

We've got it all fixed for you. We're here with goods. We've got the kind of Student's Tables and Bookshelves and Iron Beds and Bunks, and things that make your rooms look attractive. And that's what will add an extra dollar to your income at the end of every week.

To have your rooms attractive, that's the idea. We can make it that way for you. Leave that to us. Our **BOOKSHELVES** are better finished and made than they ever were. Also they're entirely new designs, but cost no more.

Our **IRON BEDS** have got more good white enamel on them, and the brass trimmings are a bit more elaborate than before; also they're stronger, but they cost no more. Our **CHICKENES** this year are all steel constructed; they're better stuffed and have more attractive coverings, but they cost no more.

Our **FOOT LOCKERS** too, are an entire departure from the old kind, and they're a bit longer and wider than ever before, but they cost no more. It's this way right straight through our whole store! But will leave it to you when you come in.

KOCH'S FURNITURE STORE,
300, 302, 304 SO. MAIN - 'PHONE 50

If Its from Wrights' Its Right.

WRIGHT BROTHERS,

Successors to

PHIN SMITH.

AN INTRODUCTION

Our Name Is Wright. } Walter Wright,
George Wright,
Byron Wright.

We are Americanized Canadians, that is, we were born in Canada and trained in both Canada and the United States Retail Stores. Walter has thirteen years' experience, George has nine years and Jack five, so our experience is sufficient. We have an honest reputation and believe you will find we are hustlers.

We want to get Acquainted with You.

Come in after stock taking as we will have many odd lines of summer goods that must be gotten out to make room for our fall shipments which will soon arrive. The same staff will be here to welcome you and we want you to feel at home. We paid cash for this stock and will give our customers the benefit.

Our Policy.

Every article marked in plain figures, and strictly one price. Cash or produce will be our returns for goods. Our guarantee—Your money back if you want it.

WRIGHT BROTHERS DEPARTMENT STORES.

WE WILL BE CLOSED FROM AUG. 16th to AUG. 23d, 1902.

We are out on a strike against the weather TRUST. The continual rains and cold weather has somewhat demoralized trade in summer goods and many other lines; therefore, WILL SHILLER, Bargains and reduce prices in both our stores.
 The Following are a Few Striking Offers:

A STRIKE

Already the illustrated advertisement has almost universal use. In the mass it is rather discouraging to attempt to present that which will command attention. It is difficult to predict as to whether the advertiser will be able to use the picture method much more effectually than he is now doing, but it is my belief that it will eventually hold its own in the advertising field.

* * *

The shoe advertisement of Rice & Cassler has many good features in both wording and display. In the writing there is an alliterative quality which is attractive and the assertions as to the desirability of the specialty are well brought out. In the display the illustrations are nicely balanced and the type display is in good style except that there are too many varieties of type. The "\$3" should have been removed considerably farther from the border and the cuts of shoes a little farther. The border could have been a little lighter to advantage. Also the proof reader was careless in putting one too many "o's" in "anybody" and using the adjective "faultless" instead of the adverb. The advertisement is a good one and it is a pity to have to note so many minor defects.

For a crowded display M. W. Marshall presents an excellent example of insurance advertising. The story is told very completely in wording, well adapted to the space and the printer has arranged it with excellent judgment. The panel at the top and the parallel lines across the end give it a unity and distinction remarkable for so simple means.

Koch's Furniture Store is taking advantage of the approach of school to call attention to specialties interesting student boarding housekeepers. The story is made attractive and the display is in keeping. I would omit the rule making a panel below or put one in above, preferably the first.

I am sorry that the size of Shiller Brothers' advertisement—which is here turned sideways—is so large that it could not all be included in our plate, but the main feature is the introduction, "A Strike," etc. The reference to unfavorable weather conditions as a reason for reduced prices is a happy one. The best feature of the remainder is the price list. The printer has done his work well.

The feature of the announcement of Wright Brothers is the introduction of themselves, which is unassuming and businesslike. The idea is rather unusual and it is not often that it could be so well carried out. The play on the name makes an excellent start and the playful description by the given names relieves it from too much stiffness. The writing is well adapted to the space and the display is excellent except that I would have "thin spaced" the lines "Wright Brothers" and "Phin Smith" to make them correspond with the main line and at the same time fill out the space better.

Why He Changed His Mind.

"I tell you, sir, civil service is a great thing."
The man addressed looked astonished.

"Coming from anyone but you, that remark would not greatly surprise me," he said. "You didn't think so when I last saw you."

"No, I didn't."
"You considered civil service little short of a civic curse."

"That's right; but then I was on the outside and trying to get in, while now I am on the inside and trying to stay in. It makes a great difference."

GROCERS VS. BUTCHERS.

Graphic Description of Their Attempt to Play Ball.

It is rumored that a ball game was played last Thursday afternoon at Lake Park between the grocers and butchers, but after the most earnest effort on the part of your correspondent no one has been found who knows anything concerning the details of the affair. Even those present seem very reticent and most unwilling to admit that a game was really played. An appeal to some of the players brings out the fact that a game was actually attempted and the mystery attached thereto is accounted for by the fact that the grocers had fully intended and expected to win hands down in order to wipe out the disgrace of a former defeat. They, therefore, went like lambs to the slaughter and that they were ignominiously butchered by a lot of red-handed extortioners was only to be expected. The fact that the grocers were "easy meat" does not lessen the iniquity of the beef trust in any particular. Common pity should have impelled the butchers to forego their usual bloody methods and to exercise a little restraint over their natural tendencies inasmuch as they knew that the grocers were neither dogs nor old worn-out dray horses. These same butchers have long been suspected of cutting porterhouse steak from between the horns and tenderloin from the hoofs, but it had not been dreamed that they could be so inhuman as to corral nine good strong men in the space of a base ball diamond, skin them in public and then beat them until they looked like broken sections of shriveled sausage. The butchers did not mince-meat matters a bit, but went in and won the game from the start, as the score shows:

Butchers..... 16
Grocers..... 12

The grocers, however, are all in their stores again, turning their coffee mills with a dang-my-luck expression and seemingly none the worse, and no better, for their terrible experiences. They exhibit the same old stoicism by piling flour on the kerosene barrel, dispensing articles "just as good" that cost only half as much and charging up various items to the wrong parties. Creatures of habit that they are, it seems that nothing short of death will comfort them.

A visit to several meat markets reveals the same old utter disregard for life, the same old greed for blood money, but, it was noticed that some of the butchers had grown so tall that their knees came nearly to the counter. Think of having one of this class throw three pounds of meat down on to the scales from up there and then charge you for what the scales registered when the meat struck. Well, they do it right along.

The most striking feature of the ball game was the uniforms, which ranged from a pair of faded blue jeans to a cast-off garment from the New York National League team. When lined up for play the field looked like a country clothes-line about carpet-ragging time. Very few of the players were known and those who were wished they were not.

It was a misfit aggregation all around and the playing was of such a nature that an old man who sat in the grandstand and smoked an elderly pipe with a vivid breath was compelled to soliloquize thusly:

I was born in dear old Sparta
Where the meadow grass is sand,
But of all the games that were ever played
This one beats the band.

The grocers played ball as if they were handling eggs and only two or three of them did anything worth mentioning. Jimmy Hughes did fairly well, considering that he had a fight with the ball every time it came his way, but then, he is from the Pop-Corn League and that's where all the Cracker-Jacks come from. The first time up he struck out and his countenance fell with a thud that could be heard over at the pavilion. When he came up next he was given four high balls and started to rush around the bases like a coon dog stung by a bee. Three more times he came to bat and he put trading stamps on the ball each time. He fattened up his batting average until it looked as round as Paddy Welch. Jim played second base for the grocer and his fielding was a shining illustration of the adage which says there is always room at the top. Once when the ball was thrown in from left field he shouted, "I've got it," but he didn't mean it. What he did have was the sun in his eyes and the ball stung him in the short ribs. He gathered up the ball and threw it fourteen feet over the first baseman's head. Twice more he made large and juicy errors by muffing thrown balls, but at that he was the best of the bunch.

Eddie Connolly, at short, the man with a past, made errors enough to fill one page of a day-book. He used to play in the Epworth League. With the assistance of the first baseman, who was suffering from density, he allowed four runs to come in which should not have scored and would have tied the game.

"Hiscus" Roesink pitched as good or better ball for the grocers than did Bartell for the butchers, but his support was as weak as circus lemonade.

A funny incident occurred when one of the butchers was hit below the belt by a pitched ball and the umpire called it foul. The grocers set up a horrible yawp, but the umpire was working under Marquis of Queensbury rules and refused to reverse his decision.

Bowman, who looks like an arrow, played first base for the grocers. He is a russet leather blonde and is addicted to the matinee habit of flaunting his spidery shape on the coaching lines. The ladies called him cute, but his mental elevation is hardly equal to the proverbial church steeple, nor does he break the record for weight of brain, 58 ounces, held by that immortal coach of polite society, Thackeray, but coaching is his fad and his feather-brained tips and lobster coaching cost the grocers more runs than they made.

The soup-bone dispensers also had some half-fledged entries to the maiden stakes that cultivated ossified heads and a fad for post-mortem thinking. Raw hands who carry unfurnished rooms around in their upper story are of about as much use as would be the proposed observatory for John Ball Park.

Were it not for Jim Hughes' overweening modesty, which no electricity can shock, he might organize a team from among the grocers which could wrap up and mark paid inside of three innings a team like the butchers' "Yellow Actors." They would then look like cart horses on derby day. A good team could beat them quicker than a dog could kick a fat rat in the face.

Next Thursday is the last half holiday of the season for the grocers and butchers and after that "Little Willie off the Pickle Boat" must confine his amusements to an occasional game of hearts or a visit to the market early frosty mornings. Of course, these same grocers and butchers will play ball all winter, but it will be with the larynx instead of the forearm—all shadow and no substance. Adam Dubb.

SUCCESSFUL ADVERTISING.

How It May Be Done By Country Merchants.

Written for the Tradesman.

Much has been said about the failure of merchants in country towns to profit from advertising in their local papers, but very little is said about the merchants who have profited by judicious use of printers' ink in small towns. Perhaps something concerning practical advertising that brought results will be of interest to readers of the Tradesman.

A little over twelve years ago two young men embarked in the mercantile business in a town of 1,000 inhabitants, located fifteen miles from a city of 90,000 people. These young men had about \$1,200 in money and a whole lot of energy and determination to start them on the troublesome sea of business. For four years they hustled, but the volume of trade did not seem to increase as fast as they desired. In fact, they made little money.

At the end of the fourth year they resolved to get away from the old style of advertising and conduct their campaign along lines similar to those in vogue in the city. The newspaper man was called in and a campaign mapped out. They at once enlarged their space and began quoting prices. Once every three months they circulated large bills, the size of a newspaper page, for ten miles in all directions. These generally advertised special sales.

Business began to boom. The stock grew in proportions until it crowded the store, and the gentlemen decided to enlarge. They leased a store on a prominent corner, the largest one in town, and placed therein a complete stock of general merchandise. The wisecrackers shook their heads. Every firm that had ever occupied that big store had failed. Everybody predicted failure.

The young merchants paid no attention to the dark predictions of the wise men. More advertising space was taken. Special inducements were offered and every Saturday the store made a business of selling one or two articles below cost as a means of drawing a crowd. It worked like a charm. People came twenty miles to trade at the "Big Store." In fact, business increased so fast that a store in another building was leased and the stock again enlarged. The advertising was continued with renewed vigor. Before inventory, Carnival, Clean Sweep and several other kinds of reduction sales were advertised. Every one drew a big crowd and in a few months the store was again enlarged by cutting through another partition and filling another large room with merchandise.

This store now occupies two brick blocks, both large ones. It consists of a complete dry goods stock in one room, a clothing stock in another, and a footwear and grocery stock in the big store on the corner. The cash sales of the institution last year were \$150,000, nearly \$40,000 greater than the year before. Each department has a manager the same as city stores. Buyers visit the large cities semi-annually in search of new goods, and not infrequently merchandise is purchased in carload lots. When it is unpacked and marked a big sale is advertised and the store is crowded with buyers.

The most successful sale conducted by this rural department store is called the "Great Annual 99c Shoe Sale." Early in June all the odd sizes and "leavers" are sorted out, placed on a table

and marked 99c, regardless of original cost. About 3,000 bills are distributed and liberal space is taken in the local paper. One would hardly believe it, but it is an actual fact that customers are on hand as early as 6 o'clock in the morning to snatch up the choicest bargains on the tables. A bicycle road race was pulled off on the same day last year and the sales were over \$1,100. This year it rained all day, but still they amounted to over \$500.

It seems to me that if such great results can be obtained in a little town so near a big city, merchants in more remote towns might do even better. The newspaper used in this instance has a circulation of about 1,500. Part of the time a paper in another town is also used. In the face of this evidence it would seem that much of the loss of trade suffered by country merchants through the competition of mail order concerns and city stores comes through a lack of enterprise on the part of the victims. There is no reason why merchants in small towns should not prosper if they will hustle in the same proportion as do their city brothers.

Raymond H. Merrill.

Wanted a Pair of Pneumatic Tires.

Here is a letter that was received a few days ago by a prominent firm of bicycle dealers:

dear Surs. I live on my farm near Hamilton and am 57 years old and a little Sporta. My neffew in Indiana bot hisself a new bissikie and sent me his old one by frate, and Ive learned to ride sume. Its a pile of fun, but my bissikie jolts considerable. A feller com along yestidny with a bissikie that had holler injun rubber tires stuffed with wind. He let me try hissen and mi, it run like a kushen. He told me you sell injun rubber just the same as hissen. Mine is all iron wheels. Do you punch the holler hole through the injun rubber, or will I have to do it myself? How do you stick the ends together after you get it done? If your injun rubber is already holler will it come any cheaper empty? I can get all the wind I want out here in Kansas free.

P. S. How much do you charge for the doodad you stuff the wind into the rubber with and where do you start?

"Hot Air" will do it

Vapor gas (92 per cent air mixed with 8 per cent gas-oline) produces a light that vies with the sun in brightness.

Safety Gas Machine

The celebrated Safety Gas Machine is the means whereby this wonderful departure from old time methods of lighting is attained; an individual Gas Plant in itself. Generates and burns its own gas.

Makes It Possible

Those in country places may now have stores as brilliantly lighted as their most lavish city cousin at a cost not exceeding one-quarter the expenditure. Most economical light yet discovered, no smoke, no odor, noiseless and non-explosive. Send for catalogue and price lists.

Reliable Local Agents Wanted.

Perfection Lighting Co.

17 S. Division St., Grand Rapids
Both phones 2690; long distance.
C. C. WILMOT, Mgr.

Around the State

Movements of Merchants.

Marion—M. C. Cleveland has sold his hardware stock to J. A. Nelson.

Owosso—O. Lindner has purchased the meat market of S. S. Scofield.

Reading—H. H. Klemm has sold his market to Geo. Bates, of Hillsdale.

Port Hope—F. L. Schlichting has purchased the harness stock of Mills Beech.

Detroit—Fred M. Dreber, grocer and meat dealer, has sold out to Conrad Miller.

Edwardsburg—Chas. R. Enos has sold his dry goods and grocery stock to Tuesley Bros.

Vicksburg—Wilson & Gilson have opened a meat market in the building owned by J. Q. Adams.

Benton Harbor—Wenman Bros. have sold their grocery stock on Pipestone street to Martin Johnson.

Ionia—Charles Graff has closed his West Main street meat market and will enjoy a well-deserved rest.

Jackson—Markham & Denio, cigar dealers, have dissolved partnership, Chas. C. Denio succeeding.

Wolverine—Butler & McPhee have purchased the general merchandise stock of the Wolverine Mercantile Co.

Corunna—The U. S. Robe Co. has now thirty people on its pay roll. A new knitter has recently been installed.

Owosso—Otto F. Lindner, formerly in the employ of Jacob Barie, has purchased the meat market of Stephen Scofield.

Calkinsville—The Peck Drug Co. has sold its grocery stock to Alexander Hislop, who has removed it to the Bogan store building.

Lansing—O. N. Stone & Co. have re-engaged in the grocery business, having purchased the stock of Hull Bros. at 401 Washington avenue north.

Carson City—J. D. Van Sickle has rented the building next to W. H. Thayer's and moved his grocery stock from Butternut to this place.

Owosso—E. Fillinger has sold his interest in the grocery business of Bunting & Fillinger to Fred Miller and the new style is now Bunting & Miller.

Manton—E. Hartley, J. E. Truman and Geo. H. McAfee have organized the Home Union Co. to engage in the provision, flour, hay and grocery business.

Quincy—M. Glazier, of Vanderbilt, will open a clothing, furnishing, dry goods and boot and shoe store in the vacant store in the Opera House block about Sept. 10.

Flint—F. W. Freese has invented and patented a device for displaying lace curtains which is said to be a great improvement over anything of the kind now on the market.

Hastings—C. E. Rowlander, of Woodland, has leased the elevator near the C. K. & S. Railway station and the plant, after a long period of uselessness, is now running full blast.

Edwardsburg—George, Robert and Joseph Tuesley have purchased the general merchandise stock of C. R. Enos and will continue the business under the style of Tuesley Bros.

New Era—John Hanover, of Shelby, has traded his store building at that place to Julius Wheeler, of White Cloud, for his general merchandise stock and has purchased the building here now occupied by the drug stock of Dr. Salmon, and will occupy same in a couple of weeks.

Plainwell—F. A. Burlington, formerly engaged in the meat business at Wayland, has purchased the meat market of C. F. Fowler.

Big Rapids—J. K. Sharpe & Co. have purchased at auction sale the H. Wilinski clothing and shoe stock and will continue the business in the store building adjoining their grocery store.

Shelby—Phillips Bros. have purchased the harness stock of H. T. Compton and are having a closing out sale of the same. Mr. Compton, on account of poor health, will return to his farm.

Walkerville—Mrs. L. A. Knowles has sold her general merchandise stock to Geo. H. Marzolf, formerly engaged in general trade at Reed City. She will continue the furniture and undertaking business.

Albion—Rogers & Kennebrook will be succeeded in the agricultural implement business Sept. 1 by Charles Sever, of Concord. Mr. Sever is also an experienced harnessmaker and will make and repair harnesses.

Petoskey—Wm. G. Kilborn and Wm. L. McManus, Jr., who have conducted business under the style of the Petoskey Mercantile Co., have dissolved partnership by mutual consent. The business is continued by Mr. Kilborn.

Three Rivers—Henry Hall has sold his drug stock to W. W. Munger, formerly of the retail drug house of Reburn & Munger, at Kalamazoo. Mr. Hall will devote his entire time to the growing of peppermint and the production of peppermint oil.

Houghton—The Hancock and Houghton butcher shops were closed Aug. 2c. The butchers were celebrating the day at the park at Section 16, Calumet, co-operating with the Calumet butchers in making the day a memorable one. There were about forty city butchers who assembled at the village hall here in the morning, where a parade was formed and marched to Hancock headed by the Quincy band. At Hancock two special street cars were boarded and the party taken to Calumet. The wholesale meat dealers were also represented.

Manufacturing Matters.

Petoskey—The Petoskey Paint Co. has been organized with a capital stock of \$20,000.

Detroit—The Detroit Red Brick Co. has increased its capital stock from \$20,000 to \$100,000.

Kalamazoo—The Kalamazoo Paper Box Co. has increased its capital stock from \$6,000 to \$18,000.

Greenville—The capital stock of the Moore Plow & Implement Co. has been increased from \$15,000 to \$25,000.

Mt. Pleasant—The Saginaw Milling Co. has placed its warehouse here in charge of J. C. Warner and will deal in grain, hay, straw and beans.

East Tawas—The Victoria Co., manufacturer of salt, sugar, chemicals and food products, is succeeded by the National Milling & Evaporating Co.

Traverse City—The Kelley Shingle Co. has purchased the retail yard of the W. E. Williams Lumber Co. and will continue the business at the same location.

Elk Rapids—The Elk Rapids Iron Co. has sold its stock of dry goods, clothing, furnishing goods, carpeting, crockery, glassware and wall paper to Lou Spring and H. S. Amerson, who will conduct the business under the style of Spring & Amerson. A new store building now in process of erection on River street will be occupied by the new concern as soon as completed.

Lowell—Geo. H. Force, of Loveland & Force, elevator operators and buyers and shippers of fruit and produce, has sold his half interest in the business to F. W. Hinyon, of Alto.

Owosso—The Laverock Screen Door Co. has been re-organized with a capital stock of \$10,000. Several of the leading business men of this place are interested in the enterprise.

Allegan—E. B. Born, wagon manufacturer, is preparing to close up his business interests here on account of age. He has been engaged in business here for the past forty years.

Manistee—The Manistee Flouring Co. will shortly begin the erection of a rye mill and will equip the same with the latest improved machinery. The mill will have a daily capacity of 50 barrels.

Ithaca—Sanford & Kinkerter are putting new machinery in the old cider mill near this place and will operate a jelly and drying factory. Apples, peaches and other seasonable fruits will be dried by the hot air process. About forty persons will be employed.

Evart—The new elevator of Davy & Co. is nearly completed. The building is 36x48 and 40 feet high and has a capacity of from 17,000 to 18,000 bushels of grain. The mill is completely equipped with all of the latest devices for the handling and storage of grain.

Pontiac—The Truscott Manufacturing Co. has filed articles of incorporation for the purpose of manufacturing Stuart's patent combination bench and step ladder and other wood and metal articles. The capital stock is \$5,000 and is owned as follows: F. J. Vanderwerp, 133 shares; Samuel Truscott, 133 shares; J. L. Marcero, 133 shares; E. H. Halsey, 1 share, and W. H. Marcero, 1 share.

Detroit—The Puritan Machine Co., Ltd., has been organized with a capital stock of \$30,000, much of which is represented by inventions for which patents have been or are to be applied for. The concern will manufacture and deal in devices for advertising, vending and other purposes. The officers are: Chairman, George Maitland; Vice-Chairman, Henry C. Hart; Secretary, Henry P. Hart; Treasurer, Albert Ives.

Linden—A. B. Armstrong and I. B. Hurd, of Lansing, visited Linden last week to interest local capital in a manufacturing project. Their plan is to put up \$10,000 themselves, with \$15,000 of local capital, a large portion of which has already been raised, join with the present proprietors of the Linden Wagon Co. and run the plant to its fullest capacity. The new firm will be known as the Linden Wagon and Manufacturing Co., Limited, capitalized at \$50,000.

The Boston Egg and Butter Market.

Boston, August 25—Receipts of butter this last week were very heavy, some 4,000 tubs more than during the corresponding week last year, and the market was dull and declining until the close of the week, and lighter receipts caused a slightly firmer feeling. The bulk of receipts went to the storehouse and there are now in storage over 50,000 tubs more than at the corresponding time last year. Best Northern creamery 20@20½c, the latter price for fancy assorted sizes; renovated, 17½c; ladle, 16@16½c.

Receipts of eggs have shown some signs of letting up and there is a firmer feeling in the egg market. Consumption continues very large and the quality is fine for the time of year. Canded Michigans and Indianas are selling at 20c. Uncanded goods sell all the way from 14½@18c.

Smith, McFarland Co.

The Boys Behind the Counter.

St. Joseph—Thomas C. Garrett, aged 27, met death by drowning Aug. 24, seven miles up St. Joseph River. Garrett was a drug clerk in a wholesale drug house, Chicago, and with a party of four companions came over Saturday night to camp for the week. The entire party was in a naphtha launch and they were choosing their site, when, in a burst of laughter, Garrett threw back his head, losing his balance, and dropped into deep water. The body was recovered in fifteen minutes, but too late to save his life.

Marquette—Charles Holiday has taken a position as clerk in the dry goods department of the McDougall Mercantile Co.'s store at Munising. He expects to move his family to that city from Marquette at an early date.

Mt. Pleasant—Martin Naumis, a clerk in Clark's hardware store, lighted a match a few days ago to look into an asphaltum can to see if it was empty. Gas had generated in the can and Martin now says that the difference between the eruption of Mount Pelee and this can of asphaltum was that the mountain gave a previous warning, but when the smoke cleared away in each instance the havoc was about the same, with the exception that he lived to tell the tale. He is minus eyebrows and lashes, some hair on the top of his head, and his forehead is blistered and burned.

Saugatuck—Morgan Edgcomb is now clerking for E. L. Leland & Co. Frank Stewart, of Allegan, who has been in the store for a long time, has resigned.

Allegan—H. A. Schall has resigned his position as pharmacist at Tripp's drug store and will go to Springport, where he has accepted the principalship of the village schools.

Kalkaska—A. Tyner Woolpert has resigned his position at E. M. Colson's drug store to take the principalship of the Rapid City school.

Allegan—W. G. Foster, of Grand Rapids, has secured the position of book-keeper for the Sherwood & Griswold Co., which Chas. Potts recently quitted.

Albion—Reed Carty, who has been employed in the hardware store of E. C. & O. H. Gale for about five and one-half years, has gone to Kalamazoo to take a position as salesman in the hardware store of Edwards & Chamberlain. He will be succeeded in the Gale store by Will Eggleston, who has been in the employ of George P. Griffin. George Hunt has taken a position in Griffin's hardware store.

Otsego—A. B. Tucker has been placed in charge of W. J. Old's grocery stock, and will continue the business for Mr. Olds, who is unable to give the business his personal attention.

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

Grain

Must Be Threshed

And you ought to prepare for the threshing season by annexing a stock of our supplies. We are jobbers in Pank Pumps, Suction Hose, Endless Thresher Belts, Automatic Injectors, Engine Trimmings, Etc. Send for our new catalogue and be in touch with what we carry.

Grand Rapids Supply Co.

20 Pearl St., Grand Rapids, Mich.

Grand Rapids Gossip

The local branch of Swift & Co., which has been conducted the past dozen years under the style of L. F. Swift & Co., will hereafter do business under the name of the Grand Rapids Beef Co.

J. C. Kelsey has engaged in the general merchandise business at Higbee. The dry goods were purchased of P. Stekete & Sons, the shoes of the Herold-Bertsch Shoe Co. and the groceries of the Lemon & Wheeler Company.

The Tradesman cordially welcomes the members of the Michigan Retail Grocers' Association to Grand Rapids on the occasion of their eighth convention and trusts that their meeting may prove to be both interesting and instructive and mark genuine progress in the work of organization among the retail trade.

Frank Jewell, Vice-President of the Clark-Jewell-Wells Co., asserts that there is no foundation for the report that his house will establish a branch at the Canadian Soo. He says M. J. Clark is purchasing real estate in and around the Soo, because he believes the investment to be a good one, but that a mercantile project in that vicinity has never even been considered.

Despite all the efforts of the Grand Rapids grocers to get the Holland grocers to cross bats with them on the occasion of their half holiday at Ottawa Beach to-morrow afternoon, they have finally given up the game in despair. They will, however, carry out the excursion as originally planned, leaving the Union station at 2 p. m. and returning at 8 o'clock in the evening. In case the crowd warrants it, another train will leave for the Beach one-half hour later. Fare for the round trip will be 50 cents. The net proceeds of the excursion will be turned over to the various charitable institutions of the city.

The Produce Market.

Apples—Duchess, \$2@2.75 per bbl.; Pound Royal, \$2.50; other harvest varieties, \$1.75; Sour Boughs (cooking), \$1.50.

Bananas—Prices range from \$1.25@1.75 per bunch, according to size. Jumbos, \$2.25 per bunch.

Beeswax—Dealers pay 25c for prime yellow stock.

Beets—60c per bu.
Blackberries—\$1@1.25 per 16 qts.
Butter—Fancy creamery is steady at 21c for fancy and 20c for choice. Dairy grades are about the same, commanding 16@17c for fancy, 14@15c for choice and 10@12c for packing stock.

Cabbage—Home grown command 40c per doz.
Carrots—60c per bu.
Cauliflower—\$1.25 per doz.
Celery—Home grown is in ample supply at 16c per doz.
Cucumbers—15c per doz. for hot house; 75c per bu. for garden grown.

Eggs—Receipts are liberal, considering the season of the year. Local dealers pay 14½@15½c for case count and 16@17c for candied. The market exhibits a tendency toward weakness, due to the inclination of cold storage operators to realize on their April eggs.

Egg Plant—\$1.25 per doz.
Green Onions—10c for Silver Skins.
Green Corn—10c per doz.
Green Peas—85c per bu. for Telephones and Champions of England.

Honey—White stock is in ample supply at 15@16c. Amber is in active demand at 13@14c and dark is in moderate demand at 10@11c.

Lemons—Californias, \$3.75@4; Messinas, \$4.25@4.75. Maioras and Verdellas, \$4.75.

Lettuce—Head commands 70c per bu. Leaf fetches 50c per bu.
Maple Sugar—10½c per lb.
Maple Syrup—\$1 per gal. for fancy.
Musk Melons—Gems, 50c per basket; Benton Harbor Rockyfords and Michigan Osage, \$1.25 per crate.
Onions—Home grown stock is in ample supply at 80@90c.
Oranges—California Valencias fetch \$5.50.

Parsley—25c per oz
Peaches—Early Michigans, 60@75c; Crane's Early (yellow), \$1@1.25; Early Crawford, \$1.25@1.40. Receipts are heavy, but not equal to the demand.

Pears—Sugar, \$1 per bu.; Flemish Beauties, \$1.10 per bu.
Peppers—75c per bu. for green.
Pieplant—2c per lb.

Plums—Burbanks, \$1.50 per bu.; Bradshaws and Blue Damsons, \$1.75 per bu.; Lombards, \$1.25 per bu.
Potatoes—New stock is in ample supply at 40c per bu.

Poultry—Prices are firm, owing to small receipts. Live pigeons are in moderate demand at 50@55c and squabs at \$1.20@1.25. Spring broilers, 10@11c; chickens, 8@9c; small hens, 7@8c; large hens, 6@7c; turkey hens, 10½@11½c; gobblers, 9@10c; white spring ducks, 8@9c.

Radishes—10c per doz.
Squash—Summer fetches 40c per basket.

Tomatoes—\$1.50 per bu.
Turnips—60c per bu.
Watermelons—Receipts of Indiana Sweethearts are large and quality is fine. Price ranges from 18@20c.
Wax Beans—65c per bu.
Whortleberries—\$1.25 per 16 qts.

Indications of an Interesting Convention.

Every indication points to a full and representative attendance at the eighth meeting of the Michigan Retail Grocers' Association, to be held in this city to-morrow. The morning and afternoon session will be held in the Board of Trade rooms. President Hopkins arrived from Ypsilanti at noon to-day to take up the preliminary work incident to the meeting. The programme, so far as it can be arranged in advance, will be as follows:

Thursday Morning.

1. Call to order.
2. Address of President.
3. Report of Secretary.
4. Report of Treasurer.
5. Reports of standing committees.
6. Announcement of special committees on President's address and resolutions.
7. Paper on "Co-operative Delivery" by B. W. Ferguson, Ypsilanti.
8. Paper on "Co-operative Ownership" by E. T. Keyes, Chicago.
9. Paper on "Eggs by Weight Instead of Count" by Frank E. Pickett, Wayland.

Thursday Afternoon.

1. Paper on "State vs. County or Township Licenses for County Peddlers" by Geo. F. Cook, Grove.
2. Paper on "How to Achieve Success as a Grocer" by Dell Mansfield, Remus.
3. Paper on "Practical Suggestions to Country Shippers of Butter and Eggs" by C. D. Crittenden, Grand Rapids.
4. Paper on "Effect of the New Oleo and Process Butter Law on Dairy Butter" by E. F. Dudley, Owosso.
5. Paper on "More Care in Handling Credits and Accounts" by L. J. Stevenson, Grand Rapids.
6. Reports of special committees.
7. Miscellaneous business.
8. Unfinished business.
9. Adjournment.

Thursday Evening.

Informal spread at the Livingston Hotel at 7 o'clock sharp, tendered the members of the Association and invited guests by the Michigan Tradesman, followed by brief responses on subjects pertinent to the grocery business.

About the best plan to stop the sale of liquor is to give it away.

The Grocery Market.

Sugar—The raw sugar market is quiet, with no change in price. Refiners were in the market for supplies at present prices, but offerings were very light and but few sales resulted. The refined market is very quiet, with only a moderate demand. There are, however, no indications of lower prices and with the heavy demand expected in September and part of October, prices if anything may improve.

Canned Goods—The canned goods market is quite active for this season, the most interest being centered in tomatoes. In Michigan the tomato situation is getting critical. Early in the season everything looked favorable for a large pack. The wet weather in June and July, together with the ravages of bugs and worms, changed the outlook considerably and reduced the acreage very much, in some sections by 50 per cent., and the cool weather we are now having is retarding the ripening of the fruit. Last year Michigan packers were running by Aug. 20, but up to the present time not a case has been packed and it does not look as though there would be any put up before September.

There is but one thing that will save the tomato crop and that is a hot September with late frosts. Not a packer in the State will make a price to-day for future delivery. The spot market has a somewhat firmer tendency, owing to the poor outlook for the new crop, but there is little demand for spot goods now. For corn the offerings were very light and prices are firmly held. In peas the situation remains unchanged, with fancy grades very difficult to obtain. Prices on all grades are very firmly held. There is still some demand for spot gallon apples, but they are so closely cleaned up as to be almost unobtainable. Small fruits continue in good demand, but the pack of most lines was very short and prices are too high to tempt buyers to make any very large purchases. The outlook for the peach crop in Michigan is good and packing will commence within a week or so. There is a fair demand for spot goods at previous prices. Salmon continues to move out well under a good consumptive demand. Prices are unchanged but are firmly held. Sardines are much stronger and show some advance on ¼ oils. It is reported that the pack will be short for both foreign and domestic sardines.

Dried Fruits—The dried fruit market is quiet, with only a moderate demand, as is usual at this time of the year, with the exception of prunes, for which there is a very good demand both for spot and future delivery. Spot stocks are light and are firmly held. It is practically sixty days yet before any new prunes can arrive on the market and present stocks are not believed to be more than necessary to last until this new crop arrives. Raisins are firmly held, with a strong tendency toward higher prices, especially on seeded. In apricots, the market is quiet, with very little demand for these goods. Peaches also continue in very light request. Dates are in very light supply and are very firmly held. There is an unusually active movement in this line for this season of the year. Figs are also very firmly held with fair demand for spot stock, but with a very light supply. There is a very good demand for figs in cartons, which are being offered quite freely this year, and we think that this style package will prove a great seller the same as the seeded raisin carton.

There is a good enquiry for evaporated apples, but there are very few evaporators running, owing to the crop being about two weeks late. After the first of September it is expected there will be plenty of stock offered and prices will probably decline in consequence.

Rice—Trade in rice continues moderate for this time of the year and sales were mostly for immediate wants, with no speculative interest noted. The trade in general prefer to buy moderately and will continue to do so, pending the increased movement of the new crop, which may, perhaps, lead to easier prices later on. Reports from the Southwest note favorable prospects for the new crop, both as to quantity and quality of the product.

Molasses and Syrups—Trade in general continues slow and sales are mostly of small lots for immediate needs. Prices were fully maintained and dealers were not anxious sellers, having but small supplies on hand, for which it is believed better prices can be obtained as the season progresses. On account of the strength of the corn market, corn syrup has advanced ½c per gallon and 3c per case.

Fish—Trade in fish continues good at unchanged prices. Both codfish and mackerel are in good demand and business is of a very satisfactory volume.

Rolled Oats—There is nothing new to say regarding the rolled oats market. Only a very few goods are offered and these are at unchanged prices.

Nuts—The market for nuts shows considerable strength, particularly in Taragona almonds, and business, while not brisk, is fairly active for the season. It is stated that the California almond crop this year is the largest ever raised and it is believed that prices will soon show some decline. Filberts are very firm and prices show some advance. Walnuts, Brazil nuts and pecans are also firm with a higher tendency. Peanuts are rather quiet with but light demand.

Organization Completed.

The Wm. Connor Clothing Co. has been completed by the election of the following directors: Wm. Connor, Wm. Alden Smith and M. C. Huggett, Grand Rapids; Frank Boonstra, Zeeland; Joseph Hoffman, Monroe. The officers of the corporation are as follows:

President—Wm. Connor.
Vice-President—Wm. Alden Smith.
Secretary and Treasurer—M. C. Huggett.

Geo. Post, who started as a lineman with the Michigan Telephone Co. sixteen years ago, and has had charge of the city construction and repair work of the company since 1893, has handed in his resignation, to take effect Sept. 1. He will remove to Los Angeles, where he expects to take charge of the construction work of the independent telephone system now being inaugurated there. Mr. Post has made an excellent record for himself in this community, having obtained and retained the confidence of the property owners of the city to a greater extent than any other employe of the Bell company. Instead of undertaking to accomplish his ends by the bulldozing methods usually employed by Bell employes, he has pursued altogether different lines, in consequence of which he could obtain concessions which no other Bell representative could secure.

The Grand Rapids Savings Bank has sold the W. C. Denison block on South Division street, now occupied by Geo. H. Wilmot, to Austin & Son. The consideration was \$8,500.

The New York Market

Special Features of the Grocery and Produce Trades.

Special Correspondence.

New York, Aug. 23—Speculation in the coffee market has been quite active during the week. Reports of frost have given strength to the situation and, upon the whole, the situation may be called rather firmer than at last report that is, the speculative situation. So far as actual business is concerned, there has been only an average demand for the article and both roasters and jobbers view the market with complacency. At the close No. 7 is quotable at 5 $\frac{3}{8}$ @5 $\frac{5}{8}$ c in an invoice way. Stocks at primary ports continue fairly large, about 59,000 bags coming in Friday. In store and afloat there are 2,184,000 bags, against 2,519,000 bags at the same time last year. Offerings of mild sorts are not large and there is little activity in the market. Good Cucuta is held at 8 $\frac{3}{4}$ c. East India coffees have been in rather better request during the past few days and quotations are firm.

The volume of business in sugar is just about what could be looked for at this time of year. Jobbers seem to be pretty well stocked and are able to fill orders of an average character with little delay. Some of the refineries are running behind in deliveries, but, upon the whole, there is not much procrastination.

Invoices of Foochow oolongs have sold as low as 11 $\frac{1}{2}$ c in bond and the whole market has been somewhat depressed this week. Orders have been few and these for small lots. Importers are hopeful, however, and see in the present situation only a midsummer dulness. Nobody cares much for tea in August and something better farther on is looked for with a good degree of confidence.

Supplies of rice are coming in rather faster than the demand warrants and the situation favors the buyer. New crop, fancy head, 6@6 $\frac{1}{2}$ c and this is certainly top. It does not seem likely that we shall have any higher prices and a decline will cause no surprise.

Pepper continues strongly held and the demand has been sufficiently active to keep the market well cleaned up. Aside from this, the run of business has been moderate, but there seems to be quite a strong undertone to prices.

The better sorts of centrifugal molasses are held by a very few parties and they are not anxious to part with stocks on the present basis. Prime molasses is worth from 23@30c. Fancy Ponce, 30@31c.

Syrups are firm and the demand is steady.

The week has been a fairly active one in canned goods. As time goes on it seems almost assured that the tomato pack will fall short, and yet this is an article which is most uncertain. Apples will be a good pack, as will beans, in New York State. Small fruits seem light. Peas are short.

While business in dried fruits has been, perhaps, all that could be expected, there is room for improvement and dealers are confident this will come. There has been quite an interest shown during the week in spot prunes, and the article closes firm, 40-50s in 25 pound boxes being quoted by some at 7 $\frac{3}{4}$ c. Possibly this is rather above the legitimate mark, but the tendency at the moment is upward. Other goods show no change in rates.

The better sorts of eggs are firm. The supply seems to be sufficient to meet requirements, but at the same time there appears to be no excess, and 20c is still the rate for best Western, "loss off." Fair to good, 19@19 $\frac{1}{2}$ c. At mark the range is from 14@17c for ungraded Ohio and Michigan up to 19c for fancy candled and graded stock.

Supplies of butter have increased to a point greater than the demand requires, resulting in a decline of another $\frac{1}{4}$ c. Not over 19c can be named for best Western creamery. Seconds to firsts, 16 $\frac{1}{2}$ @18 $\frac{1}{2}$ c; imitation creamery, 15 $\frac{1}{2}$ @17c; factory, 15@16 $\frac{1}{2}$ c.

The cheese market shows little, if

any, change. Small full cream is quotable at 10c, but this is certainly top. Supplies are not large and the undertone is, perhaps, a trifle firmer.

Beans are quiet. Choice marrow, \$2.22 $\frac{1}{2}$ @2.25; medium, \$2; pea, \$1.95 @1.97 $\frac{1}{2}$; red kidney, \$2.70.

Merchants Throughout the State Tired of Being Taxed.

From the Pontiac Post.

The fact that merchants all over Michigan are getting in line to discontinue the use of trading stamps has led the Post to make some investigations in the matter and see just how the use of trading stamps has operated to the disadvantage of those using them. The use of stamps in the larger cities has been confined to the smaller class of merchants, who hoped, by giving the customers something for nothing, or, rather, by giving the trading stamp companies a big slice of their profits, they would increase their trade permanently. The larger stores, like Joseph Hudson, of Detroit, and Marshall Field, of Chicago, and John Wanamaker, of New York, have refused to have anything to do with the plan and the smaller dealers in these places have come to realize that, while they were getting a small increase of trade, they were paying dear for it by helping the stamp companies to pile up money in the banks. It has been found that educating a community to get something for nothing is demoralizing to legitimate business and in the end the customers make the charge that they are paying more for goods where stamps are offered than where they are not.

The Post has found the latter state of facts to be true in at least one instance in this city. One well-known business firm which formerly had the stamp habit in Pontiac, but which discontinued it after a few weeks' trial, finds that the customer in the end pays for what the trading stamp companies charge for the petty premiums given out in exchange for stamps not more than one-quarter of which are ever redeemed. "It is so in our case," said this Pontiac man, when questioned by the Post. "We are selling a certain article at 14 cents per pound which is sold by our competitor at 15 cents. He gets the extra cent for his goods and the customer gets the stamps and thinks he is getting a bargain, when in reality he is paying dear for his whistle."

The trading stamp proposition has acted as blackmail in many instances. Merchants have been approached by the smooth trading stamp man, who said, "If you don't take my stamps I will give them to your competitor." Many have been scared into taking them and, as a result, right here in Pontiac many merchants are taking up with a proposition which is getting the laugh wherever presented in many of Michigan's best towns. Just as long as the practice continues the merchant will give away that share of his profits which rightfully belongs to his customer if to any one, rather than to the stamp man who does nothing to aid the town but stay on the outside and furnish the stamps. The stamp companies take everything away and leave nothing in return.

The trading stamp proposition, plainly stated, resolves itself into this: If all the merchants go into the practice, not one cent's worth of benefit can come to any one, because the profits will go to the stamp companies rather than any one else.

F. M. C. COFFEES

are always

Fresh Roasted

Things We Sell

Iron pipe, brass rod, steam fittings, electric fixtures, lead pipe, brass wire, steam boilers, gas fixtures, brass pipe, brass tubing, water heaters, mantels, nicked pipe, brass in sheet, hot air furnaces, fire place goods.

Weatherly & Pulte
Grand Rapids, Mich.

We don't MAKE the egg market, but we keep the run of conditions affecting it and give our correspondents the benefit of our facilities and experience as a commission house.

Est. 1849. LAMSON & CO.,
13 Blackstone St., Boston, Mass.

Bicycle Dealers

Who have not already received our

1902 Catalogue
No. 6

pertaining to
Bicycles
and Bicycle
Supplies
should ask
for it. Mailed
free on
request. We
sell to
dealers only.



ADAMS & HART

12 W. Bridge St., Grand Rapids, Mich.

Buyers' Excursion

To Grand Rapids, Michigan

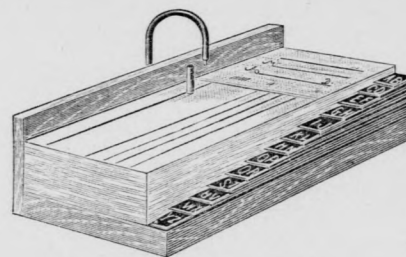
From August 25th to September 10th Inclusive

Our Holiday display is now ready for inspection. The line is more complete and better selected than ever before, comprising many new and attractive novelties at popular prices.

It will be to your interest to examine our line before placing your order. Our representatives, Mr. G. Van Sledright, P. Lubach, P. Quartel and G. J. Haan, will be present to welcome their friends.

Grand Rapids Stationery Co.

Wholesale Stationers and Paper Dealers, 29 North Ionia St.
Grand Rapids, Michigan



Account Files

DIFFERENT STYLES

VARIOUS SIZES

We are the Oldest and Largest Manufacturers.

The Simple Account File Co., 500 Whittlesey Street, Fremont, Ohio

15 Cents a Month

For lighting Residences, Stores, Churches, Halls, Streets, Etc., with our

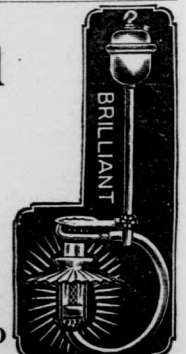
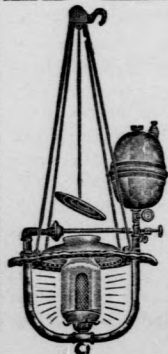
BRILLIANT

Or 30 cents a month per light with our

HALO GASOLINE LAMPS

A 15-foot room can be lighted by one Brilliant or a 40-foot hall by one Halo Lamp. Every lamp guaranteed. Agents wanted everywhere.

BRILLIANT GAS LAMP CO., 42 State Street, Chicago



STORE RULES.

Good Set to Adopt in Your Establishment.

1. Keep your eye on the front door. Customers should be waited on promptly and pleasantly.
2. Wait on children as politely as you do on grown people. They are our future customers.
3. Salesmen, when disengaged, will take position near the front door, instead of the back. Customers do not come in at the rear.
4. Don't stand outside the front door when at leisure. It is an excellent notice to competitors that trade is dull.
5. Salesmen are paid for waiting on customers, and are not expected to turn them over to the boys or new men who are learning the business, while they busy themselves arranging or putting away goods.
6. Don't take a customer away from another salesman until he is through with him.
7. Don't turn a customer over to another clerk, if possible to avoid it, except for the dinner hour.
8. Go for business in every direction; in the store or out of it; wherever you see a chance to make a sale, work for it with all your might. Rustle!
9. Salesmen should sell at marked prices. Do not go to office for a cut price. It always makes trouble.
10. At retail the dozen price is to be allowed only when the customer takes half a dozen of each kind, or more, less than half dozen, in all cases, to be at price for each.
11. Sorting up a line of goods allowed to make the quantity, the highest dozen price of the lot to be charged, when half a dozen or more are bought.
12. Clerks or other dealers are to be charged regular retail prices. If the houses they work for buy the goods for them it is a different matter.
13. Don't send a customer upstairs or down by himself.
14. Salesmen will avoid the responsibility of trusting customers whose credit is unknown to them by referring all such cases to the manager. Extending credit without authority makes the salesmen responsible for the amount.
15. In opening a new account get the business and postoffice address of the customer correctly.
16. Never show a price list to a customer; it confuses him.
17. Salesmen are expected to sell the goods we have, not the goods we have not.
18. Salesmen are responsible for their mistakes and any expense attending their correction.
19. Always charge goods first in the day book. Make out the bill from the charge in the book. Make this an invariable rule.
20. If you have a charge to make, enter it before waiting on another customer; your memory is apt to be defective and the sale forgotten before it is entered.
21. All cash bills over \$5 enter in your cash book.
22. Make your charges accurate in detail or description by number, size, etc. By so doing, it facilitates correction, in case of a dispute with the customer.
23. Close entry books after making entry. Valuable information may be gained by competitors.
24. Clerk receiving change from the desk will count the same and see if correct before handing to the customer.

- Always hand the cash memorandum with the money to the cashier.
25. If you know of an improvement of any kind, suggest it at once to the manager; it will be impartially considered.
 26. Keep retail stock full and complete on the shelves, so as to avoid detaining customers. Notify each man in charge of a division when you find anything short in it.
 27. Always put the stock in order when through waiting on customers.
 28. Each clerk is expected to see that his department is kept clean and in perfect order.
 29. In arranging goods, put the smallest on the front; when the same size, cheapest to the front.
 30. Use the early part of the day and the last hour before closing in sorting and straightening up.
 31. Prices are not to be cut. Report every cut price by other firms to the manager after the customer is gone, unless he is a well-known and regular customer, in which case report at once.
 32. Do not smoke during business hours, in or about the store.
 33. Employees are requested to wear their coats in the store. It is not pleasant for a lady to have a gentleman waiting on her in his shirt sleeves, or with his hat on.
 34. Employees are expected to be on hand promptly at the hour of opening.
 35. Employees will remain until the hour of closing, unless excused by the manager.
 36. The company will ask of you as little work after regular hours as possible. When demanded by the necessities of business, a willing and hearty response will be appreciated.
 37. If an employe desires to buy anything from stock, he must buy it of the manager; in no case take anything without doing so.
 38. In purchasing for individual use around town, under no circumstances use the name of the company as a means to buy cheaper.
 39. Employes pay for whatever they damage; they are placed on their honor to report and pay for it.
 40. Employes using bicycles will keep them in the cellar or in the back yard; they must not be left where they will cause inconvenience.
 41. Conversation with the book-keeper, or the cashier, except on business, interferes materially with the work. Do not forget this.
 42. Watch the ends of stock, make as few as possible, and always work them off first, to keep the stock clean.
 43. Keep mum about our business. Always have a good word to say for it, and never say it is dull. Keep your eyes and ears open about your competitors.
- Learn This By Heart.**
Towards customers be more than reasonably obliging; be invariably polite and attentive, whether they be courteous or exacting, without any regard to their looks or condition, unless, indeed, you be more obliging and serviceable to the humble and ignorant.
- The more self-forgetting you are, and the more acceptable you are to whomsoever your customer may be, the better you are as a salesman. It is your highest duty to be acceptable to all.
- Cultivate the habit of doing everything rapidly; do thoroughly what you undertake, and do not undertake more than you can do well.
- Serve buyers in their turn. If you can serve two at once, very well; but do

- not let the first one wait for the second.
- In your first minute with a customer you give him an impression, not of yourself, but of the house, which is likely to determine, not whether he buys of you, but whether he becomes a buyer of the house or a talker against it.
- If you are indifferent, he will detect it before you sell him, and his impression is made before you have uttered a word. At the outset, you have to guess what grade of goods he wants, high priced or low priced. If you do not guess correctly, be quick to discover your error, and right yourself instantly; it is impertinent to insist upon your showing goods not wanted. It is delicately polite to get what is wanted adroitly on the slightest hint.
- Do not try to change a buyer's choice, except to this extent: Always use your knowledge of goods to his advantage, if he wavers or indicates a desire for advice. The worst blunder that you can make is to indicate in a supercilious manner that you keep better goods than he asks for.
- Show goods freely to all customers; be as serviceable as you can to all, whether buyers or not.
- Good breeding is the result of much good sense, some good nature, and a little self-denial for the sake of others.—
Chesterfield.

Superiority of the Infant Bee.
When one thinks that any bee that walks out of its cradle, pale, perhaps, but perfect, knows at once all that is to be known of the life and duties of a bee, complicated as they are, and comprising the knowledge of an architect, a wax modeler, a nurse, a lady's maid, a housekeeper, a tourist agency and a field marshal, and then compares that vast knowledge with the human baby, who is looked upon as a genius if it gurgles "Goo-goo" and tries to gouge its mother's eye out with its finger, one realizes that the boasted superiority of the human brain depends largely on human vanity.

Carrying It to Excess.
"Frisbie is an exceedingly polite man," said Cumso.
"He carries politeness too far," replied Cawker.
"I did not think that was possible."
"Well, I've known him to remove his hat when talking over the telephone to a lady."

Why Not Try

L. O. SNEDECOR & SON,
Egg Receivers, 36 Harrison St., N. Y.
Est. 1865. Reference N. Y. Nat. Ex. Bank.

We Are State Agents

for the Cosmopolitan Light Co., manufacturers of Gas Mantles, and carry a complete stock of artistic goods of the latest pattern.

Gas Mantles	WE SELL at Whole- sale	Shades Globes Chimneys Fancy and Plain
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Fixtures and Portables

We solicit your patronage, knowing that we can be of economical service in furnishing lighting supplies of many merits. Let us hear from you and our representative will call. Ask for Catalogues and Price Lists.

Perfection Lighting Co., 17 South Division St.
Both Phones 2090. Long Distance. Grand Rapids, Mich.
C. C. WILMOT, Manager

Smith, McFarland Co.
Produce Commission Merchants

Boston is the best market for Michigan and Indiana eggs. We want carlots or less. Liberal advances, highest prices, prompt returns. All eggs sold case count.

69 and 71 Clinton St., Boston, Mass.
References—Fourth National Bank and Commercial Agencies.

ROOFING

H. M. R. brand Asphalt Torpedo Gravel Ready Roofing is in demand. It insures the best to be had. Write for samples and prices.

H. M. REYNOLDS ROOFING CO.
GRAND RAPIDS, MICH.



Devoted to the Best Interests of Business Men

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

One Dollar a Year, Payable in Advance.

Advertising Rates on Application.

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

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

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

E. A. STOWE, EDITOR.

WEDNESDAY, - - AUGUST 27, 1902.

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 August 20, 1902, 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 twenty-third day of August, 1902.

Henry B. Fairchild,

Notary Public in and for Kent County, Mich.

GENERAL TRADE REVIEW.

In the Wall Street markets the summer dulness which seemed to be in evidence a few days ago was of short duration. The current week has been characterized by unusual activity and many stocks have scored material advances. Movements have been sufficiently erratic to show the hand of operators, but the advance would not have been possible had it not been for almost universally favoring conditions. The money market has resumed its normal tone and it is not thought any demand for crop moving will cause undue tightening. The accumulation of gold in the Treasury makes another high record of \$568,597,942. That this does not mean an accumulation of what should be in circulation will be understood when it is remembered that certificates and currency much beyond this amount are secured by it. The free gold in the Treasury amounts to \$60,500,000.

In domestic trade there is an unusual activity for the season notwithstanding the interruption of the strike and the retarding influence of excessive high prices for many products. Jobbers and dealers are anxious to place large orders for future delivery; any hesitation is on the part of manufacturers in view of prices of materials. There was never a time in the history of the country when orders were placed for such a quantity of advance business.

Crop reports are favorable as to the gross amounts, but fears are expressed in regard to conditions in several important localities. The weather is watched with unusual anxiety, as the next few days will have a great bearing on the situation in northern localities. In the Southwest conditions are fairly assured.

Excessive cost of materials and fuel has significance in manufactures. In iron the lack of coke is causing the banking of many fires, but this does not

affect the output of manufactured products for the lack is being made up by imports. Then in hides each week brings a new high record in the Chicago market, making the outlook unfavorable for factories having contracts for long deliveries ahead.

The great naval war game concluded Sunday morning looks very much like comic opera on a large scale. The attacking fleet apparently did nothing but stay well out at sea for several days and then run in toward the Salem harbor early in the morning, when there would be daylight enough to discover it at quite a distance. There were other nights when the weather was more favorable to stealthy approach, but they were not improved. Then there was a high sounding talk about surrender and Admiral Higginson said: "Keep your sword, sir. I would not accept the sword from so gallant a foe." That ought to be set to music and in rag time at that. There is a widespread suspicion that Capt. Pillsbury's fleet could have stolen in had it really been diligent and desirous. There is reason to mistrust that the programme was cut and dried beforehand and that the defenders knew when and where to look. Perhaps it was all planned for the purpose of reassuring those timid New Englanders who live along the Atlantic coast. It may have been just to reassure them and give them courage. Just what good the naval service has attained by these maneuvers perhaps the experts can tell. It may be urged they might as well be doing that as nothing, but the general public must be pardoned for suspecting that the plan was built on comedy lines where the end is known from the beginning.

West Virginia University seems to have a lecturer this summer quarter who believes in practicing what he preaches. The theme of his series of lectures is teetotalism, but teetotalism not as applied to spirituous or malt liquors, but to food, and to illustrate his points the lecturer is fasting during the whole period of thirty days which are to be taken up by his discourses, the only aliment he allows himself being boiled and filtered river water. The dispatches say that the students do not take kindly to his theories, and neither do the boarding-house keepers, who see a direct threat, if not an actual blow, against their industry. Whether this twentieth century Elijah will succeed in bringing any of his listeners to his way of thinking and acting is questionable, but unthinking people who may be located elsewhere than in the wilderness of West Virginia will be asking whether or no one lecturer has not hidden a tame raven or two in his quarters. Boiled and filtered water is an absolute necessity in the sweltering days of summer, but even the learned atmosphere of a university requires something more solid wherewith to keep body and soul from dissolving partnership.

Some of the soldiers of the American army in the Philippines, mostly colored men, have taken unto themselves native wives. When their terms of service ended these men, in several instances, attempted to return to this country, leaving their consorts to shift for themselves. Gen. Chaffee has promptly shut down on such practices by denying transportation to them. In other instances returning soldiers have gladly and proudly brought their Filipino wives along with them. It is said they are not half bad looking.

THE AMERICAN TRADE BALANCES.

The financial writers in this country are taking up the much-mooted matter of the great trade balance which has for some years past been reported to be standing in Europe to the credit of the merchants, bankers and capitalists of the United States.

The soundest of our financiers have now become satisfied that there has been more or less juggling with the alleged balance, and that it is by no means as great as it is represented to be, but they believe that the world's finances, through the great output of the precious metals, are in so sound a condition that there is small danger of a panic. The contention concerning the alleged balance is, briefly, that the exports of the products and manufactures of the United States, since 1896, have apparently exceeded the imports by an annual sum of some five hundred million dollars. Many theories have been advanced as to why the money represented by these large balances has not been brought to this country, particularly when it is known that gold has been shipped to Europe from here and large sums have been borrowed by Americans abroad. One of these theories is that American debtors have been paying foreign debts. The evidence of such payment, it is claimed, is the return to the United States of securities held in foreign countries. Another disposition of these proceeds of the trade balance is, it is claimed, the investment of American capital abroad, either in loans to foreign governments or in enterprises in foreign countries.

Of course, if there were facts on which to found these claims, no one can dispute that payment of debts and new foreign investments might easily absorb a trade balance, however enormous. But when the sum involved is so large, it would seem that, if this were the true solution of the mystery, facts would not be hard to discover. That there are foreign debts to pay is probable, but that these have been paid is more difficult to establish. There are those who claim that, so far from extinguishing American indebtedness abroad, it is being increased. Bradford Rhodes, in the Bankers' Magazine for August, says on the subject:

It may be laid down as an axiom that the products and manufactures which have gone out of the United States during the past six years would not have been taken by foreign nations unless they had something to give for them. This something must have been either cash or goods or debt. If cash alone had been available, it would have taken nearly all the gold in the banks of the world outside of the United States to have paid the balance.

The uncertainty and the mystery which overhang the disposition and effect of these foreign balances on the prosperity of the United States ought, if possible, to be removed. The business world is entitled to accurate information as to the bearing of all these phenomena. It seems impossible that the country can be growing poorer, when year by year it has been producing and selling half a billion dollars more than it received in exchange. On the other hand, the investment of capital has become so cosmopolitan that it is extremely difficult to separate the financial affairs of one country from those of another.

The commercial interdependence of all civilized nations is so great that it has become extremely difficult to distinguish between domestic and foreign capital. Doubtless there is some truth in the statements made on either side. It is probable that indebtedness has been paid as held by some authorities, and also that new indebtedness has been

incurred. Enterprise means new debt, and prosperity involves enterprise. Whether debts have been wiped out or not, whether the belief in continued prosperity is well or ill founded, if it be true that foreign capital is borrowed instead of domestic capital lent, this fact proves that the faith of the commercial world in future prosperity is yet strong.

The Rand-McNally Bankers' Monthly does not credit the statement as to the mighty amounts of American money stored up in Europe, neither does it believe that the Americans are heavily increasing their foreign indebtedness, and in no event does it anticipate any early financial disturbance. It thus presents the situation:

It is interesting to note that less than two years ago the United States was boasting of their substantial credit balance abroad, and at the same time supplying with ease London's demands upon the gold resources of the country. That gold exports to Europe this season will reach large proportions there remains not the shadow of a doubt, but bankers will not venture an opinion as to the extent of the movement. They appear confident, however, that this country will be able to satisfy Europe's demand without causing a ripple on the surface of the money situation. They point to the restoration of peace in South Africa as the most important factor in the situation, as it means that \$100,000,000 a year will be added to the gold supplies of the world through the resumption of work in the mines in South Africa. A banker makes the statement that this country and Alaska will produce during the current year more than \$100,000,000 gold. He places Alaska's production at \$25,000,000, and this country's output between \$75,000,000 and \$80,000,000. In this connection it is interesting to note that from 1873 to 1895 the production of gold in the United States averaged about \$34,000,000 a year. This is less than was produced between 1860 and 1872, the average over that period being less than \$45,000,000 a year. The most remarkable gain, however, has been within the last five or six years. In 1895 the output aggregated \$46,610,000; in 1896, \$53,088,000; in 1897, \$57,363,000; in 1898, \$64,463,000. The production within the past three years has been in the neighborhood of \$75,000,000 a year.

There is nothing to excite apprehension in the situation. On the contrary, there is much that is reassuring. There is no likelihood of any war in Europe. All the prospects are for a continuance of peace. The American agricultural crops of all sorts may be said to be assured by this time, and the prospects are excellent. The only thing that could happen seriously to change the situation would be excessive speculation, but the bottom never drops out until some check to the general prosperity shall occur. This is not to be expected until a year or two more shall have passed. Possibly some reverse may be expected in 1905. But there is too much prosperity now for an early crash. This prosperity will continue a couple of years longer before the bottom can drop out.

The people of Spain are wondering if their young King is crazy. Since Alfonso cut loose from his mother's apron strings he has done all sorts of ridiculous things. He appears to be totally lacking in dignity and entirely without respect for anything save his own personal inclinations, which he indulges in the most eccentric ways. The Spanish people have suffered much in recent years from the incompetence of their rulers. They had hoped for a change for the better with the accession of Alfonso, and they will be deeply disappointed if his youthful indiscretions are not speedily corrected.

THE SIDE SHOW BARKER.

He May Point a Moral and Adorn a Tale.

Written for the Tradesman.

The barker who stands outside of a tent and punctuates his remarks to the crowd by hitting a bass drum occasionally with one hand, while he makes gestures with the other, represents to me the highest type of successful advertising. To the thousands of intelligent merchants whom it is my pleasure to address through the columns of the Tradesman occasionally, I hasten to say that I do not mean that they should forthwith procure a bass drum and a stovepipe hat and stand out in front of their places of business and emulate his example to the letter. They might attract the crowd all right, but I doubt if the business would be benefited or the results lasting.

The side show man, however, has recognized the two great elements of successful advertising—catching the public's attention and then having something worth while to say. The bass drum does the first. The barker's oily tongue and ready wit provide the last. If every time the merchant who reads this, when he considers an advertising proposition or sits down to write advertising copy, would stop and consider the barker and his methods, the writer would feel repaid in the knowledge that he had done so and the merchant would be much better repaid by his advertising.

While the principles the barker follows are good to apply to any business, his method, as I have said, would not serve to advertise any other business than his own. In consequence, we can study him all the more disinterestedly, endeavoring to discover those things that we can apply to our own business. The people to whom the show man caters, the mood and mind in which he finds them and the goods he has to offer for sale are all distinctly different from those the merchant must attract and the stock in trade to which he must draw attention. Yet he proceeds on lines exactly like those the merchant must follow if he would succeed in advertising.

The crowd to whom the side show barker appeals for business is shifting. Some will say at first thought that this is not true of the merchant's trade. Yet there is not a merchant who has been long in business but will admit that the public which buys at stores is fickle. One may not have to appeal to a different audience every day and every hour as the side show barker does. But the merchant must keep pounding on the drum if he would command the attention of the same people day after day and, like the side show barker, he must have something to say. Just as the crowd in front of the grimy tent is constantly changing so the public to whom the merchant caters is shifting. One crowd is made up of changing faces and the other of changing minds. That is the only difference in this regard.

The side show barker realizes that nothing succeeds like success. He gets a crowd about him and begins to talk. He sees someone on the outer fringe begin to waver and he hits the drum a resounding whack. What holds the man who was wavering and attracts the attention of the man wearily kicking up the dust a hundred feet away? The side show man knows that as long as people are coming the people about him will not leave. Mark you, the first thing he does is to get his crowd.

Having gathered the crowd about him he makes his "spiel." Does he pause and calmly remark something like this: "This is Prof. Fakum's side show. Everybody welcome."

Not much. He tells the crowd what he has to offer—not in generalities, but calling things by their names. He does not forget to speak well of the things he has to offer. He is not one of your "John Jones, Groceries and Provisions, give us a call" kind of advertisers. He has been to some expense for the drum and to some labor pounding it in order to get the public ear, and, having got the public ear, he pours into it a tale that he thinks would be likely to attract business and cause a depletion of the yellow tickets in front of him.

Another thing: He tells the people the price. Did you ever notice that, you "fine line of percale" advertisers? He lets the public know what it will cost to "git in." He not only tells the public what it will see inside, but what it will cost to see it. He knows the young man with the wilted collar, bearing upon his arm the weary but happy damsel, is not going to take any chances until he knows just what the great and wonderful exhibition in the tented arena is going to cost him. When the barker in his peroration announces that ten cents, one dime, the tenth part of a dollar admits to this mammoth, moral and multiplex amusement attraction he walks boldly up and deposits his two dimes with the air of a man who intends to give the girl a good time if it costs him eighty cents. It all serves to illustrate the wisdom of letting the public know, approximately at least, the price of the goods you have to offer.

You will observe that the barker also describes the contents of his tent. He does not merely tell you that it is the greatest show on earth, although he is careful to mention that fact also. But he also tells you how much the fat lady weighs, what the snake charmer does and how much coal the fire-eater consumes in a week at \$10 per ton. That serves somewhat to arouse your curiosity, if it does nothing else. You become anxious to penetrate the interior of the tent and see if the living advertisement is giving it to you straight or not.

There is another extremely valuable lesson the advertiser may draw from the side show barker and that is the lesson of stick-to-it-iveness. The barker does not make one appeal to the crowd and then lay off for the rest of the day. He keeps everlastingly at it in hopes of catching some newcomer or clinching some oldcomer who is almost persuaded.

Advertising is like medicine—you never know just how much it will take for a particular case. Some people are pulled in very quickly by the barker, with others it takes time. In trade you will find that the customer who requires the hardest pull is often the best customer. He buys carefully and critically. He seldom comes back with a complaint, because he knows what he is doing. If he is satisfied he is likely to stick by you and prove a valuable customer. The very fact that he is hard to win proves that he is not chasing every will-o-the-wisp and that he is a customer worth going after.

There is always an exception that proves a rule. There is one thing about the side show barker that no merchant should emulate. The barker is not particular whether he as much inside his tent or not. The merchant should see that everything he advertises is inside

his tent. The side show barker is a nomad. He is here to-day and to-night he folds his tent like the Arab and silently steals away at 3 a. m. on a freight. The merchant should build for to-morrow. He should endeavor to please the people he coaxes into his store with his bass drum and logic.

Let us not despise the barker of the side show. His show may be a fake, his fat lady mostly pillows, his snake charmer a charmer of stingless reptiles and his bearded woman a man in a wrapper, but he teaches us with his bass drum to do these things:

Compel public attention.

Have something to say.

Make known our wares.

Make known our prices.

Keep everlastingly at it.

Charles Frederick.

Retailer's View of a Hardware Jobber Who Retail.*

The subject that I am about to discuss is one that we ought to give more attention to than we have in the past. It is one that is injuring us more than we fully realize, and it is about time that the retail dealers of Michigan should have a little enthusiasm injected into them on this subject. I know of a number of instances where our jobbers have sold direct to the consumer and some of them customers of our dealers. A woman of our town stated to me personally that she went to Detroit and purchased her hardware for a house she was building of a certain jobber in Detroit. The specifications of these lock-trimmings were prepared by a certain dealer of our town. The jobber figured on the bill and received the order and the goods were shipped to her direct. None of the dealers received a commission on this bill of goods that was sold. What do you think of that? It is only one of a number of like cases that have come to my knowledge. How many of the same occurrences are going on every day which we know nothing about?

Just last week one of our hardware dealers came to me and wanted to know where a certain contractor was buying his hardware trimmings for the houses he was building. I stated that he was not buying at our store, but that I knew where he had been buying some. On one occasion I happened into one of the houses he was building and one of the carpenters opened a box of hardware coming from a certain house in Detroit, with lock sets and other trimmings for the inside finish of the house, together with saws, hammers, bits, etc., for the men who were working for him. This same jobber was selling to five of the six dealers and possibly all of them, but I know of five, and at the same time selling direct to contractors. My impression of a jobber who does that and claims to do nothing but a jobbing business is that he has not as much principle as the worst three-card monte player in the profession of crooks. This same contractor will buy nails and get his tin work from us because he knows he can not get tin work out of the city and the nails are sold so close there is nothing in it. He is one of those foxy fellows who does not want anyone to make a profit on him, and to think of a jobber catering to that kind of trade instead of him saying to this contractor, "You have six good retail dealers who carry a large stock and you can get anything you want in that line. They are all good citizens and taxpayers who help contribute to the support of your town, where you are depending for your support and trade. I think it is your duty to purchase your goods at home, unless they want unreasonable prices. You know everyone is entitled to a fair margin and I think that is all they ask."

My opinion is that, if the jobber would talk to the contractor or others in the way I have stated, it would show them how small they are and they would also discover that they could not purchase

*Paper read at annual convention of the Michigan Retail Hardware Dealers' Association by B. F. Schumacher, of Ann Arbor.

goods from the jobber. I am sorry to say that this is not the case, but just the reverse. In the first place, the jobber is to blame to allow it at all, because just as soon as they sell to one he is encouraged, comes again and probably has few friends whom he puts next to the deal. If the jobber would place signs in different departments of his place of business and state positively that he does not do any retail business and will not cater to the same, I think it would have a great effect and every retail dealer in the State would feel like standing by the kind of a jobber who advocates these principles. Some of these jobbers put me in mind of saloonkeepers who are not supposed to sell on Sunday, but the side door is always, as a rule, open to trade, so the jobber's side door to the consumer is open to business. To make it short, they are doing a little retail business on the side.

Here is another evil that I have run up against and I think it is rapidly growing from what I can learn: A few days ago I was at Brighton visiting. While there a young man working on the place wanted to know what he could purchase a Winchester shotgun for, as I was talking to him about it last fall. I gave him a price and finally he said that a friend of his who was employed by the Michigan Drug Co., of Detroit, was visiting there and said he could get him one at cost as they had exchange accounts with one of the hardware dealers there. I said, "Are you sure?" "Oh, yes, I got some cartridges from him a short time ago and saved 20 per cent." He also remarked that he could get most anything he wanted in the hardware line. Now this seems small, but there are two hardware dealers in that village and the jobbing houses are robbing them from the trade they are entitled to. I want to impress this upon you so that you will get aroused and look up this evil. It is one that needs your attention and action, as I know it is taking away a great deal of trade that belongs to the retailer.

If all the clerks of the Michigan Drug Co. can supply all their friends with hardware at cost, it certainly will cut an awful figure in the retail trade. I was at Cleveland a few weeks ago and visited several of the jobbing houses. Some of them run retail stores independent of the jobbing department and a different set of men have charge of this particular branch. They charge regular retail prices for their goods, and I do not see how we can prevent this. But I found one jobbing house there that positively refused to do any retail business whatsoever. If we could have a jobbing house in the State of Michigan which would conduct a wholesale business on these principles, I think it would have the almost unanimous support of the retailers of the State. Gentlemen, it is up to you to take some action in regard to this matter and it certainly ought to be thoroughly investigated so that we can adopt some plan to protect ourselves from this evil that is continually cutting into our legitimate trade.

No Trouble to Help Search.

A woman stopped at a cloth counter in one of the large department stores recently and asked to be shown some dress patterns suitable for early autumn wear. The salesman began on the lowest row of shelved compartments and pulled out and opened box after box until the counter on either side of him was piled as high as his head with goods. Three times he climbed a ladder to the upper rows and staggered down under a weight of box patterns until, when the woman took a survey of the shelves, but two patterns remained unopened. Then she said, very sweetly:

"I don't think I'll buy any to-day. I'm sorry to have troubled you; but you see I only came in to look for a friend."

"No trouble whatever, madame," he replied politely. "Indeed, if you think your friend is in either of the remaining two boxes, I don't mind opening them, too."

Success first makes the name—after which the name makes more success.

Clothing

Sell \$15 to \$25 Suits Instead of \$10 to \$15 Suits.

There are no figures obtainable as to the percentage of clothing business which is done below \$15, but undoubtedly a good deal over one-half of the business is on the cheaper grades of garments. For instance, even this season, with all the prosperity, the bulk of the clothing which is selling is from \$15 down, and yet every man in the business in touch with the situation knows that never before were made so many high-grade garments, and suits selling for \$18, \$20, \$22, \$25 and \$28 are more numerous than ever before. The question that we want to ask is, would it not be to the retailers' advantage to try to sell higher grades of clothing?

The most successful clothing houses have been the ones that have adopted the idea of establishing a standard of merit or of value and not attempting to do business on account of price. Take the most successful houses in any line of business, and the names are familiar to all, such as Tiffany, Huyler, Gorham, etc., etc. To bring it right home in the clothing business we all know the leading houses that are conspicuously successful are the firms that have improved their product and gotten more money for it. These concerns give better value to-day, quality considered, than was ever before turned out in the clothing trade. Suppose it costs the customer to get the retailer to handle and the manufacturer to produce it more money, the merit of the goods pays for it ten times over. The increased cost to all has been but slight, compared to the increased wear or value which the wearer of the clothing gets from the standard lines manufactured to-day by these conspicuous concerns. The point that we wish to make is that it is better to pay the clothing manufacturer a couple of dollars more on a garment and get a better made garment than it is to try and get something cheaper or not as good as last season, but at a lower price. If there ever was a time when the trade could get a price for clothing it is now, and the salesmen in all the retail stores should be instructed to talk better clothing and to show the best goods first and to try and point out to the wearer that he gets more for his money than ever, and that it is not wise to try to save a couple of dollars and take something that is cheaper. The thing that holds the trade to-day is to give satisfaction. There is nothing that gives so much satisfaction as honest, well-made clothing; 50 cents more put into the cost to produce a coat, 25 cents into a better fabric, will give the wearer many times the added cost in worth. The retailer can not have an overstock of "Satisfaction." It pays a big dividend.

From the information we get the whole tendency and tone of the trade for the spring of 1903 are to do business along the lines we have suggested. The mills have improved their fabrics, and the clothing manufacturer has improved his product—more so than ever before. It is safe to say that any retailer who examines a standard make of clothing to-day could rip apart the garments and he would find that they had put money into their making or fabrication. It is not as it used to be, something that would look well and appear to be what it was not, but to-day it is to give a man something that, when he owns it, he will find is better than what he last pur-

chased. To do this the article has got to have intrinsic merit. This is what the most successful clothing manufacturers and what the best mills in the country have realized, and what they show in their products. This trading upward tendency is conspicuously noticeable and it is the policy which has made the retail names of Brooks, Brokaw, Perry, Saks, Lytton and Rouss famous, and made fortunes for their owners. Not to try and give Nothing for Something, but to sell Something at a profit. People are willing to pay a profit for Something.—Apparel Gazette.

When the Trolley Comes to Town.

What then—when the trolley comes? "It will ruin our business," runneth the jeremiad of the mossbacks. "Our trade will all go to other towns and cities. We will be forced into bankruptcy. We won't last a month—that is what will happen when the trolley comes to town."

Possibly these antediluvian individuals are correct in their prediction as far as themselves are concerned.

The man who has not the spirit of progress in him will make no progress. The dried-in-the-dust merchant, the man who is not flexible enough in his mental make-up to adapt himself to new conditions and take advantage of them, is pretty apt to be crushed.

He who has not the strength and agility to take a flying leap into the car of progress as it rushes his way must be thrown under the wheels.

Many are the "fittest" in this beautiful land of ours, but the man who does not train in their class will not turn out a survivor.

The man who is afraid he can not hold his trade when the trolley comes to

Ellsworth & Thayer M'n'f'g Co.
Milwaukee, Wis.



Manufacturers of
Great Western Fur and Fur Lined Cloth Coats
The Good-Fit, Don't-Rip Kind.
We want agent in every town. Catalogue and full particulars on application.
B. B. DOWNARD, General Salesman.

"Correct Clothes" In Detroit

Just as a reminder to you when you visit the City of the Straits we'd like to have you bear in mind that the COMPLETE LINE of H. Bros.' "Correct Clothes" is carried at our salesroom

131 Jefferson Avenue

just a few doors from our old location, and where we'll be very glad to see you and "show you 'round."

We honestly believe we are to-day turning out the best made, best fitting, best appearing clothes for men on the market—that we can give you better sellers and better money-makers than any manufacturers in the business. Come and see.

Heavenrich Bros.

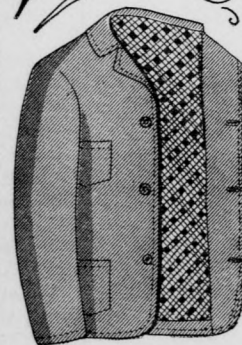
Corner Van Buren and Franklin Streets,

Chicago

Detroit Office, 131 Jefferson Avenue

LOOK TO VALUES

WHEN YOU BUY COVERT COATS



LOOK at the best coats made and you will find them in our line.

LOOK at the material; the best No. 1 Palmer coverts. We use them for their wearing qualities.

LOOK at the linings and workmanship

LOOK at the fit every time.

LOOK at our sizes and see if they are not full and true to size.

LOOK to the interest of your customer, and see that he gets good values so that he will come to you again.

We make these goods in our factories and will be pleased to receive a sample order and test the truth of our statements.

THE
IDEAL CLOTHING CO.
38 & 40 LOUIS ST.
61-63 MARKET ST. GRAND RAPIDS, MICH.

town is very likely to be the one who is unable to hold it under present conditions. An electric railroad is the best thing that can possibly strike a town, no matter with what other places it may connect, provided the right attitude is assumed. If the merchants do not wake up, if they need awakening, if the city fathers do not seek to make the place as attractive as possible, if it is not already so, the results will be just opposite what they should be. That will not be the fault of the trolley.

Do you know that the trolley, in its ultimate development, is going to prove the salvation of the masses, as well as the destruction of the slow-going asses?

It is hardly necessary to go into details if you have thought about the matter at all in a broad-minded way. The trolley will bring people to your town who have scarcely heard of it heretofore. It is going to induce people to take up their residence there who will be able to continue business at the same old stand.

The trolley will ultimately relieve the congestion in the large cities by offering means of livelihood in the smaller towns and cities incident upon the location there of industries which have hitherto been confined to the greater centers of population. This will mean not only the influx of new inhabitants, but will enable the towns on the route of the beneficent trolley to keep their people at home and provide lucrative employment for them.

All these and many other things will happen when the trolley comes to town. The unprogressive, careless storekeeper will suffer. He always does under such circumstances. It will undoubtedly eliminate him. Well, we can spare him, and will do so right gladly. The man who is up to the times, sells reliable goods at reasonable prices, has attentive clerks, understands the seductive influence of a well-arranged window display, and knows how to advertise—this man has nothing to fear, but everything to gain, when the trolley comes.

When it does come, it will depend entirely on yourself whether it shall "break thee or everlastingly make thee."—Apparel Gazette.

Store Management in Small Towns.

The strenuous efforts which are made by clothiers in the small towns to get business might well be studied by their brethren in larger places. These "Reubens," as they are playfully called by city folks with limited experience, are absolutely restless in their efforts, and they are constantly scheming for new ways to get customers. Competition is very keen and keeps local dealers con-

stantly on the qui vive. One dealer will exercise all his ingenuity in the concoction of newspaper advertising, or he will go in very heavily for circulars, which are distributed broadcast through the county. Another scheme is nailing signboards to trees along the roads. This method is familiar to all who have traveled or lived in rural places. If anyone thinks that storekeeping in a quiet little country town is peaceful and restful, he is mistaken, that is, if the business is a success. There may be now and then in midsummer some drowsy days, but as a rule they are very wide awake at all times and in all seasons—that is when they are successful.

The farmer working in the field and his help are not free from the drummer of the ubiquitous clothing merchant. He loads up a light wagon with circulars and drives out of town into the farming districts. Presently the man of coats and trousers will get out of his buggy and cross the fields and introduce himself by means of his circular to the farmer and the chances are will get him interested. We have heard of drumming in all sorts of places, but drumming a man at work on the farm is certainly the limit, and yet it is actually being done. We have heard of cases in Connecticut towns where the shrewd Yankees would try to steal marches on each other in this matter of getting a rig out into the country to drum the farmers for their trade.

Another scheme which is being adopted in country towns by the clothing-furnishing people to prevent stagnation is the giving of entertainments on the public squares. These are very easily put together and gotten up. A good phonograph and a complement of records will start the business. The merchant gives a concert in one place one night and in some nearby place another night, until he has done the county. These phonographs and records are comparatively inexpensive. The entertainments are well attended and give a great deal of innocent amusement and incidentally spread the fame of the merchant. In conjunction with the phonographic part of the entertainment will be a megaphone act.

Between selections someone with a good voice will mount the platform and sound the praises of the store and its goods. He will describe attractions and quote prices. The crowd waits while he speaks, because they want to hear the next selection. If the announcer is a man of a little wit he can throw into his proclamations some good-natured and humorous remarks which will tend largely to increase the enjoyment of the occasion and lead to better attendance at subsequent affairs.

Is it not better

to buy where you have an opportunity to compare different lines and select the class of goods best adapted to your trade?

You have this opportunity in our wholesale store, and the success of our business bears evidence of the satisfaction the merchants find in dealing with us.

WE PAY YOUR EXPENSES.

William Connor Co.
Wholesale Clothing

28-30 S. Ionia St., Grand Rapids, Mich.

The Peerless Manufacturing Company

Men's Furnishers

Solicit your order on their justly celebrated
Pants, Shirts, Corduroy and Mackinaw Coats.

Also

Dealers in Underwear, Sweaters, Hosiery, Gloves
and Mitts.

31 and 33 Larned Street East, Detroit, Mich.
Sample Room 28 South Ionia Street, Grand Rapids, Mich.

A Fortune in a Pocket

The Vineberg's Patent Pocket Pants Co. are actually making a fortune out of their Patent Pocket, which was invented and patented by Mr. L. Vineberg. It is the only practical pocket from which no valuables can fall out and is proof against pickpockets.

They have started a large factory and are manufacturing pants fitted with these pockets and are selling them in every city in the State. If their representative does not call upon you write for samples.

Vineberg's Patent Pocket Pants Co.
Detroit, Mich.



PAN-AMERICAN GUARANTEED CLOTHING

Men's Suits and Overcoats \$3.75 to \$15.00

\$5.50
\$7.50
\$8.50
lines are extra swell

Is a sure thing for all the time. It has a record—six seasons of phenomenal success—the greatest selling and money making line of clothing in the American market. You don't have to worry about being "caught with the goods" when you have Pan-American Guaranteed Clothing. Salesman or samples—which will we send?

MANUFACTURED BY **WILE BROS. & WEILL** BUFFALO N.Y.

DETROIT OFFICE - 19 KAUTER BLDG. M.J. BOGAN IN CHARGE

Shoes and Rubbers

Why Shoe Jobbers Should Sell Hosiery and Underwear.

A retailer was recently heard asking a well-known wholesaler of New York City why the house did not carry hosiery and knit underwear so as to be able to supply such retailers as desired to handle it in connection with shoes. He said he had just been up to Cammeyer's and noticed that they were making a specialty on such wear, and then he went up to Smith's retail shoe store on 125th street and again found that hosiery was a strong element of trade there. He said that he did not care to open an account with a wholesale dry goods house, but that if the shoe wholesaler would carry a stock of hosiery he would make up a good order at once, and perhaps he would consider underwear. He also said that he could not see any great difference between such a proposition and the manner in which lines are handled by the department stores. It is well to notice that department stores are at present being intalled in comparatively small towns, and also that most of them carry a stock of shoes, and not only that but they cut into the retailer pretty badly because they demand a smaller per cent. advance on first cost than retailers who carry no other goods than shoes could possibly consider.

If department stores are to cut into the shoe retailer, should not the shoe wholesaler assist the shoe retailer to hold his own against the department stores so long as department stores ignore (in most instances) the wholesale shoe dealers, and buy directly from shoe manufacturers? When retail shoe men have begun to see the benefit that they would probably reap from selling other lines of goods that are as appropriate as those above mentioned and they urge the wholesalers who have hitherto not given such an undertaking much consideration, it will probably serve to awaken the wholesalers to a realization that there are new developments along their line about to be opened up.

This subject was approached in these pages but a few weeks ago but up to that time it was the thoughts of the writer only, therefore much satisfaction was resultant from a similar proposition coming as it did in this instance from a prominent retail shoe dealer. It was noticed that a large shoe retail house in Albany, N. Y., had a fine exhibit of hosiery in the large front display windows, and the writer was informed that the innovations had been met with approval by all their customers and some of them remarked that, now such goods were carried, the only wonder is that it was not done earlier."

There probably will never be a more opportune time for wholesalers to offer such goods as those mentioned to retailers than the present when so many of them are taking advantage of the reduced rates offered by railroads on excursion trains. Although department stores somewhat resemble the small country cross-road stores, in that they sell everything from a shovel to tooth-picks, yet they are popular among customers, and the sooner shoe retailers decide that it is well for them to adopt some of the methods that have served the department stores so well, the better for them. There can be no good reason why shoes should be the only article handled by either wholesaler or retailer. Times have changed, and with the changes also come new methods and many of them of a character so dissim-

ilar to that which was considered the only correct way a few years ago that oldtimers can scarcely reconcile themselves to present demands. The least that the up-to-date wholesaler can do in this matter is to get the opinion of some of his best retail customers on the subject and find out if they desire to add such lines as we have mentioned to that of shoes.

If a sufficient number of them signify their desire, then it is time for the wholesaler to rise to the occasion and fill some of their shelves with the goods.

What a fine opportunity it would make for a wholesaler to spring on the public in his advertisements, "Blank & Blank, the well-known boot and shoe wholesalers, hereby notify their customers, and the public in general, that they will in future carry in stock a full line of men's and women's hosiery and knit underwear. Prices will be as low as can be found anywhere for first-class goods."

It would make a stir among the trade, and mark the word, it will soon materialize.—Boot and Shoe Recorder.

Recent Changes Among Indiana Merchants.

Wolf Lake (near)—Elmer C. Pinchon has removed his grocery stock to Ormas.

Augusta—J. A. McCord has purchased the grocery stock of Fred Risley. Boswell—The Boswell Millinery & Bazaar Co. succeeds Mrs. George Pettye & Co. in the millinery business.

Duff—C. H. Osborn has sold his general stock to C. E. Baker.

Dugger—A. E. Anderson has taken a partner in his flouring mill business under the style of A. E. Anderson & Co. Freelandville—S. C. Meyers, butcher, has sold out to Robt. Schluessler.

Huntingburg—The style of Wm. Roettger & Co., manufacturers of wagons, has been changed to the Huntingburg Wagon Works.

Kreps—John F. Haecker has sold his general merchandise stock and discontinued business.

Liberal—E. & T. Tableman have purchased the general merchandise stock of H. J. Mann.

Logansport—D. W. Powlen is succeeded in the grocery business by Fohrer & Smith.

Oaktown—Jesse V. Wolf, butcher, is succeeded by G. M. Funk.

Paoli—Braxton Bros., mercantile dealers, have dissolved partnership. The business is continued by F. H. Braxton.

Patoka—White & Wilburn is the new style under which the general merchandise business of F. A. White is continued.

Poseyville—Chas. Hudspeth, confectioner, has sold out to W. M. Reynolds.

Russiaville—J. L. Woody & Sons continue the agricultural implement business of J. L. Woody.

Shipsheanna—Sesline & Powell continue the implement and buggy business of Weaver & Powell.

West Lebanon—McFarlan & Losch have purchased the elevator business of W. Samuel & Co.

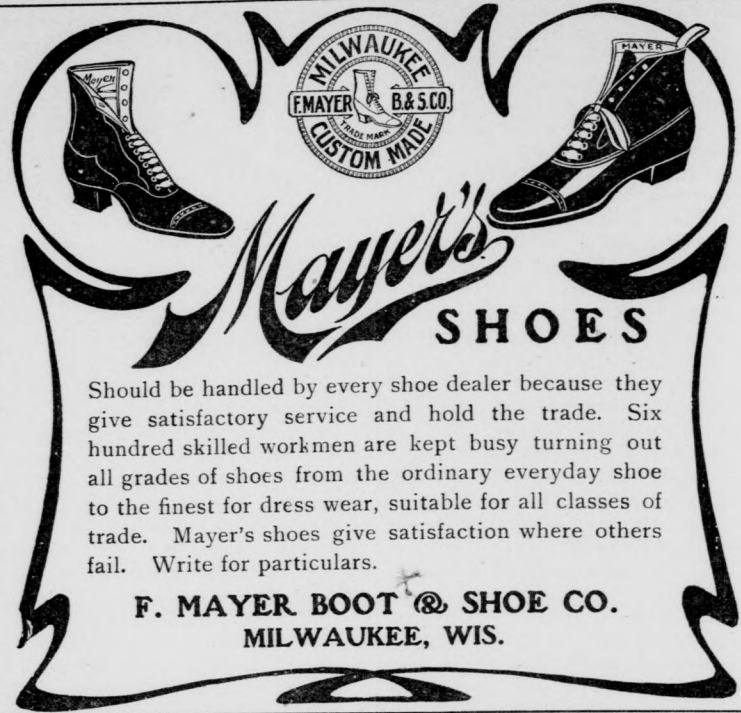
Trouble For the Maid.

The two young men reached the door at the same time.

"Is Miss Walsingham in?" they asked.

The maid looked at them and shook her head disconsolately.

"She's in to wan av ye an' out to the other," she said at last; "but the two av ye comin' together has got me so tangled I'm blest if I know which is which. But come right in, both av ye an' I'll ask her to come down an' pick you out."



Mayer's SHOES

Should be handled by every shoe dealer because they give satisfactory service and hold the trade. Six hundred skilled workmen are kept busy turning out all grades of shoes from the ordinary everyday shoe to the finest for dress wear, suitable for all classes of trade. Mayer's shoes give satisfaction where others fail. Write for particulars.

F. MAYER BOOT & SHOE CO.
MILWAUKEE, WIS.



STAR LINE

CHILD'S CORDOVAN

You Do Not Have to Worry

When you sell a pair of our Star Shoes to a boy or our Ideal Calf or Cordovan Shoes to a girl you know you have sold a pair of shoes that will stand the stress of very hard wear.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Cheap as Dirt, Almost

50,000

DUPLICATE ORDER SLIPS

Only 25 Cents per Thousand

Half original, half duplicate, or all original as desired.
Larger quantities proportionately cheaper.

THE SIMPLE ACCOUNT FILE CO.

500 Whittlesey St., Fremont, Ohio

Beef Trust Responsible For Advance in Leather.

The burning question in the shoe trade to-day is the price of sole leather. Soles have gone up half a cent per pair since the first of the month and an advance of another half-cent per pair is threatened by the cut-sole men within a few days. One of the leading firms of the city decided this morning to advance the price the additional half-cent. Soles advanced a cent in the month of July, even with business at a low ebb, and when prices hold firm during the dull season they are bound to go up when the rush sets in.

The beef trust is responsible for the situation that is upsetting the plans of the shoe manufacturers, and causes the shoe trade of the city, although in a brisk and otherwise satisfactory condition, to be largely a hand-to-mouth business with few orders ahead and not much stock on hand. The beef trust, which controls the beef supply of the country, also controls the hide supply, as the high duty on hides leaves the tanners practically at the mercy of the great packing companies. Hides that cost the tanners 7½ cents a pound in 1894, now cost them 15 cents per pound, while the price of tanned hides has only gone up to 35 cents from 22 in 1894. Soles have advanced in price so that soles that cost 16 cents per pair in 1894, to-day are worth 21 cents.

Tanners, cut-sole men and manufacturers are all buying light, hoping that the market will break, but so far the tendency is the other way. The inevitable result will be an advance in the price of shoes either by "skinning" the shoe or advancing them a grade. The shoe business has fallen into a rut on the matter of prices, making shoes to fit certain fixed prices instead of fixing prices to fit the shoes, and it appears to be almost impossible to break loose from this old and injurious custom. As the profit on a pair of shoes sometimes does not exceed 2 or 3 cents, when the cost is increased by a cent a pair in a single item of the raw material, manufacturers must get around the advance in raw material or suffer. Upper leather is also high and scarce, and India skins are especially hard to get.

Some manufacturers are attempting to dodge the increase in the price of soles asked by cut-sole dealers, by buying the leather and cutting it up in their own factories. A few firms are doing this successfully, but most of them give it up after a brief trial.

A leading cut-sole dealer of this city was seen and said that manufacturers could just as sensibly buy the hides and begin tanning the leather. "The sole leather business is an industry of itself," he said. "If a shoe manufacturer made all styles and grades of shoes he might cut his soles and make it pay, but no shoe manufacturer in this country does that. Shoe manufacturers make but very few of the things that enter into a shoe. They decide the style and shape and the material they put into a shoe, and buy the material ready to their hand. Few manufacturers cut out all their own tips, back straps, tongues, innersoles, outsoles, heels, or taps, or top lifts, as they find it cheaper to buy these things from firms that make a specialty of each particular part. We cut over thirty grades of soles, and the same side of leather gives more grades than any one manufacturer can use in his business. We are putting the price up just as little as we can and protect ourselves. If we can not sell our soles

at the advance we ask, we will not sell them at all, and would counsel manufacturers to go and do likewise."—Lynn Item.

Youngster With the Real Stuff in Him.

He was a neat little chap with big brown eyes and rather a pale, sad face to give them prominence. He wore his blue gray uniform with a dignity that was rather unusual for a boy of his years. His earnest manner gave further proof that he took himself seriously.

"There's a youngster with the real stuff in him," thought I, as I relieved him of the parcel he was to deliver to me. Like a flash he had out his book and pencil and, in a tone almost of command, he said: "Receipt, please!"

"I had a desire to quiz him a little. 'Never mind. I have the parcel so I'm satisfied.'"

"'Gainst the rules, sir! Sorry, but I'll have to take the goods back unless you receipt," was his prompt reply.

"Well, if you feel that way about it, I guess I'd better conform to the rules," I remarked, as I attached my signature to the book. "By the way, aren't you rather young to be at work? You ought to be at school."

"I know, sir, I'm only fifteen, but father died, and I'm the only one that mother has to depend on." I detected a note of sadness in his voice. "But I'm through the grammar school and I study at home. When I get my next raise I'm going to night school."

"Did you ever get a raise?"

"Yes, sir, last month."

"Do you think you deserved it?"

"I don't know, sir, but I think I've always done my duty."

"What do you mean by doing your duty?"

"Tending strictly to business from the minute I get to the store until the gong rings at 6."

"Ever come late?"

"Never!" he remarked with emphasis.

My question evidently suggested an idea, for he pulled out a big, old fashioned silver watch—one that his father had worn before him, no doubt—and said, rather anxiously: "I'm afraid you will have to excuse me, sir, but I must hurry back to the store."

"Why, what will happen if you stay out long?"

"Nothing will happen, but I don't want the superintendent to think I am loafing."

"Never mind that. I know the superintendent. I'll phone him that I held you up. Let me ask you a few more questions. You see, I may want to hire a young man like you for office boy."

"You can't hire me for an office boy!"

"Why not? Isn't that better than being a cash boy?"

"Maybe there's more money in it, but you don't learn anything and can't work up."

"Well, have you learned anything in the few months that you have been in the store?"

"I should snicker!—excuse me, sir! I didn't mean that!" He seemed rather mortified at this involuntary escape of slang. "I can tell you where every article in the store is kept and I know the name of every clerk, too!" he remarked with pride.

"What's your ambition? What would you like to work up to?"

"I want to go as high as I can," was the prompt reply.

"But don't you think it will take a long time before you amount to anything?"

"I won't let it take any longer than I can possibly help. Some boys work up faster than others," and he gave me a knowing look.

"Do you know how they do it, young man?"

"Of course! It's easy! If you are honest, always do as you are told, keep eyes open and watch your chances, you'll get there all right!"

"I think you'll get there."

"Hope so, sir! Good-by."

There is always something coming to us that we should like to see side-tracked.

Men's Work Shoes



Snedicor & Hathaway Line

No. 743. Kangaroo Calf. Bal. Bellow's Tongue. ½ D. S. Standard Screw. \$1.75. Carried in sizes 6 to 12.

Geo. H. Reeder & Co.
Grand Rapids

We would be pleased to have every shoe merchant in the State carefully inspect and compare our

"Custom Made Shoes"

with any they may be handling. The season is fast approaching when such a line as ours will meet the demands of those who are looking for a

FIRST CLASS WORKING SHOE

Waldron, Alderton & Melze,

A postal card to us will bring the line to you. Saginaw, Michigan

If You Want the Best Buy Hoods

No better rubbers made. No better fitting rubbers sold. No better money makers to be had. Mail us your orders or drop us a card and our salesman will call. We have a big stock and are headquarters for Michigan, Ohio and Indiana.

The L. A. Dudley Rubber Co.

Battle Creek, Mich.

When you see a tough old customer come into your store for a pair of shoes, one that you know to be particularly hard on shoes, just put a pair of

Our Hard Pan

shoes on him. He won't come back kicking, for there are no shoes made that will come up to Our Hard Pan for wear. Made by

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—The tone of the market for heavy brown sheetings and drills has been a little easy, although the prices have not been changed up to present writing and no transactions of any special interest have taken place. Ducks are steady but without much business. Brown osnaburgs are dull and easy. Bleached cottons show somewhat better business, although there is little life to it. Wide sheetings and cotton flannels show no change. In coarse colored cottons, denims and tickings are reported as irregular. Plaids, chevots and other lines are steady and quiet.

Prints and Ginghams—There is some business being transacted in printed calicoes and sales are reported as about the average. The jobbers are reordering in fair quantities and show an improvement over the previous week's business. The tone of the market is steady and stocks in first hands are in pretty good shape. Printed flannelettes are in good request. The principal makes are firm, being sold well ahead. Percales show a moderate number of orders at previously quoted prices and fine printed fabrics for next spring are selling in fairly good shape. Staple and dress style gingham are hard to find and prices are firm. Domets are well paid up.

Wool Dress Goods—The market has been devoid of particular developments during the past week. The market is in the midst of one of the slowest periods of the year—a between hay and grass period. Opportunities for extensive business on the part of the piece goods manufacturer are lacking on both fall and spring goods. It is a waiting period in all directions. Goods manufacturers, jobbers, cutters up and retailers are all awaiting further developments, seeking further light, etc. Under such circumstances it is little wonder that the dress goods market as at present situated is dull and languorous, lacking in feature. The jobbing trade is still laboring with the spectre of uncertainty and is sufficiently under its spell to prohibit it from placing supplementary fall business in a decided, confident way. The attitude of the jobbing trade as a whole, from the outset of the season, has been one of strict conservatism and in many instances the buying has savored of timidity. In some sections of the country jobbers bought fall goods with greater confidence and independence of spirit than in

others, the Western factor probably being the most confidently constituted. While jobbers are reported to have secured a very fair run of orders from retailers of an initial character on fall goods, it is a well-recognized fact that the retail trade has made its selections on conservative lines. As a consequence, the jobber has not done much in the way of placing supplementary business, somewhat to the concern of the dress goods manufacturer. The idea has gained lodgment in some minds that the reason jobbers have failed to get down at least a good average run of duplicate fall orders during the past several weeks is easily found in the fact that manufacturers have found it necessary, in a number of instances, to advance the price of their product something like 5 per cent. over the opening figures. It is possible that there is some little basis for this belief, but there is better reason to believe that the principal delaying factor can be traced to the feeling of uncertainty that envelops the buyer in regard to the character and volume of his duplicate requirements.

Underwear—Duplicate fall business has shown an increase in activity and improved developments are looked for in the heavyweight lines each day. Nearly all descriptions of fall underwear are now being bought, and as a matter of fact they are absorbing the interest of the buyers more than spring lines just at the present time. Reports from various parts of the country in regard to retail stocks show almost conclusively that the retailer's stocks are exceedingly low on winter weights and that there is every indication of the jobbers having underbought for the season; consequently there is good reason for this increased activity. They are evidently realizing this, which accounts for the increased business on some lines of goods. There seems to be little doubt that there will be a considerable scarcity and there will be buyers who are obliged to hunt for anything desirable and take whatever substitutes may be offered and naturally pay any price the agents are inclined to ask.

Hosiery—Hosiery agents have secured a fair business for the new season, although they grumble at this, as it is not up to what they expected. It must be remembered, however, that buyers bought in exceedingly large quantities before the end of their lightweight season and very likely there were some pretty good stocks carried over. Many of these, referring of course to fancies, may not be altogether desirable styles, but the chances are that buying will be good before long. In fact, this week

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buyers seem to be operating on a better basis than in previous weeks. Prices are firm on practically all lines. There is reported here and there some irregularity, but nothing of great consequence, and it has had no effect on the general market. Naturally there are all sorts of reports on the market in regard to prices and stocks, but investigation shows that irregularity amounts to very little.

Carpets—An active business is reported in all quarters, with enough business in hand to last for a period extending from one month up to the end of the season. Prices continue strong, but with no decided advance over a week ago. Jobbers are hungry for goods and are willing to give a reasonable price for them on quick deliveries. With the situation as it is, however, very little of this kind of business can be done and those who are looking for weavers to fill their orders must wait their turn before they can expect a delivery of the goods. In Philadelphia and its immediate vicinity the carpet manufacturers are in a very peculiar condition, and they report that the situation of the general manufacturing industry of the country is much the same. A scarcity of help of all kinds is the general cry and has been for some time. The three-quarter goods mills seem to be the most affected, but a number of the rug and art square makers are quite seriously affected also. The weavers in most of the three-quarter mills as well as in the rug mills, found to a large extent employment elsewhere during the several months the strike was in progress and they have not seen fit to return to their old duties, now that a settlement has been made. As a result, some of the three-quarter mills are running not more than two-thirds of their looms in consequence of which they are seriously hampered in not turning out their orders in quantities agreed upon at the first of the season. It appears that the ingrain mills have furnished employment for a good many of the striking weavers. Not only is there a scarcity of weavers in the manufacturing districts, but small help are as badly needed. As the result of a scarcity of help many of the jobbers and dealers will only be partly satisfied, regarding their aggregate business. This, naturally enough, will make the market at the end of the present season in a much better position as to left-over stocks, which at present it is believed will be unusually small. Manufacturers can then go in at the beginning next season with more confidence as to the amount of business that will be placed than in past seasons. Jobbers are fast getting into position for the big business they expect before long. Some good business is being taken now by the traveling men, and some consumers have already made their appearance in the market in quest of fall supplies.

Men's Clothes and Nationality.
From the Tailor and Cutter.

There is no mistaking the American when he wears the clothes he brought with him. He almost always wears a jacket of the lounge type, which somehow seems cut with the special object of making him appear to have very round and uncommonly fat shoulders. The jacket hangs away at the waist and this, together with his singular fondness for straw hats, which, both in shape and texture, suggest the idea of a carving from a corn cob, gives a dumpiness to the figure which is still further accentuated by the closeness of the fit in the trouser legs. The Frenchman favors fancy vests of wonderful elaboration. He wears a

frack coat with short skirts and is fond of a lot of trimming on the collar and lapel. The coat grips at the waist like a belt, and the skirt springs out like an infant crinoline over the baggiest part of his very baggy trousers, which, by the way, come in suddenly at the foot and look not unlike knickerbockers which have been left growing too long and have reached to the ankle instead of to the knee. His hat is usually a silk one, but it is flat-brimmed and of a pyramidal shape such as is traditionally supposed to have been once worn by Welsh women and Irish gentlemen of the Kyre Daly and Hardress Cregan period. He also wears an extraordinarily ample black silk tie, which of itself would be a sufficiently distinguishing feature.

The Germans are more bulky as regards physique than most of the Continentals, and carry themselves with an uprightness which suggests military training. They are broad of shoulder and deep of chest, and they favor the morning coat suit which English tailors, if they are wise, recommend to those of their customers who are stoutly made. The cut of their clothes follows English lines; in fact, were it not for the prevalence of Prussian blue as the dominant color of the material, it would be difficult to say in what respect any decided marks of distinction could be found.

The Danes and Swedes are fond of blue cloth and in most of their suits the evidence of real good, old-fashioned tailoring is noticeable. Their garments appear to be mostly hand-sewn, and although the cutting in most cases is indifferent, it is easy to understand, when looking at the garments, how it is that so many of the West End workshops, especially in the ladies' trades, employ workmen who learned their tailoring in Denmark and the adjacent peninsula.

The Lord Came Down.

Oh, long and dark the stairs I trod
With stumbling feet to find my God,
Gaining a foothold bit by bit,
Then slipping back and losing it,
Never progressing, striving still,
With weakening grasp and fainting will,
Bleeding to climb to God, while he
Serenely smiled, unnoting me.
Then came a certain time when I
Loosened my hold and fell thereby.
Down to the lowest step my fall,
As if I had not climbed at all,
And while I lay despairing there
I heard a footfall on the stair,
In the same path where I, dismayed,
Faltered and fell and lay afraid,
And lo! when hope had ceased to be
My God came down the stairs to me.
Theodosia Garrison.

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BARLOW BROS., GRAND RAPIDS, MICH.

Hardware

My Faults in Business as Seen by Others.*

Every person has an individuality peculiar to himself. It is born in him, and upon that individuality or personality largely depends his success in life.

Early training and environment are largely responsible for success or failure. "Faults in business" may be considered from three standpoints: From the standpoint of the customer, from the standpoint of the jobber and from that of the competitor.

"Faults in business," as viewed by the customer, is to us the most important and needs the greatest consideration, because it is upon the customer that our success depends, for without customers there can be no business. The good book teaches that there is no one without sin, so there are none without faults.

Faults in business, faults in society, faults in home life, faults in church, faults everywhere. What the successful merchant would deem essential for the welfare of his business might be considered a fault by his customers. To insist upon a prompt settlement of accounts is considered by some of my customers to be one of my greatest faults. Yet the merchant who does not keep his accounts well collected can hardly expect to be successful in business. The methods employed in handling accounts and the tact displayed in collecting them determine largely whether the prompt collection of them is a fault or otherwise. To the reasonable and intelligent customer they would not be considered a fault. Those customers who would consider them to be faults to my mind would not be worthy of credit. The successful merchant should conduct his business in such a manner as to please all classes so far as it is consistent with good business rules and common sense.

Be social and friendly. I am aware that sometimes my customers feel that I lack in sociability and friendliness. To be sociable and friendly should be our constant practice. Although we may feel oppressed by the cares of business, family or social affairs, although we may be worried over our inability to meet the bills about to become due, yet we must meet our customers with a pleasant smile and with a warm handshake and show them and make them feel that we are interested in their welfare. To some, this is a natural gift; it is, indeed, their personality. Fortunate is he who has been endowed with a genial and sociable disposition.

With those of us who have not been thus favored it should be our constant aim to cultivate this faculty, and at all times to be friendly and sociable with our customers.

I feel that one of my principal faults as seen by my customers, and, I think, a fault peculiar to many others, is that of lack of order and method. When a child, it was my ambition to become a merchant. Many times has my father, when upbraiding me for this fault, said that he feared I would never become a successful merchant, because, he would say, "You will never be able to find anything. Your goods will be scattered hit and miss all over the store." I often think of this whenever a corner becomes neglected and goods get out of place and dust and dirt accumulate. This fault I realize is quite apparent to

*Paper read at annual convention Michigan Retail Hardware Dealers' Association by J. H. Whitney, of Merrill.

many of my customers. That my store is not always as neat and tidy as it should be, that the goods are apt to become disarranged, that the window displays are not changed often enough; that the newspaper advertisement sometimes becomes stale and moldy; that the samples on the boxes sometimes become disarranged and not always replaced; that the cutlery is not always displayed as it should be; that the silverware is not always polished; that the stoves are not always properly blackened; that orders are not always filled as promptly as they should be; that repair jobs are sometimes neglected; that statements are not always sent out as promptly as they should be; that collections are sadly neglected. These are a few of my many faults that I think are observed by my customers.

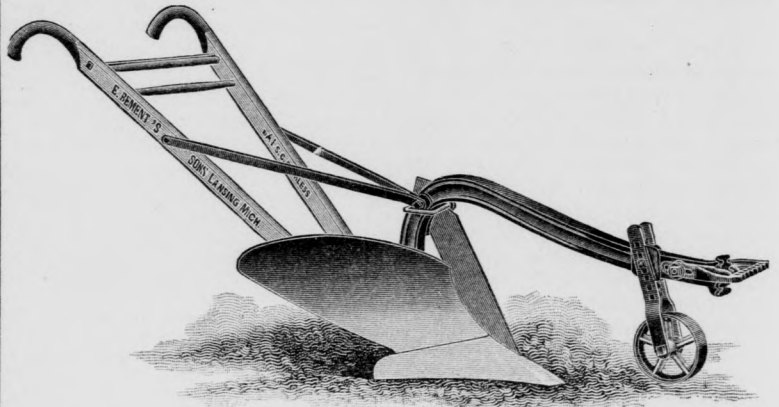
My faults, viewed by my jobbers, are many. We are selfish jobbers. What the jobber may consider to be a fault, and is in reality, may be considered a virtue by the retailer himself. The jobber may have a fixed rule or system of doing business. Sometimes this rule or system conflicts with the rule or system adopted by the retailer. If the retailer objects and does not comply to the rule of the jobber, the jobber at once considers the customer or retailer a fault.

The most common faults as viewed by the jobber are, doubtless, the following: Neglect to take advantage of cash discounts promptly; taking 20 days instead of ten for 2 per cent. discounts or 60 days instead of 30 days for 5 per cent. discounts. Neglect to pay bills when due, compelling the jobber to draw at sight with exchange and the customer refusing to pay said exchange. Right here let me express my views on this point. I have always maintained that inasmuch as the retailer was obliged to pay freight on his goods it was but proper for the jobber to pay exchange on remittances made in payment of goods. A few days ago I was in conversation with a very successful jobber of groceries. He told me that he never sent his personal check in payment for goods; that he always purchased drafts upon which he paid the exchange. I asked him if he did not think that inasmuch as the retailer paid the freight on his goods, would it not be proper for the jobber to pay the freight on the money paid for said goods? He said that he thought it might be fair, but so far as he was concerned that he had an arrangement with his banker whereby they issued drafts to him at 5 cents each, regardless of the amount. If we could all make some such arrangement as this with our bankers it might be policy for us to pay exchange. Until I can make some such arrangement as this, I shall insist on the jobber paying the exchange whether he considers it to be a fault on my part or not. Another very bad fault many of us have is that of dividing our patronage with too many jobbers. By doing so we are not in a position to expect very many favors or concessions from any of them.

If we confine our business with a few, and keep ourselves well posted and deal squarely and honestly with them, our business will be appreciated and many favors will be granted us which we could not otherwise expect. Then, again, when reverses overtake us we will be in the hands of true and trusted friends in whose fidelity we can safely confide.

Another fault many of us have, which always reacts upon ourselves, and that is in giving away prices. A

E. Bement's Sons Lansing Michigan.



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When you sell a Peerless Plow it seems to be a sale amounting to about fifteen dollars; but consider that purchaser must come back to your store several times a year for several years to get new shares, land-sides, mouldboards, clevises, jointer points and other parts that must sooner or later wear out. During this time he will pay you another fifteen dollars, and you will sell him other goods.

Bement Plows
TURN THE EARTH.

We make it our business to see that our agents have the exclusive sale of Peerless Plow Repairs.

E. Bement's Sons
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ALL GENUINE BEMENT PEERLESS REPAIRS
BEAR THIS LABEL ON
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Our Legal Rights as Original Manufacturers
will be protected by Law.

jobber may have been fortunate in obtaining a special price on a large quantity of certain goods. He instructs his traveler to sell to his favored customers at a special price, giving them the benefit of his fortunate purchase. Many of us are apt thoughtlessly to give this price away to the jobber's competitor, which certainly is not right and should be avoided. We should always remember the virtues of silence and circumspection.

We should anticipate our wants, so far as possible, for seasonable goods and place our requirements in the hands of our jobbers as early as possible, thereby giving them an opportunity of supplying themselves sufficiently for our requirements. It is a fault if we fail to do so and one by which we will suffer. Jobbers have a reason to find fault with many of us for our inattention to their traveling men. The traveler is the representative of the jobber and is sent out at a great deal of expense. It is due to the jobber that we treat his representative with proper consideration and transact such business as we have with him promptly, that he may go on his way. I have always found it to be to my interest to cultivate the friendship of the traveling men. I number among them my warmest friends, and attribute what little success I have had in business in a large degree to them. It would be indeed a dreary business world without them. We anxiously await their coming and are sorry to have them go.

Some of us are liable to unconsciously fall into the idea that the world was created especially for our own benefit, and that we alone are entitled to its privileges. This is more apt to be the case if we are not of a social and genial disposition. If we are grumpy, surly and crabbed to our competitor we will lose much of life's enjoyment.

We should always remember that our competitor is as much a part of the handiwork of the Creator as we are and that he is entitled to all that his ability and genius will allow him to obtain honestly and fairly with due respect to the rights and privileges of his fellow beings. If we keep this fact fully impressed upon our minds, we will conduct our own business affairs in such a manner that our competitor will not find very much fault with us. We are liable to look at things from different standpoints, therefore our ideas must necessarily clash. If we were friendly with our competitor we will have an opportunity of understanding each others' motives and instead of endeavoring to crush each other from off the earth we will rejoice in one another's prosperity.

Best Methods of Conducting a Retail Hardware Store.*

The important and controlling policy in any business, and more especially the retail hardware, is every day absolute honesty with our customer, making it the rule in and out all the time. You make such a reputation for your store and you have the strongest factor in the conduct of a retail hardware, and it will bring you much and substantial business. Meet your trade with an open hand and a good word, always with the corners of your mouth turned up. This is worthy our careful consideration, as taffy beats epitaffy as a trade winner. Thorough knowledge of the goods, how they are made and where, in all lines

*Paper read at annual convention Michigan Retail Hardware Dealers' Association by Robert G. Chandler, of Coldwater.

you handle is necessary and should claim your earnest thought. The more familiar you are with these details, the better equipped you are to conduct a retail hardware. Constant and handy recourse to catalogues and prices, being up with them all the time, fortifies you for the safe conduct of your business. Especially avail yourself of catalogue and department store catalogues and their prices and thus you are forewarned and forearmed and are better prepared to meet this unequal competition winner.

Avoid, so far as possible, carrying goods so catalogued. True, you are compelled to handle many of them, but sell lines they can not get. I have abiding faith in these associations to regulate this in our interests.

The great essential is a complete, carefully selected assortment of all such goods as your particular locality requires. Too much can not be urged on this part, as the store which always has the goods that are called for becomes known in your community and you are advertised by your customers and it brings much business to your store. Keep your wants day by day, see that your assortment is complete all the time. Keep the best of everything in the lines you handle, have your store known as the place to get the best. Like bread cast upon the water, it will return to you after many days.

The good article always recommends your business. When you sell the inferior article and so represent it the customer fails to tell that part of it, but never fails to tell where he purchased it. You can not be too scrupulously particular about your weights and measures. Know that they are absolutely correct. A clean and well-displayed and well-kept stock, making special effort in your display, is also a winner, as with the eye pleased you have nine points in any argument. Aim to have something with each season novel and useful to especially advertise and talk about, which attracts new customers to your store, carrying with it the fact that your store is up to date and you are abreast of your business, and keep constant interest of your trade, and you are known as the leading hardware merchant in your section. Keep close watch of the markets, never wait to be forced down when goods decline. We are now in a condition of high prices, which will work disaster when the legitimate sequence of present conditions is worked out, unless we are careful not to overstock, which need not occur with our exceedingly good facilities for getting goods quick, but always keep your assortment good, then you are prepared for any condition that may obtain. Sell your goods for cash, buy for cash. Of the first proposition, it can not go wrong, and is the only policy in these times that is a positive winner and safe. In this you have something to inventory and bank on. Keep your expenses with your business, keep good paid help and see that it is worth what you pay for it.

Last, but not least, be identified with the Michigan Hardware Association, as in these associations much has and can be accomplished in our interests. Form local associations in your own town, have stated meetings and keep in touch with your neighbor, as there is safety in it, and you are equipped to manage and conduct a retail store.

The feminine idea of a popular woman is one who has lots of interesting secrets to tell.

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All sizes and kinds for all purposes for sale or rent. Prices, rates and terms on application. Camp furniture and canvas covers. Send for catalogue.

THE M. I. WILCOX CO.
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Leslie, Mich., June 30, 1902.

To whom it may concern: We have been using the Little Giant Gas Machine, manufactured by the Allen Gas Light Co. nearly two years and find it satisfactory in every way. We are using twelve lights at an expense of twenty-four dollars a year. Have had no trouble whatever. There are seven of the Allen plants in town at the present time. Whoever wants a nice, bright, cheap light put in the Allen gas light. Beats them all. J. J. MURPHY.

Responsible agents wanted in every town to install and sell Allen Light.

THE FUTURE GREAT.

Graphic Description of the Locks at the Soo.

Stittsville, Aug. 23—So much is just now being said and written about the Soo that I question whether my pen will be able to tell anything not already known, but so stirred am I with admiration for the beauties of the place, and with enthusiasm over its business promises, that my fingers tingle to tell every one else about all I saw and heard.

My route laid out early last spring had Sault Ste. Marie on the list, but it was not until the end of July that I was able to reach there.

I had spent several weeks in Petoskey, working hard while all the rest of the world—at least, the feminine part of it—was immersed in gaiety, frilled and beribboned to their hearts' content, and somewhat to my envy, so that I was glad indeed to proceed to the Soo. I went by rail in preference to trying the temper of wave and wind by boat. At Mackinaw City connection is made with the Duluth, South Shore & Atlantic Railway. The entire train is put on board a big steam ferry and carried across the Straits to St. Ignace. Here it is landed on the rails and a locomotive attached, which carried us safely, if somewhat slowly, onward to the Soo, at 4 cents per mile.

After a good dinner, thoroughly enjoyed, I went to see the locks, that being what every one does immediately upon reaching the Soo. To describe the mechanism of this wonderful piece of engineering is quite beyond me, besides it was the beauty of it, rather than the utility, which appealed to me. The park laid out and maintained by Uncle Sam is several blocks in length and as many wide. The grass is kept like velvet and fine trees shade the cement walks which lie along each side of the canal. The power house and other Government buildings are built of brown stone and are artistic in design, broad stone steps leading up to them from the Lake Huron level. Standing at the top of this stairway a grand view falls upon the eye. Lake Superior on your left, out of which rush the rapids, emptying less than half a mile below into St. Mary's River, twenty feet lower. At this point the river is over a mile wide and the water dashes down at terrific speed over great boulders which rear their heads high above the water. Over on the Canadian side lies the other Soo, with a semi-circular range of greenclad hills for a background. On our side the river banks slope gently upward to where the canal lies, quiet and strong, bearing upon its bosom great ships full of ore and grain, carrying them safely past the barrier nature has set up between the two Great Lakes.

I had a long talk with the Superintendent of the locks, who was very courteous and patient and answered my several hundred questions as if he really enjoyed doing so. He told me that before there were any locks at all the few sailing vessels on the lakes made perhaps only one trip during a season, and that their cargoes were unloaded and transferred by voyageurs and Indians, who carried the goods upon their backs along the tedious path, past the rapids. This path, called a portage, is now the principal street in the American Soo and bears the name of Portage street.

A little later a horse railroad was used to transfer the goods, and in 1855 a canal with two lifts was built. It was a small affair, with only 1½ feet draft and the gates were operated by a windlass, but even this cost us over a million dollars. Not until 1881 was any better way provided for vessel owners. At this time the Weitzel lock was built at a cost of two million dollars. This is now in use and to the uninstructed looks quite as good as the new or Poe locks, which were completed in 1896 and cost nearly four million dollars. These two locks lie side by side, about 100 feet space apart. In both the gates are opened and closed by hydraulic power. To stand between them and watch great ships of all description, one after another, as close as they can crowd, some coming down from Lake Superior, others

climbing up, is wonderful, indeed. A vessel appears at the entrance to the canal and the captain reports to a lock officer stationed there what draft his boat is and how loaded. This information is telephoned to the Superintendent and he decides through which lock he can give the best and most expeditious service. Then one hears a soft toot-toot and soon the grinding of some hidden machinery, a moment's wait, then a gentle hissing sound. Looking down, a lot of miniature whirlpools tell you the water is being let out so the boat can ride into the stall thus prepared for her. When the water is out the great gates are swung open and she comes in, then the gates are closed behind her and the process of filling this stall begins. The water from above is let in through a great tunnel which runs under the floor of the canal, and rises into it through circular openings, thus rising gently until it is level with Lake Superior above. Then the upper gates are opened and the boats steam out. A boat coming from above is lowered to the level of Huron by reversing the operation I have tried to describe. There is a charm about the locks which appeals to every one and I can easily understand the little lady who told me she had spent every forenoon of her seven weeks' stay here in "watching them lock boats through."

In addition to the two locks on the American side of the river, there is a fine one on the Canadian side, said to be the longest in the world. Boat owners, however, give ours the preference and we lock about 90 per cent. of all boats that go through. I saw fifty-eight go through our locks to one on the Canadian side. The river, with its ship-canal, has become the greatest artery of commerce in the world. Over 20,000 vessels passed through last year. When one considers the quantity of ore, lumber and grain carried, one is not surprised that the two towns situated here should grow by leaps and bounds or that every third person one meets is "thinking of locating here." Sault Ste. Marie, Michigan—our Soo—is beautifully located and holds the promise of being a great city. The streets are all macadamized, there is a fine electric light plant and good water and plenty of it. Business is humming. Retail grocers buy fruit by the carload and other goods as generously. They do not wait until they "have a call," but anticipate it. The great water power is completed and has been tested. There are a number of factories already under way, among them the largest paper mill in the world, carbide works, chemical works, steel mills and others. There is already a large tannery, also said to be the largest in the world, and when one hears of the largest pulp mill and several other things which are also the largest in the world, one loses all sense of proportion. It is certainly a great place.

The one thing impossible to get is a house to live in. The few houses not occupied by owners bring enormously high rentals. If I could drive a nail and had a few boards I would at once set up as a house builder and get rich. Land is not very high, so why houses are not built to rent seems strange.

Of course, I went over to the Canadian Soo. This is also a booming town, having increased its population since 1891 from 1,361 to 12,000 now. Its growth is chiefly due to the Clergue industries and the building of the Algoma Central & Hudson Bay Railway. The town itself is yet in the rough, although its record as a village dates back to 1642 or earlier, when Canada was under French rule. There are no paved streets and for the entire length of the main street not one crosswalk. The merchants have little need to fear the competition of "the man across the street," as the red clay mud is a foot deep and no walk across. Here, also, there is a house famine. Newcomers are forced to crowd in with others or live in tents, as many do.

I was told there was plenty of good farming land in the neighborhood partly well settled, with abundance of room for new settlers.

All the people I met were quite English in accent and manners. The grocers are very much up to date. They were gracious, easily approached and ready to buy, never flinching at the duty which is imposed on American goods. The brands they carry are, however, chiefly Canadian. I saw very few familiar names on their shelves. I had some very funny experiences with the Canadian customs officer, owing to my own ignorance and his exceedingly careful attention to red-tape. However, I landed a whole lot of our good American goods in Canadian groceries. The Shingwank Home for Indian Children and the old jail with its 20 foot wall around it, the several very fine hotels and large manufactories are all interesting. The International bridge, which is 3,000 feet long, spans the St. Mary's River just above the twin Soos and an electric railway will connect them below the rapids before another year.

After ten days spent in this land of promise, it was with regret that I

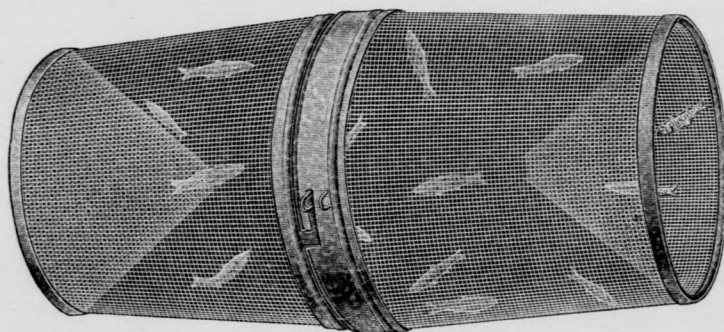
turned south again. I longed to set up in business and stay and then get every one in the whole wide world to come with me and live within the sound of the "white waters," and the charm of the Hiawatha country. Emma L. Allen.

Medicine in Currants.

Currants are of the same family as gooseberries and may be described as near cousins, but they contain more salts of iron and potash than gooseberries do, also gooseberries have very much less acid. In possession of iron the currant is very close to the strawberry, and quite equal to the crimson cherry. The red and the black currants are those rich in iron. They have slightly more acid, too, than the white kind.

Lawyer—What is your gross income?
Witness—I have no gross income.
Lawyer—No income at all?
Witness—No gross income; I have a net income. I am in the fish business.

"Sure Catch" Minnow Trap



Length, 19½ inches. Diameter, 9½ inches.

Made from heavy, galvanized wire cloth, with all edges well protected. Can be taken apart at the middle in a moment and nested for convenience in carrying. Packed one-quarter dozen in a case.

Retails at \$1.25 each. Liberal discount to the trade.

Our line of Fishing Tackle is complete in every particular.

Mail orders solicited and satisfaction guaranteed.

MILES HARDWARE CO.

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GRAND RAPIDS, MICH.

The "Imperial"

100 CANDLE POWER
GRAVITY GASOLINE
LIGHT

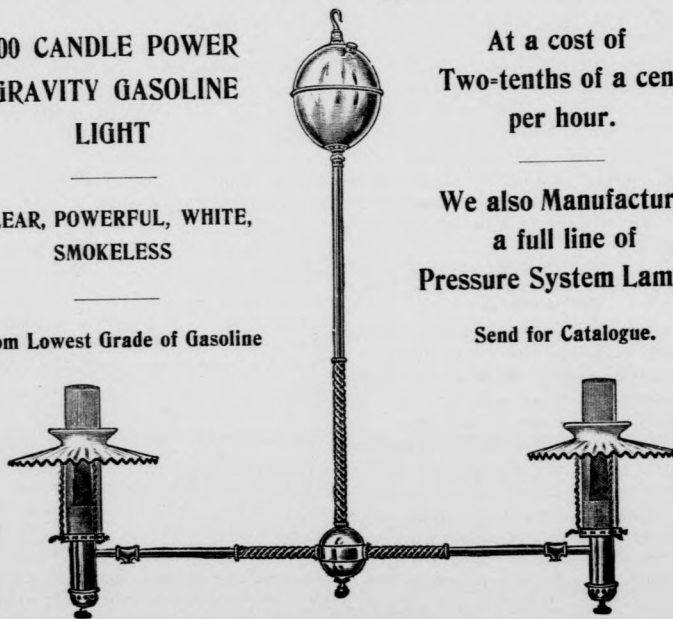
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At a cost of
Two-tenths of a cent
per hour.

We also Manufacture
a full line of
Pressure System Lamps.

Send for Catalogue.



The Imperial Gas Lamp Co.

210 Kinzie St., Chicago, Ill.

THE PACE THAT KILLS.

Spectacular Career of the President of the U. S. Steel Trust.

Wm. E. Curtis in Chicago Record-Herald.

Charles M. Schwab, one of the wonders of modern industry and finance, who has gone to pieces, is off for Europe for rest and repairs. There has been a great deal about him and his illness in the papers lately, and considerable contradiction and conjecture, but the plain facts are that he has been running under too great a pressure for a year or more and has broken down. His complaint is described in long words by the doctors, and it is one that never troubles poor men or men who live regular lives. It is called nervous prostration when women get it. It is the result of overwork and worry, and in discussing the causes and consequences Mr. Schwab's particular friends ascribe it to the anxiety and mortification he has suffered because of the opposition to his scheme to convert a lot of the preferred stock of the steel trust into bonds. You will remember that he proposed to do this, and that a syndicate of underwriters was to undertake the "financing" of the project for a liberal commission.

The proposition was severely criticized in the newspapers and on the street; it was resisted by some of the heaviest holders of the securities of the trust; many of the dissatisfied threw large quantities of stock upon the market, which Mr. Schwab was compelled to support, and finally the Vice Chancellor of New Jersey intervened and prevented the consummation of the deal. It was Schwab's first great failure, but he considered it a "throw down," and in his disappointment and humiliation bitterly reproached former friends whose support he expected but did not receive.

Those who are familiar with his condition say that Schwab ordinarily is not so sensitive as he has shown himself to be in this case; that he has the hide of a bull, and was never suspected of having such a thing as a nervous system among his assets, but he was very badly hurt by events, which he would have passed over without winking a few years ago. Hence they argue something is wrong with him, and the collapse might have been postponed but it could not have been prevented had he been spared the anxiety and disappointment he suffered on this occasion. It was bound to come sooner or later; he had lived too fast and worked too hard, and when the pressure was kept up long enough it was sure to find the place of weakest resistance in his constitution, and "something was bound to bust."

Mr. Schwab is one of the most remarkable men of the generation, but is not well balanced. He has shown extraordinary ability both as a technical expert and as an executive, as a salesman, as an organizer and as a financier. He has tremendous energy and endurance, both physical and mental; a "ten-thousand horse-power dynamo," as one of his subordinates described him—tireless, irresistible, comprehensive and far-sighted, an industrial genius, so much so that one of the conditions which Mr. Carnegie insisted upon when he consented to put his great works in the trust was that Mr. Schwab should have the management of the new combination, for he considered him the greatest industrial master he had ever known. But with all this talent and capacity Schwab lacks some of the most important essentials for a successful man. He does not possess the moral fiber, nor the poise, nor the tact, nor the discretion, nor the sense of propriety, nor the philosophy of Mr. Morgan, Mr. Carnegie, Mr. Rockefeller, Mr. Stillman, Mr. Hill, Mr. Perkins and other of the great men of the financial and industrial world.

Of the humblest origin, without education other than that acquired outside of schools, or the polish that comes from contact with men of culture, Mr. Schwab has more vigor than refinement. He fills every room he enters; he "likes to hear himself talk," as they say; he is fond of reading his name in the newspapers; is almost as reckless in his extravagance as John Gates; slings his

money around as if he were not aware of its value, and never counts the change; he loves display, and seldom fails to let his left hand know all about the transactions of his right. He is temperate in his habits, and free from what are called "fashionable vices," but both in Europe and in America he has cut what is usually termed "a wide swath," and has not only got there with both feet, but has boasted of it far and near. At Monte Carlo he made the oldest gamblers shiver at the recklessness of his play; in Paris he astonished the most blase observer of the antics of American millionaires, and is said to be the model for the leading character in the opera "Florodora." At Vienna he gave the most expensive dinner ever served at that extravagant capital.

The newspapers of every European city were filled with accounts of his doings and sayings, and they sounded familiar to those who have read the story of Monte Cristo. Upon his return to the United States his notoriety was sustained by frequent publications about his luxurious apartments; his sumptuous banquets; his palatial private car; his elaborate preparation for affairs which most men would prefer unnoticed, and for his sensational plunging into all forms of display and extravagance. It was only a few weeks ago that the newspapers were filled with illustrated descriptions of the magnificent palace he has planned to build on Riverside Drive, New York, which is intended to surpass all private residences in the world.

His life has been a moving picture, always on exhibition and full of sensational interest. Of course this ostentation was the subject of comment among his friends and the public generally. Many attributed it to a desire to gratify his own vanity; others assumed that "Charley Schwab" was not contented with his eminence in the industrial world, as the executive head of the largest corporation that was ever organized, and aspired to social distinction. No doubt both theories were more or less true; but the general impression was not favorable. There has been a well-defined, but cautiously and anxiously spoken doubt among the conservative element of New York business men whether Mr. Schwab possessed the serious qualities that fit men to be entrusted with great interests belonging to others.

No one questions his technical ability or his executive capacity, but many have felt that the representative of a billion dollar corporation who controls the investments, perhaps the entire resources, of hundreds of thousands of people, and directs the financial policy of a concern of international importance, should possess a mind and a taste that would not seek gratification in sentimental newspaper notoriety and vulgar display. At the same time this distrust has been mingled with admiration for the abilities and the genius of the man and for his hearty good nature and enjoyment of life. His affection for his father and mother are among his most attractive traits. They are simple country people, but he seems to enjoy their society better than that of anyone else, and finds his greatest pleasure in providing for their comfort and enjoyment. His father always has been and still is a livery stable keeper in a little town called Loretto, in the Allegheny Mountains, about the center of Pennsylvania.

When Charles Schwab was 9 years old he began his business career as a clerk in a village grocery, and several years later, when the grocery was moved up to the town of Braddock, he went with it, and there by his personal qualities attracted the attention of W. R. Jones, manager of the Edgar Thomson steel works, which afterward became a part of the Carnegie establishment. Jones took him out of the grocery at the age of 15, when he was drawing wages of \$3.50 a week, and gave him a job in the mill at \$6 a week. Just ten years later the grocer's boy became the successor of Jones as general manager of the steel works at a salary of \$36,000 a year—\$3,000 a month; and it was not long be-

fore he was the President of the Carnegie company with a salary of \$50,000 a year. Now, at the age of 40, he is the President of the steel trust at a salary of \$250,000, and controls the labor and the wealth of more people than any private individual ever did in all the world before.

No other man ever had such a career. His advance has been so rapid and conspicuous that he may be excused for his vanity, particularly when he knows that his ability has won it for him. He commanded the confidence of Mr. Carnegie by his management of the Edgar Thomson works, and the other stockholders of the company regard him with equal respect. It is the prevailing opinion that Schwab will soon recover his nervous vitality and return to his post. He is to take a course of baths and treatment at one of the great German cures for nervous diseases, which will continue for three months, and with a vigorous constitution to work on he ought not to suffer any permanent effect from his breakdown.

The Employer Was Brave.

Employer—Well, what did he say when you called to collect that bill?

Clerk—That he would break every bone in my body and pitch me out of the window if I showed my face there again.

Employer—Then go back at once, and tell him he can't frighten me by his violence.

The girl he used to go to court

He jilted like a brute.

Once more, alas! he's gone to court—

A breach of promise suit.

A Safe Place for your money

No matter where you live you can keep your money safe in our bank, and you can get it

immediately and easily when you want to use it.

Any person living within the reach of a Post Office or Express Office can deposit money with us without risk or trouble.

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There is no safer bank than ours. Money intrusted to us is absolutely secure and draws

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Your dealings with us are perfectly confidential.

"Banking by Mail"

is the name of an interesting book we publish which tells how anyone can do their banking with us by mail; how to send money or make deposits by mail; and important things persons should know who want to keep their money safe and well invested. It will be sent free upon request.

Old National Bank,

Grand Rapids, Mich.



Wagemaker

Letter Filing System Free to You for a Trial

a complete outfit for vertically filing correspondence, invoices, orders, etc.

Capacity 5,000 Letters

The outfit consists of a tray and cover, with strong lock and key and arranged inside with two sets of 40 division alphabetical, vertical file guides and folders for filing papers by the Vertical Filing System.

This arrangement is designed for different purposes, one of which is to file letters in one set of the vertical indexes and invoices in the other.

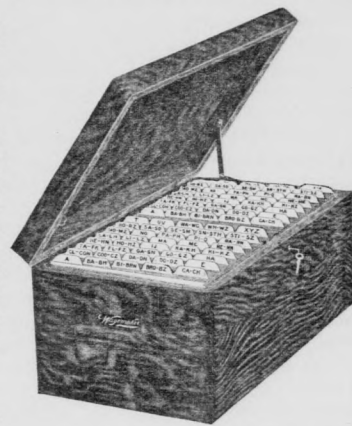
This tray has a capacity of 5,000 letters, or equivalent to about ten of the ordinary flat letter file drawers, and may be used to excellent advantage by small firms or offices having a small business to care for. Larger firms desiring to know something about this new and coming system of vertically filing should take advantage of these Trial Offers.

You need not send us any money—simply pay the freight charges—and at the end of thirty days' trial, if you are perfectly satisfied with the sample tray, send us only \$7.90 and keep it. If you are not satisfied with the tray for any reason, simply return it to us and we will charge you nothing. If you send us \$7.90 with the order we will prepay the freight charges to your city.

Write for our complete Booklet F, giving full descriptions and information.

The Wagemaker Furniture Co.,

6, 8 and 10 Erie St., Grand Rapids, Mich., U. S. A.



All Kinds of Solid	PAPER BOXES	All Kinds of Folding
Do you wish to put your goods up in neat, attractive packages? Then write us for estimates and samples.		
GRAND RAPIDS PAPER BOX CO. GRAND RAPIDS, MICHIGAN		
Box Makers	Die Cutters	Printers

OLD RELIABLE **B.L.** CIGAR ALWAYS BEST.
LUBETSKY BROS. DETROIT, MICH. MAKERS

Woman's World

The Art of Entertaining and Being Entertained.

These are the days when the summer visitor is abroad in the land and when you have only to take a cottage on the lake shore or in the country to achieve a sudden and unexpected popularity.

People who scarcely knew you in the winter you find like the bewildered Mr. Twemlow in Dickens' story to be your oldest friends; women who forgot you when they sent out cards to their teas and parties remember you with effusion now and if you are lonely in your rural retreat it is not because there are not those who would gladly bear you company and save themselves board bills thereby.

Hospitality, thank God, is a virtue so indigenous that not even hard times and broken fortunes and altered ways of living have ever been able to kill it out. We have shared our crust with our friends and the stranger within our gates as we shared our cakes and ale and probably there is not one of us whose highest ideal of pleasure does not consist in gathering a company of congenial spirits about our hearth and board.

Unfortunately this happiness is one that we seldom enjoy in the perfection to which we are entitled, for it is sadly true that in spite of all the veneer of civilization, the majority of people are absolutely and densely ignorant of the first element of the art of visiting. Boorishness, selfishness, greediness, lack of consideration and tact are what they give us in exchange for our hospitality and there are few times, indeed, in which we do not speed the parting guest with a fervor that bespeaks our relief at his or her departure.

Now in reality the art of visiting is governed by a few simple rules as inexorable as the laws of the Medes and the Persians and unless a guest is willing to conform to them he should go to a hotel where he can pay for his liberty. It seems almost unnecessary to say that the first is that one should wait to be asked. Nobody on earth, no matter how intimate they are, has a right to go as a self-invited guest to another's house. It is not only an unpardonable breach of decorum and decency, but of common humanity and good feeling. A thousand domestic contingencies—a sick child, a servant off on a vacation, an over-full house, a seamstress come to do some work—may make an otherwise agreeable friend about as welcome a guest as a case of smallpox.

All of us have suffered from the cheerful dead-beats who descend blithely upon us with bag and baggage and the airy remark: "Oh, you are so hospitable I knew you would not mind my coming without waiting for an invitation." We do mind. Everybody minds although they may have enough politeness to say hypocritically: "Oh, of course, I'm delighted!" But mentally we make a black cross against that person, and we never forgive them for their unwarranted intrusion. It may be safely taken for granted that everybody who wants you will invite you, and there is no possible excuse for thrusting yourself unasked on another person's hospitality. It is far more respectable to go to a hotel and beat your board bill, for then at least you are not treading on the sacred name of friendship.

An invitation is strictly personal and is not a family pass. Strange to say, many people think that an invitation is a kind of blanket sheet that takes in

their whole connection. You are entertaining a party of young people and you ask Maud to come and stay a few days. Maud has another engagement, but Maud's people do not mean to let a good thing go to waste, and they send the tottering old grandmother, who has, of course, nothing in common with a lot of butterfly girls and boys and who effectually squelches your party. Or, perhaps, you ask Mr. and Mrs. Blank over from Saturday until Monday. Your over-full house has only room for two more, but Mr. and Mrs. Blank bob serenely up with three or four children, because, as they casually explain, they thought "it would do the poor dears good to have a change and they were so wild to come," and you grind your teeth together and wonder at the utter lack of all consideration for others that makes parents inflict their children on people who do not want them and have not asked them. Nobody has a right to take a child on a visit unless they have a written statement that the said child's presence is desired. We all love children—but we love them at their own home, as a general thing, and on most occasions.

Nobody should go visiting, either, unless they are going to conform to the rules of the house. Only in novels are meals movable feasts that prepare themselves instantaneously and are always ready. In real life a lot of thought and planning go to the getting up of every dinner and lunch and breakfast, and if people are not ready on time, the meal dries up and the soup scorches and the vegetables get cold and the ices melt and the servants rage and the mistress' temper is kept on the ragged edge. Probably there is no hostess who has not had to put up with these inconveniences from guests and who has not realized that no matter how charming and agreeable a person was otherwise, if they were not prompt and did not fall into the ways of the household, they were more trouble and aggravation than their society was worth.

St. Paul's advice to "eat what is set before you and ask no questions for conscience's sake" is never more pertinent than when visiting. People who indulge in fads in eating and who have to have particular dishes cooked in particular ways should stay in their own kitchens. So, also, should those blundering and self-complacent ladies who always tell how perfectly deliciously they have everything prepared at home and what magnificent cooks they keep. To admire your own way of doing things is doubtless very desirable, but it is certainly the height of rudeness to institute comparisons between your belongings and those of your hostess, yet I have heard a woman who was visiting in the country, miles from a water works or a plumber, spend hours expatiating on her porcelain tub and the joys of a cold shower bath on a hot morning.

The slightest possible return one can make for hospitality is to seem pleased and to appear to enjoy the efforts that are made to entertain one, yet who has not known the misery of having a guest who never fell in with any plan? Propose a walk and she was always tired; suggest a ride and she was afraid of the horse; get up a picnic for her and she went to it with the expression of an early Christian martyr being led to the stake. I even once had the pleasure of entertaining a lady with such a sensitive, ingrowing conscience that she got up and left the room every time anybody started a game of whist.

Facts in a Nutshell

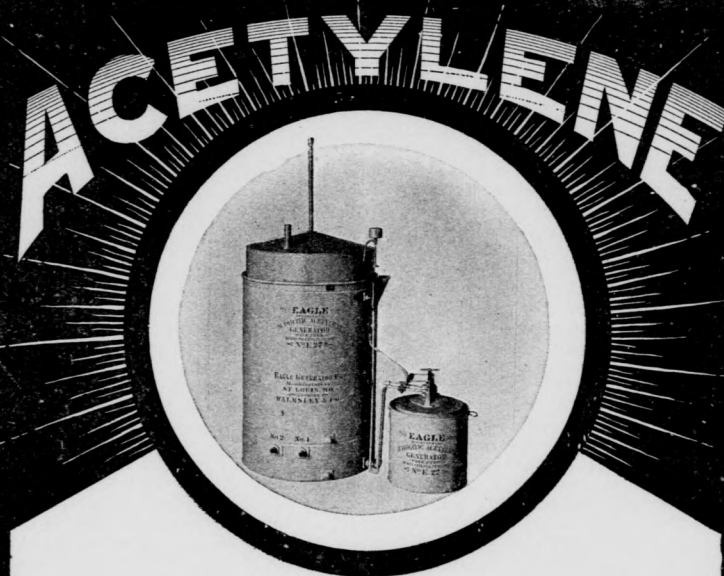
BOUR'S COFFEES MAKE BUSINESS

WHY?

They Are Scientifically PERFECT

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Does your store suffer by comparison

with some other store in your town? Is there an enterprising, up-to-date atmosphere about the other store that is lacking in yours? You may not have thought much about it, but—**isn't the other store better lighted than yours? People will buy where buying is most pleasant.**

ACETYLENE

lights any store to the best possible advantage. It has been adopted by thousands of leading merchants everywhere. Used in the city as a matter of economy. Used in the country because it is the best, the cheapest and most convenient lighting system on the market. Costs you nothing to investigate—write for catalogue and estimates for equipping your store.

Acetylene Apparatus Manufacturing Co.

157 Michigan Ave., Chicago.

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Blessed are they who, when visiting, enjoy everything, or at least assume the virtue of appearing to enjoy if they have it not, who can eat sandwiches and beer at midnight without remarking on how exquisitely Warren Sweetland serves lobster and champagne; who can ride on a hay wagon without its reminding them, by contrast, of somebody's automobile, and who are willing to chip in the chorus of any kind of a song and help roll the ball along for the amusement of others as well as themselves.

Another kind of visitor whom we all know and loathe I call the "professional visiting grafter," because they never have anything that they ought to have and depend upon sponging upon other people. Most of us are fairly well acquainted with ourselves and know what we are going to want. It does not need the spirit of prophecy to descend upon us to warn us that we are going to need stamps and stationery, needles and thread and scissors, toilet articles, whatever simple remedies we are in the way of taking, and the little daily comforts we are used to. Yet half the time people who go visiting depend upon their hostess to supply all those kind of things and, to my mind, it would be just as decent of them to borrow her toothbrush. It is not that a hostess is stingy that it annoys her to be called upon to furnish her guest's personal belongings. It is because it arouses that feeling we all have against being worked—that riding of a willing horse to death that is always a final outrage that even the meekest resents.

Another point to avoid is in giving your host and hostess too much of your society. Nothing on earth is so wearing as to have to sit up and entertain company all day. Society ought to be always run on the homeopathic principle, anyway. A little of most of us goes a long way, and the less people see of us the better they like us. This view of the case is especially recommended to young men and women who are attending house parties. Do not try to be "steady company" unless you want the other party disillusioned. I once knew of a young woman whose shrewd mother broke off a very undesirable match in that way. She invited the young man to make them a visit in the country, and for four long, hot, weary, summer days he talked to the girl, until she was so worn and bored and exhausted she never wanted to see him again. If you are visiting, go off for hours by yourself—walk, read, write—anything that will give your hosts a rest.

That that one hears and sees when one is visiting—the family skeletons that one blunders upon unaware—should be sacred seems too obvious to say. Even the savage respects the claim upon him that the man has of whose salt and bread he has eaten, but unfortunately many who consider themselves ladies and gentlemen do not hesitate to repeat family secrets that they find out and to carry a trail of gossip with them from one house to another. Unfortunately there is no way to properly deal with these human hyenas, but it is worth while to remember, when one starts to regale you with the story of Mr. and Mrs. Blank's domestic squabbles or that she suspects Mrs. Smith, at whose house she has been staying, drinks or that the Robinsons, where she was last, starve their servants or that the Perkins girl has been jilted by young Jones, that you will furnish the next carcass for her to pick with her

next hostess, for the woman who is not loyal to her salt in one place is loyal in none.

After all, however, when all is said, the art of visiting and entertaining is very simple: It is the duty of the guest to be pleased and the duty of the hostess to be pleasing. If neither party feels able to comply with the requirements, they should neither visit nor be visited.
Dorothy Dix.

The Logic of Economy.

"I've studied logic," said an unusually bright and well educated young woman the other day, "but what good does it do me? I do just such foolish things as the women do who never have heard the names of Kant or Locke, or any single philosopher that ever lived.

"Logic! I tell you, women were not meant to be logical; we are meant, as everybody knows, to use intentions instead of syllogisms, feelings for major and minor premises, and to let conclusions take care of themselves.

"Some misguided soul told me that I was paying too much for my shoes; that for \$1.98, at a place she knew, I could get shoes such as she had tried, which were good enough for anybody, and would wear just as well as the \$4 ones I had been buying. Two dollars and two cents is worth saving, even if coarse shoes are sure to hurt one's feet; therefore, I bought a pair of those shoes. They hurt abominably, but I could not think of giving them up. I thought, maybe, if I wore stockings thinner than the three pair for \$1 kind it would be a relief, so I bought at a bargain two pairs of silk stockings marked down to \$1.49. I had to get two more pairs at the regular price before I finally threw the half-worn shoes away, and sat down to consider that I had spent nearly \$9 to save my \$2.02. Besides, there was another dollar that went to a chiropodist.

"Again, I took a notion to economize in small things, like pins, hairpins and car fare. I would lack the comfort of a 3-cent bunch of invisible hairpins to keep my hair tidy and would wear myself out in long walks when I was tired; then all at once I saw such a lovely white sash, marked down—bargains are the invention of one more evil than Satan—and I just felt as if I must have it to wear with a white dress. I had, so I persuaded myself against my judgment that it was reasonable for me to give myself a present. And I bought the sash and repented at leisure.

"I thought it the most amusing thing I ever heard when some one told me a new story about a woman famous for her absurd sayings. Her home is in a country town, and she was in New York on a visit. 'Now,' she said to the friend she was staying with, 'you complain of the expense of living in New York. Of course, your rents are higher, but outside of that things are cheaper. Why, I was in a department store today, and I saw that sarsaparilla compound they sell at home for \$1 a bottle at 89 cents, and porous plasters that cost us 25 cents were marked at 16.'

"Now, how many women reason with any more real logic about expenses? Don't you know the apparently sensible woman who takes a car farther uptown because she can get one pineapple that she wants 10 cents cheaper there?

"Don't you know the well-to-do woman who is teased by her husband because she came home and told him how she would not let that grocer cheat her as he tried to do by trying to sell her a pound of butter at 25 cents, when she could go, as she did, on the car to a place where they sold it for 24 cents?"
Cora Stowell.

All Visitors

to our city during the Elks' Carnival, Sept 1, 2, 3, 4, 5 and 6, are cordially invited to make our store their headquarters and inspect our different lines that are brought from all parts of the country and absolutely controlled by us. Some of our travelers will be in to take care of you. This will be a gala week in South Bend.

Geo H. Wheelock & Co.

Queensware, Glassware,
Crockery, Brass Goods and Lamps

113 and 115 W. Washington St., South Bend, Ind.

A Business Hint

A suggested need often repeated creates the want that sends the purchaser to the store.

Every dealer should have his share of the profit that reverts from the enormous amount of money expended by the National Biscuit Company in keeping their products constantly before the eyes of the public.

These goods become the actual needs that send a steady stream of trade to the stores that sell them.

People have become educated to buying biscuit and crackers in the In-er-seal Package—and one success has followed the other from the famous Uneda Biscuit to the latest widely advertised specialty.

Each new product as it is announced to the public serves as a stimulant to business and acts as a drawing card that brings more customers to the store than any plan you could devise.

A well stocked line of National Biscuit goods is a business policy that it is not well to overlook.

A Perfectly Roasted Coffee

Is the only basis for a perfect cup of coffee. We have perfection in roast. Cup quality the best.

TELFER COFFEE CO., Detroit, Mich.

Butter and Eggs

Observations by a Gotham Egg Man.

Some features of the present egg situation are anything but satisfactory. In fact, there are unhealthy elements in the current distribution which demand the most careful consideration of country buyers. For some time past advices from Western points of collection have indicated the ruling of high prices in relation to current selling values at the large seaboard markets. Most of the letters received here from egg shippers have referred to this unsatisfactory condition of the trade and a large part of them, even from shippers who were continuously forwarding stock to this market, have reported a positive loss on the consignments made. Yet in the face of these conditions receipts at New York have actually increased and prices have ruled weaker under a surplus of current supplies. Of late shipments have been turned this way that were formerly finding other outlets even although their cost was relatively more than shippers could expect to realize on this market.

It seems strange that such a condition should exist for any length of time without bearing down the paying prices for eggs at country points. Some shippers, writing of the continuance of their purchases at prices above a parity with quotations in distributing markets, say they are simply obliged to pay the rates offered by competitors or go out of the business and that they are compelled to hold onto their trade even at a loss. But the question immediately arises, what do the "competitors" do with their high priced eggs—what outlets have they that permit them to pay prices above a parity with the larger distributing markets and which are not, apparently, open to shippers who have been sending eggs East in increasing quantity at a loss?

It is difficult to find any answer to the question except the one that most naturally suggests itself—that there are a number of egg collectors who have continued to store current purchases, paying higher prices than immediate market outlets justify for the chance of profit on later fall and winter unloading.

Although such speculative buying is not uncommon at this season of year we think the present general situation of the refrigerator egg deal ought to be considered pretty carefully before further storage on the present basis of cost is indulged in at all largely. We have had a free egg production this summer—indicating that farmers have been disposed to hang onto their poultry more than usual because of the high prices obtainable for eggs; furthermore the quality has averaged so much better than usual that the larger receipts in the big markets have contained a larger proportion of usable eggs than common during the summer season. As a result current supplies of fresh gathered eggs have been ample for all consumptive needs and there has, taking the country through, been no evidence of any reduction in the refrigerator accumulations made earlier in the season; on the contrary there has probably been some increase. Again, the fact that supplies have continued ample up to this time is a fair criterion of a liberal fall production, considering the physical condition of the poultry and the fact that grain crops of enormous volume are now assured. The effect of plentiful and cheaper grain upon the price of

meats must also be taken into consideration, for while it may not be great during the present season there is likely to be some downward tendency owing to the cheaper cost of meat building material and the increased quantity of meat resulting from more liberal feeding.

Although there was believed to be a shortage of egg storage early in July of some 20 per cent., compared with last year, it now seems probable that we shall go into the last half of September with as much reserve stock as at the same time last year owing to the absence of a summer reduction that last year was of large proportions in all parts of the country.

It may be admitted that a comparatively liberal consumption during the summer, even at the high prices prevailing, indicates an unusually good trade situation in respect to consumptive capacity of the country, but it must also be considered that prices are more easily sustained at a high point when surplus goods are moving into the warehouses than when the unloading of these reserves is compulsory.

The current scale of production seems to justify the expectation that storage goods can not be materially reduced before October 1, and if this supposition is admitted it is hard to find any sound reason for supporting country markets for current production above a point at which consuming markets can profitably absorb the present lay.—N. Y. Produce Review.

He Had to Die.

"If you refuse me," cried Moody, "my blood will be upon your head. I can not live without you!"
"Well, self-preservation is the first law of nature," replied Miss Cooley. "I simply couldn't live with you."

PAYING INVESTMENT FOR MERCHANTS

The Kirkwood Short System of Accounts

A system (placed as near the cash register or drawer as possible) large enough to accommodate each customer with one of the system books. The first leaf is printed in the form of a bill (printing as submitted by the purchaser), and perforated near the top so it can easily be torn off. The second sheet, known as duplicate, remains permanently bound in the book, which is the merchant's record. Draw off a list of the balances of all your unsettled accounts and open a book for each customer, by entering on the "Amount Brought Forward" line the balance now due on the account.

Be sure that the carbon sheet is between the bill leaf and the yellow duplicate, so that everything written on the bill will be copied on the duplicate. Write the customer's name and address on the back of the books, on the pink strip near the top and file them in the system in alphabetical order.

Suppose a customer buys a bill of goods, take his book from the system and with the carbon paper still between the bill and the yellow duplicate sheet write his order with an ordinary lead pencil, extend the price of the goods ordered, foot the bill and deliver it to the customer with the goods. Place the carbon sheet between the next two sheets of bill and copy paper, carry the amount due as shown by the footing of the last bill forward to the "Amount Brought Forward" line of the next bill and place the book back in the system. It will be clearly seen, by this method of keeping accounts, that the customer receives a bill of each lot of goods bought, the charge is made and the bill and the exact duplicate are made at one writing; it is evident, by the Kirkwood System, there will be no forgotten charges or lost slips, as by this method there is but one slip and that is the last one, which is a complete statement issued to the customer and constitutes an acceptance of account. The merchant can tell at any time just how much a customer owes by looking at the book; there is no posting to be done or writing up of pass books after hours.

The customers will soon get to expect a bill with each purchase which will show the entire amount of their indebtedness, and having it, will naturally have greater confidence in the dealer and will be more frequent in payments, instead of allowing it to run until it is so large that it cannot be paid and they changing to another store, causing the dealer the loss of a customer and leaving him with a large and doubtful account to collect.

Cabinet patented Mar. 8, 1898.

Book patented June 14, 1898.

Book patented Mar. 19, 1901.

For further particulars write or call on

A. H. MORRILL, Manfrs.' Agent
105 Ottawa Street Grand Rapids, Mich.

The John G. Doan Company

Manufacturers' Agent
for all kinds of

Fruit Packages

Bushels, Half Bushels and Covers; Berry Crates and Boxes; Climax Grape and Peach Baskets.
Write us for prices on carlots or less.

Warehouse, corner E. Fulton and Ferry Sts., Grand Rapids
Citizens Phone 1861.

SHIP YOUR

BUTTER AND EGGS

—TO—

R. HIRT, JR., DETROIT, MICH.,
and be sure of getting the Highest Market Price.

EGGS WANTED

We want several thousand cases eggs for storage, and when you have any to offer write for prices or call us up by phone if we fail to quote you.

Butter

We can handle all you send us.

WHELOCK PRODUCE CO.
106 SOUTH DIVISION STREET, GRAND RAPIDS, MICH.
Citizens Phone 3332.

If you want the best results ship your

Eggs and Butter

to Lloyd I. Seaman & Co.

148 Reade St., New York City

Established 1850

Reference: Irving National Bank

Apples, Peaches, Pears, Plums

In carloads or less. Crop in this section the finest in years. We have twelve years experience in this market and the best shipping facilities. Shipments carefully inspected and packed by competent men. Telephone, write or wire for quotations.

The Vinkemulder Company,
14 and 16 Ottawa Street, Grand Rapids, Mich.

WE GUARANTEE

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

ONE HUNDRED DOLLARS

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

Robinson Cider & Vinegar Co.

J. ROBINSON, Manager.

Benton Harbor, Michigan.

Fruits and Produce.

Supply and Demand in Food Products Almost Obliterated.

Boston, Aug. 22—Without a doubt the vast majority of people who are searching for the reasons why the cost of food is so high this summer have failed to discover the relative importance of the cold storage system. Mechanical refrigeration has made vast strides in the past decade; it has worked a revolution in the fruit, produce and provision business, and as a factor in determining the price of an article it now ranks with the proverbial "supply and demand" theory, if indeed it does not hold a position of even higher value in the commercial world. Boston has a "cold corner" of its own which is probably the largest of its kind in the world, and therefore contributes largely to the establishment of prices on articles of food without furnishing much toward the bulk of supply. Carloads of butter, eggs, poultry, fresh fish, fresh meats, oranges, lemons, apples, California fruits, cheese, raisins, figs, dates, nuts, prunes, grapes and other goods much too numerous to mention are thus stored away to abide the time when they can be placed on the market to advantage.

"There is no law of supply and demand to-day," said a wholesale dealer recently, "and never again will luxuries be within the reach of those in poor or moderate circumstances as they used to be in the season when the market was glutted. Markets do not get glutted to-day. Why? Because the excess is immediately gobbled up for cold storage to supply the early demand of a future season. Thus prices vary very little through the year and last season's food becomes a delicacy when it is placed upon your plate in advance of new products from the farm, or the field, or the sea. The fish you eat to-day with such gusto may be last year's fish, the eggs last year's lay, the beef, the squab, the chicken all twelve months old. Thus there is no such excess as will make prices go down; no such scarcity as would make prices go up. In times of great production the poor man no better can afford to purchase luxuries or delicacies than he could in times of scarcity."

Certain kinds of food may be kept frozen in cold storage for three or four years without losing much flavor. Butter may be kept there three years, although as a rule it stays only about six or eight months. Eggs are usually stored away in April or May and taken out in the winter, but sometimes they are held much longer. This summer the supply of eggs has been small, or else the consumption has been greater than usual, for comparatively small quantities found their way into cold storage, while butter met with a smaller demand on the market, and more of it had to go into the cold storage houses. English snipe, yellow-legs, quail, plover, surfbird, mudhen, gallinule, jacksnipe, water chicken, curlew and baysnipe, thanks to the cold storage system, no longer are rarities of only certain seasons of the year. When they all had to be consumed within a restricted period it frequently happened that prices fell much lower than those now artificially established by a regulated and even supply, because the supply was not always in excess of the demand. Now it makes very little difference how large the supply is since the surplus may be kept until the dealers choose to dispose of it.

In former years a too bountiful supply of eggs, for example, caused the price of that commodity to drop to within the reach of everybody; to-day there is no longer a possibility of a recurrence of the conditions which then made the reduction in price a necessity. There are millions of eggs in cold storage at present awaiting the pleasure of the public. While in former years these would have been almost given away to save them from going bad, to-day the science of refrigeration permits of their being kept "fresh" for months and even years. The eggs produced in the United States during 1899 numbered 1,293,819,-

186 dozens, representing a value of \$144,286,158, so that the importance of that one item in the food list is not to be lightly thought of.

But while cold storage precludes oversupply and thereby extreme low prices, it must be conceded that it also prevents famines in one or another of the food necessities. Eggs have frequently been cornered in years when the supply was small and prices raised as high as the public would stand them. To-day there is the unknown quantity of eggs in cold storage to contend with and the yield from poultry yards is no longer a criterion. Eggs will never again be sold at 10 cents a dozen, but if they ever sell at 40 cents a dozen as they have in the past, it will be because the supply of the whole world has been cornered and not because of a short supply.

Although nearly every article which depends on a low and even temperature for its preservation is kept in cold storage, the general opinion that beef is thus stored away to force prices up is erroneous. Packers have their own cold rooms where they can keep the meat fresh for long periods, but the only occasions they have for using the cold storage plants are when the high-price cuts do not sell as fast as the low-price ones, and have to be put away for a few months. These cuts are in demand at restaurants and hotels when they really are out of season.

Thus it will be seen that the cold storage system has practically eliminated the effects of supply and demand which in former years were so marked. In fact, it may be said that the supply itself does not vary so much, since the preparation of an article for the market in reality does not add to the supply before it is taken out of the storage house, where it may be kept almost as long as if left in its raw stage. This system also enables a distribution of the necessities to all parts of the globe, making it unnecessary for the dealers to sell their goods at low prices on an over-loaded market, as they did in former years.

Contributory Negligence.

A joint committee of the recent session of the Louisiana Legislature visited the State penal farms at Angola and Hope, for the purpose of reporting on the work done by the Board of Control. The members of the committee spent some time talking with the negro convicts, and presently one of the negroes recognized a member of the committee, who is a rising young lawyer not a thousand miles from New Iberia.

"You know Mr. B—?" enquired one of the gentlemen.

"Yaas, sah, I knows Mr. B— well. He's de one dun sent me heah," replied the daky, with a grin spread all over his face.

The gentlemen had not heard of Mr. B— officiating as a prosecuting attorney and wanted to know how he came to send the convict there.

"He wuz mah lawyer, sah." Mr. B— acknowledged that the drinks were on him, provided the incident did not get any farther.

Beautiful
Large Grain Carolina
Sutton's Table Rice
Cotton Pockets. Retail 25c.

You ought to sell
LILY WHITE
"The flour the best cooks use"
VALLEY CITY MILLING CO.,
GRAND RAPIDS, MICH.

SEND YOUR
POULTRY, BUTTER AND EGGS
to Year-Around Dealer and get Top Market and Prompt Returns.
GEO. N. HUFF & CO.
55 CADILLAC SQUARE DETROIT, MICHIGAN

JOHN H. HOLSTEN,
Commission Merchant
75 Warren Street, New York City
Specialties: EGGS AND BUTTER.
Special attention given to small shipments of eggs. Quick sales. Prompt returns. Consignments solicited. Stencils furnished on application.
References: N. Y. National Ex. Bank, Irving National Bank, N. Y., N. Y. Produce Review and American Creamery.

Butter
I always want it.
E. F. Dudley
Owosso, Mich.

SEND YOUR
BUTTER AND EGGS
TO
GRAND RAPIDS
And receive highest prices and quick returns.
C. D. CRITTENDEN, 98 South Division Street
Successor to C. H. Libby
Both Phones 1300

SEEDS
Clover and Timothy—all kinds of Grass Seeds.
MOSELEY BROS., GRAND RAPIDS, MICH.
26-28-30-32 OTTAWA ST.

NEW CROP TIMOTHY
We are direct receivers and recleaners of choice Western grown Timothy Seed. We buy and sell
Clover, Alsike, Beans, Pop Corn
ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.

Clerks' Corner.

The Well-Earned Reward of the New Clerk.

Written for the Tradesman.

"Drop everything, Wingate, and come right straight here."

The storekeeper was looking out of the front window by his desk at a market wagon drawn by "a rat-tailed, ewe-necked bay" that was driven by a woman whose head was buried in a big blue sunbonnet.

"I want you to watch this woman, because you'll have more or less to do with her while you're here, if you stay until the last trumpet sounds. She is in vigorous health and she's going to beat you every time she tackles you, and that's going to be every time she comes, for I can't stand her a minute longer. I've endured it for five years and now I'm going to turn her over to you. She's a good enough customer if she can have her own way and pay her own price, but she will have the half-cent and she insists on overmeasure whatever you sell her and she samples everything in the store from the pickles to the cheese and finds fault with every blessed thing. You get even with her just once and I'll give you five dollars and raise you that much a month besides. Watch her now. She'll dive straight ahead until she gets right opposite the door and then she'll turn sharply up to the post. See that? She does everything as if she counted—three steps to the ground, three to the horse's head, one, two, three and the mare is hitched, four, five, six and she reaches the door, seven, eight, nine, she's on the grocery side of the store and then the trouble'll begin. There! the counting has begun and I'm busy with the books. Do just what you darn please, only don't you refer a single question to me. She's got as far as six and I'm too busy to look up. Eight and six are fourteen and five are—"

There wasn't any need of the man's shamming for the woman didn't notice him. She had got as far as nine in her count and that brought her plump to the counter where Wingate, the new clerk, had just tied a package of sugar and deftly snapped the string. She carried in her arms a medium-sized cheese box and as she slid it upon the counter a voice a little the worse for wear remarked, from the blue depths of the sunbonnet, "There, Swazey, is seven pounds and fifteen ounces of the best butter in Buffalo county, an' you want to give me a good price for it. What are ye payin' for butter now?"

Wingate, looking into the sunbonnet, saw a pair of big-rimmed spectacles resting upon the bridge of a long, peaked nose, a firm, closely-shut mouth with depressed corners, and a sharp chin with an almost masculine beard. It was a most unpromising customer—that he saw at a glance; but there sat Swazey, looking and grinning, and Wingate knew that his hour of trial had come. Before he could reply, however, the voice from the toms exclaimed, "Why, 'tain't Swazey! You're the new clerk, ain't ye, and a mighty good-lookin' one, too!"

"Then there's a pair of us!" was the instant rejoinder. "Mr. Swazey, please introduce me to this lady."

"Why, certainly. Excuse me—I was so busy—Mrs. Dixon, this is Mr. Wingate, my new clerk. Be good to him. He's a stranger, but don't take him in," and with that bit of pleasantry he turned to his books.

"Well, now about this butter, Mrs. Dixon. From what Mr. Swazey says, I don't believe you could make anything but good butter and that you wouldn't bring it to us if you did; but the fact is we have so much on hand that we couldn't take it to-day if we wanted to and what we pay is so low that it would be no object to you in leaving it. We couldn't give you over 9 cents and you can't afford to sell your butter for that. What can I do for you on my side of the counter?"

"Do you mean to tell me that you don't want my butter?"

"That's the last thing we shall ever say to you, Mrs. Dixon. We do want it and we want it bad, but we don't want to insult you by offering 9 cents a pound for it. It's the best we can do, though. Didn't you want some dry goods to-day?"

"I did want enough of that black calico with a white sprig in it for an apron, but, land alive! if you don't take the butter I can't pay for it."

"No trouble about that as long as we have anything to sell. Was this the piece of calico you referred to?" he asked, placing the piece before her.

"Yes, that's it. It's a new piece, ain't it? Same figure, though, and same price, I suppose?"

"Well, I don't know about the other, but this is marked 15 cents."

"Oh, go 'long! The other was a shillin' and Swazey threw off the half-cent. He always does to me."

"Well, that may be all right for that piece, but the price has gone up and there won't be any half-cent this time. It's an even fifteen, you see. How many yards did you say you wanted?"

"I didn't say, and I don't know as I want any. It takes three good yards for the apron I make. You couldn't let me have it for 14½ cents, could you?"

"No; but, seeing it's you and Mr. Swazey has told me to give you the cool end of the poker when I can, I'll take your butter and call it eight even pounds. That will be 72 cents, leaving just 27 cents in your favor."

The keen gray eyes peered out at him from the sunbonnet and the cracked voice remarked with something of a jeer in it, "I thought ye didn't have any place for my butter—you're so full, you know!"

"There isn't any place for it here, Mrs. Dixon, and I'm going to take it right over to my boarding place when I go to dinner, the whole lot of it, and I'm going to eat every mite of it myself. It looks like my mother's butter and smells like it and I'm sure it will taste like it. Seeing this is my first trade with you I'm going to throw in a spool of thread. You're going to have a pretty apron and I hope you'll wear it some day when you come here. Isn't there something else?"

"No, I guess not to-day."

She went out by threes as she came in, and when the rattling wagon had removed her beyond hearing distance the new clerk said, "I don't know which is the easier. I got out of her 15 half-cents, and considerably more than that out of you. If you have—"

"Oh, go to thunder! If you hadn't put up that tommy-rot about your mother she'd have marched out on her high heels with her butter box and that would have been the last of it."

"Yes, and if you'd used the same tommy-rot long ago you wouldn't have had to pay me the five dollars down and the extra V at the end of the month. If you don't mind, I'll take the first five now. You're so easy, Mr. Swazey!"

Richard Malcolm Strong.

MICA AXLE GREASE

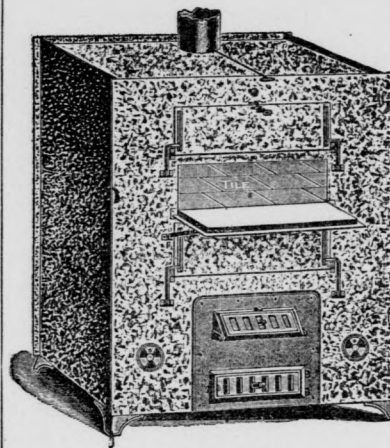
has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a 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

PERFECTION OIL IS THE STANDARD
THE WORLD OVER

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

STANDARD OIL CO.



BAKERS' OVENS

All sizes to suit the needs of any grocer. Do your own baking and make the double profit.

Hubbard Portable
Oven Co.

182 BELDEN AVENUE, CHICAGO

A Lime That Slacks

quickly, all slacks, and carries the greatest amount of sand is what every mason is looking for

Bay Shore Standard

will do all these. Barrels above criticism. Prompt delivery guaranteed.

BAY SHORE LIME CO.,
Bay Shore, Mich.

Commercial Travelers

Michigan Knights of the Grip
 President, JOHN A. WESTON, Lansing; Secretary, M. S. BROWN, Saffinaw; Treasurer, JOHN W. SCHRAM, Detroit.

United Commercial Travelers of Michigan
 Grand Counselor, H. E. BARTLETT, Flint; Grand Secretary, A. KENDALL, Hillsdale; Grand Treasurer, C. M. EDELMAN, Saginaw.

Grand Rapids Council No. 131, U. C. T.
 Senior Counselor, W. S. BURNS; Secretary Treasurer, L. F. Baker.

Gripsack Brigade.

The man who speaks ill of woman forgets the first principles of manhood. Don't get the blues. Keep cheerful and you will profit by it.

Paul J. Hake succeeds R. E. Groom as city salesman for the Voigt Milling Co.

The insinuation is the meanest of all mean things. It is a viper whose deadly poison knows no antidote.

Claude L. Chambers, formerly connected with the advertising department of the Evening Press, is now on the road for the Salada Tea Co.

Many of the railroads are friendly to traveling men and extend them every courtesy possible. Keep these roads in mind and do not miss an opportunity to show that their friendship is appreciated.

W. M. Gibbs, the well-known spice salesman, has changed his line, having engaged to travel for J. Hoare & Co., manufacturers of cut glass at Corning, N. Y. Mr. Gibbs will continue to reside at Fredonia, N. Y.

Fred Brundage, the Muskegon drug jobber, announces that Garrett Tellman will be succeeded by A. W. Stevenson and that Fred C. Castenholz will succeed W. H. Vaughan as traveling representatives for his house.

Geo. Shields, for five years retail salesman for Philip Graham and for the past eighteen months behind the counter for James T. Hughes, has been engaged by the Musselman Grocer Co. branch of the National Grocer Co. as special salesman.

E. C. Adams (Geo. H. Wheelock & Co.) gave an entertainment at Hancock to a crowded house last Saturday evening. A correspondent at that city writes: "Mr. Adams' magic can not be equaled, as those who have seen him will vouch for. His skill is equal to the best magician on the stage and a whole lot better than most of them."

When the devil wants to get up a first-class hell, without the usual expense of brimstone, he sets his earthly agents to talking about their neighbors, and he sits back and laughs himself out of breath at the mischief they bring about. In the meantime the heavenly angels weep, but what do such wretches care just so they may for a short space of time swim in what they are pleased to call "rich pastures."

The August picnic of the local lodge of the United Commercial Travelers was held last Saturday afternoon and a goodly number of the boys and their lady friends took the "Uncle Reuben" to Fruitport. Some took their lunch baskets and others got lunch at the pavilion, and in the evening all joined in the dance, which was kept up just as late as could be and catch the last car home. Next month will very likely wind up the season for outdoor picnics and it is the intention of the members of Grand Rapids Council No. 131 to give during the winter a series of dancing and card parties.

Some of the journals devoted to the interests of traveling salesmen object to

the term "the boys" when speaking of commercial salesmen and argue from a dignified point of view. "The boys" are sweet words to many an old veteran who has engaged in commercial strife and now when time has robbed him of his youthful vigor he fondly calls to mind "the boys" and pleasant memories of the past come to him. "The boys" use the expression and no words will convey the meaning so friendly. "The boys" means hearty good fellowship that no other words express. "The boys" are not finding fault with this style and are always happy if all traveling salesmen are worthy of the words. Too much dignity destroys much happiness and often excites suspicion of lack of real sincerity.

The commercial man in the beginning

is the right kind of stuff in him, and from this school are graduated every year scores of our brightest and most progressive business men. The internal organism of traveling men should be a mixture of mule, ostrich and camel. Part mule, that he may be able to sleep on his feet if no better accommodation be at hand; part ostrich, that he may be able to eat and digest anything set before him, and part camel that he may go, if necessary, a long time between drinks. Physically, as a rule, the traveling man is a handsome fellow, and the best of company; he is bright and witty, and able to converse on any subject. If a single man, he is in great demand among the ladies, and gets smiles and blandishments of rural beauties. If he is married he commands the respect of

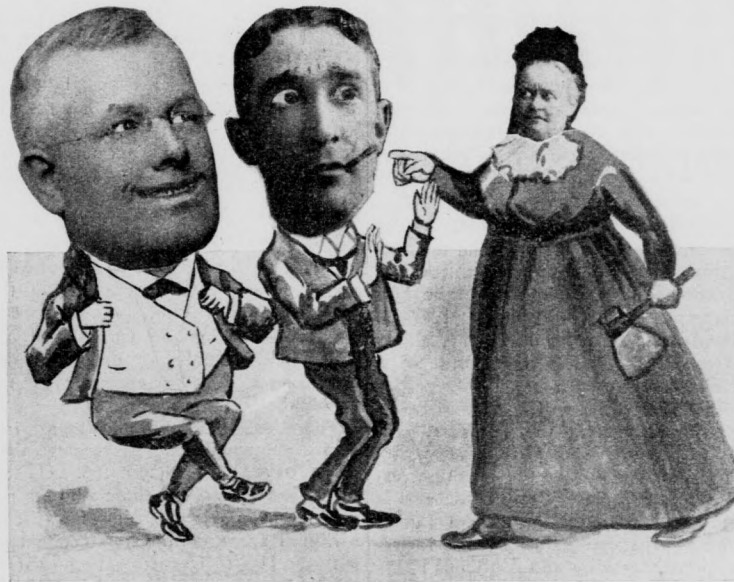
bat in a milliner's shop down town. If you care we will go down town and you can look at it, and if you like it you can have it."

No Time For Trifles.

Grain Dealer—You are not going to have cars enough to move the crop this fall? That's the same old complaint. Why don't you build more cars?

Railway Manager—My dear sir, we are too busy merging and consolidating, and all that, to have time for unimportant details.

"Good Morning, Carrie"



Carrie Nation was in the city last week. Walking along Louis street, one of our popular brokers, entirely oblivious of the coming storm, was industriously trying to light a cigarette. They met and the following conversation is reported by one of our leading grocery jobbers, who witnessed the crash and went into ecstasies over the entertainment:

Carrie—Well, you are a pretty spectacle, smoking that nasty cigarette, committing suicide and setting such an example to our boys! You're old enough to know better. Ain't you ashamed of yourself? Why do you do it?

Doc. Withey (After a desperate struggle to gather his scattered senses mid gasps for breath)—N—n—none of your blanked business!

The cyclone then struck him in all its fury and 'mid the torrent of heated dust, mud and lava from the figurative Mt. Pelee, he took to his heels as the only way of escape. The snapshot above is a faithful reproduction of the two principal actors in the drama and a bystander who happened to be passing along the street at the time the clash occurred appears to have enjoyed it quite as much as the Kansas cyclone did and even more than the genial broker did.

is selected for the position he occupies because of the peculiar ability he possesses of adapting himself to any circumstance, coupled, of course, with the necessary amount of shrewdness and business tact. He is selected because he is able to associate himself with all kinds of people and make them feel that he is one of them. He must be a man of judgment and a judge of character. He must be able to tell at a glance whether to approach his customer in the common, ordinary, agreeable way or whether to take off his hat and do the "Queen Anne act." In other words, he must be a man capable of approaching any and every condition of people under all sorts of circumstances without offense to any. He is by education, if not by birth, a gentleman. There is no better school than the road, if there

his neighbors, and the love of his wife and babies is all his. And as we love those things best of which we get the least the home of the traveling man is a sacred joy and a haven of rest.

Failed to Find the Jag.

After the return of the drummer from his travels his young wife explored his grip with an expectant face. Failing to find that of which she was apparently in search, she turned to him and said: "Where is the jag?"

"The what?" he asked in astonishment.

"The jag. Mrs. Laces says her husband saw you in Petoskey with a lovely jag on. Whatever it is, you are not wearing it and it is not in your grip."

"Oh, that is all right. I left it at the office. By the way, I saw a handsome

The Livingston Hotel

will undoubtedly be headquarters for all merchants who take advantage of the excursion given by the Wholesale Merchants' Association of the Board of Trade between August 25 and September 10 from all parts of Michigan, because it is a first-class, modern, well equipped, fireproof hotel, where the best meals in the city are served and where patrons receive the most courteous attention. It is near the depots and on all the street car lines.

Cor. Fulton and Division Streets

The Warwick

Strictly first class.
 Rates \$2 per day. Central location.
 Trade of visiting merchants and traveling men solicited.
 A. B. GARDNER, Manager.

Traveling Men

Do not hesitate to sell merchants who hold a membership in the

Commercial Credit Co.

because they realize that they are protected against dead-beats and poor pay customers.

Drugs--Chemicals

Michigan State Board of Pharmacy

Name	Term expires
HENRY HEIM, Saginaw	Dec. 31, 1902
WIRT P. DOTY, Detroit	Dec. 31, 1902
CLARENCE B. STODDARD, Monroe	Dec. 31, 1904
JOHN D. MUIR, Grand Rapids	Dec. 31, 1904
ARTHUR H. WEBBER, Cadillac	Dec. 31, 1906

President, HENRY HEIM, Saginaw.
Secretary, JOHN D. MUIR, Grand Rapids.
Treasurer, W. P. DOTY, Detroit.

Examination Sessions.
Lansing, November 5 and 6.

Mich. State Pharmaceutical Association.

President—LOU G. MOORE, Saginaw.
Secretary—W. H. BURKE, Detroit.
Treasurer—C. F. HUBB, Port Huron.

Practical Hints on Buying.

A well kept want book is the first step toward safe buying. Arrange this book so that you can prefix the quantity needed. When ready to place the order go over the list carefully, and satisfy yourself that you need everything there. When this is done note the amount of each article you are ordering, first having carefully decided the proper quantity to purchase—not too much, but enough until you order again. Having done this, copy the order carefully and send in to your jobber, or give it verbally to the representative of the jobber. Mark the order on the want list, with the name of the house from whom ordered, and on what date. You are now ready to receive the goods. Upon arrival, go over the invoice and see that the prices are correct. Compare them with your latest quotations. Those given in your drug journals are reliable. If you find any errors in over-or-undercharge, mark the item on the invoice, and at once report to the jobber. Be sure and report all errors, whether in your favor or not. The jobber is entitled to just compensation for his goods, and will appreciate your calling an error to his attention. Then check off from the invoice and mark those goods the prices of which are correct. Set aside those about which there is some controversy until you hear from the jobber. The goods are now ready for sale, and it depends upon you to secure reasonable and just profits. Now comes the finale of the transaction—the payment for the goods. You can either take a certain time or a certain per cent. off for cash. Two per cent. off for cash within ten days means just ten days, and not eleven or twelve days. It is wrong to wait twelve, fifteen, or even thirty days and still deduct the cash discount. If the discount amounts to 24 cents, do not take 25 cents. The extra cent belongs to the jobber. The above rules, if followed, will give you a correct and good commercial rating. Everybody will want your trade, and you will be in a position to buy goods right.

Wm. Mittelbach.

What Makes For Success at the Soda Fountain.

Crushed fruits, when used, are only attractive when served from fly-proof bowls. The milk containers in most stores are a snare and a sour delusion, simply because they are neglected. These things may all seem like trifles, but we all know that "perfection is no trifle," and it is this care and attention to detail that makes perfection possible.

The same formulas should produce the same results and customers will walk an extra block or two to obtain a glass of a favorite sarsaparilla or special drink if it is satisfactory and always the same.

The dispenser who waits to observe the position of the clouds Sunday morning before he makes up his syrups for the day is likely to find himself with several ways to go at once and the most

frequent calls for the flavors that are out. He must be ahead of the game if he wishes to make the work either a source of pleasure or profit.

A good soda may be spoiled by poor serving. A clerk with a grimy coat, hands or nails is not an appetizing background for the most delicious drink. A neatly groomed clerk with a fresh coat and a flower in his buttonhole is a final assurance that the serving is equal to the quality and that the quality is good.

A lady can not endure to be handed a glass that drips and is likely to ruin her gown or to grasp a holder which leaves a syrupy imprint upon her glove. A soda dispenser who runs a glass over in filling it is too awkward for toleration. A supply of paper napkins used with discretion will be much appreciated. The newsboy who blows in and says "Gimme a sody" will prefer a julep straw while my lady in dainty foulard and nodding plumes will look and feel her thanks for the little Japanese square of crinkly paper.

Tact is required. Customers are sufficiently human to appreciate small acts of thoughtfulness and the occasional evidence of a little personal interest—a pleasant word of greeting, a kindly enquiry for a sick member of the family or a fan on a hot day.

Unless there is plenty of room tables are an objection as they tend to cause customers to linger too long to the disadvantage of those who would take their places but seats should be provided in abundance. A tired individual is doubly refreshed if he can be seated as he drinks.

Any man who is willing to equip himself properly with the necessary apparatus and to keep it in good repair; who is willing to give the attention essential to absolute cleanliness; who is regularly supplied with goods of a good quality at the right price; who insists on proper serving and courteous treatment of customers is sure to reap the substantial rewards of friends, satisfaction and money at his soda fountain.—Russel Wilmot in Western Druggist.

Dead by Proxy.

Harrison Huff, aged 91, went into a drug store at Wichita, Kansas, the other day and enquired for Bombay root, saying he wished to use it as a substitute for tobacco. "Can't you quit without a substitute?" enquired the druggist, after explaining that Bombay root was an antiquated drug and no longer found in the market. "I don't want to quit," said the old man. "I simply want to let up a little." "How long have you been chewing?" enquired the druggist. "Nigh on to eighty years; maybe more. I know I was chewing when Jefferson died on the Fourth of July in 1824."

Continuing his talk about the early days, Mr. Huff said that he had voted for Andrew Jackson and at every presidential election ever since. "The day I was born," he said, "my father was drafted into the war against the English. He couldn't go, as my mother was very ill—they thought she was going to die—and so he hired a substitute. The substitute died before he had marched three miles. The officer came back and wanted to draft father again. 'Your proxy is dead,' the officer said, 'and I want you.' Then my father said: 'If my proxy is dead, then I am dead by proxy, and I won't go.' And he didn't go."

To Clean Mantles of Gasoline Lamps.

The sprinkling of fine salt on the mantles of gasoline lamps when they blacken will immediately cause the deposited carbon to burn off without injuring the mantles in the least.

How to Loosen Jammed Stoppers.

1. Hold the bottle or decanter firmly in the hand or between the knees and gently tap the stopper on alternate sides using for the purpose a small piece of wood and directing the strokes upward.

2. Plunge the neck of the vessel in hot water, taking care that the water is not hot enough to split the glass. If the stopper is still fixed use the first method.

3. Pass a piece of lint around the neck of the bottle, which must be held fast while two persons draw the lint backward and forward.

4. Warm the neck of the vessel before the fire, and when it is nearly hot, the stopper can be removed.

5. Put a few drops of oil around the stopper where it enters the glass vessel, which may then be warmed before the fire. Then apply process No. 1. If the stopper still continues immovable, repeat the above process until it gives way, which it is almost sure to do in the end.

6. Take a steel pin or needle and run it around the top of the stopper in the angle formed by it and the bottle, then hold the vessel in your left hand and give it a steady twist toward you with the right, and it will very soon be effectual. If this does not succeed, try process No. 5, which will be facilitated by it.

Immunity From Vaccination.

There is, I am afraid, a good deal of popular misapprehension as to the length of time a person who has been vaccinated is immune from smallpox. There is absolutely no means of determining this. It varies with every individual.

There are some people who are immune from smallpox even although they never have been vaccinated. On the other hand, there are those who are not immune even a year or less after vaccination. I know one physician connected with the Health Department who vaccinates himself every month. Many physicians are vaccinated every year.

If you are vaccinated and the vaccination takes you may be sure that had you been exposed to smallpox and in a receptive condition, it would have taken also. There is no safety except in vaccination. Geo. F. Shradly.

Wasting Advertising Space.

Merck's Report observes that the average advertiser among druggists uses a single column space four inches deep. The cuts chiefly employed are of column width and from 2 to 2½ inches deep. But the man who uses a cut of this size in a four inch card wastes space. In the first place it is not necessary that a cut should be as wide as the newspaper column; nor should it be as deep as those mentioned above. An admirable size is 1½ inches wide and 1¼ inches deep. A picture of these dimensions will be neat, and in addition will be particularly "catchy" because it is out of the ordinary style. Understand, however, that this new style of a cut is not advocated simply because it is unusual. It is advised because when you use the old style illustration you have so little space to say anything about yourself or your goods.

Never Wait For the Crowd.

The man who does things, who brings about results, who feels within himself the power of achievement and is determined to make himself known in the world, never waits to see what the crowd is going to do. He does not ask advice of everybody he knows or wait for precedents. He lays out his own

plans, thinks his own thoughts, directs his own energies. He does not complain because obstacles appear in his path; when he meets them, he goes through, not over or around them. He never whines or grumbles; he simply keeps to his task and works in a joyous, manly way. He goes about everything he undertakes with a determination that insures victory. It takes courage and originality to step out from the crowd and act independently—to jump into deep water, as it were, and swim or sink. The man who acts boldly wins the confidence of the world.

Hitching Horses to Holes in the Ground.

Tying one's horse to a hole in the ground is a strange proceeding and to the uninitiated seems impossible, but in the great California deserts, with their vast sand wastes and alkaline beds, where neither trees nor shrubs have courage to grow, and where sticks and even stones refuse to exist the demand for some efficacious method of hitching animals has been imperative.

The white man, with all his ingenuity, has always found the question of anchoring his horse on the desert to be an enigma, and unless he has a wagon to which he may tie his steed he finds himself in a dilemma, but the desert Indians, who have never been accredited with superabundant wits, have for many years employed a method that is clever, unique and effective—that of fastening their animals to holes in the ground. During a recent trip to the desert a photographer caught an Indian in the very act, and for the first time a photo was taken that illustrates the scheme.

Kneeling on the hot sand the Indian began to dig with his hands, which were as hard and tough and impervious to pain as a dog's paws. He worked energetically until he had made a hole about two feet deep. He then tied an immense knot in the end of the halter rope, lowered it into the bottom of the hole, filled the hole with sand, and then jumped and stamped upon it until the earth over the knot was about as solid as the rock of Gibraltar.

It was a curious performance, but the skill of the idea merits applause, for unless a horse is in a particularly frivolous state of mind these subterranean hitching posts will perform their duty quite as well as the conventional city arrangement.

The Drug Market.

Opium—Is dull and unchanged.
Morphine—Is steady.
Quinine—Is weak and tending lower.
Oil Rose—Price for this year's crop has been fixed in the primary market, and oil has advanced here 50c per oz.
Oil Peppermint—Is firm, but not as high prices are offered as last week.
Buchu Leaves—Prime green are in small supply and have advanced.
Senega Root—Is scarce and advancing.
Linseed Oil—Has declined, on account of competition.

Lucky He Hadn't.

"Miss Muggles has had \$6,000 left to her by an uncle who had never seen her."
"Well, that explains it."

EAT WHAT YOU LIKE

A GUARANTEED CURE—That is the way HICKERSON Dyspepsia Tablets are sold. They will positively cure and relieve all forms of stomach trouble. 25 days' treatment in each box for \$1. Sent to any address. Don't wait, but get a box.

HICKERSON MEDICINE CO.,
Warren, Ind.

FRED BRUNDAGE

wholesale

Drugs and Stationery

32 & 34 Western Ave.,

MUSKEGON, MICH.

WHOLESALE DRUG PRICE CURRENT

Advanced—Senega Root, Oil Rose. Declined—Linseed Oil.

Table listing various drugs and their prices, categorized by type (Acidum, Ammonia, Aniline, Baccæ, Balsamum, Cortex, Extractum, Ferru, Flora, Gammli, Herba, Magnesia, Oleum, Potassium, Radix, Semen, Spiritus, Sponges, Syrups, Tinctures, etc.).



Wholesale Merchants' Association

of the

Grand Rapids Board of Trade

Buyers' Excursion

to Grand Rapids, Mich.

From August 25 to September 10, 1902, both days inclusive

At one and one-third fare for the round trip from all parts of Michigan, except from points where the regular tariff rate to Grand Rapids is less than 75 cents one way, on the certificate plan.

A cordial invitation is hereby extended to our patrons and to all retailers and their families to visit Grand Rapids.

Tickets will be sold for this occasion only on August 25, 26, 27, 28, 29 and 30 and the certificate issued by ticket agent will be good when validated for a return ticket any day between August 28 and September 10, 1902.

Our Holiday Line will be on exhibition on above dates in charge of our Mr. Dudley.

Hazeltine & Perkins Drug Co.



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Canned Salmon
Pearl Barley
Evaporated Raspberries

DECLINED

- Kingsford Starch
Standard Wooden Pails
Holland Herring
Brick Cheese

Index to Markets

By Columns

Table with columns A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y. Lists various goods like Flour, Sugar, Coffee, etc. with prices.

1

Table 1: AXLE GREASE, BAKING POWDER, BATH BRICK, BLUING, BREAKFAST FOOD, BROOMS, BRUSHES, BUTTER COLOR. Includes image of JAXON Baking Powder.

2

Table 2: CANDLES, CANNED GOODS, BLUEBERRIES, BROOK TROUT, CLAMS, CLAM BOUILLON, CORN, FRENCH PEAS, GOOSEBERRIES, HOMINY, LOBSTER, MACKEREL, MUSHROOMS, OYSTERS, PEACHES, PEARS, PEAS, PINEAPPLE, PUMPKIN, RASPBERRIES, RUSSIAN CAVIAR, SALMON, SHRIMPS, SARDINES, STRAWBERRIES.

3

Table 3: SUCCOATAH, TOMATOES, CARBON OILS, CATSUP, CHEESE, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINES, COTTON VICTOR, COTTON WINDSOR, COTTON BRAIDED, GALVANIZED WIRE, COCOA, COCONUT, COCOA SHELLS, COFFEE, CRACKERS.

4

Table 4: DWINELL-WRIGHT CO.'S BRANDS, WHITE HOUSE MOCHA AND JAVA, Rio, Santos, Maracaibo, Mexican, Guatemala, Java, African, Fancy African, O. G., P. G., Mocha, Arablan, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, Extract, Valley City, Felix, Hummel's, Hummel's tin, CONDENSED MILK, Eagle Brand, Gall Borden Eagle, Crown, Champion, Magnolia, Challenge, Dime, Peerless, Milkmaid, Tip Top, Nestles, Highland Cream, St. Charles Cream, CRACKERS, National Biscuit Co.'s brands, Seymour, New York, Family, Salted, Wolverine.

5

Table 5: SODA, OYSTER, SWEET GOODS-BOXES, ANIMALS, ASSORTED CAKE, BELLE ROSE, BENT'S WATER, CINNAMON BAR, COFFEE CAKE, ICEED, COFFEE CAKE, JAVA, COCONUT MACAROONS, COCONUT TART, CRACKNELLS, CREAMS, ICEED, CREAM CRISP, CUBANS, CURRANT FRUIT, FROSTED HONEY, FROSTED CREAM, GINGER GEMS, L'EGE OR SM'L, GINGER SHAPS, N. B. C., GLADIATOR, GRANDMA CAKES, GRAHAM CRACKERS, GRAHAM WAFERS, GRAND RAPIDS TEA, HONEY FINGERS, ICEED HONEY CRUMPLETS, IMPERIALS, JUMBLES, HONEY, LADY FINGERS, LEMON SHAPS, LEMON WAFERS, MARSHMALLOW, MARSHMALLOW CREAMS, MARSHMALLOW WALNUTS, MARY ANN, MIXED PLICIC, MILK BISCUIT, MOLASSES CAKE, MOLASSES BAR, MOSS JELLY BAR, NEWTON, OATMEAL CRACKERS, OATMEAL WAFERS, ORANGE CRISP, ORANGE GEM, PENNY CAKE, PILOT BREAD, XXX, PREZELLETS, HAND MADE, PREZELLETS, HAND MADE, SCOTCH COOKIES, SEARS' LUNCH, SUGAR CAKE, SUGAR CREAM, XXX, SUGAR SQUARES, SULTANAS, TUTTI FRUTTI, VANILLA WAFERS, VIENNA CRIMP, E. J. KRUCE & CO.'S BAKED GOOD, STANDARD CRACKERS, BLUE RIBBON SQUARES, Write for complete price list with interesting discounts, CREAM TARTAR, 5 and 10 lb. wooden boxes, Bulk in sacks, DRIED FRUITS, Apples, Sundried, Evaporated, 50 lb. boxes, California Prunes, 100-120 25 lb. boxes, 90-100 25 lb. boxes, 80-90 25 lb. boxes, 70-80 25 lb. boxes, 60-70 25 lb. boxes, 50-60 25 lb. boxes, 40-50 25 lb. boxes, 30-40 25 lb. boxes, 1/2 cent less in 50 lb. cases, California Fruits, Apricots, Nectarines, Peaches, Pears, Pitted Cherries, Prunelles, Raspberries, Citron, Leghorn, Corsican, Currants, California, 1 lb. package, Imported, 1 lb. package, Imported, bulk, Peel, Citron American 19 lb. bx., Lemon American 10 lb. bx., Orange American 10 lb. bx., Raisins, London Layers 2 Crown, London Layers 3 Crown, Cluster 4 Crown, Loose Muscatels 2 Crown, Loose Muscatels 3 Crown, Loose Muscatels 4 Crown, L. M., Seeded, 1/2 lb., Sultanas, bulk, Sultanas, package, FARINACEOUS GOODS, Beans, Dried Lima, Medium Hand Picked, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50 lb. sack, Pearl, 200 lb. bbl., Pearl, 100 lb. sack, Macaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box.



READY!

THE large unabridged edition of our fall catalogue is now being mailed, Mr. Merchant. It lists over forty thousand items in general merchandise and illustrates nearly every one. It should be an important part of your buying equipment, Mr. Merchant, for it is the standard by which close buyers gauge prices. If your name is not on our mailing list, it should be. Send for this catalogue and see if we can't save money for you. It is FREE to any merchant. Ask for catalogue J436.

Butler Brothers

230 to 240 Adams St.

- CHICAGO

